



Vancouver Board of Parks and Recreation

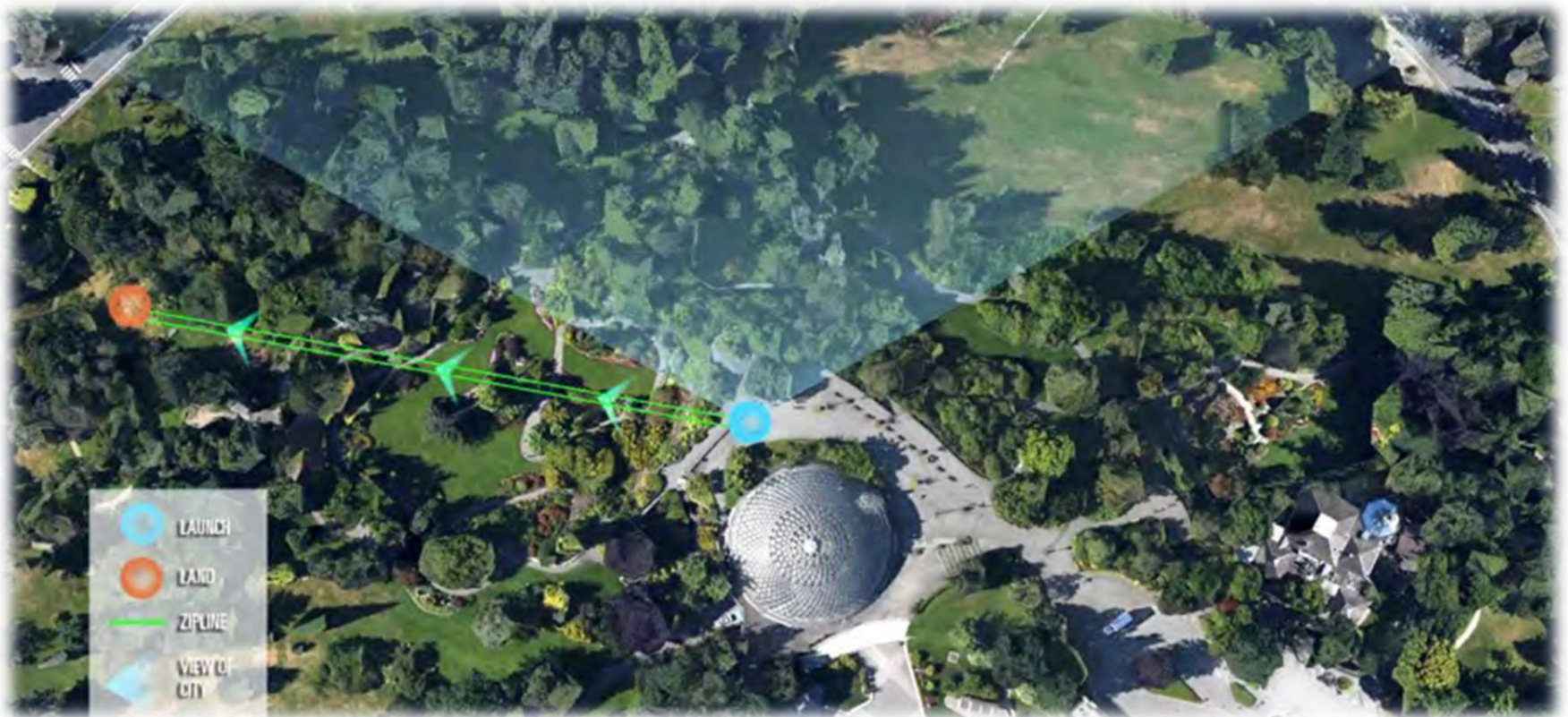
Queen Elizabeth Park Zipline Pilot Outcomes

November 16, 2015

Visit the Park Board website at: vancouverparks.ca

Background

On April 27, 2015 the Board approved the temporary operations of a Zipline in Queen Elizabeth Park for the summer of 2015



Background

- Greenheart International was granted a Park Board Permit to operate the Zipline June 1, 2015 - October 31, 2015
- The financial return to the Park Board was determined by the following arrangement

Revenue	PB % Return
\$0 - 75,000	0%
\$75,001 - 250,000	10%
\$250,001 - 400,000	35%
\$400,001 +	40%

- Following construction and permitting the Zipline began operation July 2, 2015



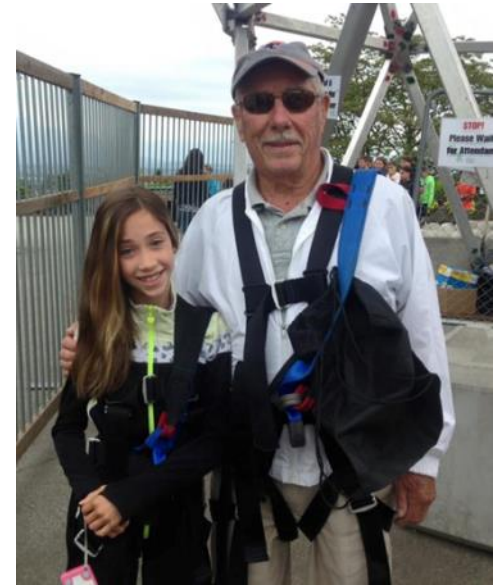
2015 Zipline Pilot Summary

- Operated 87 days
- Generated \$334,787 in total revenue
- Provided a return to the Park Board of \$44,675
- Operated 7 days a week (weather permitting) from 11:00am - 8:00pm



2015 Zipline Pilot Summary

- 23,564 riders in total
 - 75% came to the park for the Zipline
 - No age restriction but a weight restriction of 27 -113 kg
 - Oldest rider was 92 years old
 - Youngest rider was 3 years old



'It was my granddaughter's idea'



2015 Zipline Pilot Summary

- Prices : youth \$14, adult \$20, repeat riders \$5
- Riders were given a \$2 discount to visit the adjacent Bloedel Conservatory
- Brides and grooms were given free rides (15 couples)
- Special occasions included weddings, anniversaries and one proposal on the landing tower



2015 Zipline Pilot Summary

- 4,700 Groupon passes sold with an 88% “recommend to a friend” rating
- 3,023 Facebook followers with a 4.3 out of 5 star rating
- Numerous media stories and YouTube videos



2015 Zipline Pilot Summary

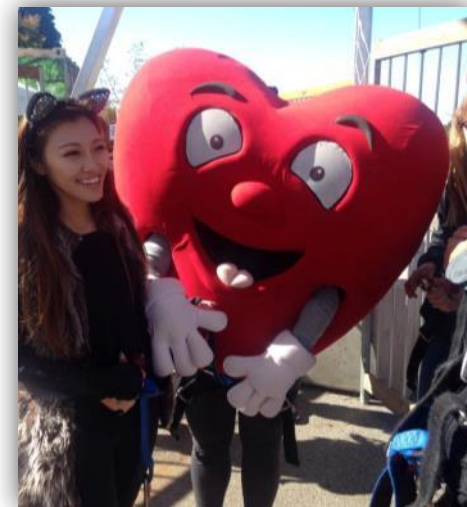
- Bloedel Conservatory attendance up 7,204 visitors (25.4%) from July - September (this does not include the QE75 Party in the Park free admission day)
- Pay parking up \$17,659 (21.4%) July - September



Charitable Events

4 joint Park Board / Greenheart charitable events took place with net proceeds donated to local charities:

BC Children Hospital	\$5,549
Salvation Army Toy Mountain	\$4,577
Variety - A Children's Charity	\$2,000
*More Sports	\$1,423
Total	\$13,599





Public Feedback/ Surveys

- Feedback on the Zipline pilot was gathered through 311 enquiries, emails to “pbcomments”, online surveys and onsite surveys
- Twenty calls were received in relation to the Zipline.
- The surveys were promoted via:
 - Park Board social media
 - Park Board website
 - Greenheart Facebook page
 - 311 operators
 - Park Board reception
 - Onsite staff
 - News articles

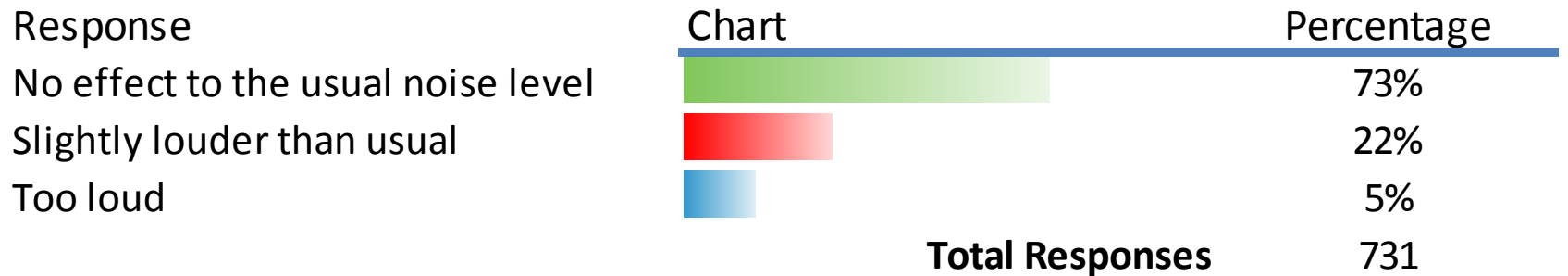
Public Feedback/ Surveys

- 856 surveys completed
- 77% of respondents were Vancouver residents
- 86% had been to Queen Elizabeth Park and 88% had seen the Zipline

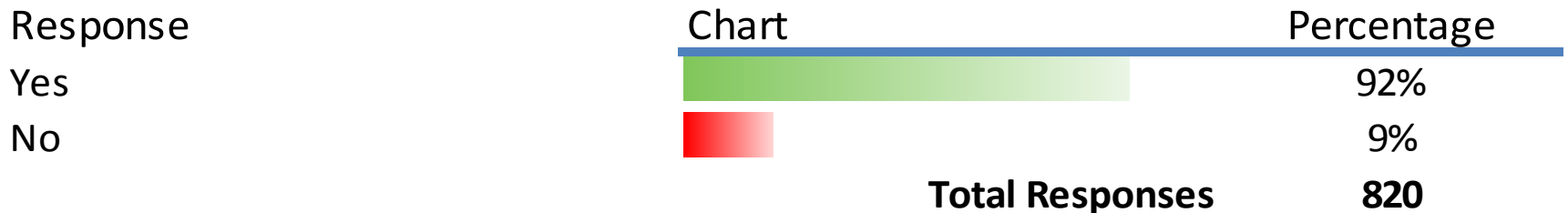


Public Feedback/ Surveys

How would you rate the level of noise generated by the zipline at Queen Elizabeth Park?

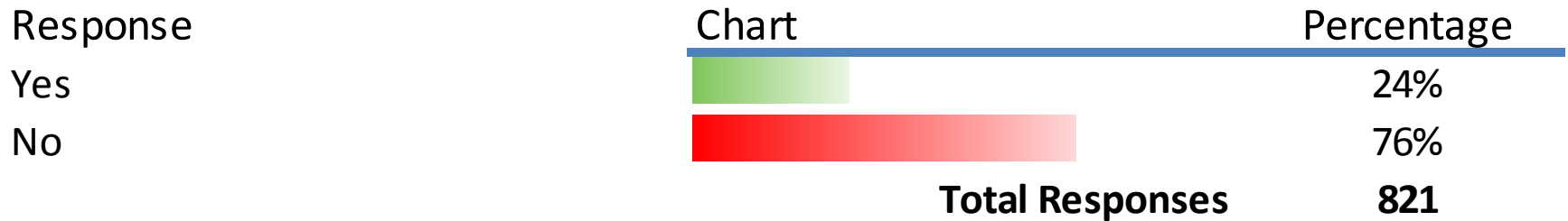


Do you think the zipline should continue operating in Queen Elizabeth Park?



Public Feedback/ Surveys

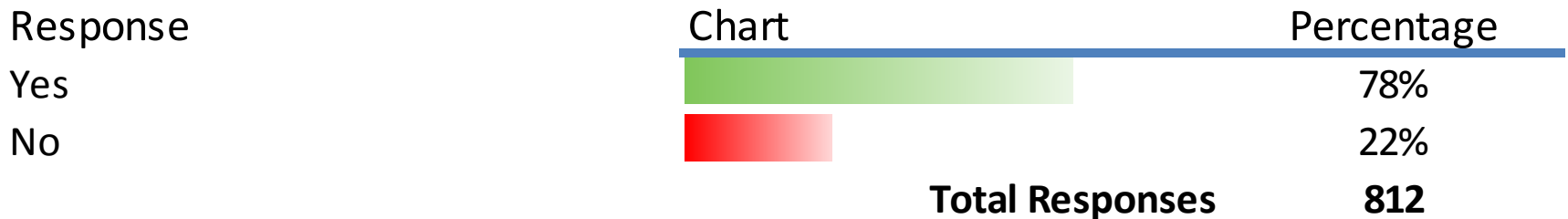
Do you think the zipline should be moved to another park location other than Queen Elizabeth Park?



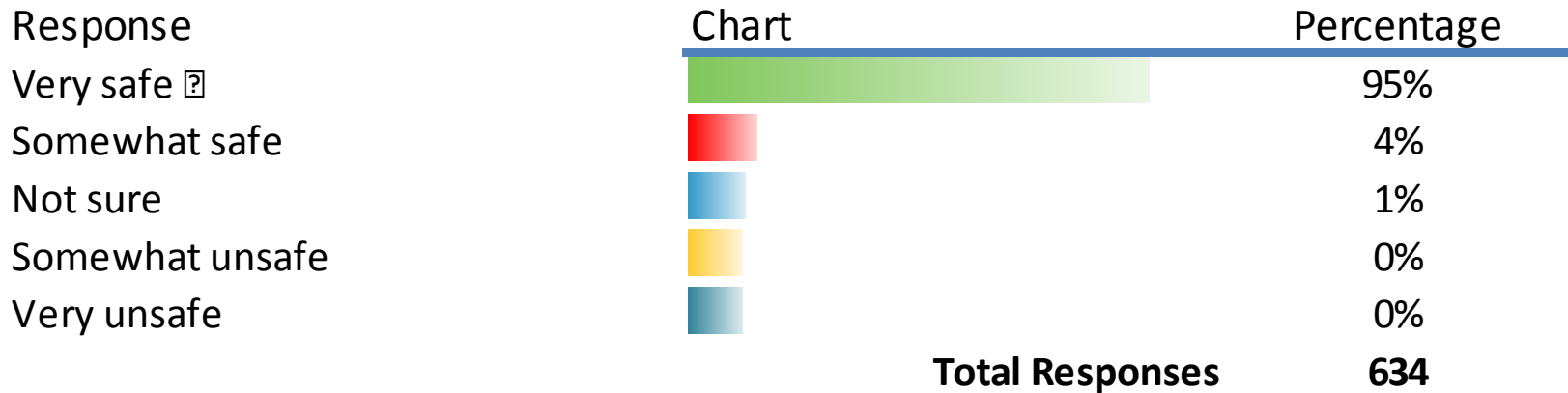
Which park should the Zipline be moved to?

Top two responses were Stanley Park (12%) and Hastings Park/PNE (0.7%)

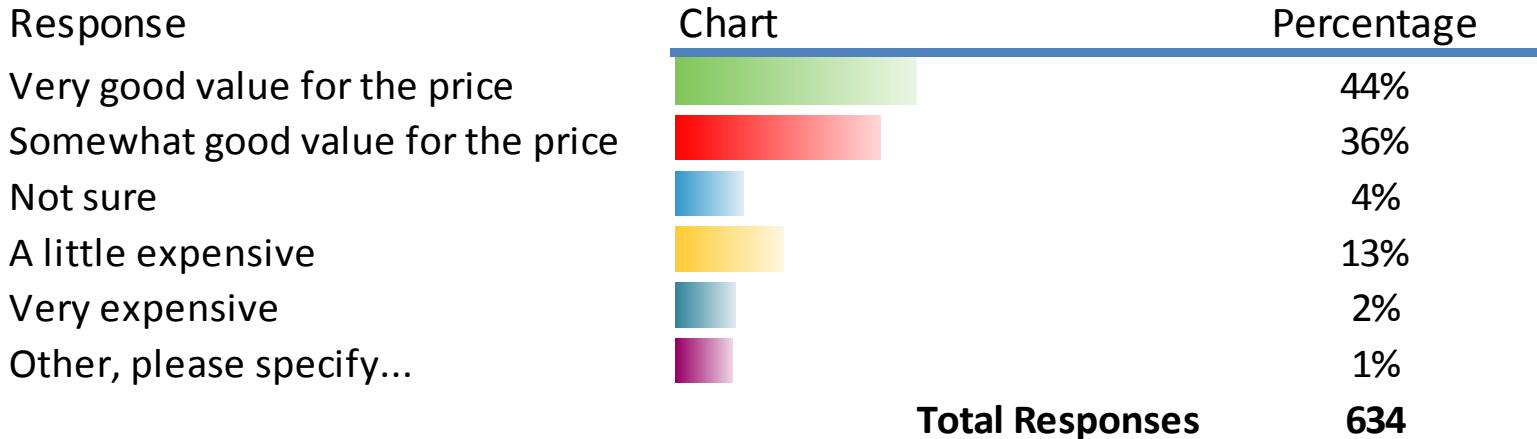
Have you taken a ride on the new zipline in Queen Elizabeth Park?



How would you rate the zipline experience in terms of safety?



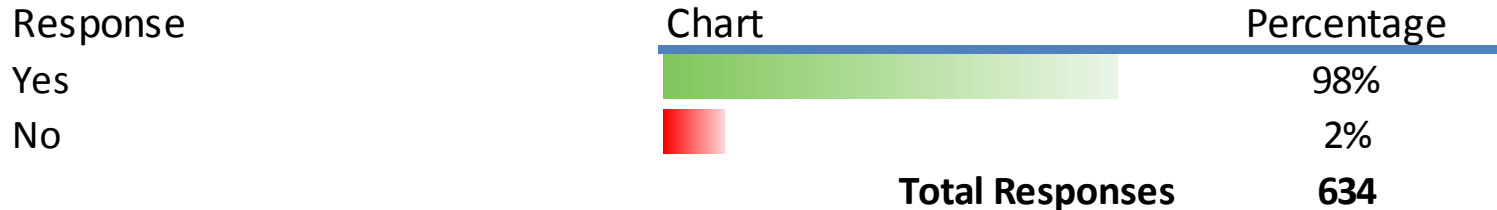
How would you rate the zipline experience in terms of the cost?



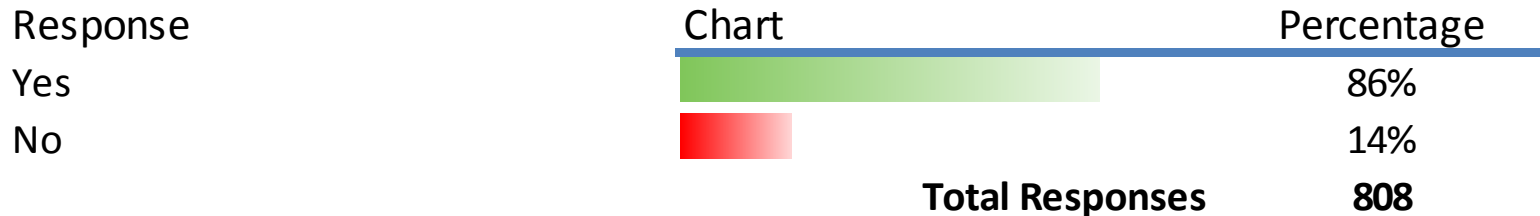


Public Feedback/ Surveys

Would you recommend the zipline to friends and family?



Have you ever visited Queen Elizabeth Park?



Are you a Vancouver resident?

