



ADMINISTRATIVE REPORT

Report Date: April 30, 2013
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VanRIMS No.: 08-2000-20
Meeting Date: May 15, 2013

TO: Vancouver City Council
FROM: General Manager of Park Board
SUBJECT: Stanley Park 125th Anniversary Celebration

RECOMMENDATION

- A. THAT Council authorize a contribution of \$200,000 towards the 125th anniversary celebrations of Stanley Park with the source of funds to be the Innovation Fund.
- B. THAT Council direct staff to execute programs and activities in celebration of Stanley Park's 125th Park Anniversary within the contributed funds, and allowing for expanded activities when additional funds are secured.

REPORT SUMMARY

This report recommends a contribution of \$200,000 in matching funds from the City's Innovation Fund to support the 125th anniversary celebrations of Stanley Park. This one-time event is well-aligned with the City's priorities relating to parks and recreation for all, leader in greening, and engaging people as described in the Vancouver Park Board's Strategic Plan.

COUNCIL AUTHORITY/PREVIOUS DECISIONS

On Wednesday, February 29, 2012, as part of the 2012 Operating Budget Report, Vancouver City Council moved and passed the following recommendation:

"AND FURTHER THAT, as part of the 2012 operating budget, Council request the City Manager to report back with a range of options for the creation of an Innovation Fund that would be used to leverage additional monies from external funding sources. (e.g. other orders of government, not for profit organizations, private sector, universities and foundations). The

use of the Innovation Fund is to advance City policy while attaining an enhanced value for the City's investment. "

In a memo to council on March 1st, staff outlined options for the fund, and council passed a motion on March 5, 2012, as part of the 2012 Operating Budget to create the City of Vancouver Innovation fund, with a value of \$2 million.

Further information about the City of Vancouver Innovation Fund, including the criteria and guidelines for accessing this funding, is contained in Appendix A.

CITY MANAGER'S/GENERAL MANAGER'S COMMENTS

The General Manager of the Vancouver Board of Parks and Recreation and the City Manager recommends approval of the foregoing.

REPORT

Background/Context

Since its official opening on September 27, 1888, Stanley Park has established itself as an attraction of international status. In 1988, the Government of Canada declared the park a National Historic Site "recognizing that the relationship between its natural environment and its cultural elements developed over time epitomizes the largest urban park in Canada." Today, the Park receives over 8 million visitors a year and is recognized as one of the region's top tourist attractions (Georgia Straight's 2012 Best of Vancouver). Richard Steele's seminal book *The Stanley Park Explorer* describes the park as "having something for everyone" due to its wide range of cultural, recreational, and natural attractions.

In 1886, the first order of business for Vancouver's inaugural City Council was to request that the Government of Canada lease 1,000 acres of the largely logged peninsula to be opened as the City's first official green space. As stewards of Stanley Park, the Vancouver Park Board has extensive plans to celebrate the milestone of the Park's 125th anniversary with a weekend celebration that honours Aboriginal history, engages local artists and heritage specialists, and invites the public to participate.

Historically, Stanley Park was the traditional Coast Salish territories of the Musqueam, Squamish, and Tsleil-Waututh First Nations. The full participation of Aboriginal peoples at the 2010 Winter Games signaled a new era of openness and participation in the cultural life of the community, which the Park Board intends to honour and promote at this celebration. Local First Nations have already expressed interest to be partners in the celebration through cultural activities, storytelling, and on-site carving.

Celebrate! Stanley Park will take place on August 24th and 25th, 2013 and feature a two-day interdisciplinary and intercultural celebration in various locations/stages throughout the park. Existing infrastructure such as the 1,500 seat Malkin Bowl and the Stanley Park Pavilion along with stages at Ceperley Park and Lumbermen's Arch will be utilized to program free daytime music, dance, arts and culture, and heritage activities and both free and ticketed evening entertainment options. Other activities such as roving performances, interactive workshops,

and historical walking/cycling tours will be led by artists and heritage specialists to highlight various monuments, trails, and ecological areas.

This celebration builds upon the momentum and spirit generated at the City's Live Sites at the 2010 Winter Games, the City of Vancouver's 125th anniversary Summer Live celebration (held in Stanley Park in 2011), and other recent community events such as the September 15, 2012 Voices in the Park fundraiser for the Sarah McLachlan School of Music in Stanley Park which was attended by more than 10,000 people and raised over \$1 million.

Strategic Analysis

The Vancouver Park Board has requested funding support of \$200,000 from the City to produce a 125th anniversary celebration for Stanley Park. The funds will be used to assist with the costs of artist and performer fees, event staging and infrastructure, and production staff. By combining the celebration events with an independent event proposal from brand.LIVE for a summer time community picnic event, the Park Board has been able to leverage more support for the anniversary celebrations and boost overall programming. This unique partnership will produce an exciting and popular event to entertain all-ages with potential for other event partners and stakeholders to also use the event branding. Brand.LIVE has secured a title sponsor for the event, Stanley Park Brewery, which is keen to support family-friendly, sustainable events in the park during the 125th anniversary celebrations, and potentially in future years as well. The event will have two licensed areas at Ceperley Park and Brockton Point to feature Stanley Park Brewery's products with all necessary permits and security in place.

Celebrating Stanley Park's 125th anniversary with a free weekend festival will enable the Park Board to focus attention on three key Park themes - its ecological history, its Aboriginal history, and its role as a modern urban park. The Park Board has established a Staff Advisory Committee to guide event planning. This Committee has met several times since last fall to identify opportunities and resources to make these celebrations possible.

The Park Board will deliver the celebratory activities by involving partners to coordinate and stage a range of arts and heritage activities. Key to the success in introducing a large-scale, one-time event into the City's busy cultural calendar will be collaborations with local arts and heritage organizations and leveraging existing relationships with Park Board partners and stakeholders to build a strong program of events to engage the public. It is anticipated that the anniversary celebrations will attract attendance levels similar to that of Vancouver's Summer Live events and be well attended by both City residents and visitors alike.

Similar to the Summer Live 125 event, the Park Board will deliver a comprehensive marketing and media plan to inform the public about this free, summer weekend event.

Expected outcomes from this celebration include:

- Increasing cultural understanding, dialogue, and engagement with the Musqueam, Squamish and Tsleil-Waututh peoples with the celebrations being held on their shared traditional Coast Salish territories;
- Engaging diverse communities to celebrate in a way that meaningfully reflects civic demographics with a free, all-ages interdisciplinary and intercultural event;
- Opportunities for volunteers to participate in planning and executing the event by engaging the Park Board's 24 community centres;
- Hosting accessible and sustainable celebrations that capture citizens' energy and spirit evolving from the 2010 Olympic Games and the City's Vancouver Summer Live celebrations in 2011;
- Extensive partnerships with professional arts, culture, and heritage organizations;
- Increased private sector sponsorships and in-kind contributions to leverage future support of park initiatives;
- Lasting legacy of support and international recognition for beloved Stanley Park as a national historic site that will outlive the anniversary celebrations.

This initiative is well suited to the Innovation Fund, as it aligns with the City's long-term priorities related to people, prosperity and environment and with the Park Board's commitments to parks and recreation for all, leader in greening and engaging people, demonstrates clear outcomes, and leverages contributions from other organizations. The request is of an appropriate size for the Fund leaving a sufficient balance for further initiatives, is a one-time request, and shines a spotlight on the City.

Financial

The Vancouver Park Board has requested the City's matching funds to undertake the 125th anniversary celebrations for the citizens of Vancouver and visitors to the City. The City's contribution of \$200,000 will be used to pay for artistic fees, infrastructure costs, and production staff. Funding will be provided from the City's Innovation Fund.

In addition to the City's contribution, funding from two other sources has been confirmed. The Building Communities through Arts and Heritage Program at Canadian Heritage will provide \$90,500. The Stanley Park Brewery will provide \$200,000 in support as the event's presenting sponsor. Additional corporate partnerships are expected to be announced shortly and in-kind support from the City and Park Board and in-kind media sponsorships will also provide important project resources for the event.

As part of the 2012 and 2013 Operating budgets, Council has approved an Innovation Fund, at a level of \$2 million per year.

To date, Council has approved use of the innovation fund for the City's contribution of \$148,800 toward the Vancouver Rent Bank (RTS#9484), which leveraged resources from the Vancouver Foundation and Streethome Foundation. The Vancouver Rent Bank aims to increase housing stability by preventing evictions or loss of essential utilities. As well, Council earmarked \$1,000,000 of the fund for an addition of \$1 million dollars to the Community Social Services and related grant funds to help meet the existing and emerging funding gaps (RTS# 9991).

Currently there is an unallocated balance of \$2,851,200 in the Innovation Fund. Information about the City of Vancouver Innovation Fund, including the criteria and guidelines for accessing this funding, is contained in Appendix A.

As outlined in the table below, this project aligns with the criteria for the Innovation Fund as follows:

Innovation Fund Criteria	Project Alignment
Aligns with City Priorities related to people, prosperity & environment Supports transformation and innovation in meeting City goals	<ul style="list-style-type: none"> ✓ Access to Nature ✓ Healthy City Strategy ✓ Greenest City 2020 ✓ Cultural Plan ✓ Vancouver Food Strategy ✓ First Nations Collaboration Initiative ✓ Vancouver Economic Commission
Leverages minimum 1:1 3 rd party investment	✓ \$200K City investment leverages \$350K by federal government and external private partners
One-time opportunity (2 year maximum) \$250K maximum/year	<ul style="list-style-type: none"> ✓ 1 year: June 2013 – September 2013 ✓ \$200K total
Demonstrates clear outcomes & transformation towards COV goals	✓ Clear outcomes and metrics

CONCLUSION

This report requests that Council approve funding in the form of \$200,000 from the City's Innovation Fund, in support of the Vancouver Park Board's planned celebrations to commemorate Stanley Park's 125th anniversary as outlined in this report.

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City of Vancouver Innovation Fund:

Increasingly, more opportunities exist to work with other parties to leverage expertise, funding, and access to various in kind resources in order to focus on strategic areas important to the city. This form of leverage allows the City to continue to advance its policy priorities at a lower cost to taxpayers.

The Innovation Fund is expected to build on the City's experience in leveraging funding and expertise with outside agencies, other levels of government, private sector, universities and not-for-profits to advance key City priorities through aggressive leveraging of external partners.

Some examples of these types of unique opportunities would include: Enhancing the success of our urban aboriginal residents; enhancing our local economy with an emphasis on social enterprise particularly in the green sector; innovative child care programs for children at risk; cultural programs which enhance the community and create local jobs for artists; enhancing the involvement of our seniors in community; enhancing our sport strategy through partnerships o significant sporting initiatives; sport for youth at risk; and others.

Guidelines for accessing City of Vancouver Innovation Fund:

With the establishment of an Innovation Fund, one time innovative projects can be funded to advance key agendas in the city. Accessing the City of Vancouver Innovation is at Council discretion; however, the following guidelines have been established to optimize the use of the fund:

- Aligns with Council Agenda (Housing, Public Safety, Economy, Environment)
- Demonstrates clear outcomes
- Matching requirements - target leverage of 3:1 (minimum 1:1) 3rd party investment (cash and in-kind) to City funding
- Size of CoV contribution should enable a broad range of programs to be supported by fund (Guideline - maximum project size of \$250,000 recommended).
- Projects which are one-time innovative opportunities; maximum commitment for expenditure of funds - up to 2 years
- Supports transformation and innovation in meeting City goals; shines a spotlight on Vancouver

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Additional projects will come forward to council over the next few months which will be aligned to the above guidelines. Council has full discretion regarding the application of the guidelines.