

Date: September 22, 2010



TO: Board Members – Vancouver Park Board
FROM: General Manager – Parks and Recreation
SUBJECT: Allocation of funds from Corporate Sponsorship

RECOMMENDATION

THAT the Board contribute \$50,000 from the Corporate Sponsorship Reserve for the design and production of printed and electronic versions of a Vancouver-wide map showing parks, beaches and key attractions.

POLICY

The Board's policy on the approved use of Corporate Sponsorship funds contains the following criteria:

- 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.
- To fund initiatives with one-time expenditures to a limit of \$50,000 that will result in improved efficiencies.
- 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.
- All expenditures require Board approval.

DISCUSSION

The Vancouver Board of Parks and Recreation maintains more than 220 parks and 40 major facilities throughout the City of Vancouver. Over eight million overnight visitors came to the Greater Vancouver region in 2009¹ and many of those visitors explored the parks, beaches and recreation attractions. In addition, many local residents look to parks and beaches for recreational opportunities.

Currently the Vancouver Park Board does not have a map or brochure which describe or market the wealth of parks and other amenities available to visitors and residents. There has been a demand for such publication from front-line staff and tourism operators.

Staff are proposing that we provide a Vancouver-wide map that would be a sister publication to the well-received Stanley Park map and guide. Like the Stanley Park

¹ Tourism Vancouver

guide, it would feature clear and concise maps, pull-outs of popular locations, high quality photographs and information about the many features and attractions. Consistent branding would be achieved through similar design to the Stanley Park map.

The new map would greatly enhance the Board's marketing efforts in promoting its wide-range of services and attractions. It would be a key marketing tool for our destination parks as well as revenue generating sites such as golf courses, leisure pools, park restaurants, display gardens, marinas and attractions such as Bloedel Conservatory and VanDusen Botanical Garden, as well as provide marketing support for business partners such as restaurants.

Distribution would be similar to the Stanley Park map which sees copies available in the park and at attractions as well as racked at major tourist destinations downtown, on BC Ferries routes, at border crossings and at the Vancouver International Airport as well as available for downloading on our website.

Park Board staff, together with the City's web development project team, are also investigating the development of a fully digital online map application that could be accessed by smart phones. A number of parks world-wide, including Central Park in New York, have developed smart phone apps that provide interactive maps and information.

The design, production and distribution of the printed map as well as the development of the digital application is estimated to be \$50,000. It is proposed that \$50,000 from the Corporate Sponsorship reserve fund the development and first year printing and distribution costs of this new publication.

SUMMARY

This request for funds from the Corporate Sponsorship complies with the policy for the use of Corporate Sponsorship funds and sufficient funds are available in the reserve to provide for this request.

Prepared by:
Stanley District
Vancouver Board of Parks and Recreation
Vancouver, BC

PK/bf