



CORPORATE SPONSORSHIP FUND REQUEST

Park Board Committee Meeting
Monday October 7, 2024



To seek approval from the Board to use up to \$100,000 from the Corporate Sponsorship Fund for two unfunded projects at VanDusen Botanical Garden (VanDusen) and Bloedel Conservatory (Bloedel).

VanDusen requires a new secured storage unit in response to the growth of its biggest event, Festival of Lights (FOL) and Bloedel requires a full reconstruction of its pathway which is at the end of its life cycle.



RECONCILIATION MISSION, VISION & VALUES

MISSION

Decolonize the Vancouver Park Board

The Park Board recognizes the institution's colonial history and upholds the Board's commitment to the 11 Reconciliation Strategies.

VISION

An evolvable organization in which every employee and Commissioner recognizes the humanity in themselves by recognizing and respecting the humanity of First Peoples; and an organization that sets a worldwide example in treating Reconciliation as a decolonization process.

VALUES

These values are your compass to help guide the way you work, interact with colleagues, external partners and the public.



PATIENCE

Colonialism didn't happen overnight. Untangling it takes time. We will pace ourselves for the marathon, not the sprint. We will adjust deadlines to ensure things are done well and respectfully.



CLARITY

We will focus on how colonialism functions to exclude, not on how to include.



PRAGMATISM

All staff are inheriting a system not of our making. The Park Board Reconciliation Team (PBRT) is here to assist colleagues with examining the ways colonialism continues to damage others. Blame is unproductive.



LEADERSHIP

We will nurture and sustain each other, demonstrating Indigenous principles in the way we function as a team.



LEARNING

We consent to learn in public. We will make mistakes. We will sit with those mistakes, be transparent about them, and use them both to learn and to teach. Our mistakes will be diagnostic tools.





- Overview of the Corporate Sponsorship Fund
- Background on VanDusen and Bloedel
- Review of unfunded projects
- Recommendation

- The Corporate Sponsorship Fund was established in the 1990s as a way to utilize revenues received from corporate sponsorship.
- There is currently \$2.96M available in the Corporate Sponsorship Fund.
- Criteria to use the Fund is limited.

The criteria for use of the Fund are as follows:

- 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 level in the operating budget which are beneficial to the overall Parks and Recreation System.

- VanDusen and Bloedel are the Park Board's top garden destination attractions.
- Increased visitation has resulted in increased facility needs at both sites.



- Festival of Lights (FOL) has grown in scale and design over the past ten years.
- Additional storage for equipment and event inventory is required to manage growth.
- Total cost to purchase and install the additional storage is estimated at \$200K and the storage unit is needed for this year's FOL event.





- Pathways at Bloedel are at the end of their lifecycle and require replacement.
- The new base material and stone is designed to have a minimum 50 year life expectancy.
- Total cost for reconstructing the pathways is estimated at \$100K and implementation will occur during Q4 2024.

- A. THAT the Vancouver Board of Parks and Recreation (“Park Board”) authorize an expenditure of up to \$50,000 from the Corporate Sponsorship Fund for the construction of a new secured outdoor storage unit for VanDusen Botanical Garden.

- B. THAT the Park Board authorize an expenditure of up to \$50,000 from the Corporate Sponsorship Fund for pathway replacement work at Bloedel Conservatory.

