ANNUAL REPORT TO CHIEF ADMINISTRATIVE OFFICER

To: Francis Cheung
          Chief Administrative Officer

Subject: Annual Report for the Magic of Christmas   Report #:   16-047
          Parade

                                                            File #:   8100.00
From: Tera Edell   Doc #:   143757
          Recreation Supervisor

Date: January 4, 2017

MEMBERSHIP LIST:
Paul Albrecht, Chair (Councillor)
Val van den Broek, Vice-Chair (Councillor)
Teri James
Rosemary Wallace
Darwin Osarchuk
Donald Kelly
Leigh Castron
Wendy Thomas
Sandy Dunkley
Bobbi Hill (Langley Advance)
Tim Gonsalves (Southgate Church)
Tera Edell (Staff)

NUMBER OF MEETINGS HELD:
Six meetings were held on the following dates:
- September 8, 2016
- October 6, 2016 (via email)
- October 20, 2016
- November 3, 2016
- November 17, 2016
- December 1, 2016

ACTIVITIES, HIGHLIGHTS AND ACCOMPLISHMENTS:

- Call for Registration list was updated for 2016 with 126 contacts for local non-profit organizations and businesses. The update resulted in several new entries this year.
- Forty-six entries participated in the parade, including three marching bands, despite the weather.
- Six live bands played along the parade route from 5:15-6:00pm to entertain the crowds as they arrived prior to the start of the parade.
- Coordinated a Food Donation Drive with Sources Foodbank; this was a first for the committee. Donations were collected at the parade staging area and in McBurney Plaza; the food bank took care of organizing the collection and the committee put out the call for donations.
- The committee partnered with the Langley Advance to award a 'Best in Show' for each of the three parade categories. The intent of the award was to encourage entries to be as festive as possible. We did see an increase in the lighting and decorations of entries, an improvement from 2015 but still some more work is needed.
- The City Youth Council provided Hot Chocolate for all of the parade participants;

STAFF MEMBER TIME SPENT:

- Operations Staff - 48 (pre/post event)
- Operations Staff - 4 hours (day of event) at double time
- Parks Staff - 40 hours (pre-event)
- Tera Edell - 72 hours (event overall)

Note: The number of hours for the operations staff was provided by Kyle Simpson, and for parks staff by Geoff Mallory.

BUDGET – MONIES RECEIVED AND MONIES EXPENDED:

Revenue	($428.58)
DLBA Donation*	($1,150.00)
Contracted Services	$4,268.00
CMS Board Rental**	$1,701.45
Traffic Control**	$1,856.25
Supplies	$99.48
	$6,346.60 Total Event Budget

*The Downtown Langley Business Association also donated $150 Downtown Dollars to the committee to use as payment to the Langley Photography Club for the event photographs.

**There was in increase in the budget of $3,355.70 to cover the expenses for an additional reader board for event notification and paid traffic control. Traffic Control increased in 2016 for two reasons; loss of the RCMP Auxiliary program limits the

support at community events the RCMP can provide. In 2016 we had one member from the RCMP. In 2017 the committee should plan to hire five paid traffic control; there were four in 2016 but one was needed for the 56th Avenue and 203rd Street intersection.

WORK PROGRAM FOR FOLLOWING YEAR:

- Committee roles need to be discussed as many new members struggle to find roles on the committee. Many committee members have been involved for many years and continue to complete the tasks they have been assigned in the past. The struggle for the City staff is many of the tasks they need assistance with cannot be assigned to a volunteer (registration, traffic management plan, booking signage, etc.). An additional staff member to be on the committee to coordinate all of the traffic management for the event would help.
- Book the Horse & Carriage with 'The Loft' in early September; if possible it would be ideal to sign a 3-5 year letter of understanding with the business. In 2016 one member of the committee had to spend a substantial amount of time tracking down a horse and carriage for Santa, the main draw of the event.
- Place speakers along the entire parade route with canned Christmas music playing along the entire parade route. This may require an increase in the budget, but it would make a big difference on the overall event that would be worth the cost. Would need to sort out access to power along the route and people to manage each location. Estimated cost = $1,500.00 (if we contract); maybe slightly less if we can manage using equipment rental and city employees.
- Need to consider changing the cost of parade registration due to the required payment for SOCAN and Resound, music licensing. Resound = $4.39/float, plus $8.39 for the event to have background music. SOCAN = $8.78/float, plus $32.55 for the event to have background music. The result of this would be a minimum cost of $13.17 per entry.
- The committee needs to further discuss how to get all entries to include lights. We had many entries that you could barely see along the parade route as the street lights are limited in some sections.
- Include the 'Best in Show' award for each parade category (Corporate, Private & Community Group) again for future parades. During the award presentation, at the last council meeting of the year, there needs to be a power point presentation that shows the events (photographs or video) and plays Christmas music.
- Add Christmas Lights around the registration tent.
- There is a need to develop a better system for ensuring vehicles are not parked along the parade route; even with no parking signage put up in advance we continue to need Clover Towing to move several vehicles from the parade route. This year there were a few vehicles that could not be moved, and one actually pulled out of the parking stall during the parade and drove down the street.
- Additional volunteers are required as pacers to deal with the gaps in the parade. This year the parade lasted approximately 15-20 longer than in past years, resulting in several spectators leaving before the end of the parade. The weather played a factor.

INVOLVEMENT OF THIRD PARTIES:
The following groups supported the event this year.

- City of Langley Youth Council
- Clover Towing
- Downtown Langley Business Association
- Langley Advance Newspaper
- Langley RCMP
- Southgate Church

GENERAL COMMENTS:
Once again our committee dealt with terrible weather conditions as it poured rain on the day of the event. Despite the weather, all but a few of the entries showed up to participate. The streets were lined with spectators from start to finish, although many of them ended up leaving before the end of the parade due to the rain and the pace of the parade.

As outlined in the work plan for 2017, the pace of the parade, the lack of music and lights are key areas for improvement. To address these areas of concern and update of the committee roles has been provided to the administration department; the hope is that additional volunteers can help to support these initiatives.

Consideration for a budget increase for this event also needs to be taken into consideration for future years. The potential budget increase amounts to $6,750.00; $2,500.00 (paid traffic control), $2,000.00 (CMS Board Rental), $750.00 (Socan & Resound Licensing Fees), and $1,500.00 (speakers & canned music along the parade route).

For 2016 our committee did grow by four people, however, due to personal circumstances each of the four new members stepped away from the committee within the first few meetings. As mentioned in the work plan, an update to the committee roles will hopefully allow new members to take on tasks/roles and feel involved.

Overall, the event was a success and was enjoyed by everyone. With the adjustments outlined in the work plan, the updates to the committee, this committee will have the ability to continue to evolve this event.

_____
Tera Edell,
Recreation Supervisor