

EXECUTIVE COMMITTEE OF COUNCIL

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: 2011 UNITED WAY FALL CAMPAIGN BANNERS

RECOMMENDATIONS:

1. THAT Council authorize the installation of banners along Kingsway in support of the United Way Fall campaign, as outlined in this report.
2. THAT Council approve an expenditure of up to \$14,100 from the Executive Committee's Grant Budget to fund the installation and removal cost of the United Way's campaign banners for 2011.

REPORT

The Executive Committee of Council, at its meeting held on 2011 September 15, received and adopted the *attached* report seeking Council approval to proceed with the installation of banners along Kingsway within Metrotown Town Centre to support the 2011 United Way Fall campaign.

Respectfully submitted,

Councillor N. Volkow
Chair

Councillor P. Calendino
Vice Chair

Councillor P. McDonell
Member

Copied to:	City Manager Deputy City Managers Director Planning & Building Director Engineering Director Finance Director Parks, Recr. & Cult. Services
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TO: EXECUTIVE COMMITTEE OF COUNCIL **DATE:** 2011 September 14
FROM: DIRECTOR PLANNING AND BUILDING
SUBJECT: 2011 UNITED WAY FALL CAMPAIGN BANNERS
PURPOSE: To seek Council approval to proceed with the installation of banners along Kingsway within Metrotown to support the 2011 United Way Fall campaign.

RECOMMENDATIONS:

1. **THAT** the Executive Committee request Council to authorize the installation of banners along Kingsway in support of the United Way Fall campaign, as outlined in this report.
2. **THAT** the Executive Committee recommend to Council an expenditure of up to \$14,100 from the Executive Committee's Grant Budget to fund the installation and removal cost of the United Way's campaign banners for 2011.

REPORT

1.0 BACKGROUND

The United Way's fall fundraising campaign is scheduled between 2011 October 01 and November 30. The United Way of the Lower Mainland has been raising money for over 80 years through workplace campaigns and funds over 160 social service agencies and more than 500 prevention-based programs to assist all ages from children to seniors throughout the region. The City's support for the United Way in the past has extended beyond the standard workplace campaigns, to include the provision of a Labour Endorsed Loaned Representative since 2000, who joins United Way every fall to help coordinate workplace campaigns across the Lower Mainland. Commensurately, the United Way's support in Burnaby is strong, raising \$1,404,812 in 2010 from corporate and individual donations and reinvesting \$1,569,875 in Burnaby programs and agencies of benefit to Burnaby residents, such as Burnaby Meals on Wheels, Burnaby Multicultural Society, Burnaby Association for Community Inclusion, Volunteer Burnaby and Burnaby Family Life Institute. The United Way headquarters is also located in Burnaby.

As part of the fall campaign in Burnaby, the United Way has requested the use of 86 streetlight poles along Kingsway within the Metrotown Town Centre for the installation of banners for the 2011 United Way Fall fundraising campaign. Banner brackets along Kingsway between Boundary and Royal Oak Avenue were installed in 2009 for the World Police and Fire Games and are currently not in use. The United Way banner installation would provide the City an opportunity to further support the United Way campaign this year.

To: City Manager
From: Director Planning and Building
Re: United Way Fall Banner Campaign
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2.0 PROPOSED BANNER ROUTE

In total, 86 utility poles have been proposed for the installation of 146 banners along Kingsway, between Royal Oak Avenue and Boundary Road, within the Metrotown Town Centre (see attached Sketch #2). A proposed banner design has been submitted by the United Way that meets City size standards (see attached Sketch #1). The banners would be produced by the United Way and installed and removed by the Engineering Department – Sign Shop. If approved, it is requested that the proposed banners would be installed in early 2011 October and taken down at the end of the campaign in 2011 November.

3.0 FINANCING

The costs associated with the design and printing of the proposed banners would be solely funded by the United Way. The estimated cost of installation and removal of the banners by the Engineering Department – Sign Shop is \$164.00 per pole, equating to a cost of approximately \$14,100. As the United Way is a non-profit charity, of which the City actively participates in their fall and spring campaigns, they have requested financial assistance toward the cost of installing and removing the banners.

The United Way has similar displays of banners in Delta, Richmond and Vancouver. Delta installs and removes the banners at no cost to the United Way, while Richmond and Vancouver do so at a reduced rate. Given that the United Way campaign is a broad community initiative and is of direct benefit to the residents of Burnaby, it is recommended that the City authorize the installation of the requested banners and provide funding to the United Way of \$14,100 to off-set the costs of this component of their 2011 Campaign. The City Clerk’s office has advised that there are sufficient funds available in the Executive Committee’s Grant Budget for this purpose. If approved, the funds would be transferred internally between City accounts to cover the installation and removal costs.

4.0 SUMMARY

This report requests approval to install banners along Kingsway in the Metrotown Town Centre on behalf of the United Way to support their Fall campaign, and seeks Committee and Council funding approval to cover the cost of installing and removing the banners for 2011.

B. Luksun, Director
PLANNING AND BUILDING

LP/JBS:spf/tn

Attachments

cc: City Manager
Director Engineering
Director Parks, Recreation and Cultural Facilities

Deputy City Managers
Director Finance