



Honda Celebration of Light – Relocating Festival Area from Sunset Beach Park to Ceperley Meadow in Stanley Park

Park Board Committee Meeting
Monday, May 15, 2017



Seeking Board approval to relocate the Celebration of Light festival site at Sunset Beach Park to Ceperley Meadow in Stanley Park, and support the Society's application to the Liquor Control & Distribution Branch for a Special Event Permit.

Background - Celebration of Light Fireworks Festival



- Largest offshore fireworks competition in the world and Vancouver's largest event
- Operated by Vancouver Fireworks Festival Society ("Society")
- Attracts over 1 million spectators annually; generates over \$40 million in economic activity
- Designated as a civic event and supported by both the Park Board and City of Vancouver



Background - Festival Area/Sunsetter Bistro

- Board approved 750-person licensed activation at Sunset Beach Park in 2015
 - Operated from 2:00pm to 7:30pm
 - Free all-ages event
 - Enabled public to enjoy entertainment, F&B services, activations, cultural programming & other amenities
- Bistro activation well-executed but attendance low during primary afternoon hours



Background - Festival Area/Sunsetter Bistro

- Park Board supported a 1.5 hour extension to Bistro's operating hours in 2016 until 9:00pm
- Attempt to assist/remedy difficulties encountered by the activation
- Sales improved but Festival Area continued to operate in deficit financial position



Event Proposal - Festival Area

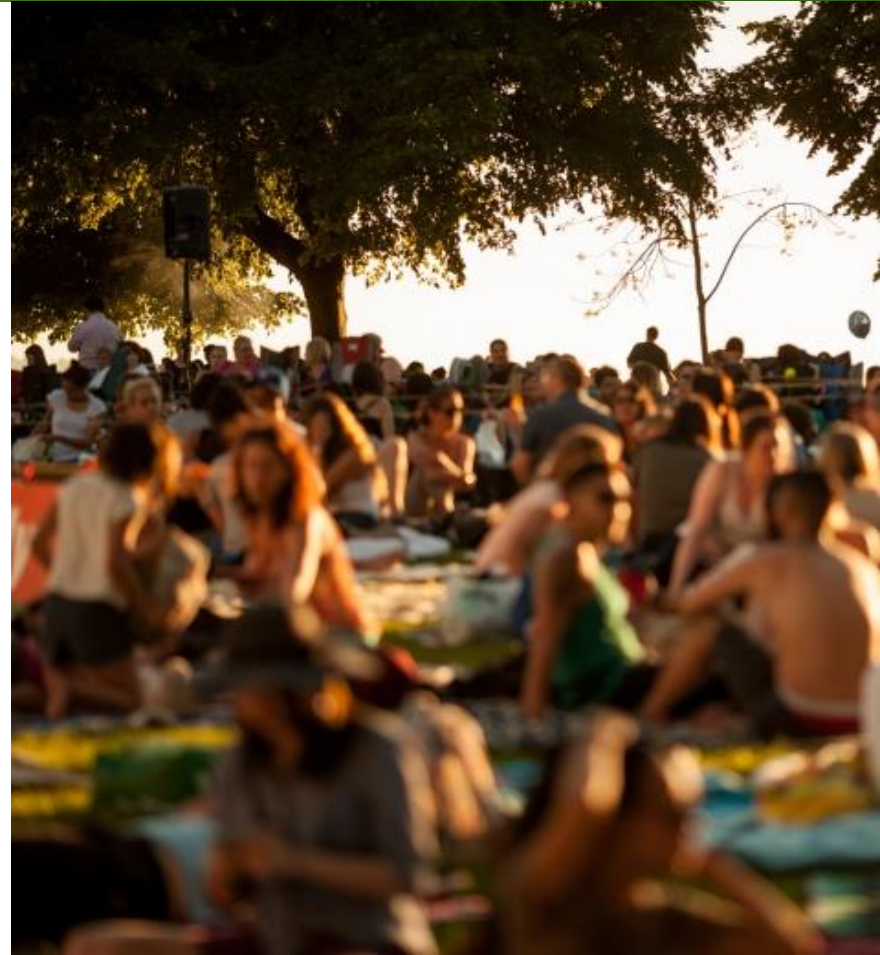


- In 2017, Society proposing to move Festival Area from Sunset Beach to Ceperley Meadow in Stanley Park
- Activation would feature:
 - Live music, F&B services, sponsorship activations, children's play areas, picnic tables & cultural programming
 - Other amenities including, bike valet, baby change tent, stroller valet & portable washrooms
- Operate between 2:30pm to 9:30pm



Event Proposal - Relocation Benefits

- Locate the activation closer to the primary event viewing area
- Consolidate stage entertainment at Ceperley
- Allow access to new event power kiosk at Ceperley
- Reduce impacts to residents adjacent to Sunset Beach
- Anticipated improvements in financial performance



Event Proposal - Festival Area

- Society also seeking approval for public Special Event Permit to serve liquor
- July 29, August 2, and August 5, 2017, from 2:00pm to 9:00pm, with a maximum capacity of 5,000 people
- Notwithstanding changes:
 - Admission to Festival Area will continue to be free
 - No modifications required to the event's traffic management plan



Preliminary Site Plan



Other Considerations

- Proposal has been reviewed and conditionally approved by the City's FEST Committee
- Represents attempt to build on the Festival's successful activations and proactively address underperforming component of the event
- Park Board staff have thoughtfully considered this application and are confident it can be successfully executed



Recommendation

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- A. THAT the Vancouver Park Board approve an application from the Vancouver Fireworks Festival Society, organizers of the Honda Celebration of Light Fireworks Festival, to relocate their festival area from Sunset Beach Park to Ceperley Meadow in Stanley Park on July 29, August 2, and August 5, 2017, with all arrangements to the satisfaction of the General Manager of the Park Board; and
- B. FURTHER THAT the Board approve an application from the Fireworks Festival Society to obtain a Public Special Event Permit from the Liquor Control & Licensing Branch at the aforementioned location and dates, from 2:00pm to 9:00pm, with a maximum capacity of 5,000 people.