

**Minutes of Meeting of the Board of Parks and Recreation
Services & Budgets Committee Meeting
Held at the Vancouver Park Board Office on
Tuesday, March 22nd, 2011**

ATTENDEES:

Park Board Commissioners

Loretta Woodcock, Chair
Constance Barnes
Aaron Jasper
Ian Robertson

Park Board Staff

Malcolm Bromley	General Manager
Meg Elliott	Acting Director of Corporate Services
Gordon Barber	Manager of Revenue Services
Ken Maguire	Supervisor of Business Services
Kevin Tuerlings	Recorder

Delegations:

- Henry Tso, Aboriginal Tourism Association of BC
- Lori Simcox, Aboriginal Tourism Association of BC
- Brenda Baptiste, Aboriginal Tourism Association of BC

The meeting was called to order at 6:30 pm, with the following agenda:

1. Approval of Minutes of November 16, 2010
2. Klahowya Village Event in Stanley Park

1. Approval of Minutes

The minutes of the meeting of the Services and Budgets Committee held on Tuesday, November 16th, 2010 were adopted as circulated.

2. Klahowya Village Event in Stanley Park

Staff presented a proposal for the Klahowya Village event at Stanley Park. The event was hosted by the Aboriginal Tourism Association of BC for the first time last year. The key goals of the event were to provide guests with an interactive Aboriginal cultural experience by honoring traditions, values and a shared vision of authenticity.

The event featured live cultural demonstrations, a sculpture park, storytelling circle, a Spirit Catcher and authentic food and beverages. The event exceeded attendance expectations with over 160 000 visitors and received a 4.75 out of 5 rating based on 700

customer surveys. \$20 000 in stakeholder revenue was collected during the event. The miniature train saw a revenue increase by 71% over the same period the year before without the event, parking revenue was up 14% and concession food revenue was up 19%.

The 2011 proposed dates are May 16th to September 11th with an estimated attendance of 192 000 people. Modifications to the site will be made including a gated perimeter that will require a ticket to enter – with entry pricing from \$11 - \$15 –, the addition of two cedar ticket booths, the relocation of the Artisan village to the main pathway, the relocation of the performance stage to the picnic area, an addition of a dining area to the Raven’s Hut and the re-creation of the Spirit Catcher Train as “The Spirit of Klahowya Village.”

Staff introduced representatives of the Klahowya Village Event, Henry Tso, Lori Simcox, and Brenda Baptiste to answer any questions.

Discussion

A member of the Committee asked staff to elaborate on the expected revenue from this event. Staff answered that the primary source of revenue from this event last year was from train profits. This year the difference would be a fixed rent fee which includes the provision of one train and related staff to operate it. The exact cost of rent is still being worked on but there is an expected gross of \$285,000 with a 10% margin built into the fee.

A member of the Committee asked what the regular ticket price for the train is during summer. Staff answered it is \$7 for adults and \$5 for seniors and children.

A member of the Committee asked why the ticket prices are much higher this year than last. The delegation replied that the added cost is due to additional elements and infrastructure which will be added to the site including upgrades to the village plaza which will cost \$200 000, re-themed infrastructure costing \$75 000 and \$136 000 in marketing costs.

A member of the Committee asked if the event space could be designed to allow people who only want to use the train to go in without having to pay the full price. Staff replied that it is feasible and that different pricing possibilities are being explored.

A member of the Committee asked what kind of marketing is planned for the event. The delegations answered that they have plans for street teams, they will utilize social media and potentially create a website specific to the Klahowya Village event. There will be a focus on print media, some television ads with Global TV and CTV and radio stations. Additionally they will be working with West Coast Sightseeing which is forecasted to bring in 30 000 visitors through cruise lines.

A member of the Committee asked how the event benefited the youth involved with its production. The delegation replied that the Trailblazers youth program provides an authentic experience to the guest, while the Trailblazers themselves are given the opportunity to have a fun summer job that they enjoy being a part of, with many of the participants moving on to other tourism jobs throughout the year. ATBC wants to expand the program to involve more youth and give them the same opportunities to succeed. In the past, over 9 of 40 participants went back to school, 12 went on to fulltime jobs, and a number of at-risk teens were welcomed into the positive working environment at Klahowya Village showing how the Trailblazers program has a very positive impact.

A member of the Committee asked if any consideration has been given to a family price. Staff replied that the pricing is not yet fixed and options to provide discounts and to lower the prices will be explored. The delegation added that they can be flexible with the pricing if there are challenges.

A member of the Committee recommended that staff look at either a family rate or a two-tiered rate for separate admission to the train and village.

A member of the Committee asked when staff anticipate the item to come back to the Board. Staff answered that this item will come back to the Board at the April 4th Board meeting. The Committee asked for a financial breakdown of the train operation when this item comes to the Board.

The meeting adjourned at 7:20 pm.

Meg Elliott
Acting Director, Corporate Services

Commissioner Loretta Woodcock
Chair