
TO: CITY MANAGER **DATE:** 2011 November 17

FROM: DIRECTOR PARKS, RECREATION &
CULTURAL SERVICES

SUBJECT: BURNABY CHRISTMAS BUREAU PROMOTIONAL SUPPORT

PURPOSE: To request approval for a promotional initiative and donation of revenue from Burnaby Village Museum Carousel rides on 2011 December 15 to the Burnaby Christmas Bureau.

RECOMMENDATIONS:

1. **THAT** approval be granted for a promotional initiative in support of the Burnaby Christmas Bureau at the Burnaby Village Museum at Heritage Christmas 2011 as outlined in the attached report.
2. **THAT** approval be granted to donate revenue from Burnaby Village Museum Carousel rides from 4 p.m. to 8 p.m. on Thursday, 2011 December 15 to the Burnaby Christmas Bureau.

REPORT

At its 'Open' meeting of 2011 November 16, the Parks, Recreation and Culture Commission received the attached report and adopted the four recommendations contained therein.

Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

MC:tc

Attachment

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Copied to: City Manager
Director Finance

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE COMMISSION

FROM: DIRECTOR PARKS, RECREATION &
CULTURAL SERVICES

SUBJECT: BURNABY CHRISTMAS BUREAU PROMOTIONAL SUPPORT

RECOMMENDATIONS:

1. **THAT** approval be granted for a promotional initiative in support of the Burnaby Christmas Bureau at the Burnaby Village Museum at Heritage Christmas 2011 as outlined in this report.
2. **THAT** approval be granted to donate revenue from Burnaby Village Museum Carousel rides from 4 p.m. to 8 p.m. on Thursday, 2011 December 15 to the Burnaby Christmas Bureau.
3. **THAT** Council be asked to concur.
4. **THAT** the Burnaby Christmas Bureau be so advised.

REPORT

The Burnaby Village Museum is presenting Heritage Christmas from 2011 November 26 to 2012 January 01 (except for December 24 and 25). In 2011, in celebration of the 40th anniversary of the Museum, admission is free to the public.

Appearing under Correspondence is a request from the Burnaby Christmas Bureau via Burnaby Community Connections seeking Commission approval for the donation of Carousel ride revenue on 2011 December 15, which will be the "First Night" of the Heritage Christmas extended hour season. On 2011 December 15, the Museum is open from 12 noon to 8 p.m. The Christmas Bureau has also asked to set up toy donation boxes at the Museum, as they have been allowed to do in past years.

In the past, a portion of gate revenue collected for four hours on one evening during Heritage Christmas was provided to the Christmas Bureau as a donation by the City. This generated approximately an \$800 to \$1,000 donation to the Christmas Bureau. The Carousel proposal is expected to generate an equivalent donation amount in the absence of gate revenue in 2011.

To: City Manager
From: Director Parks, Recreation & Cultural Services
Re: BURNABY CHRISTMAS BUREAU PROMOTIONAL
SUPPORT

2011 November 14..... Page 3

The Museum allows member pass holders unlimited free carousel rides with their 2011 member pass, and this would need to be honoured. School programs occurring from 12 p.m. to 4 p.m. also include Carousel rides, and this activity would also not be included in the donation.

It is recommended that Carousel ride revenue from 4 p.m. to 8 p.m. on Thursday, December 15 be donated to the Burnaby Christmas Bureau, excluding 2011 member pass holders and school programs.

This partnership allows for a promotional opportunity for the Christmas Bureau and the Museum for Heritage Christmas 2011 and encourages community giving for those in need.



Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

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Copied to: City Manager