

DATE: January 7, 1998

**SUBJECT: VANCOUVER AQUARIUM - SALMON STREAM DONOR
RECOGNITION**

RECOMMENDATION:

THAT the Board approve the attached donor recognition criteria, shown as Appendix 'A', for the Vancouver Aquarium's Salmon Stream project.

BACKGROUND

At the Community Services and Budgets Committee meeting of September 22, 1997 Rick Graham, Director of Marketing at the Vancouver Aquarium, circulated a handout on the Stanley Park Salmon Stream project and possible donor recognition opportunities for the stream and seven associated areas.

The Aquarium asked the committee for guidance with regard to the naming opportunities.

DISCUSSION

The Salmon Stream project in Stanley Park is a partnership between the Board and the Aquarium and will be a learning resource for visitors to Stanley Park and a living testament to habitat conservation.

The footprint of the stream runs from the southwest end of the Aquarium south through the park entering the ocean at Coal Harbor.

There have been several meetings with the Aquarium staff to discuss donor recognition for the Salmon Stream project. The Board's Corporate Sponsorship guidelines were also forwarded to the Aquarium for their information.

The recommended criteria to be used by the Aquarium is attached as Appendix 'A' and takes into account concerns about the sensitivity and public interest in Stanley Park. The design of each sign will be approved by the Director of Planning and Development before it is fabricated and installed at the Salmon Stream.

JUSTIFICATION

The attached criteria will enable the Aquarium to commence fund-raising for the project in a manner that is acceptable to the Board.

Prepared by:
Administration & Revenue Services Division
Board of Parks and Recreation
City of Vancouver
P.J./J.L

APPENDIX A

SALMON STREAM DONOR RECOGNITION

1. In general terms, project elements but not geography can be included in a naming program.
2. The project can employ five major and four minor signs.
3. All signs must be primarily interpretative information, pictorial and written. A sketch of the type of sign that is acceptable is attached. (Appendix B).
4. The major signs will have a maximum size of 30" x 18".
5. All signs will be mounted on sloping lecterns approximately 24" high.
6. The sign locations will be as follows:
 - Main sign at the Aquarium
 - Upper Pond
 - Lower Pond
 - Fish Ladder
 - Seawall
 - Four minor outlooks along the length of the stream

**FOR A COPY OF APPENDIX B
CONTACT PHILIP JOSEPHS AT 257-8436**
