



VANCOUVER FOLK MUSIC FESTIVAL SPECIAL EVENT

Park Board Committee Meeting
Monday, April 10, 2017



Purpose

- Present and review Vancouver Folk Music Festival request for additional event date
- Seek Board approval for this new community initiative



Background

- Festival is a Canadian cultural institution
- One of the city's most beloved and respected events
- Welcomes over 38K annually to Jericho Beach Park
- Celebrating its 40th anniversary in 2017
- This year's event scheduled to take place between July 14 & 16



Proposal

- Festival seeking approval to offer free public concert on July 13
 - 7:00 to 10:00pm
 - Welcome roughly 3,000 Vancouverites
- Celebration of Festival's 40th anniversary and Canada 150
- Concert will feature:
 - Seasoned & emerging artists, choirs and solo artists
 - Key songbook compositions from key Canadian artists
 - Audience engagement & participation



Proposal

- Other considerations:
 - Quiet egress with lantern procession
 - Neighborhood notification as part of Festival communication plan
 - No changes to event site required
- Organizers also requesting approval to operate licensed area during event from 7:00 to 9:30pm
- Both components of Festival proposal have been reviewed and conditionally approved by the FEST Committee





Benefits

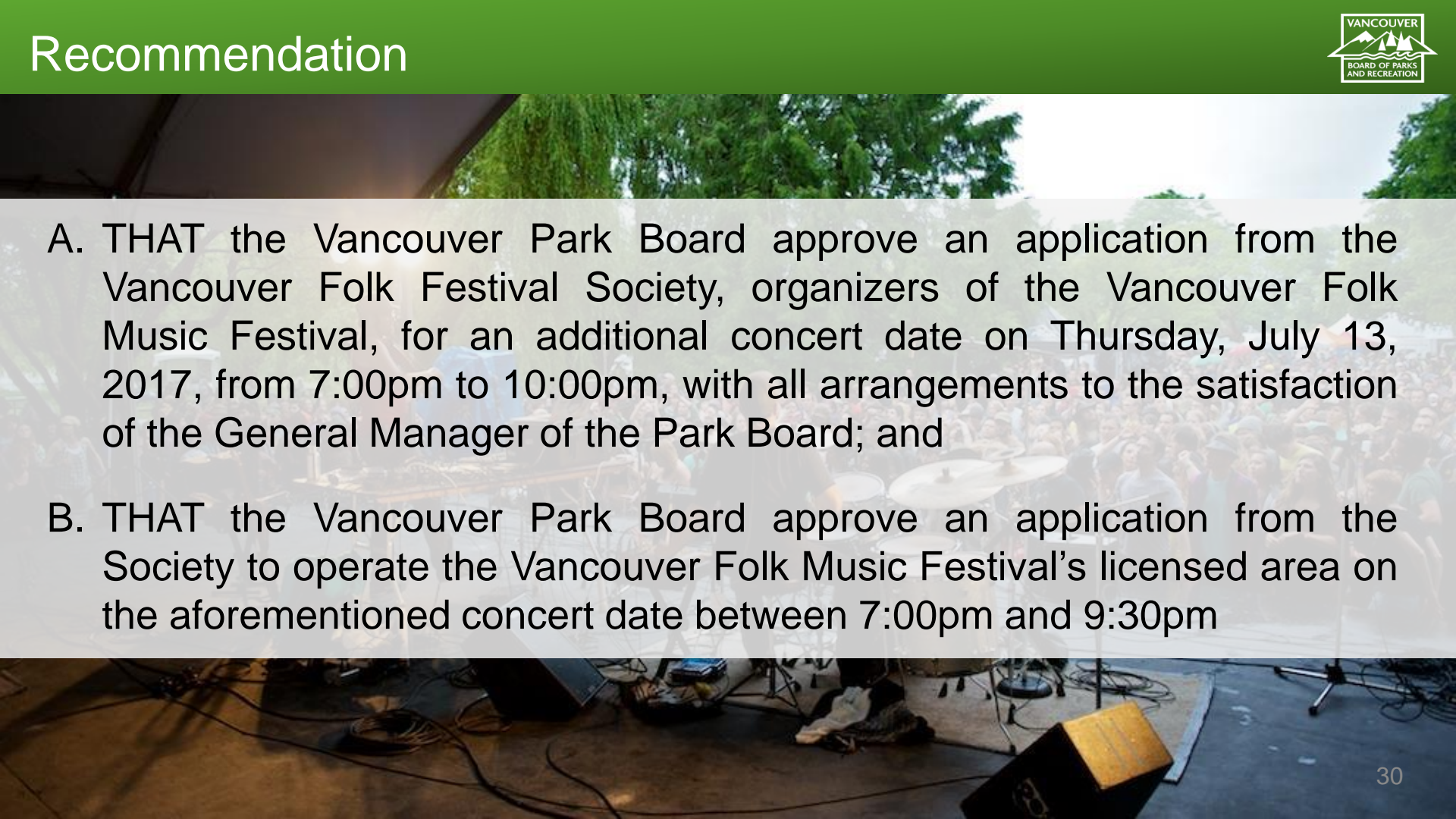
- Initiative provides free, accessible and quality music programming
- Incremental addition to an existing and well-organized event
- Activates and adds vibrancy to our public spaces
- Promote social engagement and connectedness amongst Vancouverites



Summary

- Park Board staff have carefully considered the many aspects of the application
- Confident the initiative can be delivered successfully in the location and manner intended



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- A. THAT the Vancouver Park Board approve an application from the Vancouver Folk Festival Society, organizers of the Vancouver Folk Music Festival, for an additional concert date on Thursday, July 13, 2017, from 7:00pm to 10:00pm, with all arrangements to the satisfaction of the General Manager of the Park Board; and
- B. THAT the Vancouver Park Board approve an application from the Society to operate the Vancouver Folk Music Festival's licensed area on the aforementioned concert date between 7:00pm and 9:30pm