



# ANNUAL REPORT TO CHIEF ADMINISTRATIVE OFFICER

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

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

Report #: 17-061

From: **Tera Edell**  
**Recreation Supervisor**

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Date: **December 13, 2017**

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## **MEMBERSHIP LIST:**

Paul Albrecht, Chair - Member of Council  
Val van den Broek, Vice-Chair - Member of Council  
Christine Patouillet - Langley Advance  
Darwin Osarchuk  
Don Kelly  
Keith Wallace  
Leigh Castron  
Rosemary Wallace  
Sandra Pilkey  
Teri James - Downtown Langley Business Association  
Wendy Thomas  
Tera Edell - Staff Member

## **NUMBER OF MEETINGS HELD:**

Six meetings were held on the following dates:

- October 4, 2017
- October 18, 2017
- November 8, 2017
- November 15, 2017
- November 29, 2017
- December 6, 2017

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

- Hired Kettner Creative to provide music along the parade route; this is in response to the lack of entries that have music as a part of their entry. Three music stations (204 St & Fraser Hwy, McBurney Plaza at Fraser Hwy, 206 St

& Fraser Hwy) that played amplified recorded music for 45 minutes prior to the parade, and during the parade. Each station was manned by staff from Kettner Creative; this allowed them to adjust the volume levels as entries passed by. All of the feedback received from the public stated that the music created a much more festive atmosphere than past years. This would be a great asset to include at the parade for future years.

- The number of overall entries was lower in 2017 (41) than 2016 (46), the entries that did participate, for the most part, put in more of an effort. This year we saw some of the best entries our parade has had for years.
- For the second 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. I am not sure how successful the food donation drive was, as at this time I have not yet had any feedback from Sources.
- 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.
- The weather cooperated with our event this year, and as a result the crowds were larger than usual with people lined up along the parade route from start to finish, in some places 5+ people deep.
- Traffic Control and public safety along the parade route was improved for 2017. The committee hired 7 paid Traffic Control Persons (6 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 was scheduled to work two additional hours, from 4:30-6:30pm, on the night of the parade. Their role was to partner with the towing company representative on-site and work to remove any remaining vehicles within the closed event area. This worked really well and I would suggest having Bylaw work the parade every year. There were ten vehicles that had to be towed between 204<sup>th</sup> and 208<sup>th</sup> on Fraser Highway; to complete this task required three tow trucks and drivers, plus Bylaw, and it still took an hour and fifteen minutes to complete.

#### **STAFF MEMBER TIME SPENT:**

- Operations Staff - 48 (pre/post event)
- Operations Staff - 4 (day of event) at double time
- Parks Staff - 40 (pre-event)
- Bylaw Staff - 2 (day of event)
- Tera Edell - 60 (event overall) *\*estimate*
- Other Recreation Staff - 6 (pre-event), 18 (day of event)

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

### **Revenue**

Christmas Parade Budget	\$3,500.00
Events Budget	\$8,530.13
Registration Fees	\$330.00
Downtown Langley BA	\$2,500.00
Total	<u>\$14,360.13</u>

### **Expenses**

Bob & Dee McLennan	\$400.00
The Loft	\$400.00
Langley Advance - Advertising	\$2,500.00
Langley Advance - Colouring	\$773.75

### **Contest**

Valley Traffic	\$4,500.00
Social Media	\$300.00
Digital Reader Board	\$983.64
Kettner Creative Sound	\$2,884.00
Southgate Church - Volunteers	\$750.00
Committee Thank You Dinner	\$73.30
Misc. Supplies	\$46.85
Ultra-Digital	\$179.20
ReSound	\$87.02
SOCAN	\$182.37

Total \$14,360.13

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

- Langley Advance = \$12,000 value
- JRFM = \$500 value
- Clover Towing = \$3000 value
- Starbucks = \$200 value
- Volunteers - Langley Secondary School (6)
- Volunteers - Mountain Secondary School (5)
- Volunteers - Langley City Volunteer Program (2)
- Volunteers - Southgate Community Church (25)

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

- Increase the Parade budget to \$15,000.00 from \$3,500.00; the cost of doing business for the parade has increased, please see the budget details for more information.
- Council Banner - People to Carry
- Add Washrooms along the Parade Route
- Have RCMP involved again in 2017; only one resource required to patrol the closed event area.

- Consider having the pre-parade activities spread out to three or four locations along the parade route to encourage families to attend and to divide up the crowds. This would make use of other areas along the parade route such as Innes Plaza. Each station could include: Craft/Activity Station, Volunteers, Information Booth, Music (Kettner Creative), Washrooms, and Food.
- The public feedback included a request for food carts or food trucks along the parade route and available prior to the start of the parade; many people came down for the event around 4pm and stayed until approximately 7:30pm.

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

The following groups supported the event this year.

- Clover Towing
- Downtown Langley Business Association
- Langley Advance Newspaper
- Southgate Church

#### **GENERAL COMMENTS:**

The weather finally cooperated with us for the 2017 event, and as a result the parade experienced a great turnout by both the entries involved and the community to take in the experience. The improvements made for 2017 increased the budget substantially, but they contributed to better public safety and overall a better event experience. The committee received great feedback from the community about the addition of music along the parade route and felt that it made the event feel more festive and enjoyable. The committee has requested additional funding for the event in 2018 and hopes that it can continue with the great additions made this year, plus add on with some additional requests to help continue to improve the event.

Respectfully Submitted,



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Tera Edell,  
Recreation Supervisor