



Date: March 3, 2005

**TO: Board Members - Parks and Recreation**

**FROM: General Manager - Parks and Recreation**

**SUBJECT: Special Event – June 18, 2005 in Ceperley Meadow**

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## **RECOMMENDATION**

**That the Board approve up to \$92,000 from the Corporate Sponsorship Fund for a Park Board-wide celebration in Ceperley Meadow on June 18, 2005.**

## **GUIDELINES**

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**

This special event is an initiative of the Board's Culture and Recreation Committee and is envisioned as an opportunity to profile Park Board and partners' activities. A steering committee consisting of staff and stakeholders has been formed to organize the event's activities.

The day will be focused in Ceperley Meadow and the event will utilize all that site has to offer, including the pitch and putt, restaurants, the beach, pool, tennis courts, forest trails, and the meadow itself.

The event is scheduled to take place on Saturday, June 18<sup>th</sup>, 2005. Though the event is still being designed, some activities being planned include:

- professional and community performances and demonstrations at three festival tents across the site;
- a large “Taste of Stanley Park” tent which will highlight the restaurants and food services in Stanley Park, and include a wine-tasting enclosure;
- interpretative walks and talks in partnership with the Aquarium and Stanley Park Ecology Society;
- open houses at the tennis and lawn bowling facilities;
- a celebratory procession;
- stilt walkers, performers, and musicians across the site;
- dance instruction on the blacktop;
- games, such as children’s soccer, and “classes” such as yoga;
- the creation of a participatory art project, such as a mandala, made from leaves, stones, and twigs;
- bike, in-line skating, skateboard and longboard demonstrations on the roadway, which will be closed to traffic between Lagoon Drive and Park Drive.

It is hoped that this event will attract between 5,000 to 10,000 participants. The steering committee recognizes that this is a time of year when weather could be a factor in the event’s success. The event will be designed to draw people to the park regardless of weather conditions.

Community Centres are being asked to participate in the planning of the event by nominating a member of their staff to sit on one of the planning committees, and to identify classes, workshop and demonstration leaders, and volunteers and performers in their communities who can contribute to a day of athletic and artistic activity that appeals to citizens of all ages and interests. Community Centers will also host art-making workshops related to the event activities, to help build anticipation for the June 18<sup>th</sup> event.

Event participants will be encouraged to arrive by bus, foot, bike, scooter or rollerblade. Additional free park shuttles will be brought on for the day. The 2099 Beach parking lot will be designated for “handicap” parking and Handidart drop-off.

## DISCUSSION

The steering committee is presenting a \$ 92,000 budget for the June 18<sup>th</sup> event. This budget includes:

Organizational Costs           \$43,000

These costs include staff time related to all organizational aspects of the event, the fees for an artistic director, promotional costs, volunteer support, additional shuttles to the site, first aid and security.

Programming Costs           \$13,500

These costs are related to theatrical, dance and musical performances as well as workshop and activity leaders on the day of the event. The costs also include art-making workshop leaders and art supplies for community-based workshops in the month prior to the event.

Site-related costs           \$25,500

These costs include tenting and staging, generators, audio equipment and technical support, and site preparation and sanitation.

Contingency           \$10,000

Contingency funds may be required for additional staging costs related to weather (wind, rain), reimbursement for food costs should prepared food remain unsold, and other unplanned expenses.

### Revenue

Funds derived from participating restaurants' food and alcohol sales may be applied back to offset expenditures. The formula has not yet been agreed upon, but it is anticipated there will be small percentage of the restaurants' event profits.

This budget represents the maximum expenditure for this event. The steering committee noted that it is difficult to estimate costs for a first year special event, thus the need for a large contingency. In addition, any revenues generated for food and beverage sales will be used to offset the events costs. The proposed event budget is comparable with similar sized special events.

This event qualifies for Corporate Sponsorship Funding under Criteria 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. The budget was discussed by the Board's Finance Committee at the February 21, 2005 meeting. The Committee recommended approving up to \$92,000 for this event.

## **SUMMARY**

“June 18<sup>th</sup> in Ceperley Meadow” will provide an opportunity for the public to celebrate the advent of summer, and enjoy a day of fun while becoming more familiar with Park Board activities and partners.

The funding requested meets the requirements of the Corporate Sponsorship Guidelines.

Prepared by:

MS-S

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