



# ANNUAL REPORT TO CHIEF ADMINISTRATIVE OFFICER

To: **Francis Cheung**  
**Chief Administrative Officer**

Subject: **Annual Report for the  
Magic of Christmas**

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From: Tera Edell  
Recreation Supervisor

Date: December 20, 2019

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## **MEMBERSHIP LIST:**

Councillor Paul Albrecht, Chair  
Councillor Rosemary Wallace, Vice-Chair  
Teri James, Representative from the Downtown Langley Business Association  
Jane Ilot, Representative from the Langley Advance Times  
Leigh Castron, Volunteer  
Sandra Pilkey, Volunteer  
Wendy Thomas, Volunteer  
Tera Edell - Staff Member  
Karlo Tamondong - Staff Member

## **NUMBER OF MEETINGS HELD:**

Six meetings were held on the following dates:

- September 17
- October 9
- October 22
- November 13
- November 26
- December 3

## **ACTIVITIES, HIGHLIGHTS AND ACCOMPLISHMENTS:**

- Kept three locations for pre-parade activities; family activities took place at Innes Plaza, McBurney Plaza and St. Andrews Plaza. This allowed families to attend and to divide up the crowds. Each station included: Craft/Activity Station, Face Painters, Balloon Twisters, Volunteers, Information Booth, & Music (Kettner Creative).

- We added a live music location at Salt Lane where we have a 35-member band playing Christmas music from 4:00pm to 6:00pm.
- We used our custom sleigh for the second year; much easier to access and get ready for the event, but also requires support from engineering operations to load onto a trailer and storage.
- Kettner Creative was back this year to provide music along the parade route.
- The number of overall entries increased for 2019 with 48; past year entry numbers: 2018 (37), 2017 (41) than 2016 (46). The entries that did participate, for the most part, put in more of an effort.
- For the fourth year the committee partnered with Sources Food Bank to hold a food drive to collect donations. Donations were collected at the parade registration booth and McBurney Plaza.
- Langley Advance newspaper partnered with the committee and provided a colouring contest for the community and judged/awarded three “Best in Show” awards for the parade; awards were presented at the December 9<sup>th</sup> Council Meeting.
- The weather cooperated with our event this year, and as a result the crowds were larger, some of the largest that I can remember.
- Traffic Control and public safety along the parade route was improved again in 2019, but at a cost. The committee hired 8 paid Traffic Control Persons, all with vehicles, to control all major intersections; this included the setup/takedown of lane closures, barricades, signage, etc. This decreased our need for volunteers and allowed us to place volunteers in safer locations such as parking lots and laneways versus main intersections.
- Bylaw work alongside clover towing drivers, from 2:45pm to 4:30pm to deal with vehicles parked along the parade route in the closure area. On the night of the event they only towed 6 vehicles, but had many that were loaded onto the truck and then the owner appeared so it was unloaded. This caused a headache for all involved.

**STAFF MEMBER TIME SPENT (hours):**

- Operations Staff - 48 (pre/post event)
- Operations Staff - 7 (day of event)
- Parks Staff - 40 (pre-event)
- Bylaw Staff - 2.5 (day of event)
- Tera Edell - 60 (event overall) *\*estimate*
- Karlo Tamondong - 20
- Other Recreation Staff - 10 (pre-event), 60 (day of event)

## **BUDGET – MONIES RECEIVED AND MONIES EXPENDED:**

### **Revenue**

|                            |                    |
|----------------------------|--------------------|
| Christmas Parade Budget    | \$20,000.00        |
| Events Budget              | \$340.98           |
| Registration Fees          | \$428.55           |
| Sponsor - DLBA             | \$2,500.00         |
| Sponsor - B&B Construction | \$1,500.00         |
| Sponsor - Telus            | \$500.00           |
| Sponsor - Lucid Water      | \$500.00           |
| Total                      | <u>\$25,269.53</u> |

### **Expenses**

|                                    |                    |
|------------------------------------|--------------------|
| Bob & Dee McLennan - Santa         | \$450.00           |
| Kettner Creative Sound             | \$2,504.25         |
| Langley Advance - Advertising      | \$5,784.00         |
| Langley Minor Hockey - Volunteers  | \$800.00           |
| Parade Entertainment               | \$300.00           |
| Santa Float Decorations            | \$63.88            |
| Social Media                       | \$200.00           |
| Sponsorship Signage                | \$558.88           |
| Tents & Lights                     | \$5,130.39         |
| Valley Traffic - TCP's             | \$8,160.00         |
| Volunteer Supplies (Hot Chocolate) | \$45.81            |
| What's On Langley Magazine         | \$500.00           |
| Committee Thank You Dinner         | \$82.82            |
| Ultra-Digital - Posters            | \$73.92            |
| ReSound                            | \$196.77           |
| SOCAN                              | \$418.81           |
| Total                              | <u>\$25,269.53</u> |

### **In-Kind Sponsorship provided:**

- Langley Advance = \$11,500 value
- Clover Towing = \$3000 value
- Starbucks = \$50 value

### **WORK PROGRAM FOR FOLLOWING YEAR:**

- Push sponsorship package out to businesses earlier in the year; January - February of the event year.
- Council plans to change how they are involved in the parade in 2020.
- More of an issue in 2019 - committee is considering fencing, but the cost will be a factor, however the safety of the participants and spectators is a priority. Issues with safety, particularly along the one-way section need to be discussed. Vehicles had to navigate through crowds as the space was barely wide enough to drive down and felt uncomfortable.
- Add Washrooms along the Parade Route
- Have RCMP involved again in 2020; more resources may be required to accommodate the full closure of Fraser Highway earlier in the day.
- Consider having multiple food trucks as a part of the pre-parade activities.
- Consider a new location for the Christmas Tree for the event. Space is becoming an issue and the tree does not stand out in its current location.

### **INVOLVEMENT OF THIRD PARTIES:**

The following groups supported the event this year.

- Clover Towing
- Downtown Langley Business Association
- Langley Advance Newspaper
- Langley Minor Hockey Association

### **GENERAL COMMENTS:**

The 2019 event experienced the highest number of spectators and entries along the parade route, however the pre-parade activities saw a decrease in participation. This could be because it was spread out more, but it could also be the timing of the pre-parade activities is too long. This will be up for discussion for the 2020 event. The budget was also increased for 2019, which allowed the committee to create a better event and increase our advertising. I believe this help draw in more spectators and new businesses to participate in the parade. Overall the event was a success and enjoyed by all.

Respectfully Submitted,



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Tera Edell,  
Recreation Supervisor