



Date: March 12, 1999

TO: Board Members - Parks and Recreation
FROM: General Manager - Parks and Recreation

SUBJECT: Community Centre Associations - Promotional Video

RECOMMENDATION

THAT the Board contribute a maximum of \$7,500 towards the cost of a promotional video to be produced by the Community Associations with the funding allocated from the Corporate Sponsorship Account.

POLICY

The Board's policy on the approved use of Corporate Sponsorship Funds contains the following criteria:

- A. To fund one-time expenditures to a limit of \$50,000 that will support revenue-generating activities and the money repaid into the Corporate Sponsorship account from the increased revenues within a period of three years.
- B. To fund initiatives with one-time expenditures to a limit of \$50,000 that will result in improved efficiencies.
- C. To fund one-time expenditures over and above the existing funding level in the operating budget which are beneficial to the overall Parks and Recreation System.
- D. All expenditures require Board approval.

BACKGROUND

In 1996 the Community Associations received approval from City Council to have a separate request placed on the 1997-1999 Capital Plan ballot that dedicated a specific amount of funds (\$2 million) to upgrading the community centres. The funding was approved and a committee of Association Presidents selected certain projects to receive the additional monies

DISCUSSION

This year the Vancouver Community Centre Association Presidents are working with staff in the development and production of a video that demonstrates the benefit of parks, recreation and community centres. (Appendix 'A') The video will be used to address the benefits of community centres and their programs as well as our parks and recreation facilities. It is intended to be shown to City Council as part of a presentation in support of the forthcoming Capital Plan.

The Associations have requested that the Board participates in the cost of the video which is estimated to be \$15,000. Staff recommend that the Board partner with the Associations on this project but their share is limited to \$7,500.

There are definite benefits for the Board because a significant portion of the video will be adaptable for future use by staff in presentations, at conferences and at community events and as a positive communications tool. Our staff will be involved in the advisory stage to ensure the video will meet the needs and follow the strategic direction of the Board.

The Corporate Sponsorship Account at the end of 1998 identified a balance of \$225,715. This project would fit into the third category, that of being unfunded in this year's operating budget and beneficial to the overall Parks and Recreation system.

SUMMARY

The Association Presidents have asked the Board to contribute towards the cost of the development and production of a video to assist in promoting the community centres and Parks and Recreation system. It is believed there are sufficient benefits for the Board to participate in this project and funds are available in the Corporate Sponsorship account.

Prepared by:

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