



TO: MEMBERS OF COUNCIL DATE: 2009 April 1

FROM: MAYOR DEREK CORRIGAN

SUBJECT: NEW ORLEANS DELEGATION

PURPOSE: To outline the delegation's interest in doing comparative analysis with the object of considering expansion of the Burnaby Blues and Roots Festival in Deer Lake Park.

RECOMMENDATION:

1. **THAT** Council endorse the 2009 New Orleans Delegation as outlined in this report.

REPORT

Originating in 2000 the 10th Anniversary of the Burnaby Blues and Roots Festival will occur in 2009.

Proposal

Representatives of Tourism Burnaby have expressed an interest in helping develop the Burnaby Blues and Roots Festival as a cornerstone summer festival in Deer Lake Park, and have proposed a business trip to the New Orleans Jazz and Heritage Festival from 2009 April 23 to 26. The purpose is to conduct some comparative analysis with the object of considering expanding and diversifying the Burnaby Blues and Roots Festival into the future. During the proposed visit, the areas of interest will be event layout, line-up, site organization, food/beverage service, merchandising, displays and related matters.

The 10th anniversary of the Burnaby Blues and Roots Festival will occur this summer on Sunday August 9 in Deer Lake Park.

A delegation of City Councillors, City staff and representatives of Tourism Burnaby will attend. Funds are available for the City representatives in the Parks, Recreation and Cultural Services operating budget. Tourism Burnaby will finance the costs for their representatives.

Conclusion

The occasion represents an ideal opportunity to consider business planning for the future. Meetings have been scheduled with key officials in New Orleans and a report of observations will be prepared at trip's end and used in future planning.

Respectfully submitted,

Derek R. Corrigan
M A Y O R

CC: City Manager
Director Finance
Director Parks, Recreation and Cultural Services