



Meeting 2008 September 29

## COUNCIL REPORT

**FINANCE AND CIVIC DEVELOPMENT COMMITTEE**

*HIS WORSHIP, THE MAYOR  
AND COUNCILLORS*

**SUBJECT: CONTINUED SUPPORT FOR THE WORLD POLICE AND FIRE GAMES**

**RECOMMENDATIONS:**

1. THAT Council approve on a value in kind basis the use of City facilities and services associated with the World Police and Fire Games activities as outlined in this report.
2. THAT Council authorize an expenditure of Gaming Funds in the amount of \$290,000 for programs and events outlined in this report.
3. THAT Council authorize an expenditure of \$15,000 from the Council Civic Reception & Misc. Budget to host a reception for VIP/Dignitaries of the World Police and Fire Games.
4. THAT a copy of this report be forwarded to the Parks, Recreation and Culture Commission.
5. THAT a copy of this report be forwarded to Mr. Stuart Ballantyne, CEO World Police and Fire Games.

**REPORT**

The Finance and Civic Development Committee, at its meeting held on 2008 September 16, received and adopted the attached report seeking Council's approval for the use of City facilities, services, and the development of cultural and environmental programs to support the 2009 World Police and Fire Games.

Respectfully submitted,

Councillor D. Johnston  
Chair

Councillor N. Volkow  
Vice Chair

Councillor G. Begin  
Member

Copied to:	City Manager Director Finance Director Engineering Director Parks, Recr. & Cult. Services
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**TO:** CHAIR AND MEMBERS  
FINANCE AND CIVIC DEVELOPMENT  
COMMITTEE

**DATE:** 2008 August 28

**FROM:** DIRECTOR PARKS, RECREATION AND CULTURAL SERVICE

**SUBJECT:** CONTINUED SUPPORT FOR THE WORLD POLICE AND FIRE  
GAMES

**PURPOSE:** To seek Council's approval for the use of City facilities, services, and the development of cultural and environmental programs to support the 2009 World Police and Fire Games.

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#### RECOMMENDATIONS:

1. **THAT** Council approve on a value in kind basis the use of City facilities and services associated with the World Police and Fire Games activities as outlined in this report.
2. **THAT** Council authorize an expenditure of Gaming Funds in the amount of \$290,000 for programs and events outlined in this report.
3. **THAT** Council authorize an expenditure of \$15,000 from the Council Civic Reception & Misc. Budget to host a reception for VIP/Dignitaries of the World Police and Fire Games.
4. **THAT** a copy of this report be forwarded to the Parks, Recreation and Culture Commission.
5. **THAT** a copy of this report be forwarded to Mr. Stuart Ballantyne, CEO World Police and Fire Games.

#### REPORT

##### INTRODUCTION

At the Executive Committee of Council Meeting held on 2008 February 11, representatives of the 2009 World Police and Fire Games, Mr. Stu Ballantyne, Mr. Jeff Clark, and Mr. Don Hardman appeared as a delegation to request the use of Parks, Recreation and Cultural facilities and services for the 2009 World Police and Fire Games. Arising from the discussion, the Executive Committee of Council adopted the following motion:

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From: Director Parks, Recreation & Cultural Services  
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“THAT this request be referred to Parks Recreation and Cultural Services staff for a report.”

This report responds to the request coming out of the initial presentation and provides an update on activities and programs planned in conjunction with the World Police and Fire Games.

## ASSISTANCE REQUESTS

Within the World Police and Fire Games (WPFPG) proposal, several types of assistance have been requested for Council consideration. Each of the program areas are briefly described with recommendations for Council support.

### 1. Facility Use

The WPFPG have requested the use of the following facilities as a value in kind for various sport activities from 2009 July 27 through to August 11:

- Burnaby Lake Sports Complex: parking, east and west fields, outdoor tennis courts and clubhouse, archery, baseball diamonds, concession, Burnaby Lake Pavilion, Bill Copeland Sports Complex and Burnaby Lake Arena.
- Kensington Arena.
- Swangard Stadium and parking lot.
- Central Park: Horseshoe pitch and tennis courts.
- Riverway Sports Complex: all fields and parking.
- Squint Lake Baseball Diamonds: all fields and parking.

#### Status:

Staff have informed user groups of the time period the Games will take place. Community events and facility use schedules are being adjusted to accommodate the Games requirements. The schedule remains fluid as the event organizers continue to refine the time requirements for set up and take down of infrastructure to support the events.

#### Financial Impact:

The WPFPG have requested that the facilities required be offered for use on a value in kind basis. Staff have estimated the loss of facility rental revenue and additional internal staff costs to be \$90,000.

The additional cost for field preparation, attendants, parks patrol, janitorial services and garbage pick at these venues is estimated to be \$87,000 over the 11 day period.

## **2. Street Banner Program**

The WPFPG intend to create a banner that would be on display from 2009 July 02, through to 2009 August 31. It is proposed that the banners will be designed and supplied to the City by WPFPG. The banners would have sponsor recognition on them.

The City is being asked to supply hardware on the poles selected and fund the installation and removal of the banners. The following corridors are being evaluated for potential use:

Canada Way from Gilmore to Burris  
Hasting Street from Boundary Road to Inlet Drive  
Lougheed Highway from Boundary Road to Gaglardi Way  
University Drive from Curtis to the SFU Campus  
Kinsway from Boundary Road to Royal Oak  
Kensington from Canada Way to Lougheed Highway

### **Status:**

Within the corridors listed above, there are 652 poles that could be used for banner display. Of these, 168 have hardware and 484 do not. Staff are currently working with WPFPG staff to determine the extent of the program and the associated requirements. It is anticipated that the banner program will incorporate elements of the City of Burnaby banner program, the Heights Merchants Association program and the World Police and Fire Games Program. It is anticipated that not all corridors proposed will be utilized due to overhead lines and other impediments that deter us from harnessing hardware to the poles. In addition, negotiation for the number of banners along the corridors is underway.

### **Financial Impact:**

The banner program executed to the full extent (652 poles) would require \$87,000. It is recommended that a budget in the amount of \$42,500 be allocated for the banner program in anticipation of a reduced program. This would allow for banners on all existing hardware and include new hardware and banners on an additional 200 poles. Any cost savings realized through additional program reduction would be returned to the Casino Gaming Fund.

## **3. City Property Enhancements**

Both the WPFPG and the City of Burnaby intend to present the City and, in particular, the parks and recreation facilities in their most pristine condition. To that end, the WPFPG have agreed to work with the City to develop a purpose built beautification program that will exemplify the Games as a green event.

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The proposal includes the creation and placement of 6 pairs of eagle eco-sculpture in significant locations that identify sports hub activities and significant travel corridors through Burnaby. Further, it is anticipated that community groups including high school students would participate in planting of the sculptures providing a public participation element prior to the event in the spring of 2009.

A second initiative that would enhance the visual appeal of the sports hub includes upgrading/replacement of the directional signage throughout the Central Valley zone. There are 9 signs in the zone, all of which were installed 6 years ago. The colour has faded and many have dents and scratches. The proposal is to replace the sign fronts with an additional WPGF logo added to them.

#### **Financial Impact:**

To realize the eco-sculpture component of the program funds in the amount of \$69,000 will be requested. Concurrently, sponsorship funds are being sought to offset the cost and any cost recovery savings incurred would be returned back to the Casino Gaming Fund.

To realize the sign replacement component of the program funds in the amount of \$10,000 have been allocated in the 2008 Parks, Recreation and Cultural Services Annual Operating Budget.

#### **4. Ceremonial and Cultural programs**

The WPGF organizers have requested that the City host 2 events: a reception for foreign dignitaries, VIP's and WPGF Board members on 2009 August 03 and the closing ceremonies at Swangard Stadium on August 09.

#### **Status of Social Reception:**

A social event consisting of a concert and a dinner has been requested for the night of Monday, August 03 at the Festival Lawn and Shadbolt Centre for the Arts. The concert will be organized and managed through Live Nations with all revenues and expenditures attributed to the WPGF. The dinner would be an open event where attendees enter via ticket.

A separate dining area for 150-200 VIP/dignitaries would be established in the atrium of the Shadbolt Centre for the Arts. The Mayor and Council would host this portion of the event.

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**Financial Impact:**

To realize this component of the program funds in the amount of \$15,000 will be requested from the Council Civic Reception & Misc. budget. WPFPG will encourage their sponsors to contribute product to the VIP dinner where possible to reduce the cost to the City.

**Status of Swangard Stadium:**

Swangard Stadium has been booked for the closing ceremonies. Nearby parking lots at the Swangard Stadium, Central Park Pool and the South Burnaby Lawn Bowling facility will be designated for use during the event. Following the closing ceremonies, a volunteers' recognition and celebration will ensue.

**Financial Impact:**

Five Stadium attendants will be required to manage parking during the event for an additional cost of \$1,000.

**Financial Summary:**

The summary outlines the financial impact and recommended funding sources required to support the World Police and Fire Games initiatives.

DESCRIPTION	AMOUNT	FUNDING SOURCE
Facility Revenue Loss	\$90,000	Casino Gaming Funds
Additional Parks Operating costs	\$87,500	Casino Gaming Funds
Closing Ceremonies Swangard	\$1,000	Casino Gaming Funds
Street Banner Program	\$42,500	Casino Gaming Funds
Eco-sculpture Program	\$69,000	Casino Gaming Funds
<b>Subtotal</b>	<b>\$290,000</b>	
Central Valley Sign Upgrades	\$10,000	2008 Parks Operating Budget
Social Reception	\$15,000	Council Civic Reception & Misc. Budget
<b>Total</b>	<b>\$315,000</b>	

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## CONCLUSION

The World Police and Fire Games event will provide an opportunity for the City of Burnaby to showcase the community and our amenities to the world. The financial contribution to the initiatives outlined in this report will enable City staff and the Games organizers to work cooperatively to ensure Burnaby's image and hospitality are conducted at a world class level. In order to meet the timeline of July 2009, the site improvements will begin in 2008 and carry over to 2009. Detail planning of the event schedule, the banner program and the eco-sculpture enhancement program will continue at a staff level.

It is recommended that Council authorize an expenditure of Casino Gaming Funds not to exceed \$290,000 (inclusive of 5% GST) to fund the capital improvements and the one-time additional operational costs of providing service for the Games. The use of Casino Gaming Funds for this project is consistent with Council guidelines to support heritage, cultural and environmental projects.

It is recommended that Council authorize the expenditure of Council Civic Reception & Misc. Budget in the amount of \$15,000 to fund the VIP/Dignitary reception on 2009 August 03.



D. Ellenwood  
DIRECTOR PARKS, RECREATION AND  
CULTURAL SERVICES

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cc: City Manager  
Director Finance  
Director Engineering