



# ANNUAL REPORT TO CHIEF ADMINISTRATIVE OFFICER

To: **Francis Cheung**  
Chief Administrative Officer

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

Report #: 18-53

From: Tera Edell  
Recreation Supervisor

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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  
Leigh Castron  
Rosemary Wallace  
Sandra Pilkey  
Teri James - Downtown Langley Business Association  
Wendy Thomas  
Tera Edell - Staff Member  
Karlo Tamondong - Staff Member

## **NUMBER OF MEETINGS HELD:**

Six meetings were held on the following dates:

- September 19
- October 10
- October 17
- November 7
- November 28
- December 5

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

- Changed the committee to include Karlo (Langley City Recreation Supervisor) to allow discussion for the pre-parade activities and to create a more inclusive event.

- Added two additional 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, Volunteers, Information Booth, & Music (Kettner Creative).
- The committee had a custom sleigh built for Santa; previously we had used a horse and carriage, however that is no longer a viable option for the committee. The City now owns the sleigh and can be used for future years.
- Kettner Creative was back this year to provide music along the parade route; issue this year with lack of power due to loss of power sources along Fraser Highway when the trees were removed.
- The number of overall entries decreased again for 2018 with only 37 entries; trend continues downward - 2017 (41) than 2016 (46). The entries that did participate, for the most part, put in more of an effort.
- For the third 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 10<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 2018. The committee hired 10 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.

**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 - 6 (pre-event), 60 (day of event)

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

### **Revenue**

Christmas Parade Budget	\$3,500
Events Budget	\$14,262.02
Registration Fees	\$114.28
Sponsor - DLBA	\$2,000
Sponsor - B&B Construction	\$1,500
Total	<u>\$21,376.30</u>

### **Expenses**

Tents & Lights	\$4,400
Bob & Dee McLennan - Santa	\$450
Out of Line Design	\$500
Sleigh Decorations	\$324.92
Langley Advance - Advertising	\$4,500
Valley Traffic - Traffic Plan	\$600
Valley Traffic - TCP's	\$5,380
Social Media	\$200
Digital Reader Board	\$851.20
Kettner Creative Sound	\$2,661.75
Vineyard Church - Volunteers	\$200
LSS - Photographers	\$100
LSS - Videographers	\$100
Committee Thank You Dinner	\$93.15
Ultra-Digital - Posters	\$224
Ultra-Digital - # Signs for Entries	\$511.28
ReSound	\$90
SOCAN	\$190
Total	<u>\$21,376.30</u>

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

- Langley Advance = \$11,500 value
- Clover Towing = \$3000 value
- Starbucks = \$200 value
- Volunteers - Southgate Church (4)
- Volunteers - Vineyard Church (12)

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

- Push sponsorship package out to businesses earlier in the year; June-August, as decided by the committee.
- Council Banner - Discuss with new Council would like to be represented in the parade.

- 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.
- Add Washrooms along the Parade Route
- Have RCMP involved again in 2019; only one resource required to patrol the closed event area.
- Consider having food trucks as a part of the pre-parade activities.
- Create a plan, in September, involving Parks & Operations, regarding the event; aspects to be discussed include: power access, decorations, tree location and setup of fencing, staff time and equipment for the Santa Parade Float, etc.
- Keep the Christmas tree in the same location as the 2018 event, but need to fence off the upper platform in McBurney Plaza to allow for space during the tree lighting, for Council and entertainment.

#### **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:**

Overall the event experienced one of the best turnouts that I can remember for the past five years. While the number of entries decreased, the crowds for the parade and the participation in the pre-parade activities and the tree lighting were all up from 2018. The substantial increase in budget for 2018 contributed to better public safety and overall a better event experience. The committee received great feedback from the community about the event overall and are looking forward to attending in 2019. The committee hopes to continue as the Magic of Christmas, so all aspects of the event are included in committee discussions.

Respectfully Submitted,



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Tera Edell,  
Recreation Supervisor