



# 420 Protest Event at Sunset Beach – Report Back

Regular Park Board Meeting  
Monday, June 5, 2017



# Event Overview

- Sunset Beach Park
- Estimated Numbers:
  - 40,000 participants at peak
  - 600 vendors
  - 1 in 3 were selling non-marijuana products
- Largest 420 to date



# Pre-Event Day Set-Up

- Organizers allowed to set-up large infrastructure day prior to the event
  - Decrease impact to adjacent residents
  - Decrease wear and tear to park
  - Safer load-in on event day
- Load-in monitored by Park Rangers
- Overnight security provided



- Overall better event execution than in 2016
  - Comprehensive public safety plan by supporting agencies in effect
  - Well-behaved crowd
- Decrease in medical calls versus previous years
  - 2017 - 39
  - 2016 - 56



# Key Event Components

- Early morning set-up
- Evening shut down
  - Music ended earlier than scheduled
  - Vendors exited without issue
- Managing the large crowds
- Post-event garbage/clean-up
  - Improved effort compared to 2016
  - Designated garbage locations made for more efficient clean-up



- Turf damage at Sunset Beach Park
  - Wet weather leading up to the event day
  - No turf protection put down
  - Field restoration expenses ~ \$9,200



# Neighbourhood Impacts

- Congestion/access restrictions
- Noise/loud music
- Smoke
- Service disruptions/closures:
  - Vancouver Aquatic Centre
  - Sunset Beach Concession
- Resident feedback:
  - 20 calls/emails prior to 420 event
  - 60 calls/emails on 420 event



# Financial Impact to Park Board

- Total impact ~ \$66,800
  - Lost revenue (Sunset Beach Concession, VAC, Event Permit Fees) ~ \$8,000
  - Incremental expenses (Event Day, Post Event Field Restoration) ~ \$26,700
  - Non-incremental expenses (Staff Wages) ~ \$32,100
- Organizers have been invoiced for total amount





# Next Steps

- Debriefs
  - Cross-departmental/inter-agency
  - Vancouver 420 organizers
- Working with organizers and City to relocate future 420 events

