



# ANNUAL REPORT TO CHIEF ADMINISTRATIVE OFFICER

To: **Francis Cheung**  
Chief Administrative Officer

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

File #: 8100.00

Doc #: 175123

From: Tera Edell  
Recreation Supervisor

Date: December 10, 2020

---

## **MEMBERSHIP LIST:**

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

## **NUMBER OF MEETINGS HELD:**

Two meetings were held on the following dates:

- September 30
- October 27
- November: communication occurred via email only

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

- The Provincial Health Officer and Minister of Health have directed that all public gatherings larger than 50 people be cancelled or postponed to curb the spread of Covid-19. Due to this unprecedented situation that is impacting us all, and the health and safety of our community members and employees, Langley City made the decision to not host our annual Magic of Christmas Event in 2020.
- Provided funding to the Parks Department to purchase additional Christmas Light display items to further enhance McBurney Plaza

- Created a Holiday Lights walking tour map, based on the Downtown Langley Mural Walk, to highlight and promote the five main displays in Langley City. *Fraser Health notification on November 16 advised the City to not proceed with providing the map to the public due to Covid-19.* Due to this notification a virtual tour of the lights in Langley City is currently in production and is scheduled to be released to the public on Friday, December 11, 2020; the video will allow the community to enjoy the spectacular lights in the downtown core without leaving their homes.
- Created a social media 'Countdown to Christmas' using Elf on the Shelf; the committee thought this would be a fun and positive way to spread some Christmas Cheer without being impacted by Covid-19 restrictions. 24 different images of our elves having fun in our community will be posted on Langley City social media accounts and website. Some days the images will highlight different city amenities and other days will have a call to action such as entering a colouring contest. The Langley City Youth Council will also be involved by creating one concept for a call to action to reach out to the youth.

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

- Tera Edell - 40 (estimate)
- Other Recreation Staff - 10 (elf on the shelf pictures)

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

Revenue

Christmas Parade Budget	\$20,000.00
Events Budget	\$5,000.00
Registration Fees	Not Applicable
Total	<u>\$25,000.00</u>

Expenses

Parks Christmas Lights Investment	\$22,016.96
Holiday Lights Walking Tour Map	\$1,008.00
Elf on the Shelf	\$168.16
Virtual Holiday Lights Tour Video	\$643.13
Total	<u>\$23,836.25</u>

In-Kind Sponsorship provided:

- Downtown Langley Business Association Map Design Document = \$2,000 value

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

- The work program will largely be dependent upon the status of the Covid-19 pandemic, if BC is still under a provincial state of emergency, and if we are still impacted by the BC public health orders for gatherings and events.
- Consideration will need to be taken, if we are able to move forward with any type of in-person event, as to how it is managed, the impact the pandemic has had on how events will take place in the future, and the cost implications.
- The work program for 2020 will also be reviewed, if an in-person event is possible, to see what is still relevant and adjust as required.

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

The following groups support the event this year.

- Discover Langley City (shared social media content)
- Downtown Langley Business Association (shared social media content)

### **GENERAL COMMENTS:**

Our event in 2020 did not go as usual due to the Covid-19 pandemic. In spite of this the committee was determined to provide some holiday cheer for the community. To accomplish this goal, the committee made the decision to use the event budget to purchase additional Christmas Lights for the City to enhance the display in McBurney Plaza and to create a Holiday Lights Walking tour map; it was important to the committee to spend the funding on items that could be used for 2020 and years to come.

Respectfully Submitted,



---

Tera Edell,  
Recreation Supervisor