



Date : January 27, 1999

**TO: Board Members - Parks and Recreation**  
**FROM: General Manager - Parks and Recreation**  
**SUBJECT: Chinese New Year Celebration at VanDusen Botanical Garden**

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## **RECOMMENDATION**

That the Board receive this report for information.

## **BACKGROUND**

This is the second year for this Chinese New Year celebration at VanDusen Gardens. In 1998 this event drew over 18,000 people to the gardens during the two days and generated interest in an ongoing event. A sponsor funded the majority of the costs incurred in hosting this event, thus admission was free to the public.

The official Welcoming Ceremony was presided over by Dr. David C. Lam followed by a variety of performances.

## **DISCUSSION**

As 1999 Chinese New Year is the Year of the Rabbit this is shown during the festival with rabbit topiaries. The decorations include lights, banners, good luck symbols and a 16 foot dragon. There are many photo opportunities for patrons as well as nightly entertainment. The event runs from 10 am February 19 until 9:30 pm on February 20 and features a Chinese Market and Food Fair as well as many demonstrations and an entertainment stage. Sponsorship was not forthcoming this year however the garden and its partner, the VanDusen Botanical Gardens Association, plan on recouping costs by charging a nominal admission to the event. This event ties the garden more closely with the diverse ethnic community that enriches Vancouver.

## **SUMMARY**

Already this event has generated some early media attention which increases the visibility of the garden with many different market segments. The entertainment, demonstrations and Chinese Market have the potential to be very exciting and the aim is to increase attendance over last year.

Prepared by:

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