

SUBJECT: QUEEN ELIZABETH PARK QUARRY GARDENS - WEDDING PHOTO PERMIT FEE

RECOMMENDATION:

THAT beginning July 1, 1996 a Wedding Photo permit fee of \$100.00 be charged to groups wishing to use Queen Elizabeth Park Quarry Gardens for wedding photos.

BACKGROUND

The number of people taking wedding photos at Queen Elizabeth Park Quarry Gardens has been steadily increasing over the past few years. In 1995 it was common to observe twenty (20) different wedding photo sessions occurring all at the same time in the large quarry garden. As a result of this heavy use damage to the park is now occurring. The congestion resulting from the vehicle traffic associated with the wedding is also creating safety concerns in the drop off areas.

At the March 25, 1996 Park Board meeting approval was given to charge a \$100 wedding photo permit fee at VanDusen Gardens. In the Tuesday, March 26, 1996 Province newspaper the public was informed that a wedding photo permit for park locations other than VanDusen Gardens may become necessary. In Burnaby a fee of \$75.00 + G.S.T. is charged for people wishing to book park sites for wedding photos. Other locations presently charging a Wedding Photo permit fee include U.B.C. Botanical Gardens which restrict the size of the group to a maximum of 12 people with a charge of \$2.50 per person and Minter Gardens in Chilliwack who charge \$50.00 per group plus \$4.95 per person for groups over 10 people.

PROPOSED ACTION

Given approval to charge for wedding photos at Queen Elizabeth Park: four sites within Queen Elizabeth Park will be designated as permit sites. There will be three (3) permit sites in the large quarry and one (1) permit site in the small quarry. The permit sites are identified in the attached brochure. Permits could be obtained by phoning the Park Board and booking a time and date or, on the day of the event, from Bloedel Conservatory on a first come first serve basis for sites not already booked.

Permits will be given for 1½ hour time periods between 9:00 a.m. and 9:00 p.m. requiring the party to leave the site in a clean and tidy condition and to ensure that they do not obstruct the use of the site for other park visitors.

In order to monitor the wedding photo groups additional on site staff will be required for the majority of permit hours from May 1 to September 30. Staff will also assist the groups to find alternate locations for their photos if all of the permitted site have been taken.

Revenue Potential:

In its initial season, staff project the following costs to the Park Board:

Staff costs	\$5,500.00
Advertising	2,000.00
Administration	1,000.00
Signage	1,000.00
Miscellaneous	500.00

	\$10,000.00

Projected Revenue:

Based on 80% booking of the permit times
Permit blocks per day : 8
Peak days from July 1 to September 30 : 26
Total permit block times : 208 permits possible

80% of 208 permits	: 166
Revenue per permit	: \$100.00
Total:	\$16,600.00

Net revenue increase \$6,600 in the first season of the permit process.

Net revenue projections for future years : \$15,000 based on a May 1 to November 1 season.

Staff will give advanced notification of this new permit requirement by contact with the Professional Photographers Association, advanced signage in various park areas, news releases and wide circulation of the attached brochure and the Park Board Home page.

We anticipate that public familiarity with this permit process will require staff resources to be fully occupied monitoring wedding groups for the first two seasons. At that time, we will evaluate the opportunities for this staff resource to also be used for public relations/information about Queen Elizabeth Park to its many visitors and monitoring other issues in the park such as parking.

Prepared by:
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Vancouver Park Board

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