

BLOEDEL CONSERVATORY 50TH ANNIVERSARY CELEBRATION

Program & Funding

Park Board Committee Meeting July 22, 2019



Purpose/Objective

- Present Park Board's proposed program for Bloedel's 50th anniversary
- Seek approval to use up to \$50,000 from the Corporate Sponsorship Fund to deliver this program
- Review complementing initiatives by the Vancouver Botanical Garden Association (VBGA) to commemorate this important milestone



Policy for Use of Corporate Sponsorship Funds

- Approved uses:
 - To fund one-time expenditures to a limit of \$50,000 that will support revenue generating activities
 - To fund initiatives with one-time expenditures to a limit of \$50,000 that will result in improved efficiencies
 - To fund one time expenditures above existing funding levels in the operating budget that are beneficial to the parks & recreation system
- All expenditures require Board approval





BackgroundBloedel Conservatory

- Popular Vancouver attraction;
 opened on December 6, 1969
- Provides educational & interactive opportunities to learn about/engage with unique varieties of tropical plants & birds
- Sizeable growth in attendance and engagement in recent years:
 - Over 180,000 visitors in 2018
 - Holiday Heights attracted roughly 30,000 visitors in same year

BackgroundCelebration of Major Milestones

- Park Board has a history of celebrating major milestones at signature locations
- Past commemorative programs include:
 - Stanley Park 125th anniversary (2013)
 - Queen Elizabeth Park 75th anniversary (2015)
 - VanDusen Botanical Garden 40th anniversary (2015)









Proposed Park Board Anniversary Program

Three key components:

- Public awareness/recognition campaign (~\$45,000)
 - Street banners
 - Large signs at park entrance
 - Onsite signage at Bloedel
 - Branded merchandise

Gala evening event (~\$50,000)By-invitation event

December 6, 2019

 Holiday Heights at Bloedel (~\$30,000)
 New décor elements

Extended event run

Preliminary Design ElementsAnniversary Logo





Preliminary Design ElementsStreet Banners







1969-2019



Preliminary Design ElementsQueen Elizabeth Park Entrance Signage





Preliminary Design ElementsQueen Elizabeth Park Entrance Signage





Preliminary Design ElementsBranded Merchandise

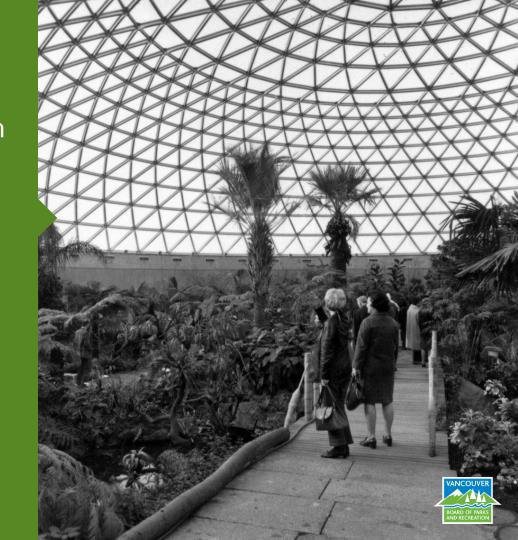


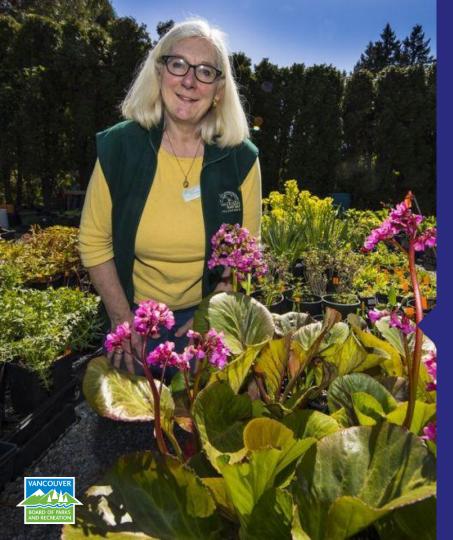




Proposed Park Board Anniversary Program

- Total cost of anniversary program estimated at \$125,000
- Staff seeking Board approval to use up to \$50,000 from the Corporate Sponsorship Fund
- Remaining program costs would be funded by operating budget
- VBGA funding for street banners could reduce financial impact to the Park Board



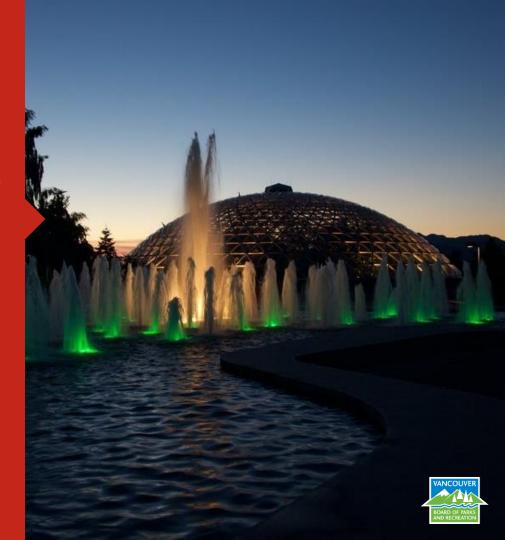


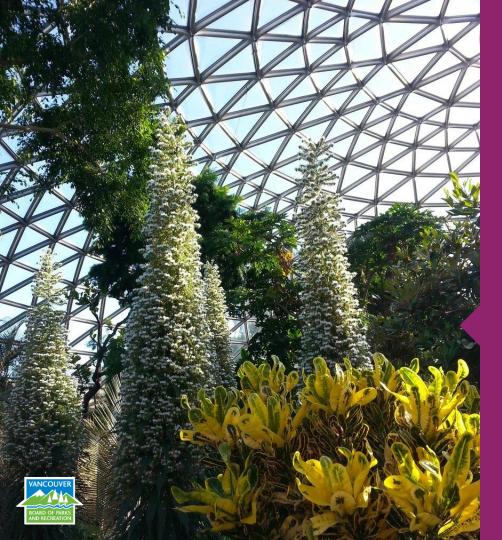
VBGA Celebration Program

- VBGA also hosting and funding several initiatives to commemorate milestone
- Celebration event
 - Ticketed event for 100 to 150 guests
 - October 18, 2019
- Commemorative booklet
- Donor dinner
 - Seasons in the Park Restaurant
 - November 28, 2019
- Program series
 - Three-part series featuring speakers, art & fashion show at VanDusen

Other Considerations

- Epiphyte Arch Project
 - Add new horticultural feature/attraction
 - Estimated cost up to \$250,000
 - Potential VBGA contribution for a portion of project
- Plaza Fountain Lighting Project
 - Upgrade existing infrastructure to programmable LED-based system
 - Estimated cost up to \$350,000
 - Feasibility study to be undertaken to refine project scope and cost (\$1,300)
- Either or both initiatives could be added; subject to vendor availability and timelines; may require reprioritization of projects





Conclusions

- Bloedel celebrates its 50th anniversary later this year
- Park Board has a history of celebrating major milestones
- Celebration program developed to commemorate occasion
- Staff seeking approval for the program & to use of up to \$50,000 from Corporate Sponsorship Fund
- Staff confident program can be delivered successfully and as intended

Recommendation - FINAL as AMENDED



- A. THAT the Vancouver Park Board approve the 50th Anniversary Celebration Program that has been designed and developed to commemorate the 50th anniversary of the Bloedel Conservatory; and
- B. FURTHER THAT the Park Board approve the contribution of up to \$50,000 from the Corporate Sponsorship Fund for the implementation and delivery of the Bloedel Conservatory's 50th Anniversary Celebration Program; and
- C. THAT the Park Board explore the feasibility of allocating up to \$150,000 from the operating budget to provide a portable for the VBGA to do public education at Bloedel in concert with the 50th anniversary.

