



Item.....
Meeting..... 2011 Jul 25

COUNCIL REPORT

TO: CITY MANAGER **DATE:** 2011 July 21

FROM: DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

SUBJECT: BURNABY VILLAGE MUSEUM PARTICIPATION

PURPOSE: To provide an update regarding Burnaby Village Museum participation

RECOMMENDATION:

1. **THAT** this report be received for information.

REPORT

At its 'Open' meeting of 2011 July 20, the Parks, Recreation and Culture Commission received the attached report and adopted the recommendation contained therein.

Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

MC:tc

Attachment

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TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE COMMISSION

FROM: DIRECTOR PARKS, RECREATION &
CULTURAL SERVICES

SUBJECT: BURNABY VILLAGE MUSEUM PARTICIPATION

RECOMMENDATION:

1. **THAT** this report be forwarded to Council for information.

REPORT

On 2011 May 07, the Burnaby Village Museum (BVM) opened for the season to the general public. Council had earlier approved free admission to the BVM throughout 2011 in celebration of the 40th anniversary of the cultural attraction.

Attendance is tracked daily at the site as are revenues from a variety of sources. Gate admission in 2011 is no charge. Carousel rides, gifts, souvenirs and food and beverages are purchased by patrons at their discretion.

A comparison of attendance and revenues has been done showing variances between 2010 and 2011 year-to-date. The combined attendance for May/June 2010 was 3,994 and in 2011 it was 29,916. This represents an increase of 749% due to free admission. Saturdays are the peak attendance days, and Sundays in 2011 are also showing a significant increase over 2010.

Special event days are yielding higher numbers as well. In 2010, Victoria Day had 591 visitors paid admission. In 2011, the same occasion drew 5,611 when patrons entered at no charge (an increase of 874%). Historically a free admission day, Canada Day 2010 drew 8,536 visitors, and in 2011, a total of 10,897 attended (an increase of 127%).

Food Services reports May-June sales of \$49,882.58 compared with \$23,460.40 in 2010 (an increase of 213%). Museum donations are up 127% and Gift Shop sales are up 131%. The number of new volunteers has increased from 6 in the May-June period in 2010 to 16 new volunteers in 2011 (an increase of 266%).

Many visitors come to patronize the Burnaby Village Farmers Market held on Saturdays from 9 a.m. - 2 p.m. since opening 2011 May 07. Visitors are coming more frequently for repeat visits.

To: Parks, Recreation & Culture Commission
From: Director Parks, Recreation & Cultural Services
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Additional resources were assigned to marketing this year to inform potential visitors of the free admission and the seasonal events and activities. A large increase in public awareness of the Burnaby Village Museum has resulted. In 2011, marketing campaigns through the Vancouver Attractions group has increased referrers to the BVM website by over 900% compared to 2010. There is a significant increase in on-line mentions, web referrals and inclusion in blog content all of which are manifest in rising attendance. It is also noted that the Museum is now in the tourist season for July and August and attendance is anticipated to rise again for the balance of the season.

The marketing campaign is more diverse than previous years including a wider variety of print ads, TV closed-captioning spots, 15 second radio spots and on-line banner ads. Two on-site surveys are being conducted this year to capture feedback specific to museum attendance, open hours, and levels of satisfaction. Survey reports show 37% of respondents are visiting for the first time in 2011 and 61% have visited in the past. Of the respondents, 66% indicate a preference for an earlier opening time as well as fall weekend openings, and 72% would prefer longer site hours to 8 p.m. from the current 4:30 p.m.

It is anticipated that attendance at the Burnaby Village Museum will continue to increase significantly through the summer, and spike even higher at Heritage Christmas in November-December 2011. Staff are considering the feasibility of weekend openings in the fall and additional survey information will assist in identifying opportunities for enhancing service in response to the large increase in the number of new visitors and repeat visitors.

In addition, Burnaby Discovery Day was held on both the Shadbolt Centre for the Arts site and the BVM site, made possible through free admission. Planning for the construction of an additional 50 seat exterior deck at the Ice Cream Parlour is well underway.

Free admission has exceeded attendance projections, and the trend appears to be continuing, enhanced by much improved summer weather. A comprehensive analysis of attendance, revenues and survey responses will be conducted at the end of the program year, and recommendations will be advanced accordingly.

This is for the information of Commission. It is recommended that this report be advanced to Council as information.



Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES