



VANCOUVER FOLK MUSIC FESTIVAL Special Event

Park Board Committee Meeting
Monday, April 30, 2018



Purpose

- Present and review request from Vancouver Folk Music Festival to increase capacity of main licensed area
- Seek Board approval for this application



Background

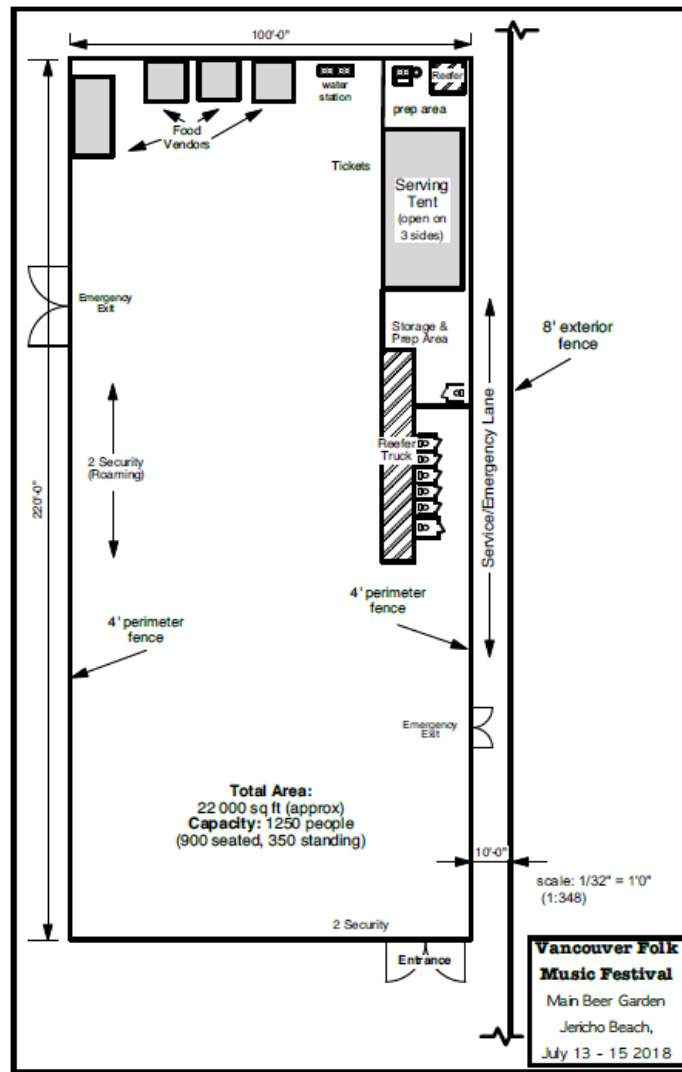
- Festival is a Canadian cultural institution
- One of the city's most beloved and respected events
- Welcomes approximately 38K visitors annually to Jericho Beach Park
- Celebrating 41st anniversary in 2018
- This year's event scheduled to take place between July 13 & 15



Proposal

- Festival operates two licensed areas
 - Primary area (1,000 guest capacity)
 - Private special event area (250 guest capacity)
- Festival organizers seeking approval to increase capacity of main licensed area from 1,000 guests to 1,250 guests
- Proposal has been reviewed and conditionally approved by key FEST Committee members





Proposal Benefits

- Reduce line-ups/waiting times in main licensed area
- Enhance overall guest experience
- Generate additional revenues to offset Festival expenses; event is operated by non-profit society



Summary

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



Recommendation



THAT the Vancouver Park Board approve a request from the Vancouver Folk Music Festival Society, organizers of the Vancouver Folk Music Festival, to increase the capacity of the event's main licensed area at Jericho Beach Park from 1,000 guests to 1,250 guests on July 13, 14 & 15, 2018, with all arrangements to the satisfaction of the General Manager of the Park Board.

