



# **SYMPHONY AT SUNSET**

Corporate Sponsorship  
Fund Request

Park Board Committee Meeting  
Monday, June 20, 2022



## PURPOSE/OBJECTIVES

- Review the Symphony at Sunset event with the Board
- Consider staff's request for Corporate Sponsorship Funding to assist with event delivery
- Seek the Board's approval for this funding request



## BACKGROUND | Symphony at Sunset

- July 2016 Park Board approved motion (Symphony in the Park)
- Directed staff to work with the VSO to deliver an open air free concert for Vancouverites
- Partnership led to the successful hosting of events in 2018 and 2019 at Sunset Beach Park
- Free and truly accessible family event



## BACKGROUND | Symphony at Sunset

- Event proved to be extremely popular, attracting between 10,000 and 12,000 attendees for each performance
- Valued community event was not delivered in 2020 or 2021 due to the pandemic



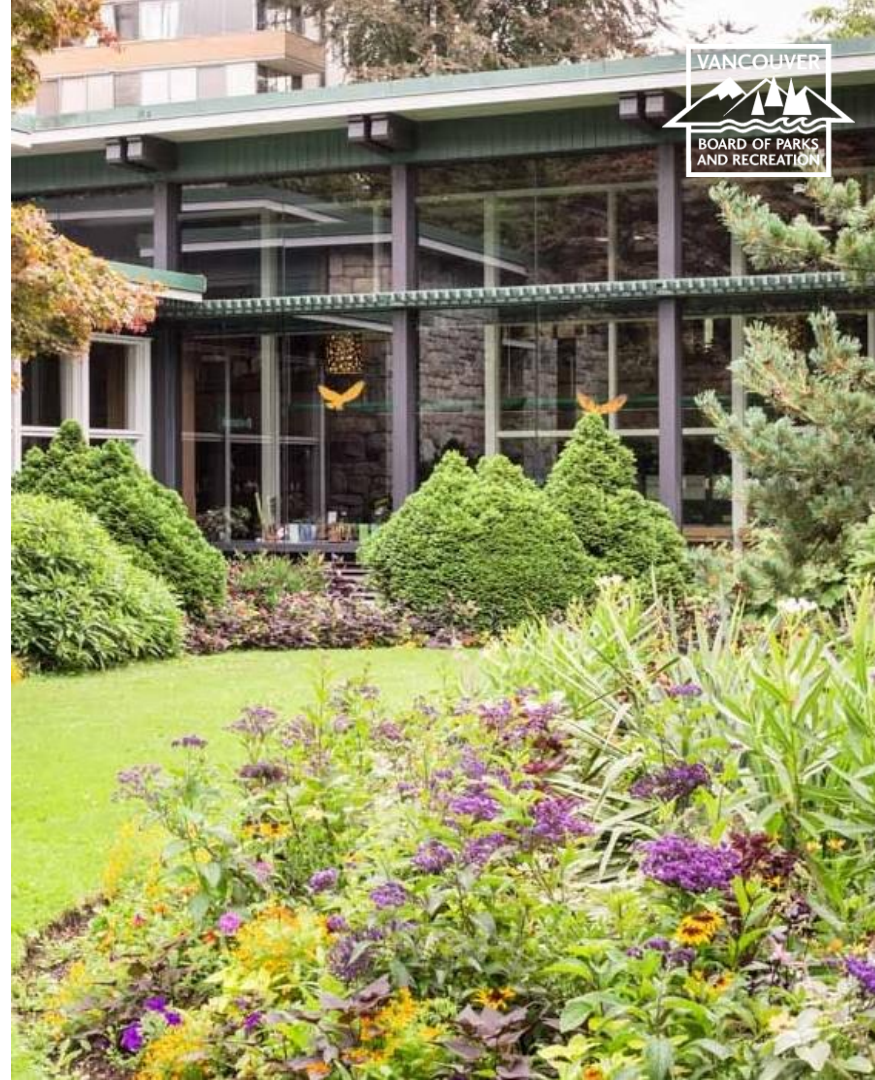
## BACKGROUND | VSO

- Power of live music and symphony can be transformative and create lasting and cherished memories
- Purpose of the VSO is to enrich and transform lives through music
- VSO fulfills this purpose by presenting passionate, high-quality performances that create meaningful engagement with audiences of all ages and backgrounds



## BACKGROUND | Vancouver Park Board

- Arts Policy:
  - Confirms the Board's mandate in arts and recognizes the arts as a vital element in a creative and balanced city
  - Seeks to actively facilitate participation in and access to the arts for all
- VanPlay Framework:
  - Key direction of the Board's VanPlay Framework is to integrate parks, nature, recreation and culture into everyday life ("Weave the City Together")



## EVENT CONTEXT

- Park Board and VSO are pleased to be collaborating again to host Symphony at Sunset in July 2022
- 2022 concert will:
  - Mark and celebrate return to live events
  - Connect Vancouver residents & visitors
  - Enable concert goers to experience a free symphony experience without barriers
  - Engage community, add vibrancy to public park spaces, and promote cross-cultural diversity & inclusion



## EVENT CONTEXT

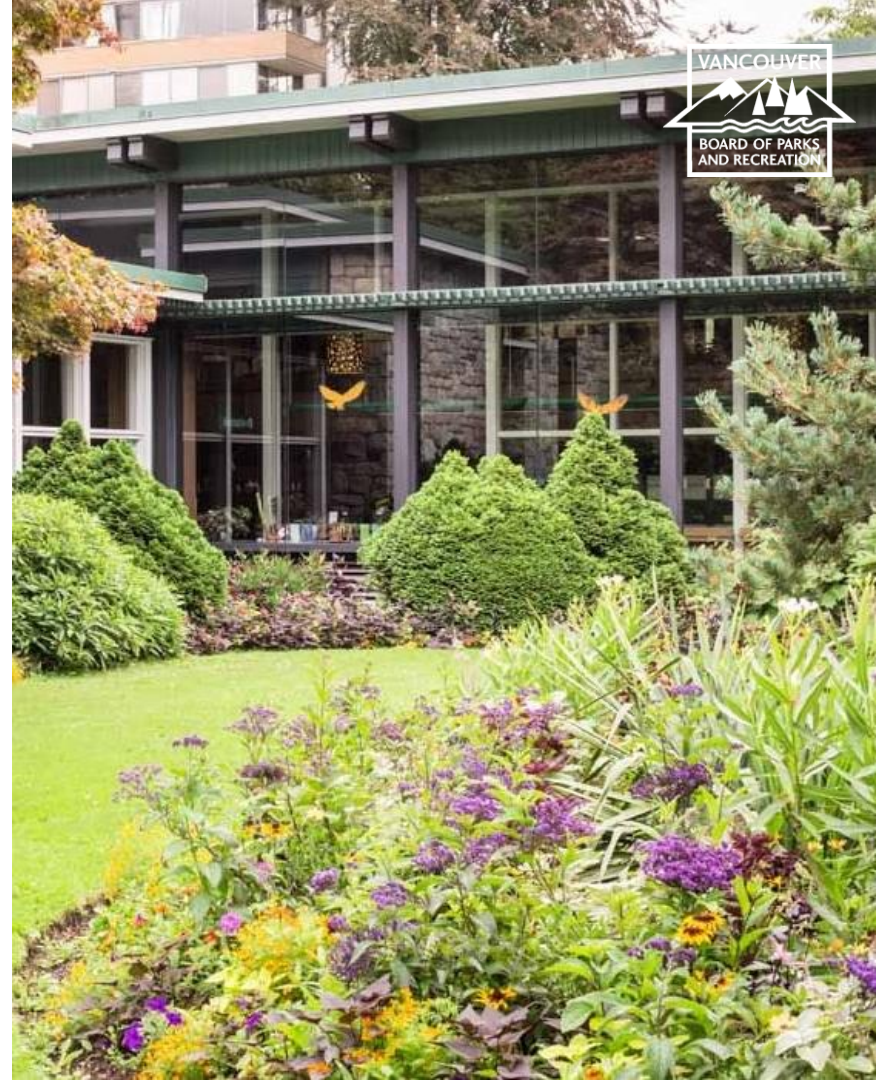
- Free public events of this caliber require strong partners and appropriate resources
- 2019 event costs totaled approximately \$150,000; projected costs in the 2022 post-pandemic environment will be higher
- Park Board will look to fund 2022 concert primarily through surpluses generated by its Business Services operations





# PROPOSAL

- Park Board staff seeking to mitigate cost increases with one-time funding contribution of up to \$100,000 from the Corporate Sponsorship Fund (CSF)
- Funds would be used to:
  - Assist in addressing increased event supplier expenses
  - Help offset increased operational & logistical requirements
  - Reduce potential pressure on the Park Board's annual operating budget



# CORPORATE SPONSORSHIP FUND



- Park Board's policy for use of CSF was developed in 1998 and includes the following use criteria:
  - a) To fund one-time expenditures to a limit of \$50,000 that will support revenue-generating activities and the money repaid into the Corporate Sponsorship Account from the increased revenues within a period of three years
  - b) To fund initiatives with one-time expenditures to a limit of \$50,000 that will result in improved efficiencies
  - c) To fund one-time expenditures over and above the existing funding levels in the operating budget which are beneficial to the overall Parks and Recreation system
  
- All contributions from the CSF require Board approval

## FINANCIAL CONSIDERATIONS

- CSF is funded through corporate sponsorship initiatives and supplier agreements; current balance is approximately \$2.8M
- Staff supportive of the funding request for the following reasons:
  - Request aligns with approved Fund use Criteria C
  - Funds will be used to deliver a free and culturally inclusive public benefit
  - CSF has a healthy balance which can be used to support this valued initiative
  - No drawdown in recent years



## CONCLUSION

- Symphony at Sunset is a successful collaboration between Park Board and VSO
- Park Board and VSO are preparing to once again host this event after a two-year absence
- Park Board staff:
  - Seeking approval for up to \$100,000 funding contribution from CSF
  - Carefully considered many aspects of this request; support this as an appropriate use of CSF



## RECOMMENDATION



THAT the Vancouver Park Board approve a contribution of up to \$100,000 from the Corporate Sponsorship Fund to support the delivery of the Symphony at Sunset concert event at Sunset Beach Park on July 2, 2022.



