



VANCOUVER  
BOARD OF  
PARKS AND  
RECREATION

October 22, 2021

MEMO TO : Park Board Commissioners

FROM : Donnie Rosa - General Manager, Vancouver Board of Parks and Recreation

SUBJECT : **Bloedel Conservatory 2021 Holiday Event – Board Briefing Memo**

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Dear Commissioners,

The purpose of this memo is to inform you that after considering a number of factors, staff have made the difficult decision to not proceed with hosting a holiday event at the Bloedel Conservatory this year.

Throughout the course of the COVID-19 pandemic, Bloedel Conservatory has been able to provide a beautiful and safe environment to the public by maintaining capacity limits with timed entry slots. As an indoor venue, capacity restrictions have allowed visitors to enjoy Bloedel while socially distancing. However, the limited capacity of visitation has made it extremely challenging to generate enough revenue to cover operational costs. With the exception of August (due to the extended hours, increase in time slots, and high demand for visitation with Uncle Fester), Bloedel has been operating in a deficit position every month.

Producing a holiday event involves staff time, production costs, third-party suppliers, and marketing investment, all of which require a substantial budget. These factors, coupled with current capacity restrictions and staffing challenges, would forecast Bloedel to be in a greater deficit for 2021 if staff were to proceed with a holiday event. There is also uncertainty about whether, by December, further restrictions may be issued by the Provincial Health Officer for indoor events. After considering the additional staffing needs and financial risk, staff are no longer planning to host a special holiday event at Bloedel this year. The Conservatory will continue to welcome visitors throughout the season during its regular operations.

A news release will be sent out on Monday, October 25 announcing the Park Board's other signature holiday events, VanDusen Festival of Lights and the Bright Nights Train at Stanley Park.

Regards,

A handwritten signature in black ink, appearing to be 'Donnie Rosa', written over a circular scribble.

Donnie Rosa (*they/she*)  
General Manager - Vancouver Board of Parks and Recreation

/es/sj/clc

Copy to: PB Leadership Team  
Bloedel Conservatory Staff Leads  
PB Communications