



November 9, 2017

TO: Park Board Chair and Commissioners
FROM: General Manager - Vancouver Board of Parks and Recreation
SUBJECT: Gourmet Cirque Cabaret Project - Special Event

RECOMMENDATION

- A. **THAT** the Vancouver Park Board approve a request from Bacio Rosso Entertainment Inc. to host a gourmet cirque cabaret entertainment experience from October 1, 2018 to April 15, 2019, in the south parking lot at Queen Elizabeth Park, with all arrangements to the satisfaction of the General Manager of the Park Board.
- B. **FURTHER THAT** the Board approve an application from Bacio Rosso Entertainment Inc. for a Special Event Permit from the BC Liquor Control & Licensing Branch to serve alcohol at the aforementioned location and dates, with a maximum capacity of 325 guests.

BOARD AUTHORITY/PREVIOUS DECISIONS

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.

At the In-Camera Park Board meeting on October 2, 2017, the Board approved the following recommendations:

THAT the Vancouver Park Board approve the proposed event concept submitted by Bacio Rosso Entertainment Inc. to host a gourmet cirque cabaret entertainment experience from October 1, 2018 to April 15, 2019, at a Park Board location to be determined; and

FURTHER THAT staff are directed to work with the organizer to identify a suitable event location and develop a detailed event plan, which would be subject to Park Board approval at a future meeting.

Since the approval of the aforementioned recommendations, Park Board staff have worked collaboratively with the Event Producer to identify a recommended event location and develop a more detailed event delivery strategy.

BACKGROUND

Gourmet cirque cabaret is a very unique live entertainment experience. While sharing some similarities to other circus-based productions, it offers a much more intimate experience, hosting only 300 guests on average. The entertainment includes world-class international circus artists, cabaret singers, comedians, and musicians. The gourmet cirque cabaret experience is typically offered in an antique European Spiegeltent described as a life size jewel box and is complemented by an integrated multi-course gourmet meal prepared by a local star chef.

Gourmet cirque cabaret was introduced into North America by German company Pomp Duck and Circumstance in New York in 1995, expanding the following year to Atlanta, Georgia. Currently there is a permanent show in Seattle called Teatro Zinzanni which has been running since 1998. The gourmet cirque cabaret experience is also offered across several major Western European cities, including Berlin, Vienna, Amsterdam, Nuremberg, Stuttgart, Basel, and Munich by industry-leading Palazzo Produktionen.

Mr. Scott Malcolm, a locally-based Event Producer and principal with Bacio Rosso Entertainment Inc., is proposing to introduce and host Canada's first gourmet cirque cabaret experience at a Vancouver Park Board location (to be called Bacio Rosso - A Feast for the Senses). Mr. Malcolm has worked with each of the aforementioned companies, and is the past Artistic Director of both Teatro Zinzanni and Palazzo.

DISCUSSION

Event Overview

Bacio Rosso Entertainment Inc. is proposing to create a 5-month special event operating between November 1, 2018 and March 31, 2019, (this proposed event period may be shortened or reduced subject to market performance). The event, which will require a footprint of approximately 20,000 square feet, would offer a fully immersive entertainment experience featuring international circus artists, comedy, singers, magicians, and a 4-piece musical ensemble, complemented by an all-inclusive 4-course gourmet meal. This intimate 3-hour feast would take place inside an antique magic mirror tent lined with plush red velvet, hand crafted woodwork, and over 2,000 beveled mirrors. This jewel box like venue, called a Spiegeltent, would seat approximately 300 guests and include built in stages, booths, full-service bar, and an attractive foyer/entrance. This project is expected to attract audiences of all ages and interests, and complement Vancouver's magical December holiday season. Shows would take place nightly from 7:00pm to 10:00pm, 4 to 6 nights per week, during the event period.

Key Event Terms/Parameters

The event will be delivered according to the following key terms:

<i>Event Location & Footprint:</i>	<p>Initial review and consideration by Park Board staff determined early on that a location with a paved surface/hardscape would be most appropriate to accommodate this opportunity. Subsequent analysis by staff, in collaboration with the Event Producer, have identified the south parking lot at Queen Elizabeth Park as the recommended location for this event (see Appendix A). In addition to meeting the paved surface/hardscape requirement, the recommended site possesses the following key attributes:</p> <ul style="list-style-type: none">▪ Significant available capacity during the event period;▪ Very low usage during the winter months;▪ Alternative parking opportunities located nearby;▪ Event site can be accessed primarily from within the park (thereby reducing traffic on nearby residential streets); and▪ Sizeable separation/buffer from the nearest homes (150+ metres). <p>It is anticipated that the event would occupy approximately 75% of the parking lot, with roughly 25% of the lot remaining available for public use</p>
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	during daytime periods. The available spaces, which are normally not used at night, would then support the event in the evenings. A preliminary site plan for the event is provided in Appendix B.
<i>Event Length/ Duration:</i>	The proposed festival will be a gated and ticketed event, and have a maximum duration of five (5) months. The festival will be delivered 4 to 6 nights per week between November 1, 2018 and March 31, 2019 (this proposed event period may be shortened or reduced subject to market performance).
<i>Event Size:</i>	The festival will be limited to a maximum public attendance of 325 guests per evening (this figure represents the cumulative total of paid and complimentary tickets; this figure does not include event staff and crew).
<i>Transportation Plan:</i>	The Event Producer will develop and deliver a best practice-based transportation plan to reduce impact on the event location and surrounding areas.
<i>Sound Impact Plan:</i>	The Event Producer will develop and deliver a noise plan that enables the event to meet the projected sound impacts identified in Appendix C.
<i>Post Event Review & Evaluation:</i>	A detailed review and evaluation of the event will take place within 30 days of the event conclusion. The hosting of future events (including the expansion of the event and/or the potential development of a multi-year agreement) will be subject to overall event performance (e.g. did the event live up to expectations, was it executed as intended, etc.) and Park Board approval.

Event Set-Up/Tear-Down Period

It is anticipated that set-up for the event would occur in a phased manner between October 1 and 31. Site tear-down would take place between April 1 and 15. The proposed set-up/tear-down periods are in line with other seasonal events taking place at other Park Board locations for an event of this nature (e.g. Bard on the Beach, the Vancouver Folk Music Festival at Jericho Beach Park, etc.).

Compliance with Park Board By-Laws

As with any initiative taking place on Park Board spaces, the Event Producer would be responsible for attendee compliance with applicable Park Board by-laws. Accordingly, a robust plan would be developed and executed to inform and enforce by-laws (most notably those pertaining to no smoking in parks).

Event Benefits

Staff recognize that sensitivities and concerns exist when access to public spaces is restricted, and as a result, consider all requests of this nature very carefully. Staff are supportive of pursuing this initiative due to its uniqueness, its marquis nature, and the significant benefits that would accrue to the public, the Park Board, and potentially its partners/stakeholders, including:

- Low season use of very underutilized spaces;
- Enhanced visibility and visitation for the event site;
- Large scale engagement of residents and visitors through art and food;

- Collaboration and support for local musicians, artists, and culinary companies;
- Potential collaboration and support with existing Park Board partners/stakeholders (location dependent);
- Free event date (full entertainment and meal package) would be made available to the Park Board for fundraising purposes;
- Community youth circus camp programs would be offered by the Event Producer to introduce children and youth to the art of cirque. The circus camps would be conducted during daytime hours in the Spiegeltent, with the potential to expand to other Park Board locations in the future;
- Participation/integration in the Park Board's Leisure Access Program; and
- Generate important incremental revenues (primary, ancillary, and partnership) that could be used to support Vancouver's overall parks and recreation system.

Other Considerations

This proposed festival concept has been reviewed and endorsed by the Park Board's Marketing & Business Development Advisory Committee.

Next Steps

Subject to Board approval of the proposed event concept, staff would work with the Event Producer to develop detailed plans for every component of the event. This would include consulting various stakeholders, developing a comprehensive by-law enforcement framework, and finalizing the financial terms and conditions.

Staff would also engage FEST Committee members, including the Vancouver Police Department, Vancouver Fire & Rescue Services, Engineering Services, BC Ambulance Service, and the BC Liquor Control and Licensing Branch.

SUMMARY

The Bacio Rosso Gourmet Cirque Cabaret Project represents a unique and exciting addition to Vancouver's entertainment offering. The initiative would create a new marquis entertainment experience that will enhance the vibrancy of our city, and generate important benefits for a wide range of partners/stakeholders.

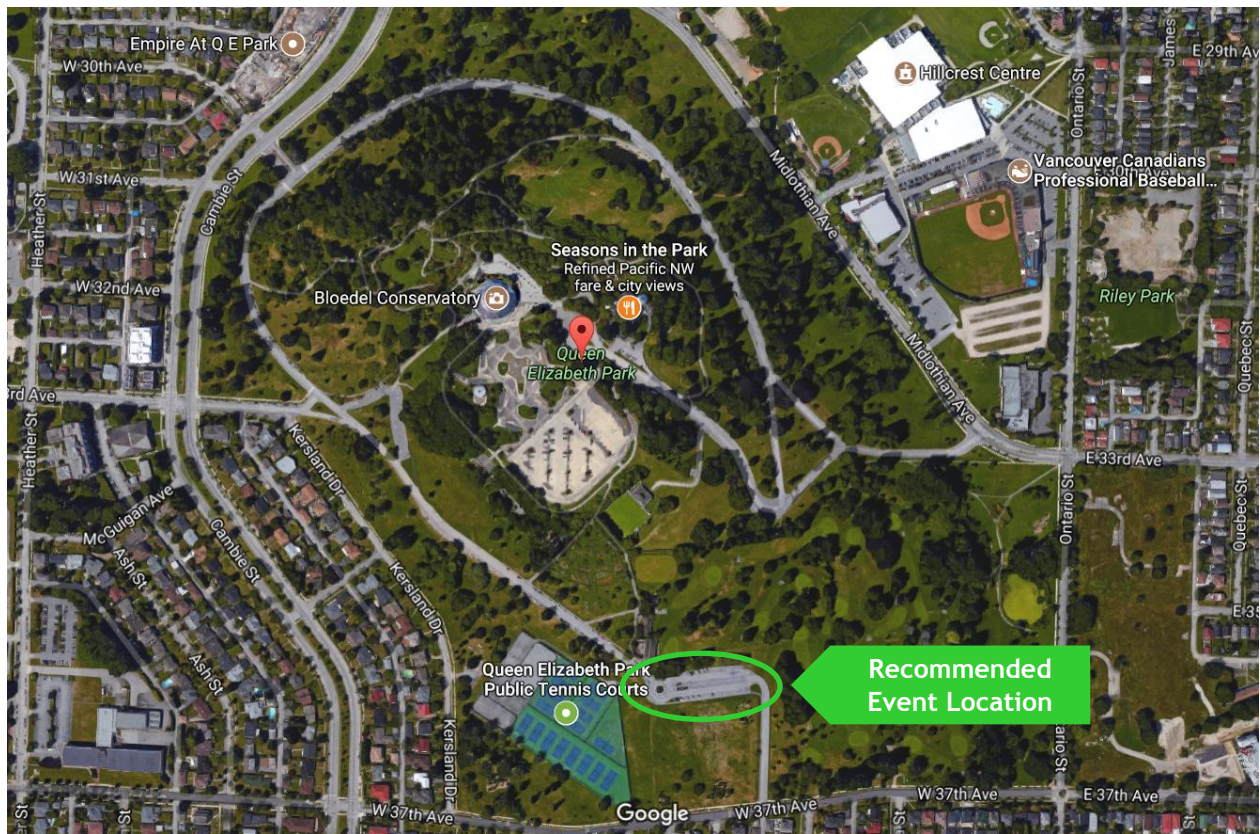
Park Board staff have carefully considered the many aspects of this proposal and are confident that this initiative can be executed successfully and as intended. Accordingly, staff recommend that the Board approve the recommendations as outlined in this report.

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Recommended Event Location - South Parking Lot at Queen Elizabeth Park



This aerial view shows a parking lot layout with a central circular area and surrounding rectangular sections. The layout includes various parking spaces, drive aisles, and a central circular area with a building footprint. Green arrows indicate traffic flow, and red arrows indicate specific entry/exit points. Dimensions are marked around the perimeter.

Projected Sound Impacts - Bacio Rosso - South Parking Lot at Queen Elizabeth Park



The main performance tent is 22 meters in diameter and is positioned in the centre of the image (red circle).

The anticipated sound impacts from the event are summarized below (the rings are scaled in size to the main performance tent):

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|----------------------------------|---------------|
| - Green Ring (22 to 24 metres): | ~65-70db |
| - Orange Ring (24 to 30 metres): | ~60-65db |
| - Blue Ring (30 to 46 metres): | ~55-60db |
| - Purple Ring (46 to 80 metres): | ~50-55db |
| - Grey Ring (80 to 128 metres): | ~45-50db |
| - Beyond the Grey Ring: | ~45db or less |

Sound impact measurements have been professionally captured using meter readings at similar event locations.