



Date: January 22, 2015

TO: Park Board Chair and Commissioners  
FROM: General Manager - Vancouver Board of Parks and Recreation  
SUBJECT: Special Event Approvals - Honda Celebration of Light 2015

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## RECOMMENDATION

- A. THAT the Board grant permission for a 300-person Private Special Occasion License at the Inukshuk area at English Bay on July 25<sup>th</sup>, July 29<sup>th</sup>, and August 1<sup>st</sup>, 2015, from 6:30pm to 11:00pm; and
- B. THAT the Board grant permission for a 750-person Public Special Occasion License at Sunset Beach Park on July 25<sup>th</sup>, July 29<sup>th</sup>, and August 1<sup>st</sup>, 2015, from 2:00pm to 7:30pm.

## 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 Honda Celebration of Light is operated by the not for profit Vancouver Fireworks Festival Society (Society) and produced by BrandLIVE, a leading event production and creative agency based in Vancouver. It is Vancouver's biggest event and the largest offshore fireworks competition in the world. The fireworks festival has been held at English Bay for the past 24 years and attracts over one million spectators annually. The festival is designated as a civic event and receives in-kind support from both the City of Vancouver and the Park Board (e.g. site preparation, sanitation services and other assistance).

## DISCUSSION

In order to enable new revenue opportunities aimed at contributing to the long term sustainability of the event, the Board approved the licensed Keg Lounge on the roof of the English Bay Bathhouse in 2011. This feature proved popular, and in 2014, all three event nights were sold out to sponsors and corporate guests. In 2014, the Board approved the licensing of 1,200 seats in the YVR Observation Deck just south of the Bathhouse building. This new activation allowed for improved access to prime seating space and further enabled additional revenue streams to assist organizers with the costs of hosting the annual festival. Both of these licensed areas were operated without any issues.

For 2015, the organizers are proposing two new licensed areas in the following locations:

- 1) Inukshuk area at English Bay (see Appendix A) - This new licensed area, to be called the Inukshuk Lounge, will feature reserved seating and tables, food, beer and wine service, dedicated washrooms, and background music to be provided by a radio sponsor. Tickets to this new feature will cost \$119.

Enabling this activation will require that approximately 200 viewers be re-accommodated into other public viewing areas, which is very manageable, given the event's large footprint. Public access to the Inukshuk will not be impacted by the activation since the attraction will remain accessible from the south side. Park staff will work with the organizers to ensure appropriate flooring or decking is in place to prevent any potential damage to the surrounding grass area.

- 2) Sunset Beach Park (see Appendix B) - This new licensed area, to be called the Sunset Beach Bistro, will include sponsorship activations, food vending, and the LG104.3 music stage. The Bistro would accommodate up to 750 guests and operate from 2:00pm to 7:30pm; last call would take place at 7:00pm. This new all ages licensed site is intended to provide an inexpensive opportunity for community engagement and enjoy the activations and scheduled afternoon entertainment. Bistro amenities will include picnic tables, children's area, dedicated food and washrooms (including one accessible washroom) and access to cultural programming (including unplugged local and cultural performances on a smaller stage near the Bistro). The Bistro will be promoted as a free cultural, family-friendly, food and entertainment focused site, where alcohol service is available.

The application for both Special Occasion Licenses has been reviewed and approved in principle by the City's FEST Committee and Park Board staff, subject to the approval of the Board and final event plans.

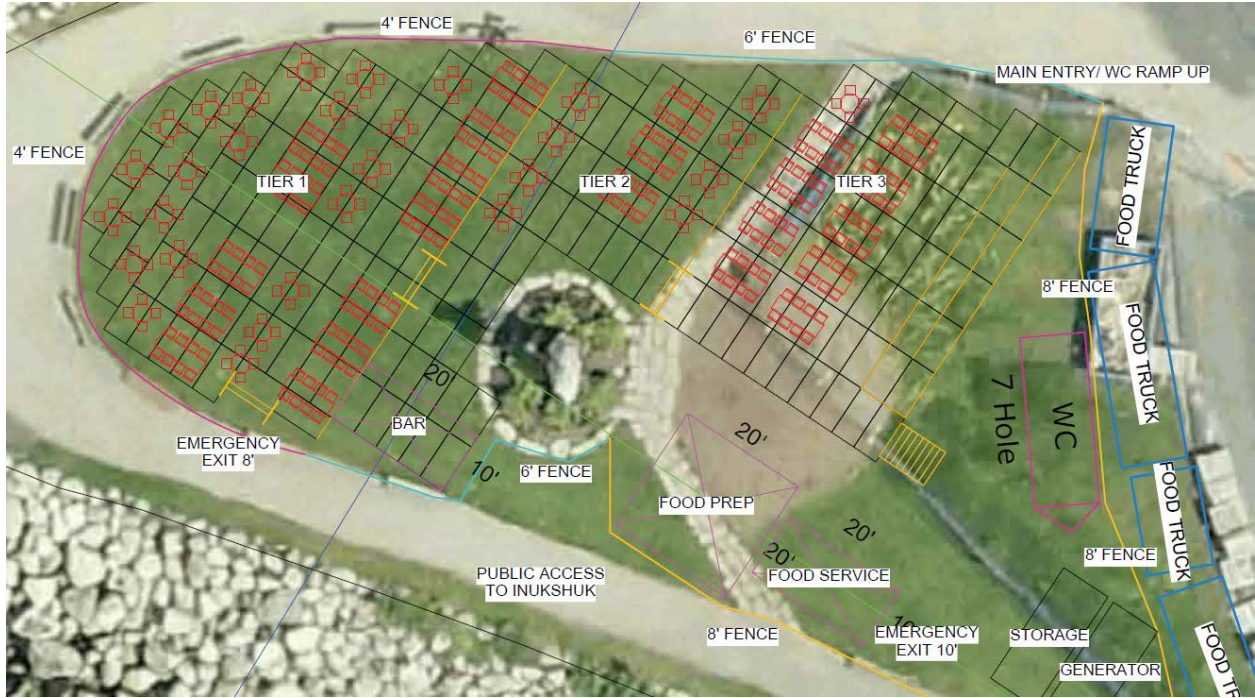
## SUMMARY

The Honda Celebration of Light fireworks festival is one of Vancouver's premier summer events. It enhances the vibrancy of the city and enables residents and visitors alike to experience stunning fireworks displays. The proposals submitted by the event organizer and producer are an attempt to build on the successful programming and activations of recent years and contribute to the long term sustainability of the event. Accordingly, staff recommend that the Board approve the requests from the organizer as outlined above.

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Preliminary Site Map - Inukshuk Lounge - English Bay



Preliminary Site Map - Sunset Beach Bistro - Sunset Beach Park

