



Vancouver Board of Parks and Recreation

Commemorative Trees and Shrubs (Report Reference)

September 28, 2015

Visit the Park Board website at: vancouverparks.ca



BOARD MOTION: Commemorative Trees & Shrubs

THAT the Vancouver Park Board direct staff to report back by September 2015 or sooner on options for establishing a commemorative tree and shrub planting program for the Vancouver Board of Parks and Recreation that:

- a) responds to the reasonable requests of residents of Vancouver;
- b) provides commemorative tree and shrub plantings at a reasonable cost;
- c) advances the goals of the Urban Forest Strategy;
- d) and is revenue positive or neutral to the Park Board.

REPORT REFERENCE - OUTLINE

- **Background** - history of commemorative tree donations
- **Gifts for Parks Program** - current program status, develop new opportunities that link to Urban Forest Strategy
- **Opportunities** - create sustainable sources of funding
- **Next Steps** - program development, marketing, promotion



- Contributions to the Park Board help support our mandate
- Gifts for Parks Program - donation program began in 1986



GIFTS FOR PARKS PROGRAM

- Includes options to fund and dedicate park amenities (park benches & picnic tables) and commemorative trees
- Since 1986, 150 commemorative trees funded & planted
- In 2006, 70 trees were funded as commemorative gifts and planted in Stanley Park during the restoration of the park after the devastating storm
- Park Board's strategic plan supports increased community giving through entrepreneurial development



STATUS OF PROGRAM

- Commemorative trees are a popular donation item
- Receive many requests; not all can be met
- Focus on trees due to recognized challenges around small plant or shrub commemorations (longevity, landscape design & maintenance)
- Current challenges: availability of park planting locations, timing of planting, tree selections, and tree size .



- Urban Forest Strategy - presents new opportunity
- Develop marketing and fundraising opportunities to promote the Urban Forest Strategy and secure funding
- Identify ways to respond to requests, provide tree plantings at reasonable cost, advance the goals of the urban forest strategy
- Introduce:
 - Tree Trust
 - Adopt-A-Forest
 - Legacy Tree Endowment



Introduce a Tree Trust

- Promote need of supporting tree planting and tree replacement, as identified by Urban Forest Strategy
- Donations of any amount placed in an endowment fund
- Provides sustainable funding for tree plantings
- Donations recognized on website, on-site signage



Introduce Adopt-A-Forest

- Similar to current commemorative tree program
- Individual or group contributions; used to plant trees, shrubs & other plant material in reforested areas
- Supports the Urban Forest Strategy's reforestation goals
- Provides a source of annual funding



OPPORTUNITIES - Adopt-a-Forest

- Donors encouraged to participate as caregivers for trees
- Encourages stewardship - adopters become invested in watering and caring for the trees
- Engages large community groups



Introduce a Legacy Tree Endowment

- Named endowment established for larger gifts
- Trees planted in identified groves or clusters in select parks and destination parks (e.g., QE Park, VanDusen Botanical Garden)
- Promotes the need for a source of sustainable funding to support the Urban Forest Strategy
- Donations recognized on website, named funds listed on signage promoting the grove



NEXT STEPS

- Continue working with Urban Forestry staff to implement an enhanced commemorative tree and shrub program that responds to the reasonable requests of citizen requests of Vancouver;
- Additional considerations for the commemorative tree and shrub program will be included in the proposed plan to establish a Vancouver Parks Foundation
- Report back to the Board by end of 2015 with recommendations.



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