



Date: November 21, 2003

TO: Board Members - Parks and Recreation
FROM: General Manager - Parks and Recreation
SUBJECT: 2004 SPECIAL EVENTS

RECOMMENDATION

THAT the Board approve (see Appendix A) new or major special events for the first three years of an event's operation; or significant changes to existing special events with all arrangements to the satisfaction of the General Manager.

THAT the Board receive the 2004 Calendar of Major Events (see Appendix B) as information.

POLICY

The Board's Guidelines for Special Events requires that any major events which are in variance with one or more Park Board by-laws or guidelines require Board approval (see Appendix A).

Board approval is also required for major special events for the first three years of an event's operation. In addition, any significant changes to and/or unresolved problems with existing events are also forwarded to the Board for consideration.

BACKGROUND

Major special events are defined as events which significantly restrict the public's access to park space or significantly impact the surrounding neighbourhood. Board approval is required if an event is in variance with one or more Park Board by-law or guideline such as: charging of an admission fee, selling of goods other than event related items, requesting a liquor licence which does not meet the Board's policy, an extended presence on site, etc.

Large scale events which impact more than just parkland are also forwarded to the City's FEST Committee for consideration. The FEST Committee consists of representatives from various civic departments including Engineering, Police, Fire, Health, Permits and Licences, Transit and Parks. The FEST Committee also reports to City Council with an annual calendar of major events.

Applications for major events which do not meet the deadline for the Calendar of Special Events are forwarded to the Board for consideration as they are received. Applications for new major special events must be submitted in writing to the Board four to six months prior to the requested date. This ensures adequate time for community consultation as well as the overall consideration of the event request.

In 2003, the Park Board issued 250 permits for special events, runs and walks. Fees collected from these events include approximately \$31,500 plus the recovery of \$ 9,000 in supervisory costs.

DISCUSSION

The 2004 Calendar of Special Events has been included for the Board's information. The Calendar is compiled based on the requests from event organizers received by staff at this time (see Appendix B). Also included in the Calendar, is a listing of events which are approved by Park Board staff, to provide an overview of the nature and scope of the activities permitted on City parks. Staff are working with a number of organizations with new special event requests for 2004. Once applications have been received, staff will forward them to the Board for consideration..

The following requests have the support of staff for inclusion in the 2004 Calendar of Special Events. If approved by the Board, the event is subject to further consultation and arrangements agreeable to the General Manager.

Park	Dates	Sponsor and Description of the Event
Spanish Banks	May 2	Bell Walk for Kids - Kids Help Phone Society Attendance: 1000 This is the 3rd year for this event. This event's initial year was very well-organized and raised over \$ 90,000 for the organization. The event is a family orientated walk from Spanish Banks to Jericho Park and back. Pledges and donations raised through this walk supports the Kid's Help Phone.
Stanley Park - Brockton Oval	May 28 & 29	Relay for Life - Canadian Cancer Society Attendance: 500 This is the 2 nd year for this event. The overnight event was well-organized with over 500 participants in attendance at Brockton Oval. The event raised \$100,000 for the Cancer Society.

Stanley Park	June 12	<p>Stanley Park Bike Festival- Stanley Park Bike Festival Society Attendance: 500-1000</p> <p>This is the 2nd year for this event. In 2003, the event required the Eastern closure of Park Drive for the bike road races and the use of the Totem Pole area and parking lots from 6am-12 pm. The Festival activities included a variety of bicycle and human powered transportation orientated events; a mix of competitive and recreational bicycle events; bike maintenance workshops, traffic skills; children's bike safety rodeo as well as entertainment and demonstrations. Last year's event had a moderate attendance. The Totem Pole area is a popular tourist location and the event did have an impact on Stanley Park stakeholders (ie. AAA Carriage, Legends of the Moon, Tour Bus companies, Aquarium, BC Mainland Cricket, HMCS). Staff assessed that better and more effective communication between the organizers and stakeholders is required for next year.</p> <p>For 2004, organizers would like to expand their programming so as to increase the event's appeal to the public. Organizers believe that scheduling activities in the afternoon will attract more people. Organizers are requesting a 2 hour extension from 6am-2 pm for the use of the Totem Pole area and parking lot for the Festival. The competitive road races will conclude at 12 pm and Park Drive will be open to vehicle traffic at this time.</p> <p>Extending the Festival hours will have an impact on traffic congestion within the Park, as well as access to a highly popular tourist attraction and the facilities and services located in the Park's eastern sections. Organizers will need to work with the tour bus companies and stakeholders to mitigate the impacts that this event will have on their operations.</p> <p>Staff recommend approving this request and will work with organizers to address these issues and develop an effective traffic management plan for tour bus companies, stakeholders and public during the event.</p>
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David Lam Park	July 3 & 4	Vancouver International Jazz Festival - Vancouver Coastal Blues & Jazz Society Attendance: 10,000 This is the 2 nd year organizers are requesting permission for a beer garden on the plaza area on top of the False Creek Pump Station. The beer garden will have a capacity of 175 and will operate from 12 pm - 10 pm. The event was well organized and the operation of the special occasion license was performed in a responsible and professional manner. This event is extremely popular with Vancouver residents. All net proceeds received from the sale of alcohol support the Coastal Blues & Jazz Society education and outreach programs.
Stanley Park	September 1	Triathlon - Multisports Canada Attendance: 500 This is the 3 rd year for this event. This event was extremely well received by participants. Registration was 20% higher than the previous year. This is a standard distance triathlon which is 1.5 km swim, 40 km bike and a 10km run. This event is a fund-raiser for the MS Society and raised a total of \$ 1,500 this past year. The event starts, transitions and finishes at Ceperley meadow area, swim off Second Beach, bike on Park Drive and run on the Seawall.

The following existing annual events result each year in a morning road closure for Stanley Park. Generally, Stanley Park has been closed to vehicle traffic once a month between 6am - 10am during the months of April, May, June and September. Staff will work closely with event organizers to inform all Park stakeholders in advance of these dates.

Date	Event	Sponsor and Description of road closure
April 18, 2004 6:30 am - 10 am	Sun Run Attendance - 40,000	Vancouver Sun & Landmark Sports Group City street road closures will delay access to Stanley Park. Race route starts on Georgia St., turns left onto Denman, right onto Lagoon Drive and into Stanley Park along the road beside the Park Administration Building and exits via the English Bay entrance.
May 2, 2004 6:30 am - 10 am	International Marathon Attendance - 12,000	Vancouver International Marathon Society Full road closure.
Date:TBA Weekend in June 6:30 am - 12 pm	Stanley Park Bike Festival Attendance - 500	Stanley Park Bike Festival Society Event organizers require a road closure for the eastern side of Stanley Park between 6:30 am - 12 pm. Park Drive east of Avison Way will be closed to vehicle traffic. Totem Pole area and parking lot will be closed until 2pm for Bike Festival.
September 6, 2004 6:00 am -10 am	Triathlon Attendance - 500	Multisports Canada Full road closure.

SUMMARY

Vancouver plays hosts to a variety of special events throughout the year at many of our parks and beaches. These events are highly attended and well received by Vancouver residents. Many of these activities include various cultural festivals and performances, sporting events, tournaments, runs, walks and community celebrations. As well, a majority of the events serve as major fund raisers for charitable organizations throughout the Lower Mainland.

Prepared by:

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