



STANLEY PARK BRIGHT NIGHTS

Firefighters Burn Fund

Park Board Committee Meeting
Monday, March 8, 2021



Bright Nights in Stanley Park

- 2020 would have marked 23 years of this annual fundraising event held at the Stanley Park Train in support of the Burn Fund
- The Park Board is the Burn Fund's most significant annual donor
- Pandemic response required a pivot to a virtual experience and created a pathway to a renewed collaboration



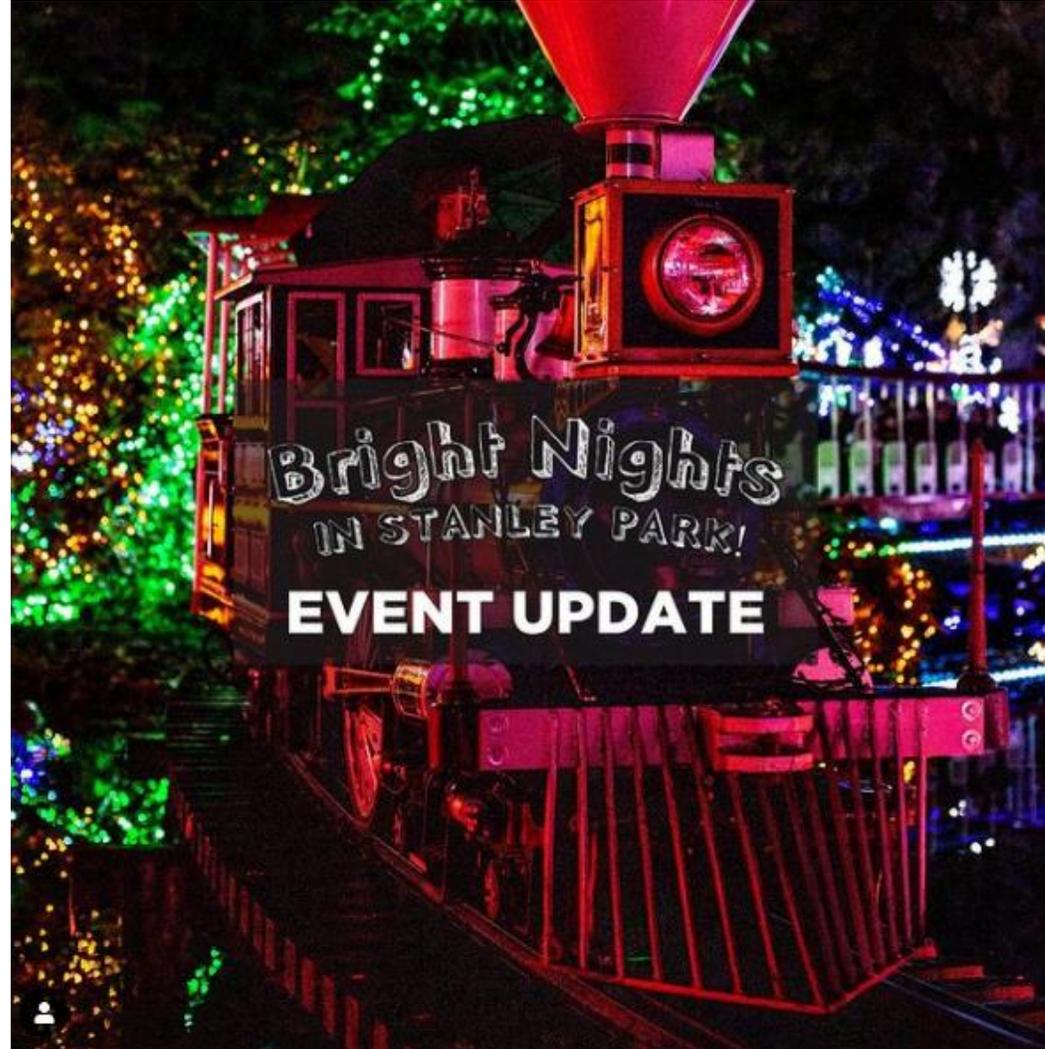
Timeline



- Planning process began in August for a Covid friendly Bright Nights event
- Burn Fund took a supportive role in a significantly modified train-only event
- Late September, the Bright Nights proposal was submitted to COV Business Planning & Oversight Committee and health authorities for approval
- Proposed dates: November 26 – January 1
- In mid-October, BPOC approved proposal and Provincial Health Officer's Office granted an event exemption
- On Nov 19, PHO announced the suspension of special events and gatherings until Dec 7

Timeline (cont'd)

- Opening was postponed to Dec 8; refunds were made to affected ticketholders
- Dec 7, Provincial Health Officer extended health order until Jan 8
- Bright Nights was cancelled, triggering mass refund to remaining ticketholders



 stanleyparkrailway
Bright Nights in Stanley Park

 stanleyparkrailway @vanparkboard is temporarily suspending the opening of #BrightNightsYVR as a result of the new Provincial Health Officer order, until the order is lifted.

Ticketholders who have purchased tickets up to and including December 7 will be automatically receiving a refund from TicketLeader; these transactions may take 10-14 days to appear on the purchasers' credit card statements.

We are hopeful that we will be able to offer our safety-focused, modified holiday experience when current conditions improve and the order is lifted. We will be sure to keep

 Liked by penacolada11 and 50 others

NOVEMBER 23, 2020

 Add a comment... Post

- Ticketholders were encouraged to direct refunds to Burn Fund via social media channels and ticketing platform
- Park Board created a virtual experience to engage the community and drive donations
- Videos uploaded week of Dec. 21
- Burn Fund saw an immediate response



Sheila Kern, Executive Director



Ray Boucher, Vice-President



Thank You Vancouver Park Board



Your Support



Bright Nights in Stanley Park

December 8, 2020 · 🌐



Due to overwhelming requests, TicketLeader has now added a refund option to allow ticketholders to direct their refunds to the [BC Professional Fire Fighters Burn Fund](#) directly if so desired. This is completely voluntary; refunds will be automatically processed on December 11th, and so ticketholders have until then to select the option to donate their refund instead.

If you had tickets for any time slots between December 8-January 1, and would like to direct your refund to B... [See More](#)



**Bright
Nights**
50/50

Impact

Your support made a huge impact:

- **\$74,000 +** in Burn Fund donations
- **\$100,000 +** in 50/50 ticket sales
- **957:** number of times Bright Nights appeared in the press this winter season
- **7 + million:** minimum number of times Bright Nights news coverage was watched by the public
- **\$2.5 million:** the would-be cost of advertising if this was paid publicity



Media Highlight: Virtual Train

- **December 22, 2020: Virtual Train Experience Unveiled**
 - ◆ **Coverage:** Bright Nights mentioned in the news 19 times
 - ◆ **Highlights:** CBC, Global, The Province, Daily Hive, Vancouver Sun
 - ◆ **50/50 sales soar, selling over \$40,000 in tickets within 24 hours**



The Early Edition with Stephen Quinn



The Stanley Park Train isn't open for visitors. But there's another way to enjoy it. And that's good news for the Firefighters Burn Fund, which counts on the train as it's annual fundraiser



Play Segment

8:48



Share Segment

Community

**THE VIRTUAL
TRAIN WAS
FANTASTIC!**

***Our family missed
our 23rd year on the
Christmas Train
this year, but want
to thank you for all
your good work***

*Wonderful to
see the Bright
Nights video*

**THANK YOU
FOR ALL YOU
DO - AND
NOW, THE
BRIGHT
NIGHTS VIDEO!**

Bright Nights 2020 Virtual Train Ride



https://www.youtube.com/watch?v=Px_Li553lrE

Questions/Comments

