

2001 January 18

TO: CITY MANAGER

FROM: DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

SUBJECT: 2001 DEER LAKE PARK SPECIAL EVENT SCHEDULE

PURPOSE: To provide information about the proposed schedule of 2001 special event dates in Deer Lake Park.

RECOMMENDATION:

1. THAT this report be received for information purposes.

REPORT

At its meeting of 2001 January 17, the Parks, Recreation and Culture Commission received the attached report and adopted the two recommendations contained therein.



Kate Friars
DIRECTOR PARKS, RECREATION
AND CULTURAL SERVICES

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Attachment

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SUBJECT: 2001 DEER LAKE PARK SPECIAL EVENT SCHEDULE

RECOMMENDATION:

1. THAT approval be granted for the proposed schedule of 2001 special event dates in Deer Lake Park.
2. THAT a copy of this report be sent to City Council for information.

REPORT

BACKGROUND

The City of Burnaby's key special events center around the summer months in Deer Lake Park. Last year's celebration, Discovery Days 2000: An Arts Celebration, combined four events over a three day period: the Vancouver Symphony in the Park concert, the Discovery Day Festival, the Night of 2000 Lights and the Burnaby Blues Festival. Given the success of the new events, Council has approved making annual events of the Burnaby Blues Festival and Night of 2001 Lights. To best coordinate resources and to evenly distribute the summer event offerings a review has been done of the schedule.

For operational and logistical efficiencies, staff recommend changing the dates as follows:

Burnaby Rhododendron Festival	Sunday, May 6
Vancouver Symphony in the Park	Friday, July 20
Burnaby Blues Festival	Saturday, July 21
17 th Annual Discovery Day Festival	Sunday, Aug.12
Night of 2001 Lights	Saturday, Sept. 22

VANCOUVER SYMPHONY IN THE PARK

It has been the case for some years to hold the outdoor concert on the third Friday in July. It is recommended that this date be kept as it fits best with the Symphony's summer concert schedule. Trans Mountain Pipe Line will again support the outdoor concert in 2001.

BURNABY BLUES FESTIVAL

In 2000 December Council confirmed the continuation of the Burnaby Blues Festival as an annual event at Deer Lake Park. It is proposed that this concert take place on the day following the Symphony for several reasons.

The production elements are similar. The required stage is the same size, and lighting and sound equipment are common to both concerts creating efficiencies in set up and tear down and resulting in sharing of those expenses over two events. The site needs are also similar with portable toilets, sponsor and merchandise tents, and concessions. The pairing of the Blues festival with the Symphony concert combines two events with similar elements creating a "Burnaby Concert Weekend" which can be capitalized on in the publicity campaign.

17th ANNUAL DISCOVERY DAY FESTIVAL

It is proposed that the Discovery Day Festival, held for the past three years on the day following the Symphony concert, be moved to Sunday, August 12. For many years, until it became a two day Festival in 1994, Sunday was the preferred day for this festival as it allowed community groups more time to set up their displays on a traditional non-working day.

The large mainstage used for the Symphony concert will not be required for this year's festival, instead, the plan is to move the Festival up the slope to create a more intense, exciting and vibrant feel for this popular community event. Long term community groups who participate in the Discovery Days Festival have been polled and they are in favour of the date change. August is traditionally a drier month than July and a slower month for festivals in the Lower Mainland so competition will be less and potential exists for drawing a larger crowd. Having a break of three weeks from the July Concert weekend to the Festival is crucial to allow event staff additional planning and coordination time for the many festival details.

NIGHT OF 2001 LIGHTS:

In 2000 Council also approved the continuation of this event annually. The Night of 2001 Lights is an excellent community development celebration whose many unique elements make it perfect as a stand-alone event. In 2000 this premiere event was held on the evening of Discovery Day in July. It is proposed it now be held on Saturday, September 22.

Having an adequate break of five weeks between the Discovery Day Festival and the Night of 2001 lights will allow event staff the necessary time to prepare the detail of this outdoor lantern festival and for the community to create lanterns in the lantern workshops, held for three weeks in advance of the event in the community. The summer holiday period for families will be well over and the September date will provide a family event for the community at an otherwise quiet time of the year. The site will be darker earlier adding to the magic of the lanterns and fire performances. The event will be able to have been cross-promoted at the earlier summer events through on site lantern making workshops.

For 2001 Deer Lake Park is the selected site due to the magical park ambience, distance from residential lights and excellent topography. Other sites will be investigated into the future. This event is a focus for community arts development allowing for broad public participation in lantern-making and future event management.

CONCLUSION

Spreading the events out over a five month period will create a full season of excellent events for Deer Lake Park and the City of Burnaby. It will allow greater opportunity for media coverage, tourism promotion, advertising and for cross- promotion between events. Having them spread over a longer period will allow staff to better manage and implement the events through a more efficient distribution of resources. It is recommended that the event schedule be approved as presented so that contracting and promotion can commence immediately.

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