

Date: May 07, 2010



TO: Board Members – Vancouver Park Board
FROM: General Manager – Parks and Recreation
SUBJECT: Summer Miniature Train Event in Stanley Park

RECOMMENDATION

- A. THAT the Board approve the use of the Stanley Park Miniature Train site for an Aboriginal cultural tourism event in summer 2010 with specific details subject to the approval of the General Manager.*
- B. THAT all legal documentation is to be in a form which is satisfactory to the Director of Legal Services for the City of Vancouver and the General Manager.*
- C. THAT the General Manager be authorized to execute and deliver such documentation on behalf of the Board.*
- D. THAT no legal rights shall arise and no consents, permissions or licences 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.*

POLICY

Board approval is required for major events not included in the annual Special Event Calendar and/or are in variance with one or more Park Board by-laws or guidelines.

BACKGROUND

The Stanley Park Miniature Train was built in 1964 and operates on a one and a quarter mile circuit in Vancouver's iconic Stanley Park. It is a popular city attraction, carrying roughly 200,000 passengers per year. The facility is used regularly for a number of special events, including:

- Flagship initiatives, such as:
 - Ghost Train; and
 - Bright Nights; and
- Some lower profile/ad-hoc events.

Special events play a very important role in the Miniature Train's overall operation and financial performance. In fact, approximately 75 to 80% of the facility's ridership/visitation is derived from these special initiatives. The Park Board has long wanted a summer event at the Miniature Train facility to build on and compliment the success of its other flagship events.

DISCUSSION

The Opportunity

An opportunity has emerged to partner with the Aboriginal Tourism Association of British Columbia (AtBC) to create an Aboriginal cultural tourism showcase event in Stanley Park in summer 2010. This would be a pilot program/event, which if successful, could be extended for future years (subject to Board approval). This proposed event would:

- Build on the success of AtBC's Indian Summer Festival event held at Robson Square in late 2009; and
- Leverage the positive profile and exposure generated/obtained by BC's Aboriginal communities during the Vancouver 2010 Olympic Winter Games, including:
 - Performances at the Opening and Closing Ceremonies;
 - Four Host First Nations Pavilion; and
 - Klahowya Village initiative at the Pan Pacific Hotel.

About AtBC

AtBC is a non-profit, membership-based organization established to grow and promote BC's Aboriginal tourism industry. AtBC works closely with tourism, business, education and government organizations to offer quality Aboriginal experiences and actively promotes these experiences to visitors and local residents. The association is funded by the following organizations:

- Government of Canada (through Western Economic Diversification Canada and Indian and Northern Affairs Canada); and
- Government of British Columbia (through the Ministry of Tourism, Culture and the Arts).

Proposed Event Details

Event Concept

The proposed event would be called the Klahowya (Kla-how-èya) Village Summer in Stanley Park. The word Klahowya means "welcome" in Chinook jargon, a trading language used throughout Western Canada and the Pacific Northwest. The proposed event would feature a visitor experience merging traditional artisan village elements with contemporary AtBC experiences and authentic BC First Nations culture and traditions. Visitors to the event would experience and engage in a variety of entertainment and cultural attractions, either on a self-guided or hosted tour basis. It is anticipated that the

event will draw residents, visitors, tour groups, and possibly some corporate events. The entire Klahowya Village Summer event would be free of charge, with the exception of the Miniature Train ride/experience (which would be called the Klahowya Train during the event dates).

Event Dates

The tentative dates proposed for the event would be June 26 to September 6, 2010.

Event Area

The event would utilize the Miniature Train site as well as the adjacent plaza areas and site pathways (see site map below).

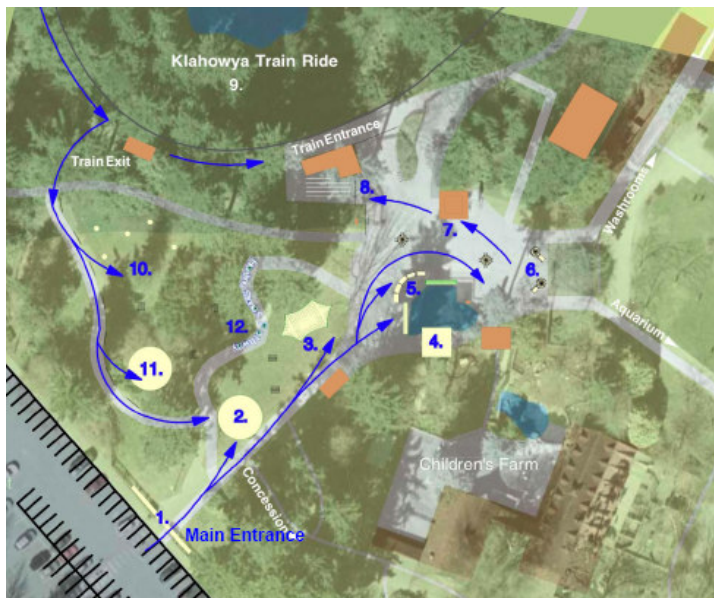
Event Elements

The Klahowya Summer Village would include the following key features:

- Traditional Aboriginal décor and display elements;
- Authentic teepee with interpretation features and display boards;
- Traditional canoe carving area;
- Artisan village with live and multimedia demonstrations as well as retail services;
- Authentic food and non-alcoholic beverage offerings;
- Performance stage with seating for cultural entertainment/programming;
- Totem and sculpture park;
- Story circle;
- Healing stone pathway; and
- Klahowya train featuring Aboriginal sculptures, displays, and narrated story experience.

Event Site Map

The figure below illustrates the approximate location of the key event features.



Key Attractions

1. Longhouse entrance elements
2. Teepee
3. Traditional canoe carving area
4. Lagoon stage
5. Amphitheatre seating
6. Artisan village kiosks
7. Train ticketing/AtBC displays
8. Train queuing
9. Klahowya train
10. Totem and sculpture park
11. Story circle
12. Healing stone pathway

Marketing Approach/Initiatives

AtBC would take the lead on marketing and promoting the event, and be supported by the Park Board. Key marketing tactics would include:

- Maximizing online/website resources (content on AtBC website, Park Board website, and key tourism partner sites (Tourism Vancouver, Hello BC, etc.));
- Print advertising (select publications);
- Media buys (radio and television);
- Earned media campaign (PR group);
- Cross promotions with key partners/stakeholders (e.g. Vancouver Aquarium, other Stanley Park partners/stakeholders, etc.);
- Outreach to key tourism partners/stakeholders (to include daytime product into overall Vancouver tourism promotions); and
- In-park signage (all signage would be subject to Park Board approval).

Key Business/Financial Terms

The key business/financial arrangements of this initiative are summarized below:

- The Park Board would supply services/activities normally provided for summer Miniature Train operations (e.g. staffing, utilities, etc.) and retain 100% of the regular summer Miniature Train ticket price; and
- AtBC would be responsible for all incremental costs (event set-up/tear down, security, signage, out-of-pocket marketing expenses (for initiatives identified in section above), traffic control (if required), extra staffing (if required), etc.).

The successful execution of this event is expected to increase dwell time and visitation to Stanley Park, and the Miniature Train facility, in particular. Accordingly, it is projected that the Park Board will be able to generate additional revenues from a number of direct and indirect sources, including:

- Direct revenue sources:
 - 100% of the regular summer Miniature Train ticket price from all ridership; and
 - 5% share of event food and beverage revenues.
- Indirect revenue sources:
 - Increased event parking and concession sales;
 - Increased admissions to the Children's Farmyard; and
 - Increased activity at other park services and attractions.

Stakeholder Benefits

The development and hosting of the Klahowya Village Summer Aboriginal showcase event in Stanley Park would provide several potential benefits, including:

- Generating incremental revenues for the Park Board and its partners/stakeholders;
- Enhancing overall visitor experiences to Stanley Park;
- Providing the Park Board and AtBC with an opportunity to build/enhance awareness of their respective tourism products;
- Building partnerships with community and corporate sponsors; and

- Providing skill development and job training in tourism for Aboriginal youth and AtBC's Trailblazer program.

Stakeholder Support

Stakeholder support is an important consideration for events in Stanley Park and Park Board sites in general. Key Stanley Park and Miniature Train stakeholders have been notified and/or consulted and there is widespread support for this event. These stakeholders include:

- Park Board partners/operators in Stanley Park (e.g. attractions, services, restaurants, concession operators, etc.);
- CUPE 1004 union officials; and
- First Nations partners/stakeholders (e.g. Tsleil-Waututh Nation, Squamish Nation, and Musqueam Indian Band).

SUMMARY

The Aboriginal Tourism Association of British Columbia (AtBC) is committed to growing and promoting a sustainable, culturally rich Aboriginal tourism industry. It has the vision, resources, and experience required to develop and deliver a high quality Aboriginal cultural tourism showcase event at the Miniature Train facility in Stanley Park, resulting in increased revenues for the Park Board.

Prepared by:

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