



Date: January 22, 2015

TO: Park Board Chair and Commissioners
FROM: General Manager - Vancouver Board of Parks and Recreation
SUBJECT: Special Event Approval - Voices in the Park 2015

RECOMMENDATION

THAT the Board approve the special event application for the Voices in the Park music concert on Saturday, September 19th, 2015, in Stanley Park, with all arrangements to the satisfaction of the General Manager.

POLICY

Park Board approval is required for special events not included on the annual Calendar of Major Special Events and/or that are in variance with one or more Park Board by-laws.

BACKGROUND

The Sarah McLachlan School of Music (School of Music) has submitted a special events application for a fundraising concert, called Voices in the Park, at Stanley Park's Brockton Fields on September 19th, 2015. This event, first held in 2012, will be produced by Patrick Roberge Productions (PRP), an awarding concert producer with over 25 years of industry experience. Past PRP projects include the Opening and Closing Ceremonies of the Vancouver 2010 Paralympic Winter Games, the Opening and Closing Ceremonies of the 2011 Canada Games and the 100th Grey Cup Halftime Show. The concert will feature Sarah McLachlan and other guests, with proceeds donated to the School of Music. Brockton Fields at Stanley Park have hosted numerous concert events since 2011, including Vancouver 125, the Parks Canada 100-Year Celebration, Voices in the Park 2012 and the SeaWheeze Sunset Festival.

The Sarah McLachlan School of Music offers free music programs for underserved and at-risk youth in Vancouver. The school focuses on inspiring confidence and success in students, while promoting a lifelong love of the arts. In 2012, the School of Music hosted the first ever Voices in the Park event and featured artists such as Stevie Nicks, Bryan Adams, Hedley and Jann Arden. The concert was well attended and funds from the initiative were used to further expand programs for local children.

DISCUSSION

For 2015, the organizers are requesting permission to use the upper and lower fields at Brockton Point for an activation that will include food vending, wine and beer sales, merchandise sales and VIP suites (see Appendix A). The event, which will target an all-ages audience, will be ticketed and feature music performances from 4:00pm to 11:00pm. Based

on initial plans, roughly 3,500 reserved tickets will be made available with the balance of the tickets sold as general admission. Producers anticipate approximately 18,000 guests to attend the event.

In terms of logistics, event set-up will begin on September 15th and take down will be completed by September 22nd. A production schedule will be required and the set up will be closely monitored by Park Rangers. The organizers have hired a traffic engineer to complete a transportation plan to coordinate vehicular, pedestrian and cyclist traffic in and around the site. Once complete, the plan will be reviewed by the City's Transportation Department. A detailed security plan is also being reviewed by VPD and VF&RS. This plan includes six-foot perimeter fencing with designated admission access points, as well as precautionary measures including identification checks and bag searches. Private security personnel will also be assigned during the live performances in addition to VPD officers. Per standard practice, a green events plan will be produced and reviewed by City Sanitation Services.

In light of recent changes granted under the British Columbia Liquor Policy Review, the organizers are also seeking a Public Special Occasion Site License for the event (an alcohol-free zone will be provided in the reserved seating area). The specific capacity and features of the licensed areas will be subject to recommendations by the VPD and BC Liquor Control and Licensing Branch (BC LC&LB). Service hours will be limited to 2:00pm to 10:00pm and a comprehensive security plan will be developed to support this feature of the event.

The City's FEST Committee, which includes representatives from the VPD, VF&RS, BC Ambulance Service, BC LC&LB, City Special Events, Traffic Management and the Park Board, have endorsed the permit application for the September 19th event date, subject to the approval of the Board and final event plans. Key Stanley Park stakeholders have also been advised of the event and all inquiries received to date have been addressed.

SUMMARY

First held in 2012, Voices in the Park is an exciting addition to the Park Board's 2015 calendar of special events. The event will activate an iconic public space, enhance the vibrancy of our city and generate important economic benefits for many stakeholders. Park Board staff have worked through the many aspects of this special event application with the organizers and relevant stakeholders and are confident that the initiative can be executed successfully. Accordingly, staff recommend that the Board approve the application from the Sarah McLachan School of Music as outlined above.

General Manager's Office
Vancouver Board of Parks and Recreation
Vancouver, BC

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Preliminary Site Map - Voices in the Park 2015 - Brockton Fields

