



# **BLOEDEL CONSERVATORY 50<sup>TH</sup> ANNIVERSARY CELEBRATION**

Program & Funding

Park Board Committee Meeting  
July 22, 2019



## ***Purpose/Objective***

- Present Park Board's proposed program for Bloedel's 50<sup>th</sup> 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





## ***Background***

### *Bloedel 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



# Background

## *Celebration of Major Milestones*

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

## *Anniversary Logo*



# Preliminary Design Elements

## Street Banners





# *Preliminary Design Elements*

## *Queen Elizabeth Park Entrance Signage*



# *Preliminary Design Elements*

## *Queen Elizabeth Park Entrance Signage*



# *Preliminary Design Elements*

## *Branded 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 50<sup>th</sup> 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

- A. THAT the Vancouver Park Board approve the 50<sup>th</sup> 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 50<sup>th</sup> 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 50<sup>th</sup> anniversary.

