

2001 NOVEMBER 22

TO: CITY MANAGER

FROM: DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

SUBJECT: 2001 SUMMER FESTIVALS IN DEER LAKE PARK

PURPOSE: To provide Council with information regarding 2001 summer festivals in Deer Lake Park.

RECOMMENDATION:

1. THAT this report be received for information purposes.

REPORT

At its meeting of 2001 November 21, the Parks, Recreation and Culture Commission received the above noted report and adopted the recommendation contained therein.

Arising out of discussion, the Commission then adopted a motion to forward a copy of the report to Council for information.



Kate Friars
DIRECTOR PARKS, RECREATION
AND CULTURAL SERVICES

tc

Attachment

c:\data\council\PK-2001 SUMMER FESTIVALS IN DEER LAKE PARK

SUBJECT: 2001 SUMMER FESTIVALS IN DEER LAKE PARK

RECOMMENDATION:

1. THAT a copy of this report be sent to the Executive Committee of Council for information purposes.

REPORT

BACKGROUND

The Cultural Services Division manages special events and festivals and annually presents some of Burnaby's most popular outdoor spectacles. In addition to the Rhododendron Festival co-presented with the Burnaby Rhododendron and Gardens Society in late Spring, the summer features four major events held at Deer Lake Park.

Each major event in the "Burnaby Festivals in the Park" program shares the common goal to bring Burnaby residents and visitors together to celebrate and discover the arts and to increase community awareness and pride. The Symphony in the Park and Burnaby Discovery Day are now departmental traditions. Arising from Year 2000 Burnaby celebrations, the Burnaby Blues Festival and Night of 2001 Lights are new cultural legacies.

SYMPHONY IN THE PARK

The 13th Annual Symphony in the Park was held at Deer Lake Park on Friday 2001 July 20 at 7:30pm featuring the Vancouver Symphony Orchestra, led by conductor Tania Miller. The concert included a performance by the local piano soloist, Rosa Hong, and drew the largest crowd ever, estimated at 9,000 music lovers. The continuing partnership with the City of Burnaby and Trans Mountain Pipe Line Company Ltd. will ensure this very popular summer attraction will endure.

BURNABY BLUES FESTIVAL

The 2nd Annual Burnaby Blues Festival, held on Saturday 2001 July 21, was an artistic and financial success, drawing a crowd larger than projected, and from a wider area. Children aged 12 and under were admitted free to encourage families to attend and enjoy the exciting musical program in the attractive and comfortable park setting at Deer Lake. In total over 3,500 attended this year.

The partnership between the City of Burnaby and the Coastal Jazz and Blues Society (CJBS) proved to be invaluable. The artistic and marketing expertise of CJBS provided for a very healthy response to Canadian sensation Colin James, Sue Foley, the Holmes Brothers, Duke Robillard Band, Joe Louis Walker and Big Bill Morganfield.

Gateway Casinos Ltd. became the Blues Festival's presenting sponsor in 2001, providing vital financial support. Gateway Casinos Ltd. was joined by the Radisson Hotel Burnaby and an enthusiastic core of media sponsors led by the Burnaby Now newspaper showing good corporate sponsorship for the Burnaby Blues Festival.

BURNABY DISCOVERY DAY

The 17th Annual Burnaby Discovery Day was held on Sunday, 2001 August 12 from 10:00 a.m. to 4:00 p.m. The key objective of the festival is for citizens and visitors to "discover" the wealth of services and programs offered in the community and to also "discover the artist within" through many hands-on creative activities. An estimated 5,000 attended this year to enjoy the displays and activities of 48 community groups and organizations.

The Chevron Innovation Station proved to be a highlight for many children and families attending. Activities included kite, hat and lantern making and the dazzling Starlab portable planetarium. Shaw Cable sponsored a successful boat building workshop that saw 500 young shipwrights constructing imaginative vessels. Ceramics Row was sponsored by Canada Trust offering opportunities for an attempt at the potters wheel.

Public survey results show a keen desire to again expand this popular annual, multi-generational community event.

LANTERN FESTIVAL

The Night of 2001 Lights was held in Deer Lake Park beginning in the early evening of Saturday 2001 September 22. The park was transformed by colourful lanterns and beautiful candlelit installations. A slender crescent moon hung in the clear night sky creating an oasis of peace during these recent challenging times. An estimated 4,500 people participated in the lantern procession and viewed displays and performances throughout the evening, three times more than attended last year.

The relationship with Public Dreams Society underscored the benefits of partnerships with the non-profit community. The Public Dreams team coordinated the 16 site installations and performances that included a drum circle, stilt performers, song, dance and the fire performance finale.

An on-site lantern workshop produced 300 lanterns that added to the thousands made throughout the season earlier in community centres, schools, summer programs and mall workshops. The community arts development program helped the community help themselves in creating lanterns, installations and participating in the magical event.

CONCLUSION

The Burnaby Festivals in the Park Program has grown significantly in the past two years. The increasing popularity of the annual Symphony in the Park event suggests it may have reached its maximum audience level presenting some park capacity challenges for the future. The Burnaby Blues Festival is meeting its business targets and developing a growing community and sponsor response necessary for its future vitality. Burnaby Discovery Day remains the cornerstone of community summer events and can clearly accommodate the new and changing interests of Burnaby. The Lantern Festivals is truly unique in the program, showing promise of increased community involvement, local talent development and even larger participation next year.

In assessing the survey results from participants, partners and planners, the dates of the 2002 Burnaby Festivals in the Park Program have been adjusted as follows:

- | | | |
|----|---|-----------------------------|
| 1. | 18 th Annual Burnaby Discovery Day | Sunday, 2002 July 07 |
| 2. | 14 th Annual Symphony in the Park | Friday, 2002 July 26 |
| 3. | 3 rd Annual Burnaby Blues Festival | Saturday, 2002 July 27 |
| 4. | Night of 2002 Lights | Saturday, 2002 September 21 |

These adjustments are projected to improve participation rates and levels of satisfaction. The schedule also maintains the relationship between the Symphony and Blues events, resulting in efficiencies in production and promotion costs.

This is for the information of the Commission.

DN:dn:as:hh
p:\hh\dn\summer festivals-2001