

TO: CHAIR AND MEMBERS
EXECUTIVE COMMITTEE OF COUNCIL

DATE: 2011 March 03

FROM: DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

SUBJECT: BURNABY PACIFIC FESTIVAL

PURPOSE: To provide an analysis of a festival proposal.

RECOMMENDATION:

1. **THAT** Council decline pursuing the proposed Burnaby Pacific Festival in 2011; and that further assessments be considered as outlined in this report.

REPORT**BACKGROUND:**

Producers of the Asian Canadian Special Events Association (ACSEA) have proposed a major Asian Cultural and Culinary Festival for Deer Lake Park on 2011 August 5, 6 and 7. It is conceived as a “City of Burnaby” Festival. The proposed event features exhibits of BC Asian artists, Asian films, performances, family games, tourism destination showcases and “fortune cooking” - a culinary demonstration and sampling experience.

An assessment of the proposal has been conducted. A similar culinary event named “Fortune Cooking” is produced by the Asian Canadian Special Events Association in collaboration with Harbourfront Centre in Toronto. The concept includes scheduling the Toronto and proposed Burnaby events to exploit the travelling talent at both venues. The cultures represented would be Thailand, China, Vietnam, Japan, Taiwan, and Hong Kong. The indoor-outdoor event would plan to attract 100,000 visitors over three days at Deer Lake Park/Shadbolt Centre for the Arts.

The proposed options include a 3 day event requesting a \$100,000 City of Burnaby investment and a \$70,000 rental fee waiver. The 2 day event option requires a \$100,000 City of Burnaby sponsorship and \$40,000 in rental fee waivers. The project proposal contains brief descriptions of the program components and an estimate of revenues and expenditures. The 3 day event has a total cash and in-kind budget of \$607,000. The 2 day event has a total budget of \$447,500. No gate admission would be charged, and most revenues would be from sponsors.

Observations:

1. The Festivals Burnaby program has a limit of \$50,000 for major events produced by non-profit groups in Burnaby. Advance applications eight months before the event are considered.
2. The DLP venue has a capacity of about 12,000 visitors; therefore 33,000 per day (x 3 days) may not be able to be accommodated at Deer Lake Park.
3. The sponsorship numbers appear extremely ambitious for a first time event at this venue.
4. Harbourfront Centre contributes \$75,000 to the “Fortune Cooking” event. Its venue is better equipped for large crowds and indoor-outdoor experiences.
5. Committing the City to be the key producer assumes the City agrees and is prepared to manage the financial and production risks.
6. Parking and visitor access is challenging at DLP, unlike downtown Vancouver (TaiwanFest) or Toronto’s Harbourfront Centre.
7. The tourism component appears commercial in nature.
8. The project is ambitious and lead time is limited (6 months between now and August).

Options:

1. Defer consideration of a proposal to 2012 to allow further analysis. Secure more detail on program, parking/shuttling plan, budget detail, security, possible ticketing, sponsor feasibility, etc.
2. Redesign the City’s “Burnaby Discovery Day” to include an Asian culinary component.

As the 2011 and 2012 concert and special event seasons at DLP are developing, a number of new producers are coming forward. The broader picture should be considered prior to committing to new events that may wish to become annual events in order to make optimum use of the summer calendar. A call for proposals is a recommended technique to generate formal proposals for 2012 and beyond. Another approach may be to ensure all new productions go through a pilot year with limited or no City liability, or conform to the Festivals Burnaby guidelines.

It is recommended that the proposed Burnaby Pacific Festival not be pursued in 2011, and that further assessments be considered as outlined in this report.



Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

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