



Item .....  
Meeting ..... 2014 Nov 24

COUNCIL REPORT

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**TO:** CITY MANAGER **DATE:** 2014 November 20

**FROM:** DIRECTOR PARKS, RECREATION &  
CULTURAL SERVICES

**SUBJECT: BURNABY CHRISTMAS BUREAU PROMOTIONAL SUPPORT 2014**

**PURPOSE:** To request approval for a promotional initiative and donation of revenue from Burnaby Village Museum Carousel rides on 2014 December 13 to the Burnaby Christmas Bureau.

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**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 2014 as outlined in the attached report.
2. **THAT** approval be granted to donate revenue from the Burnaby Village Museum Carousel rides from 5 p.m. to 9 p.m. on Saturday, 2014 December 13, to the Burnaby Christmas Bureau.

**REPORT**

At its 'Open' meeting of 2014 November 19, the Parks, Recreation and Culture Commission received the attached report and adopted the four recommendations contained therein.

A handwritten signature in black ink that reads "D. Ellenwood".

Dave Ellenwood  
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

MC:tc

Attachment

P:\Admin\tc\Data\Council\141119\Burnaby Christmas Bureau Promotional Support 2014 (2014.11.24)

Copied to: City Manager  
Director Finance

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**TO:** CHAIR AND MEMBERS  
PARKS, RECREATION & CULTURE COMMISSION

**FROM:** DIRECTOR PARKS, RECREATION &  
CULTURAL SERVICES

**SUBJECT: BURNABY CHRISTMAS BUREAU PROMOTIONAL SUPPORT 2014**

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**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 2014 as outlined in this report.
2. **THAT** approval be granted to donate revenue from the Burnaby Village Museum Carousel rides from 5 p.m. to 9 p.m. on Saturday 2014 December 13 to the Burnaby Christmas Bureau.
3. **THAT** Council be asked to concur.
4. **THAT** Mr. Stephen D'Souza, Executive Director of the Burnaby Christmas Bureau be so advised.

**REPORT**

The Burnaby Village Museum is presenting Heritage Christmas from 2014 November 22 to 2015 January 02 (closed December 24 and 25). An expanded light display called "Illuminations at Heritage Christmas" will be featured at the Village Museum. Admission is free to the public.

A request (Attachment #1) from Burnaby Community Connections for their Burnaby Christmas Bureau program is seeking Commission approval for the donation of some Carousel ride revenue for charitable purposes. The Village Museum has extended hours from 1 p.m. to 9 p.m. from 2014 December 13 to 2015 January 02 (except for December 24 and 25). The period being considered is from 5 p.m. to 9 p.m. on 2014 December 13.

In past years this request has been supported by Commission generating approximately \$1,000 in donated revenue to the Burnaby Christmas Bureau. The Museum allows member pass holders unlimited free carousel rides throughout the year and this would need to be honored.

To: Parks, Recreation & Culture Commission  
From: Director Parks, Recreation & Cultural Services  
Re: BURNABY CHRISTMAS BUREAU PROMOTIONAL  
SUPPORT 2014

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It is recommended that the Carousel ride revenue from 5 p.m. to 9 p.m. on Saturday, 2014 December 13 be donated to the Burnaby Christmas Bureau, excluding member pass holders.

This partnership allows for a promotional opportunity for the Christmas Bureau and the Museum for Heritage Christmas 2014 and encourages community giving for those who are in need.



Dave Ellenwood  
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

DN:tc

Attachment

p:\admin\tc\data\wp\dn\Burnaby Christmas Bureau Promotional Support 2014

Copied to: City Manager



BURNABY  
COMMUNITY  
SERVICES

Attachment #1

October 29<sup>th</sup>, 2014

Dave Ellenwood  
Director, Burnaby Parks, Recreation & Cultural Services  
101 - 4946 Canada Way  
Burnaby, BC, V5G 4H7

**Re: Carousel Rides for the Burnaby Christmas Bureau**

Hello Mr. Dave Ellenwood,

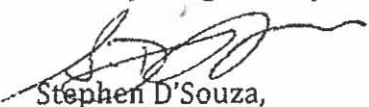
Thank you for your ongoing support of the Burnaby Community Services and our Burnaby Christmas Bureau program. I am writing today to ask if you will continue to help low income families and seniors experiencing isolation this Holiday Season through the donation of Carousel ticket sales during the first late night of the *Heritage Christmas* at the Burnaby Village Museum.

Last year, with the support of our generous donors, the Burnaby Christmas Bureau was able to help 3,203 people, including 1,807 children and 95 seniors,, with \$175,675 in gifts. As wonderful as that sounds, the sad truth is our demand exceeded our supply and we were not able to provide as much as we wish we could have. This year, we are certain that the demand will yet again increase but we are also very hopeful that we will be able to meet the ever growing need in our community.

For as long as I can remember the Burnaby Parks, Recreation & Cultural Services has been supporting the Bureau. First with Loonie, then Toonie, and half price nights on the first late night of *Heritage Christmas* at the Burnaby Village Museum from 2002 to 2010. For the last three years, with the introduction of free admission, tickets sales on the restored *1912 C.W. Parker Carousel* were donated to the Bureau.

We would ask that the Burnaby Parks, Recreation & Cultural Services consider again supporting the Bureau by donating all carousel ticket sales during the 2014 first late night of *Heritage Christmas* at the Burnaby Village Museum. Additionally, we would like to also include on-site donation boxes for toys and coins.

Thank you again for your ongoing support,

  
Stephen D'Souza,  
Executive Director

Burnaby Community Services  
**EMPOWERING PEOPLE CHANGING LIVES**

2055 Rosser Avenue · Burnaby, BC V5C 0H1 · 604-299-5778 · [www.BbyServices.ca](http://www.BbyServices.ca)