



June 3, 2016

TO: Park Board Chair and Commissioners
FROM: General Manager - Vancouver Board of Parks and Recreation
SUBJECT: Canuck Place Fundraising Event - Second Beach Pool

RECOMMENDATION

THAT the Vancouver Board of Parks and Recreation approve a request from Canuck Place Children's Hospice, organizers of the Canuck Place Oasis Beach Club fundraising event, for a 500-person public Special Occasion License at Second Beach Pool on Friday, September 9, 2016, from 7:00pm to 11:00pm.

POLICY

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

BACKGROUND

Canuck Place Children's Hospice (Canuck Place) is a leading British Columbia pediatric palliative care provider. Over 600 newborns, children and youth, with life-threatening illnesses, and their families receive outpatient and inpatient care from Canuck Place. Services include clinical respite and family support, pain and symptom management, 24-hour phone support and in-house medical care, art and education, recreation therapy, grief and loss counselling, and end-of-life care. Through the investment of the community, their talented team, and over 325 energetic volunteers, Canuck Place makes a lasting difference in the lives of children and the families who love them.

To fund its facility and services, Canuck Place relies on the support of organizations, individual donors, and fundraising events. Roughly 20% of annual urgent needs are covered by funding committed by the Province of British Columbia and about 6% of its budget is provided by the Canucks for Kids Fund. Canuck Place has an independent Board of Directors and employs about 110 people with the majority of staff in clinical care.

DISCUSSION

Canuck Place is excited and grateful about the possibility of working with the Vancouver Park Board to deliver a new social fundraising event. The proposed Canuck Place Oasis Beach Club initiative would take place at Second Beach Pool on Friday, September 9, 2016, from 7:00pm to 11:00pm. This event would be executed after the pool closes to the public for the season. Event activities would include a lounge area, cabanas, sponsor and information tents, music, and food and beverage services. Throughout the event, the message of giving and the impact for pediatric palliative care would be presented to guests. The target audience will be individuals/donors between the ages of 25 to 40. Canuck Place would work with The Social

Concierge, a locally-based event branding and marketing agency (organizers of Diner en Blanc), to plan and deliver the event. This would be a licensed and ticketed initiative with capacity for up to 500 guests.

The pool itself would be used primarily as a backdrop for the event, with a shallow wading area available for guests to dip their toes. Swimming would not be permitted and Park Board staff, including lifeguards, would be present during the event to ensure that the initiative is executed in accordance with permit conditions. The poolside deck areas would be used for social gathering and entertainment activities. The adjacent grass area would also be used to accommodate guests and provide access to a catered dining space (see Appendix A).

Staff recognize that sensitivities may exist when events are introduced into new locations and involve non-traditional uses/activities, and as a result, consider requests of this nature very carefully. Staff are supportive of this special event application since it introduces a new initiative into an existing facility in a safe and considerate manner which does not impact public access in any way. The benefits accruing to the Park Board and the community from the initiative are also meaningful and include:

- Collaborating and supporting one of British Columbia's leading pediatric palliative care providers;
- Showcasing one of the Park Board's legacy facilities in an innovative and safe manner; and
- Generating important incremental revenues in a lower use facility and time period that can be used to support Vancouver's parks and recreation system.

Subject to Park Board approval, staff will continue to work with the organizers to ensure a safe and successful event, including minimizing any potential noise and traffic impacts. The Special Occasion License required to support the event is underway and staff will ensure VPD, VF&RS, and BC Liquor Control & Licencing Branch approvals are in place prior to the event.

SUMMARY

The Canuck Place Oasis Beach Club event represents an exciting new initiative that seeks to use an iconic Park Board facility to deliver a meaningful and important fundraising event. The initiative will showcase the spectacular views and ambiance of Second Beach Pool to existing and new users and provide important benefits for the Park Board and the community. Park Board staff have thoughtfully worked through the many aspects of this application with the organizers and are confident that this initiative can be executed successfully. Accordingly, staff recommend that the Board approve the request from Canuck Place Children's Hospice as outlined above.

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/os/jk

Preliminary Site Map

Canuck Place Oasis Beach Fundraising Event - Second Beach Pool

