



Date: February 5, 2015

TO: Park Board Chair and Commissioners
FROM: General Manager - Vancouver Board of Parks and Recreation
SUBJECT: Special Event Approval - East Van Summer Jam 2015

RECOMMENDATION

- A. THAT the Board approve a request from The Music Tree Foundation, organizers of the East Van Summer Jam, to increase the capacity of this event from 3,000 to 3,500 people, at Strathcona Park on July 4th, 2015, from 1:00pm to 9:30pm.
- B. THAT the Board approve a request for a 500-person Public Special Occasion License, during the East Van Summer Jam event, at Strathcona Park on July 4th, 2015, from 1:00pm to 9:30pm.

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 Music Tree Foundation is a grassroots, not-for-profit organization dedicated to raising awareness of ecological and community projects through a variety of fundraising initiatives, including music concerts and other creative events. The Foundation is committed to "greening" the planet by inspiring people to get involved in community-building and self-sustainability projects. Founders Aaron Ross, lead singer of local band The Boom Booms, and Levon Kendall, Team Canada Basketball member, founded the organization in 2011. Recipients of the Foundation's fundraising efforts include local youth music outreach programs and international charities. The Board previously approved an East Van Summer Jam event in 2014.

DISCUSSION

The East Van Summer Jam had its humble beginnings in the alley of an east Vancouver neighbourhood. In 2014, the event was moved to Strathcona Park and featured a barbeque area and activities such as 3-on-3 soccer, skateboarding, basketball, classic car show, vendor display booths and live music (with The Boom Booms as one of the feature acts). The ticketed and non-licensed event was held on July 5th and ran from 1:00pm to 9:00pm. The event was well-executed and no major issues were flagged for follow-up (security levels were appropriate, sound levels were well-managed, etc.). In addition, the organizers successfully engaged the support of the Strathcona Residents Association, the Strathcona Community

Centre and other community groups. Due to poor weather, however, attendance at the event fell short of expectations (approximately 1,800 guests attended the 3,000-person venue).

For 2015, the organizers have submitted an application to increase the capacity of the event from 3,000 to 3,500 people. They are also seeking approval for a 500-person licensed area. (Appendix A). The latter feature is expected to enhance guest experience and generate additional revenues to assist in offsetting last year's losses and provide funding for the Foundation's supported charities. The event would run from 1:00pm to 9:30pm, with alcohol service ending at 9:00pm. In order to enhance affordability and accessibility, organizers will provide free admission to children accompanying their parents to the event and 200 tickets will be donated by the Foundation to several community groups.

This application has been conditionally approved by 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), subject to Board approval and final event plans (site security, health and safety, emergency response, communications, egress plan and green events).

SUMMARY

The East Van Summer Jam event supports sustainability and engages Vancouverites in a variety of community-building activities. The event also activates an important public space and enhances the vibrancy of the city. Staff have worked through the many aspects of this special event application with the organizers and are confident that the initiative can be executed successfully. Accordingly, staff recommend that the Board approve the request as outlined above.

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Preliminary Site Map - East Van Summer Jam 2015 - Strathcona Park

