



VANCOUVER MURAL FESTIVAL CELEBRATION CONCERT Special Event

Park Board Committee Meeting
Monday, June 4, 2018



Purpose of Presentation

- Present and review request from Live Nation Canada to:
 - Host an outdoor music concert at Jonathan Rogers Park
 - Obtain a Special Event Permit to serve alcohol at the aforementioned event

- Seek Board approval for this application



Background – Vancouver Mural Festival

- Vancouver Mural Festival organized by Create Vancouver Society
- Event is the City's largest free public art celebration
- Takes place annually in the Mount Pleasant community
- Inclusive festival intended for all cultures, classes, genders, ages, abilities, and beyond



Background – Vancouver Mural Festival

- Past festival programming has included music activations around Mount Pleasant
- Proved popular but fell outside core knowledge and expertise of organizers
- Required significant resources; difficult to execute
- Seeking to collaborate with Live Nation Canada to grow festival's popular music element



- One of Canada's leading event producers
- Produce over 1,600 shows annually for more than 3 million fans across Canada
- Vancouver office has been located in Mount Pleasant for more than a decade
- Seeking to deliver family-friendly concert in the community in which their team lives and works

VANCOUVER
MURAL FESTIVAL



- Organizer is seeking approval to host outdoor concert at Jonathan Rogers Park:
 - Saturday, August 11, 2018, from 6:00pm to 9:30pm
 - Capacity for 5,500 guests
 - Feature local artists, as well as some international talent
- Also seeking a Special Event Permit to serve alcohol at the aforementioned event



Key Parameters

- Ticketed/gated all-ages event
- Alcohol-free family zone;
accessible viewing area
- Affordable pricing:
 - \$25 to \$30 per ticket
 - Children under 12 free
 - Discounted family packages available
- Event set-up/tear-down
- Festival will use venue pre-concert



Preliminary Site Plan



Other Considerations

- Park is surrounded primarily by businesses/industry
- Comprehensive neighborhood engagement program
- Modern sound technology to manage sound impacts/bleed
- Traffic plan to ensure efficient ingress/egress to festival/concert
- Proposal has been reviewed and conditionally approved by relevant FEST Committee members



- Exciting opportunity to:
 - Expand Vancouver Mural Festival music programming
 - Activate lesser used park space
 - Engage Vancouverites
- Staff and key partners have carefully considered the various aspects of this application
- Confident that initiative can be delivered successfully in the location and manner intended



- A. THAT the Vancouver Park Board approve an application from Live Nation Canada, organizers of the Vancouver Mural Festival Celebration Concert, to host an outdoor music concert at Jonathan Rogers Park on Saturday, August 11, 2018, from 6:00pm to 9:30pm, with all arrangements to the satisfaction of the General Manager of the Park Board.
- B. FURTHER THAT the Board approve an application from Live Nation Canada for a Special Event Permit from the BC Liquor Control & Licensing Branch to serve alcohol at the aforementioned location and date, with a maximum capacity of 5,500 guests.