



Item
Meeting 2017 April 24

COUNCIL REPORT

TO: CITY MANAGER **DATE:** 2017 April 20
FROM: DIRECTOR PARKS, RECREATION & CULTURAL SERVICES **FILE:** 66000-01
SUBJECT: BURNABY FESTIVAL OF LEARNING
PURPOSE: To provide Council with information regarding the partnership with Simon Fraser University to facilitate Burnaby Festival of Learning.

RECOMMENDATION:

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

REPORT

At its 'Open' meeting of 2017 April 19, the Parks, Recreation and Culture Commission received the attached report and adopted the two recommendations contained therein.

Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

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Attachment

Burnaby Festival of Learning (2017.04.24)

cc: City Manager
Director Finance



Item	1
Director's Report No.	2
Meeting	2017 April 19

COMMISSION REPORT

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE COMMISSION

FROM: DIRECTOR PARKS, RECREATION &
CULTURAL SERVICES

SUBJECT: BURNABY FESTIVAL OF LEARNING

RECOMMENDATIONS:

1. **THAT** Commission approve the partnership with Simon Fraser University to facilitate SFU's Burnaby Festival of Learning as outlined in this report.
2. **THAT** Council be sent this report for information.

REPORT

In 2016, the City of Burnaby and Simon Fraser University with leadership from the Burnaby Public Library and participation from School District #41 held the inaugural Burnaby Festival of Learning (BFOL). Modelled after a similar festival in Cork, Ireland which has run for 10 years, the Festival is a weeklong celebration of learning with events designated to inform, engage and spark creative conversations between diverse audiences.

In its first year, the Burnaby Festival of Learning included 68 free events and showcased performances, lectures, discussions and debates joining the University's strong history of research and dialogue with the City's diversity in community programming. All events were free and audiences included children, families, young adults and seniors.

On 2017 February 15, the Commission approved two recommendations including support in principle of the proposed partnership and that staff report back to the Commission once the event plan is complete.

Since that time, SFU and City staff from Parks, Recreation & Cultural Services, the Burnaby Public Library and School District #41 have been regularly meeting to organize the festival. SFU hired a Project Manager who is overseeing the overall marketing and promotion, including a dedicated website at <http://festival-of-learning.ca> which is being populated with activities. Collateral materials are being produced and the Burnaby Now

To: *Parks, Recreation & Culture Commission*
 From: *Director Parks, Recreation & Cultural Services*
 Re: *Burnaby Festival of Learning*

.....Page 3

is the media sponsor. This report outlines a more detailed plan for the festival and requests support from the City of Burnaby for facility use.

SFU Contribution:

- Festival Events & Marketing Coordinator position (Co-chair) (full time)
- Festival logistical and administrative coordination and support
- Coordination and funding of Festival promotional activities and materials, including brand creation
- Web site hosting, creation and maintenance of Festival site
- Host of Closing Reception

Festival Objectives:

- Celebrate the relationship between SFU and the City of Burnaby and strengthen partnerships between the SFU and Burnaby communities.
- Showcase the many opportunities SFU and the City of Burnaby offer for learning and community engagement.

Festival Program:

- Anchored by large scale established events
 - May 7 Rhododendron Festival, City of Burnaby
 - May 13 Science Rendezvous, SFU, Burnaby
- Combination of pre-existing and newly created events
- Overall branding and promotion provided by Festival
- Goal to integrate SFU and Burnaby expertise

Program Themes and Sample Events:

- Arts & Culture
 - Origami for Adults
 - Retro Painting Party
 - Burnaby Art Gallery Tour
 - Unpacking Art, SFU Art Collection
- Children & Youth
 - Storytime for Babies/Toddlers
 - Painting Party for Kids
- Science, Health & Nature
 - Rhododendron Festival
 - Gardner-in Residence
 - Indigenous Archeology
 - Science Rendezvous and International Astronomy Day
- Politics, Life & Society
 - History of Burnaby by SkyTrain
 - Aaron Chapman: "Last Gang in Town"
- Technology
 - Computer Basics for Seniors

To: Parks, Recreation & Culture Commission
From: Director Parks, Recreation & Cultural Services
Re: Burnaby Festival of Learning

.....Page 4

Of the 36 free events being offered as part of the BFOL this year, 26 events are happening within City of Burnaby facilities including Cameron Community Centre, Confederation Centre, all four branches of the Burnaby Public Library, the Burnaby Village Museum, the Burnaby Art Gallery and the Shadbolt Centre for the Arts. Since many of these events are part of regular and seasonal programming, it has had very little impact on available space and will not significantly displace patrons of ongoing City programs.

SFU will be hosting a closing event on Saturday, May 13 at 3:00pm to which Mayor & Council, Parks, Recreation & Culture Commissioners and key volunteers and staff will be invited.



Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

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