



Vancouver Board of Parks and Recreation
Regular Board Meeting

November 24, 2008
Park Board Main Office, 2099 Beach Avenue

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Stanley Park Environmental Art Project



2009 Fees & Charges

Recommendation

THAT the Board receive for information the 2009 Fees and Charges and approve the adjustments as detailed in Appendix A.

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2009 Fees & Charges

- Policy review
- Revenue budget challenge
- 2009 fees and charges

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Policy Review

- Age definitions
- Discount structure
- Best practices in market place

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Proposed Policy Changes

- Proposed changes
 - Discount for seniors be reduced by 5% to 25%
 - Discount for youth be increased by 5% to 30%
 - Definition of "child" be expanded from ages 6-12 years old to 3-12 years old
- Estimated budget impact from above changes
 - minimal

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Results of Public Consultation

- **Age definition and discount structure**
 - Change in discount structure
55% did not support, 19% neutral and 26% support
 - Change in definition of child
45% did not support, 26% neutral and 29% support
- **Recommendation**
 - Continue to seek public feedback for policy changes

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Revenue Challenge

| | | |
|--|--------------|-------------|
| 2008 Revenue Budget | \$37,993,000 | |
| 2008 Revenue Projection | \$36,493,000 | |
| 2008 Projected Revenue Shortfall | | \$1,500,000 |
| | | |
| 2009 Required Revenue Target | \$39,512,400 | |
| 2009 Projected 4% inflationary increases | | \$1,500,000 |
| Required Revenue Increase | | \$3,000,000 |

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2009 Inflationary Increases

- **Public feedback**
 - 43% did not support, 14% neutral and 43% support fee increases
 - 74% preferred fee increases rather than service reduction
 - 54% support across the board increase
 - 83% support subsidize fees by age, 76% support fees based on ability to pay and 68% support initiatives to encourage specific users

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2008 Revenue Shortfall

- **Increase participation through marketing initiatives and business development**
- **Experienced some improvements in revenue**

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2009 Fees and Charges

- **Recommend across the board 4% increase except the following areas:**
 - Marinas
 - Train and Farmyard
 - Ghost Train
 - Bright Nights
 - Parking
 - Golf

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Next Steps

- **Approve the proposed changes**
- **Continue to seek public feedback for policy changes**
- **Complete review of playing field and special event rates and report back in January, 2009**

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2009 Fees & Charges

Recommendation

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Stanley Park Forest Management Plan

Recommendation

THAT the Board receive this progress report for information and direct staff to seek community input on the Forest Management Plan.


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Vancouver Park Board Meeting - Nov 24, 2008



STANLEY PARK
FOREST MANAGEMENT PLAN

History of Forest Management in the Park



STANLEY PARK
FOREST MANAGEMENT PLAN

Hazard Tree Management Program

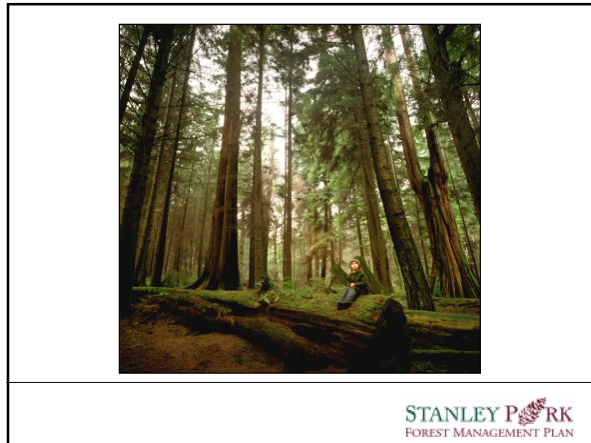
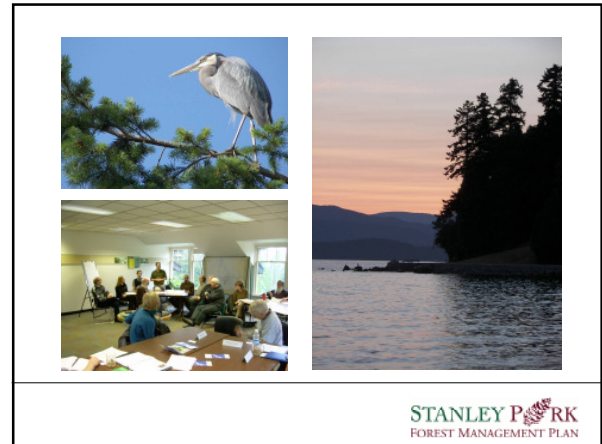
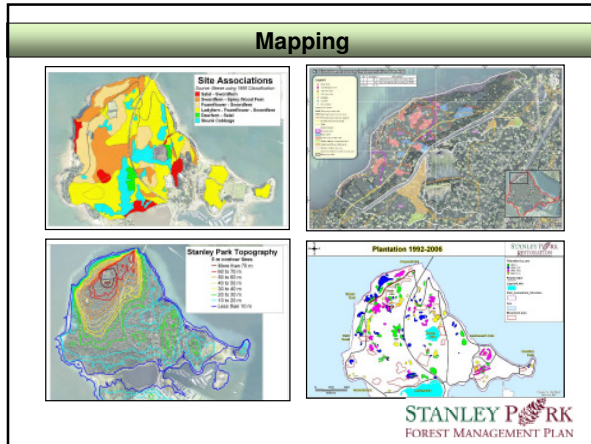


STANLEY PARK
FOREST MANAGEMENT PLAN

Windthrow



STANLEY PARK
FOREST MANAGEMENT PLAN



Stanley Park Forest Management Plan

Recommendation

THAT the Board receive this progress report for information and direct staff to seek community input on the Forest Management Plan.

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Award of Concession to Manage and Operate the Celebration Pavilion at Queen Elizabeth Park

Recommendation

A. THAT The Chapel at Stanley Park Enterprises Inc. be granted approval to manage and operate the Celebration Pavilion at Queen Elizabeth Park for a 5 year term with an option to renew for up to an additional 5 years.

B. THAT no legal rights shall arise and no consents, permissions or licenses are granted hereby and none shall arise or be granted hereafter unless and until all contemplated legal documentation has been executed and delivered by all parties.

(Con't)

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Award of Concession to Manage and Operate the Celebration Pavilion at Queen Elizabeth Park

Recommendation *(con't)*

C. THAT once the form of all legal documentation has been approved by the General Manager and the Director of Legal Services for the City of Vancouver, that the General Manager be authorized to execute and deliver such documentation on behalf of the Board.

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Award of Concession to Manage and Operate the Celebration Pavilion



November 24, 2008

Presentation Outline

- RFP Process
- Award of Concession
- Key Proposal Components
- Current Pavilion Performance
- Conclusions
- Staff Recommendation
- Next Steps

RFP Process

- **Public/transparent tendering process**
 - RFP issued in mid-August
 - Closed in mid-October
- **Staff subsequently**
 - Identified a preferred proponent
 - Negotiated with the preferred proponent to refine proposal terms

Award of Concession

- **Recommendation**
 - Management and operation of the Celebration Pavilion be awarded to The Chapel at Stanley Park Enterprises Inc.
- **Corporate Profile**
 - Experienced and reputable operator with stable financial track record
 - Established in 2001
 - Presently operate chapels at Stanley Park and Minoru Park
 - Conduct approximately 400 weddings/year

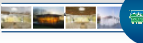
Key Proposal Components

- **Business/marketing focus**
 - Wedding, memorials, corporate events
- **Proposed term**
 - 5 years, with 5 year option to renew
- **Proposed investment**
 - \$100,000 to \$150,000
 - Proposed improvements include:
 - Permanent addition of bride's room and storage room with on-site catering support infrastructure
 - Investment in furniture/décor supplies
 - Other facility upgrades as required

Key Proposal Components



- **License fees**

| Year | % of Revenues | | Minimum Annual Guarantee |
|-----------------|---------------------------|-----------------------------------|--------------------------|
| | % of Gross Revenues to PB | Range of Projected Revenues to PB | |
| Year 1 (2009) | 33.3% | \$80,000 to \$100,000 | \$50,000 |
| Year 2 (2010) | 34.0% | \$92,000+ to \$130,000+ | \$75,000 |
| Year 3 (2011) | 36.0% | \$105,000 to \$150,000 | \$75,000 |
| Year 4 (2012) | 38.0% | \$120,000 to \$175,000 | \$80,000 |
| Year 5 (2013) | 40.0% | \$140,000 to \$200,000 | \$85,000 |
| Year 6+ (2014+) | 40.0% | \$160,000+ to \$250,000+ | \$90,000 |
- **Other items**
 - Proponent will provide clients with a wide range of value-added services
 - Proponent plans to establish a partnership with Seasons in the Park Restaurant





Current Celebration Pavilion Performance

- 2008 operating surplus estimated at \$80,000
- However, future revenue growth will require:
 - Dedicated and specialized resources with experience in:
 - Event planning/operations
 - Event marketing (including extensive network of contacts)
 - Investments in marketing (estimated at \$10,000 upfront, then \$30,000 to \$35,000 annually)
 - Investments in infrastructure and equipment to maintain and expand existing and new markets





Conclusions

- The Chapel at Stanley Park Enterprises Inc. has met the required conditions of the RFP
- Possess the experience/resources required to successfully manage and operate the Pavilion
- Provide Pavilion clients with higher and broader range of services
- Expected to generate additional revenues for the Park Board
 - With minimal risk and investment



Next Steps

- Approve the proposed recommendations
- Execute operating agreement
- Ensure appropriate transition planning



Award of Concession to Manage and Operate the Celebration Pavilion at Queen Elizabeth Park

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- A. THAT The Chapel at Stanley Park Enterprises Inc. be granted approval to manage and operate the Celebration Pavilion at Queen Elizabeth Park for a 5 year term with an option to renew for up to an additional 5 years.
- B. THAT no legal rights shall arise and no consents, permissions or licenses are granted hereby and none shall arise or be granted hereafter unless and until all contemplated legal documentation has been executed and delivered by all parties.

(Con't)

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Award of Concession to Manage and Operate the Celebration Pavilion at Queen Elizabeth Park

Recommendation (con't)

- C. THAT once the form of all legal documentation has been approved by the General Manager and the Director of Legal Services for the City of Vancouver, that the General Manager be authorized to execute and deliver such documentation on behalf of the Board.

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Bell Mobility Proposal - Cellular Enhancements for Killarney and Trout Lake Ice Rinks

Recommendation

- A. That the Board approve a Letter of understanding and subsequently a license agreement with Bell Mobility based on the terms identified in this report.
- B. That, once the form of all legal documentation has been approved by the General Manager and the Director of Legal Services for the City of Vancouver, the General Manager be authorized to execute and deliver such documentation on behalf of the Board.

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2009 Special Events

Recommendation

- A. THAT the Board approve the following changes to existing major events with Scotia Bank ½ Marathon June 28, 2009; Vancouver Pride Society August 2, 2009, as outlined in the report. All arrangements will be to the satisfaction of the General Manager**
- B. THAT the Board receive the 2009 Calendar of Major Events as information.**

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Vancouver Board of Parks and Recreation
Next Regular Board Meeting

December 1, 2008

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