



Item.....	01
Meeting.....	2009 Oct 26

COUNCIL REPORT

TO: CITY MANAGER **DATE:** 2009 October 22

FROM: DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

SUBJECT: PROMOTIONAL SUPPORT FOR HERITAGE CHRISTMAS 2009

PURPOSE: To request approval for special Burnaby Village Museum admission rates and for the proceeds of the special Museum admissions on 2009 December 10 be donated to the Burnaby Christmas Bureau.

RECOMMENDATIONS:

1. **THAT** approval be granted for special Burnaby Village Museum half-price admission rates as a donation to the Burnaby Christmas Bureau on Thursday, 2009 December 10, from 4:00 p.m. - 8:00 p.m. as part of a promotional partnership for the Museum with Burnaby Now and the Burnaby Christmas Bureau as outlined in this report.
2. **THAT** the proceeds of the special Museum admissions on 2009 December 10, from 4:00 p.m. - 8:00 p.m. be donated to the Burnaby Christmas Bureau.

REPORT

At its 'Open' meeting of 2009 October 21, the Parks, Recreation and Culture Commission received the attached report and adopted the four recommendations contained therein.

Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

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Attachment

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Copied to: Director Finance

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE COMMISSION

FROM: DIRECTOR PARKS, RECREATION AND
CULTURAL SERVICES

SUBJECT: PROMOTIONAL SUPPORT FOR HERITAGE CHRISTMAS 2009

RECOMMENDATIONS:

1. **THAT** approval be granted for special Burnaby Village Museum half-price admission rates as a donation to the Burnaby Christmas Bureau on Thursday 2009 December 10, from 4:00pm - 8:00pm, as part of a promotional partnership for the museum with Burnaby Now and the Burnaby Christmas Bureau as outlined in this report.
2. **THAT** the proceeds of the special museum admissions on 2009 December 10, from 4:00pm - 8:00pm, be donated to the Burnaby Christmas Bureau.
3. **THAT** Council be asked to concur.
4. **THAT** the Burnaby Christmas Bureau is so advised.

REPORT

This request is for approval of special half-price admission rates (including unlimited Carousel rides) for visitors to the Burnaby Village Museum on Thursday, 2009 December 10 from 4:00 p.m. - 8:00 p.m., children aged five and under would be admitted free. It is proposed that the half-price admissions (including unlimited Carousel rides) be on that date and time only and in the form of a donation to the Burnaby Christmas Bureau. Toy and coin boxes will also be in place throughout the museum and community recreation centres for the season for any additional gifts of unwrapped toys to the Burnaby Christmas Bureau.

The benefits of this partnership include contributions through the Burnaby Christmas Bureau to those in need during the season; special promotional support to encourage greater attendance at the Burnaby Village Museum; and a sustained mutually-beneficial partnership with key media sponsors.

To: *Parks, Recreation & Culture Commission*
From: *Director Parks Recreation & Cultural Services*
Re: *Promotional Support for Heritage Christmas 2009*
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Approval is therefore requested for special Museum half-price admission rates as a donation (including unlimited Carousel rides) to the Burnaby Christmas Bureau (children aged five and under free) on Thursday, 2009 December 10 from 4:00 p.m. - 8:00 p.m. only. Carousel rides would be offset by a sponsor secured by the Burnaby Christmas Bureau.

It is recommended that Council be asked to concur.



Dave Ellenwood
DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

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