



Date: March 24, 2011

TO: Board Members – Vancouver Park Board
FROM: General Manager – Parks and Recreation
SUBJECT: Klahowya Village Event in Stanley Park

RECOMMENDATION

- A. THAT the Board approve the use of the Stanley Park Miniature Train site for the Klahowya Village cultural tourism event in 2011 with an option to extend the agreement for up to two additional one year terms subject to the approval of the General Manger.*
- 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 Manage Vancouver Park Board.*
- 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 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.*

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 the Ghost Train and Bright Nights, and some lower profile/ad-hoc events.

On May 17, 2010 the Board approved the inaugural Klahowya Village event hosted in partnership with the Aboriginal Tourism Association of British Columbia (AtBC). The event dates were July 1st through September 12th

The event was called the Klahowya (Kla-how-èya) Village in Stanley Park. The word Klahowya means “welcome” in Chinook jargon, a trading language used throughout Western Canada and the Pacific Northwest. The event featured a visitor experience merging traditional artisan village elements with contemporary AtBC experiences and authentic BC First Nations culture and traditions. Visitors to the event experienced and engaged in a variety of entertainment and cultural attractions, either on a self-guided or hosted tour basis. The event attracted 160,000 visitors, 37,000 of whom rode the themed Spirit Catcher Train. Train ridership increased 71%, parking revenue increased 14% and concession revenue increased 19% when compared to the prior year.

DISCUSSION

Given the positive response by the public to the Klahowya event, staff are working with AtBC to build on last year’s success and offer an expanded event for the 2011 summer season.

Event Benefits

The development and hosting of the enhanced Klahowya Village showcase event in Stanley Park will provide a number of additional benefits

- Enhancing the cultural and Aboriginal programming for Stanley Park;
- Providing the Park Board and AtBC with an opportunity to build and enhance awareness of their respective tourism products;
- Providing skill development and job training in tourism for Aboriginal youth and AtBC’s Trailblazer program. This to include 6 Team Leaders, 15 Village Hosts and Train Performers
- Building partnerships with community and corporate sponsors; and
- Generating incremental revenues for the Park Board and its partners/stakeholders;

About AtBC

AtBC is a non-profit, stakeholder-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 Jobs, Tourism and Innovation).

Event Details

Event Dates

The tentative dates proposed for the event would be May 16 to September 11, 2011.

Event Area

The event would utilize the Miniature Train site as well as the adjacent plaza areas and site pathways (see site map below for the approximate location of the key event features).



Event Elements

The Klahowya Village will include the following key features which were a part of the 2010 site:

- 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;
- Create your own Aboriginal art with craft tables

Changes and Upgrades

To enhance the 2011 event a number of changes are proposed including:

- The addition of 2 cedar ticket booths designed with aboriginal décor elements
- Artisan Village re-located to the main pathway to enhance visibility
- Performance stage re-located with a fully covered stage and seating for up to 280
- A dedicated dining area for those visiting the Ravens Hut
- Spirit Catcher train re-themed to “The Spirit of Klahowya Village” with live performers and a story line targeted to children (providing an experience similar to the current Ghost Train offering).

The 2010 Klahowya event was a free village event with the Spirit Catcher Train only charging an admission of \$10 for adults and \$8 for seniors and children aged 2-17. (For comparison purposes, the 2010 Ghost Train event charged \$11 for adults and \$7 for seniors and children aged 2-17). While gate fees were not charged in 2010, with the substantial investment to be made by AtBC to upgrade and enhance the event, entrance fees as set out below are proposed:

- Klahowya Village only, \$5 per adult, \$3 per senior or child aged 3-17, with children under 3 free
- Train only, \$10 per adult, \$8 per senior or child aged 3-17, under 3 free
- Combo \$14 Adults, \$10 Seniors and ages 3-17
- Family rate for 4 or more 20% discount
- Group rate for 10 or more 20% discount
- Seasons pass \$20 Adults, \$16 Seniors and ages 3-17 (unlimited access)

Marketing Approach/Initiatives

AtBC will 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);
- In-park signage (all signage would be subject to Park Board approval);
- Social Media such as Twitter and Facebook to build awareness; and
- Posters and rack cards to be featured at Stanley Park, the Tourism Vancouver Visitor Centre, and Information Centre at BC Ferry terminals

Key Business/Financial Terms

The key financial arrangements and service responsibilities of this initiative are summarized below:

- The Park Board will supply the services/activities normally provided for summer Miniature Train operations area (e.g. staffing, utilities, etc.) at the level required to provide one train for an 8 hour period and the exclusive use of the area identified in the Event Site map for a license fee of \$285,000 exclusive of HST. By structuring the agreement this way, the financial risk to the Park Board is minimized. This additional revenue will assist the Board in meeting its 2011 approved budget objective of a net increase in revenues from the miniature train operation.
- AtBC will be responsible for all incremental costs including event set-up/tear down, security, signage, out-of-pocket marketing expenses (for initiatives identified in section above), and any required traffic control and extra staffing.
- The Board will also benefit from increases in indirect revenues from event parking and concession sales and increased activity at other park services and attractions.

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 area of Stanley Park. The proposed event is expected to generate additional revenue for the Park Board to help meet the increased revenue targets approved by the Board as part of the 2011 Budget process.

Prepared by:

Stanley District
Vancouver Park Board
Vancouver, BC
GB