



June 15, 2017

TO: Park Board Chair and Commissioners
FROM: General Manager - Vancouver Board of Parks and Recreation
SUBJECT: “Kisses for Bees” - Temporary Pollinator Installation at Cathedral Square Park

RECOMMENDATION

THAT the Vancouver Park Board approve a request from the Kisses for Bees collective for a temporary pollinator installation at Cathedral Square Park between June 21, 2017 and July 21, 2017.

POLICY

Park Board approval is required for special events not included in the annual Calendar of Major Special Events and/or that are in variance with one or more Park Board by-laws.

BACKGROUND

Bumble bees, honey bees, mason bees, butterflies, and other pollinators provide essential ecosystem services by pollinating crops, backyard gardens, fruit trees, and native plants. Without the help of pollinators, many plants cannot produce seeds and fruits. These insects have a close, essential relationship with the flowers they visit: as they forage for nectar and pollen, they pollinate plants, crops, and fruit trees. Unfortunately, the health of bee populations, a key pollinator, is declining rapidly across North America, and many other native pollinators are succumbing to the adverse effects of industrial agriculture, urbanization, disease, and pesticide use.

In recognition of this situation, the Vancouver Park Board began developing and implementing strategies several years ago to support pollinators in Vancouver parks and streets as part of its [Biodiversity](#) and [Urban Forest](#) Strategies. One of these strategies includes working with stewardship and advocacy groups, community gardeners, and others to raise public awareness about the value of pollinators and the challenges facing pollinator health.

DISCUSSION

In order to bring attention to the issues being faced by pollinators and promote overall bee health and sustainable agriculture, the Kisses for Bees collective (which includes Burt’s Bees, SustainableTO, Wildlife Preservation Canada, and Devon Consulting & Public Relations) are seeking approval to host a temporary living inner-city pollinator installation filled with thousands of wildflowers for bees to “kiss” at Cathedral Square Park between June 21, 2017 and July 21, 2017 (see Appendices A & B). The installation will serve as local bee habitats and provide native wildflowers for bees to pollinate.

This program will further amplify the programs currently being delivered in Cathedral Square Park in partnership with the Downtown Vancouver BIA and Hives for Humanity, and provide additional pollinator habitat in our urban space. To enhance education and knowledge about

this important issue, ambassadors will be on-site during selected days/times to educate the public and answer questions. The Park Board may also decide to activate or distribute informational materials during the installation period. No sampling or selling of products will take place on-site. A similar installation is currently being delivered successfully in Toronto.

The benefits accruing to the Park Board from this initiative include:

- Support for the pollinator components of the Park Board's Biodiversity and Urban Forest Strategies;
- Beautification of an existing urban park space;
- Education of Vancouverites on this important issue through a comprehensive communications plan (that will encourage residents to "kiss back" by planting native wildflowers in their backyards or balconies) and an on-site education program (with the goal of initiating conversations about bee health);
- Opportunity to promote the Park Board's pollinator initiatives, including the organization's Pollinator Garden fundraising program;
- Wildlife Preservation Canada has offered to re-plant all of the flowers from the installation in local parks, subject to Park Board direction/approval;
- Wildlife Preservation Canada has also offered to plant new native wildflowers in local parks, subject to Park Board direction/approval (Burt's Bees will launch a limited edition #KissesforBees lipstick (to be sold at major retailers and not on-site); a portion of the sales proceeds will be used to fund this planting program);
- Social media campaign using the #KissesforBees hashtag will unite the program and expand campaign/program reach; and
- Partnership fee will be provided to the Park Board (in recognition of the sponsorship benefits associated with the installation) to support Vancouver's overall parks and recreation system.

Subject to Park Board approval, staff will work with the Kisses for Bees collective to ensure appropriate site safety and security plans are in place, and address any other unanticipated impacts.

SUMMARY

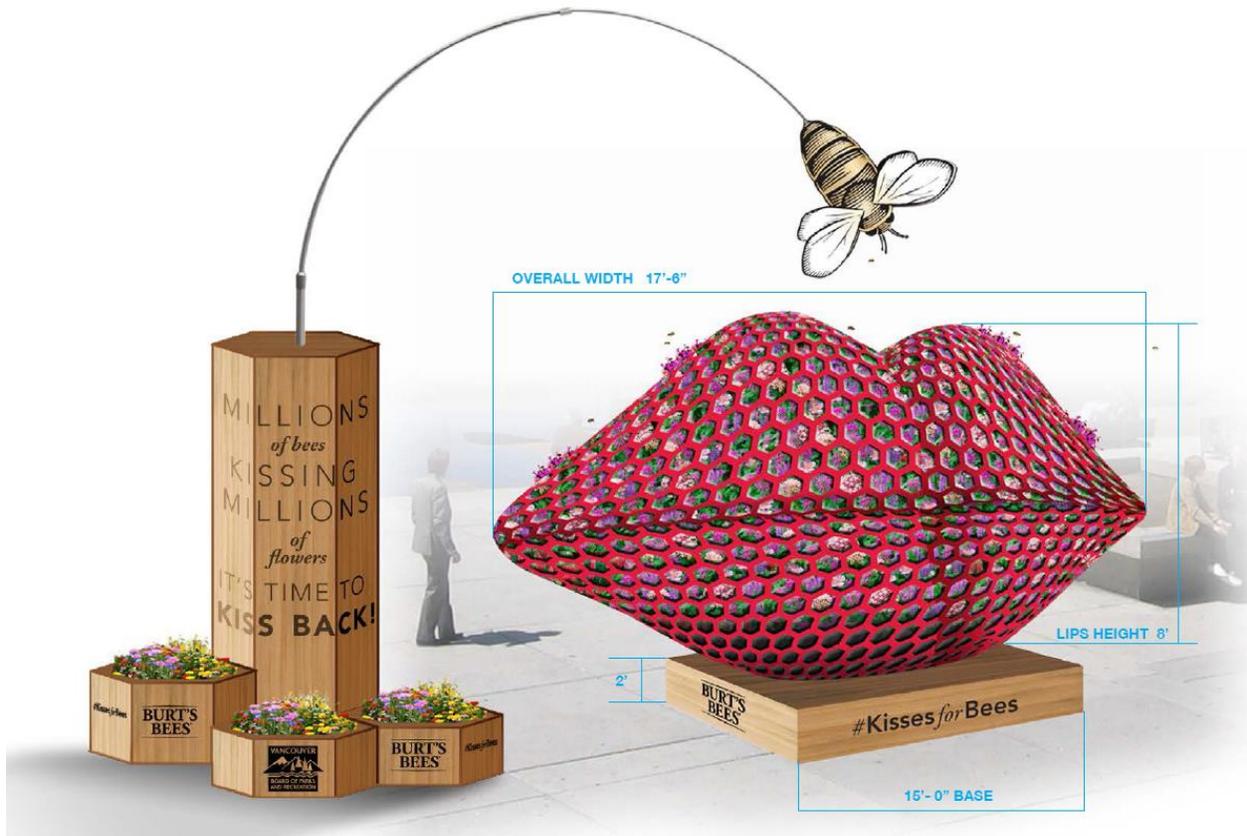
This temporary pollinator installation by the Kisses for Bees collective is designed to animate Cathedral Square Park and educate Vancouverites on the challenges and issues facing pollinators and bee health specifically. It is expected to beautify and enhance the vibrancy of the Cathedral Square Park neighbourhood for the benefit of Vancouverites and visitors. Accordingly, staff recommend that the Board approve the request from the organizer as outlined in this report.

General Manager's Office
Vancouver Board of Parks and Recreation
Vancouver, BC

Prepared by:
Octavio Silva, Manager of Business Development

/os/clc

Kisses for Bees Installation - Artist Rendering



Kisses for Bees Installation - Preliminary Site Plan

