REPORT OF THE

STANDING POLICY COMMITTEE

ON PROTECTION AND COMMUNITY SERVICES

DATED JUNE 27, 2000

On motion of Councillor Steeves, Clause 1 of the Report of the Standing Policy Committee on Protection and Community Services, dated June 27, 2000, was considered.

Report of the Ad Hoc Committee to Review Smoking and Environmental Tobacco Smoke in Indoor Public Places
File EH-1.2 (Vol. 9)

575 - 1. ***Note: In accordance with Section 61.5 of the Procedure By-law, the Executive Policy Committee recommends an additional extension of time of up to 60 days in order for the Administration to finalize their report.***

Moved by Councillor Steeves,
That an extension of time be granted.

Carried.

REPORT OF THE

STANDING POLICY COMMITTEE

ON PROTECTION AND COMMUNITY SERVICES

DATED MARCH 12, 2001

On motion of Councillor Steeves, Clause 4 of the Report of the Standing Policy Committee on Protection and Community Services, dated March 12, 2001, was considered.

Assiniboine Park Enterprise Reserve Fund
File PR-7.1 (Vol. 10)

576 - 4. On April 26th, 2000, Council directed that the former Cultural Amenities and Services Division of the Community Services Department be re-named the Assiniboine Park Enterprise with the mandate to maximize the intrinsic value of Assiniboine Park as both a community and an economic asset. In order to achieve this mandate, the Assiniboine Park Enterprise is in the process of coordinating the planning and management of this public amenity; recognizing that mission involves a number of private and public stakeholders and partnerships including:

- Assiniboine Park Zoo (Zoological Society of Manitoba)
- Assiniboine Park Conservatory/Floriculture (Friends of the Assiniboine Park Conservatory)
- City Naturalist Services (Assiniboine Park Forest)
- Leo Mol Sculpture Garden (Partners in the Park)
- Pavilion Gallery/Restaurant (Partners in the Park)
- Lyric Bandshell Theatre (Partners in the Park)
- Citizens Hall of Fame (Manitoba Real Estate Board)

In conjunction with these aforementioned entities, this Division has been focusing on the following areas:

1. Identifying those activities that will be necessary to operationalize Assiniboine Park as a business unit.
2. Undertaking longer range physical and financial planning for the Park as a whole.
3. Ongoing business planning regarding the individual components of the Park (i.e., Assiniboine Park Zoo and Conservatory).
4. Undertaking minor infrastructure renewal.

Upon further discussion of this mandate with the stakeholders, a common concern of all involved was the lack of funding to either implement or augment the aforementioned initiatives. In order to increase funding available to the Assiniboine Park Enterprise to reinvest into Assiniboine Park to maintain and enhance this amenity as a revenue generator, it is recommended that an “Assiniboine Park Enterprise Reserve Fund” be established in accordance with Section 338(1) of The City of Winnipeg Act.

It is further recommended that this proposed Reserve Fund would be funded from revenue sharing with the Pavilion Gallery Museum Inc. as well as future initiatives such as:

Art in the Park

This is a new initiative that permits artists to create, exhibit and sell their artwork in Assiniboine Park for a fee. As this initiative is an experimental pilot project, is would be difficult to estimate net revenue generation, but this program is likely to generate over $2,000 annually.

Donate-A-Bench

Since 1997, the City of Winnipeg has offered a “Donate-a-Bench” program which provides the general public with the opportunity to leave a lasting legacy that commemorates a significant birthday, anniversary, special event or the passing of a loved one while enhancing the City’s park system through the donation of a “Tache” style park bench and the option to have an engraved brass commemorative plaque inset into the bench.

Report of the Standing Policy Committee on Protection and Community Services dated March 12, 2001

The present cost to construct, install and maintain donated benches is approximately $600.00 per unit. In order to generate a profit, it is suggested that the donation cost of each bench be increased to $750.00, leaving a profit margin of $150.00 per bench.

Revenue Sharing From Pavilion Restaurant

The existing agreement between the City of Winnipeg and the Pavilion Gallery Museum Inc. entitles the City to a share of restaurant revenue depending on level of sales. These funds do not appear to be accounted for in any current budget line. For the calendar year ending December 31st, 1999, the City is entitled to $26,168.00. A similar financial contribution from the Pavilion Gallery Museum Inc. for the year 2000 is presently being determined through the submission of an audited financial statement to be conveyed to the City within 120 days from January 1st, 2001.

Bicycle/Rollerblade Rentals

The Assiniboine Park Enterprise is about to issue a Request For Proposals for the rental of bicycles and rollerblades within Assiniboine Park.

Additional Concessions

There are presently some opportunities for additional revenue generation for concession sales including more concession carts and a potential concession agreement with the Lyric Bandshell. Such revenue would also be used to fund the subject Reserve.

Retaining revenues generated within Assiniboine Park for reinvestment into the park will also allow for the City to enter into negotiations with various partners and stakeholders regarding potential joint activities that could potentially result in new revenue generation for both parties. If the City share of monies generated by such activities is not to be reinvested in the park, there will be reluctance at best on the part of partner groups to participate.

By creating such a Reserve Account, the Assiniboine Park Enterprise will be in a far better position to act and react to quickly changing circumstances as a business unit. Moreover, having knowledge that revenues generated by the Enterprise will be reinvested in this public amenity would serve as a strong motivator to create new initiatives and enhance existing programs and infrastructure for the Enterprise and private stakeholders as well.

Upon establishment of this Reserve Fund, it is recommended that the Director of Community Services be appointed as Fund Manager to ensure that the authority to spend funds and the associated accountability of this responsibility rests with the Administration; said expenditures to be used to enhance maintenance, operations, planning and minor infrastructure renewal for Assiniboine Park.

In summary, the creation of this Reserve Fund as proposed herein would represent an extremely positive step in strengthening the symbiotic relationship between the public and private sector necessary to make the Assiniboine Park Enterprise venture successful financially as well as operationally.

The Financial Impact is outlined on Appendix “A”.

The Standing Policy Committee on Protection and Community Services recommends:

I. That Council establish an Assiniboine Park Enterprise Reserve Fund in accordance with Section 338(1) of The City of Winnipeg Act.

II. That the Assiniboine Park Enterprise Reserve Fund be funded from net profit of new initiatives, services and products arising from the operation and programming of Assiniboine Park as a business unit as well as revenue sharing from the existing agreement with the Pavilion Gallery Museum Inc.

III. That the Assiniboine Park Enterprise Reserve Fund be used to enhance the maintenance, operations, planning and minor infrastructure for Assiniboine Park.

IV. That the Director of Community Services be appointed as Fund Manager of the Assiniboine Park Enterprise Reserve Fund.

Report of the Standing Policy Committee on Protection and Community Services dated March 12, 2001

On March 14, 2001, the Executive Policy Committee referred the clause to the Standing Committee on Fiscal Issues for report back within 30 days to the Executive Policy Committee to consider concerns relative to the establishment of an Assiniboine Park Enterprise Reserve Fund and/or the feasibility of creating an Assiniboine Park Foundation.

On April 10, 2001, the Standing Committee on Fiscal Issues laid over consideration of this matter for 30 days and, in the interim, requested the Chief Financial Officer to prepare a report thereon for consideration by the Standing Committee on Fiscal Issues.

On April 25, 2001, Council granted the Executive Policy Committee a 30-day extension of time for consideration of the matter.

On May 8, 2001, the Standing Committee on Fiscal Issues considered the matter and passed the following motion, namely:-

WHEREAS the Standing Committee on Fiscal Issues considered and concurred in the recommendations contained in the report from the Director of Corporate Finance dated May 4, 2001, entitled "Review of Reserves";

AND WHEREAS Recommendation No. 3 therein states as follows, namely:

3. Subject to Section 338(3) of The City of Winnipeg Act, the Zoo Animals and Zoo Purposes Reserves be combined. In addition, the reserve be expanded to include a new purpose to enhance the maintenance, operation, planning and minor infrastructure for Assiniboine Park and have additional revenues from net profit of new initiatives, services and products arising from the operation and programming of Assiniboine Park as a business unit as well as revenue sharing from the existing agreement with the Pavilion Gallery Museum Inc. Due to restructuring, that the Concession Equipment Reserve balances accumulated for golf courses and Assiniboine Park be transferred to the Golf Course Reserve and the Assiniboine Park Enterprise Reserve respectively. The new combined reserve be renamed the Assiniboine Park Enterprise Reserve and that the Fund Manager be the Director of Community Services; and

same be forwarded to the Executive Policy Committee for favourable consideration.

On May 16, 2001, the Executive Policy Committee further considered the matter and concurs with Recommendations I., II. and IV. of the Standing Policy Committee on Protection and Community Services. The Executive Policy Committee also concurs with the recommendation of the Standing Committee on Fiscal Issues and further recommends that Recommendation III. be deleted in its entirety and replaced with the following, namely:

III. That, subject to Section 338(3) of The City of Winnipeg Act, the Zoo Animals and Zoo Purposes Reserves be combined. In addition, the reserve be expanded to include a new purpose to enhance the maintenance, operation, planning and minor infrastructure for Assiniboine Park and have additional revenues from net profit of new initiatives, services and products arising from the operation and programming of Assiniboine Park as a business unit as well as revenue sharing from the existing agreement with the Pavilion Gallery Museum Inc. Due to restructuring, that the Concession Equipment Reserve balances accumulated for golf courses and Assiniboine Park be transferred to the Golf Course Reserve and the Assiniboine Park Enterprise Reserve respectively. The new combined reserve be renamed the Assiniboine Park Enterprise Reserve and that the Fund Manager be the Director of Community Services.

Copy of Appendix "A" referred to in the above clause is on file in the office of the City Clerk.

Moved by Councillor Steeves,
Adoption of the clause.

In amendment,

Moved by Councillor Eadie,
That the recommendation of the Executive Policy Committee be adopted.

The recommendation of the Executive Policy Committee was put and declared carried.

The motion for the adoption of the clause, as amended, was put and declared carried.