



FINANCE AND CIVIC DEVELOPMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: WORLD POLICE AND FIRE GAMES CULTURAL COMPONENTS

RECOMMENDATION:

1. THAT Council approve an expenditure of \$157,500 (inclusive of GST) in Gaming Reserve Funds for the cultural components of the World Police and Fire Games as outlined in this report.

REPORT

The Finance and Civic Development Committee, at its meeting held on 2009 February 26, received and adopted the *attached* report seeking Council's approval to secure project resources for the 10th annual Burnaby Blues and Roots Festival and a special Art Gallery exhibit coincident with the World Police and Fire Games in August 2009.

Respectfully submitted,

Councillor D. Johnston
Chair

Councillor N. Volkow
Vice Chair

Councillor C. Jordan
Member

Copy: City Manager Director Parks, Recr. & Cult. Services Director Finance Assistant Director Cultural Services
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TO: CHAIR AND MEMBERS
FINANCE AND CIVIC DEVELOPMENT
COMMITTEE

DATE: 2009 February 11

FROM: DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

SUBJECT: WORLD POLICE AND FIRE GAMES CULTURAL COMPONENTS

PURPOSE: To secure project resources for the 10th annual Burnaby Blues and Roots Festival and a special Art Gallery exhibit coincident with the World Police and Fire Games in 2009 August.

RECOMMENDATION:

1. **THAT** Finance and Civic Development Committee recommend to Council the approval of \$157,500 (inclusive of GST) in Gaming Reserve Funds for the cultural components of the World Police and Fire Games as outlined in this report.

REPORT**BACKGROUND**

From 2009 July 31 to August 09, the World Police and Fire Games (WPFPG) are being hosted in Burnaby. The 67 sporting events will attract up to 14,000 athletes from over 70 countries, and with friends, families, volunteers, officials and special guests, over 40,000 people will attend. In addition to sporting activities, the Games are planning a variety of celebrations and entertainment in the region including opening ceremonies at BC Place on July 31, and closing ceremonies on August 09 at Swangard Stadium. Nightly entertainment will be offered in the Games Village and Canadian and First Nations heritage will be celebrated through special activities.

The Games have proposed hosting a ticketed concert on Monday, 2009 August 03 (BC Day) at the festival lawn in Deer Lake Park. The Shadbolt Centre for the Arts and adjacent areas have been reserved for additional receptions and gatherings for Games guests and VIP's.

To complement the World Police and Fire Games, two City of Burnaby cultural projects have been designed and scheduled as complementary cultural components for the enjoyment of the Games participants and the visitors and residents attending.

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10th ANNUAL BURNABY BLUES AND ROOTS FESTIVAL

In 2000, as a Millennium Celebration activity for Burnaby, the Burnaby Blues Festival was launched along with the “Night of 2000 Lights Lantern Festival”. The Blues Festival has been renamed the Burnaby Blues and Roots Festival during this period and it has attracted tens of thousands of music enthusiasts in its first decade along with dozens of Canadian and internationally-acclaimed musicians (Attachment #1).

2009 represents the 10th Burnaby Blues and Roots Festival. To celebrate the 10th anniversary of the festival and to provide an opportunity for the residents and visitors at the World Police and Fire Games to attend, the event is scheduled for the festival lawn at Deer Lake Park for Sunday, 2009 August 09, the final day of the Games.

This special project will provide for additional promotion, enhanced on site amenities for merchandising and food/beverage service, audio-video projections, an expanded performer line-up and sponsor hosting activities. As it has been the case for the Burnaby Centennial Celebrations, the BC Summer Games and the Millennium Celebrations, the City of Burnaby has assigned special resources for these unique events. In addition to the annual allotment for the event, this 10th Anniversary Celebration of the Burnaby Blues and Roots Festival is estimated at \$100,000 in special event costs for 2009.

Resource assignments are:

1.	Performing Artists/Headliner	\$ 40,000
2.	Event Staging/Hospitality	30,000
3.	Equipment rentals (audio/video)	20,000
4.	Marketing	10,000
	Total	<u>\$100,000</u> =====

It is proposed that Gaming funds be used for this special 10th Anniversary Project in 2009.

BURNABY ART GALLERY SPECIAL THEMED EXHIBITION

The Burnaby Art Gallery is a part of the Cultural Services Division in Burnaby that is dedicated to presenting a contemporary and historical visual art program by local, regional, national and international artists. It provides diverse art education programs and acquires culturally significant works of art on paper for its growing and unique collection.

The Burnaby Art Gallery has enhanced its reputation in the last ten years since the City of Burnaby assumed direct management through the expanded and balanced curatorial program.

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A special exhibition is in the preliminary planning stages to be developed and launched during the period of the 2009 World Police and Fire Games. Named "*I-Dent: Constructing and Deconstructing Social Identities*", the group exhibition will feature a mix of emerging and established Canadian artists who explore a common theme. The Curator states: "In thinking about how strongly visual and physical characteristics influence outside perceptions of people and personas, it is interesting to further consider the role of the uniform (or costume) in the creation of identity." The exhibition will examine aspects such as how police uniforms induce feelings of the sense of safety, and how police and fire departments develop group identity through uniforms. Further, the exhibition will address the peculiarities of how dress (uniform) shapes identity, relationships and the ways in which identity is performed.

Among others, the exhibition intends to include the work of Jeremiah Birnbaum, an emerging artist, who is also a police officer with the Vancouver Police Department. The artists will also consider the uniforms of soldiers in the Iraq War, and how uniforms and clothing can be used to mask identities. This thematic relation to the Games will attract attention from both Games visitors and the cultural community underscoring the role of public galleries in drawing connections within communities and in celebrating special occasions with unique perspectives.

The estimated costs for this special themed exhibition are \$50,000 including a commemorative poster, publication, lectures and banner series.

Resource assignments are:

1.	Curatorial costs (exhibit preparation, mattes, frames, installation, shipping, artist fees, essay, travel, transportation, etc.)	\$13,250
2.	Speaking Series	7,500
3.	Promotion/Publication	24,000
4.	Opening/extended hours	1,500
5.	Contingency	3,750
	Total	<u>\$50,000</u> =====

Some revenue is anticipated from sales of publications and programs which will be applied to the project. It is proposed that Gaming funds be applied to the special project relating to the World Police and Fire Games in 2009.

CONCLUSION

The two special cultural components for the 2009 World Police and Fire Games as described above will provide an enhanced experience for both residents and Games visitors and provide additional activities for the families and friends of athletes when in Burnaby.

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The celebration of the 10th Anniversary of the Burnaby Blues and Roots Festival is a unique coincidence in 2009. The Burnaby Art Gallery in the cultural precinct in Deer Lake Park is well-located for visitor convenience to attend the special themed exhibit. To meet project planning schedules, a decision is needed at this time.

It is therefore requested that \$150,000 in Gaming Reserve Funds be assigned for these two projects and that the Finance and Civic Development Committee request Council approval at this time.



Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

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Attach.

p:\hh\dn\World Police Fire Games-Cultural Components.doc

Copied to: City Manager
Director Finance
Assistant Director Cultural Services

**Burnaby Blues + Roots Festival List
of Performers**

Attachment #1

1st Annual (2000)

Robert Cray Band
Deborah Coleman
Billy Branch & Sons of Blues
The Frankie Lee Show
Jim Byrnes
Michael Pickett Band

2nd Annual (2001)

Colin James
Sue Foley
The Holmes Brothers
Duke Robillard Band
Joe Louis Walker
Big Bill Morganfield

3rd Annual (2002)

Ike Turner & the Kings of Rhythm
Eddie Cotton
Kelley Hunt
David Gogo
Kenny "Blues Boss" Wayne
Sonny Rhodes

4th Annual (2003)

Remy Shand
Wide Mouth Mason
Shemekia Copeland
The Twisters
Dr. Z and the M.D.s
Big Jack Johnson & the Oilers

5th Annual (2004)

Colin James
Jim Byrnes Acoustic Band with Zubot &
Dawson
Tarbox Ramblers
Jaojoby
Buckwheat Zydeco
Rosanne Cash
Gary Comeau and the Voodoo All Stars
Mike Henry and the Big Dawg Band
Incognito

6th Annual (2005)

The Neville Brothers
Johnny Clegg
Lhasa
Mem Shannon
The Wailin' Jennys
John Campbelljohn
Joe Houston
Brickhouse

7th Annual (2006)

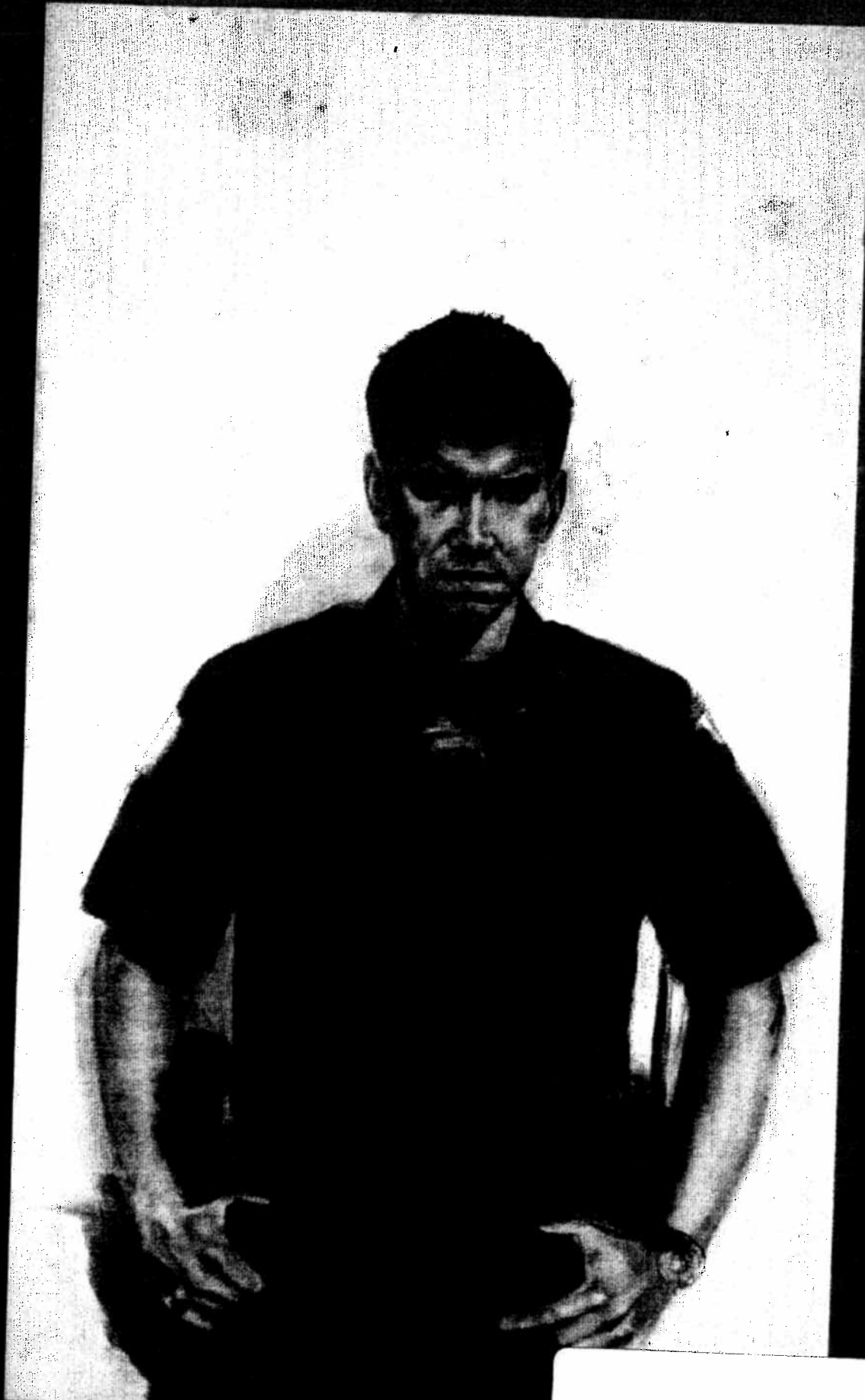
Buddy Guy
Koko Taylor and the Blues Machine
Susan Tedeschi
Be Good Tanyas
Steve Riley and the Mamou Playboys
The Holmes Brothers

8th Annual (2007)

Los Lonely Boys
Allen Toussaint
Dr John
James Cotton
James Hunter
Beausoleil
Otis Clay
Mud Bay Blues Band

9th Annual (2008)

Colin James
Jonny Lang
Ryan Shaw
Dirty Dozen Brass Band
Shelby Lynne
Tommy Castro Band
Tom Taylor



Jeremiah Birnbaum *PC. Dodds, 2006*