



VANCOUVER
BOARD OF
PARKS AND
RECREATION

October 2, 2019

MEMO TO : Park Board Commissioners

FROM : Malcolm Bromley
General Manager, Vancouver Board of Parks and Recreation

SUBJECT : **Variety Week Wrap-Up Event - Sunset Beach Park**

Dear Commissioners,

The purpose of this memo is to inform you of the Variety Week Wrap-Up event that will take place in the Sunset Beach Park parking lot on Friday, October 4, 2019. This initiative was initially envisioned as a media broadcasting event, but through the planning process, new features/elements have been added that may attract additional public interest and curiosity. As such, I wanted to provide you with some additional information about the event.

Variety – the Children’s Charity

Variety - the Children’s Charity provides direct help to children with special needs in British Columbia. For over 50 years, Variety has provided children with support to reach their potential. Since 2010, Variety has distributed more than \$30 million in funding to families and organizations in communities across the province.

Variety’s core grant areas range from mobility programs and life-saving medical equipment to specialized therapies, mental wellness counselling and educational programs. Variety is a valued Park Board partner and has collaborated to deliver several key initiatives, including the Variety Kids Water Park at Lumbermen’s Arch and the Variety Challenger Baseball Field at Hillcrest Park.

Variety Week

Delivered in partnership with Global BC, Variety Week is one of Variety’s pillar fundraising campaigns. The 2019 initiative launches on September 30 and concludes on October 4 with the Variety Week Wrap-Up event. Throughout the week, Global BC will be showcasing the work that Variety does to help BC kids with special needs, and encouraging viewers from across the province to call in and donate. The campaign raises over \$800,000 annually.

Variety Week Wrap-Up Event

The Variety Week Wrap-Up event is intended to generate a final fundraising push for the campaign. The initiative will take place in the parking lot of Sunset Beach Park on October 4 between 12:00noon and 7:00pm. Open and free to the public, the event will host the live on location broadcasts of Global BC’s *News at Noon* and *News Hour at 6*, as well as 980 CKNW’s *The Lynda Steele Show*. In order to create a festive atmosphere, Variety and their event sponsor (Accent Inns) will offer family-friendly activities (including face painting, arts and crafts and games), musical entertainment, and an interactive tented e-gaming zone. The Wrap-Up event will also feature a 60-foot ferris wheel, a very popular symbol of the event (same size as the unit integrated into Holiday Heights at Bloedel in 2016).



Other Considerations

The Variety Week Wrap-Up event will utilize the Sunset Beach Park parking lot only; there will be no activations or restrictions to public access at Sunset Beach Park. Set-up and tear-down for the event will take place largely on October 4 (although there will be some set-up activity during the afternoon of October 3 and the morning of October 5). Variety distributed event notifications and invitations to West End and False Creek neighbourhood residents in early September; no concerns or follow-up enquiries have been received to date.

Regards,

A handwritten signature in black ink that reads "Malcolm Bromley". The signature is written in a cursive, flowing style.

Malcolm Bromley
General Manager - Vancouver Board of Parks and Recreation

/os/sw/clc

Copy to: PB Senior Leadership Team
PB Business Services
PB Communications