



Date: May 3, 2004

TO: Board Members - Parks and Recreation
FROM: General Manager - Parks and Recreation
SUBJECT: Outdoor Movie Series – Summer 2004

RECOMMENDATION

That the Board approve up to \$15,000 from the Corporate Sponsorship Fund for a pilot outdoor movie series for the summer of 2004 at Ceperley Meadow in Stanley Park.

POLICY

On March 2 1998, the Board approved the use of Corporate Sponsorship Funds by applying 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.

BACKGROUND

In the past two years, Park Board has become increasingly involved in showing non-commercial film. This year, the success of the Looking Back Series, in partnership with CBC Television, has demonstrated the interest in public film viewing.

Until the mid-1970's, Park Board was involved in presenting weekend evening outdoor movies at Sunset Beach. In more recent times, outdoor movies have been enjoyed in Grandview Park (coordinated by Cinematheque, and another series by the Celluloid Drugstore) and last summer on the waterfront near West Point Grey Community Centre co-ordinated by the Summer Sunday Society.

DISCUSSION

For summer 2004, we are proposing the film series for Ceperley Meadow in Stanley Park, called 'Monsters in the Meadows', a series of three classic horror movies – King Kong, Godzilla, and Frankenstein. The films would be shown starting at dusk on three Friday evenings in August, the 6th, 20th and 27th. (Should the evening be rained out, it would be rescheduled for the Saturday.) The showings would be free to the public. It is anticipated the washrooms and concession stand would be open later than usual on these evenings.

The Second Beach site is preferred over the original site of Sunset Beach, as there will be no residential impact. Assuming the pilot is a success, other suitable sites and neighbourhood parks across the city could be considered, keeping in mind such things as neighbourhood impact, noise, parking, electricity and ambient light.

Because of the expense of the equipment and the technical expertise required to run the equipment, it is proposed that the equipment and technical staff be hired for the initial year of the series, while we assess its success. The rental of the screen, projector, amplifiers and speakers, as well as pick up and delivery, labour costs and GST would cost approximately \$3600 per evening. Film distribution rights cost between \$200 and \$500 per film. A maximum budget of \$5,000 per evening also allows for engaging additional park security staff, especially after dark.

Should we decide to continue the series, purchase of the equipment would be considered. Costs for audio-visual equipment similar to that proposed for rental in 2004 would be approximately \$20,000 for the screen, \$15,000 for a 6200 lumen LCD projector, and \$5,000 for a PA system with adequate power to broadcast across a park, totaling approximately \$40,000. Not included in this quote are the costs of technical support, site security and maintenance, repair and storage of the equipment.

SUMMARY

“Monsters in the Meadow” will provide a fun, no-cost opportunity for the public to engage with a city park in a new (or perhaps nostalgic) way.

The funding requested meets the requirements of the corporate sponsorship policy.

Prepared by:
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