



# AFRICAN DESCENT FESTIVAL

## Licensed Area

Park Board Committee Meeting  
Monday, June 18, 2018



# Purpose of Presentation

- Present and review request from the African Descent Society to obtain a Special Event Permit to serve alcohol at their African Descent Festival event
- Seek Board approval for this application

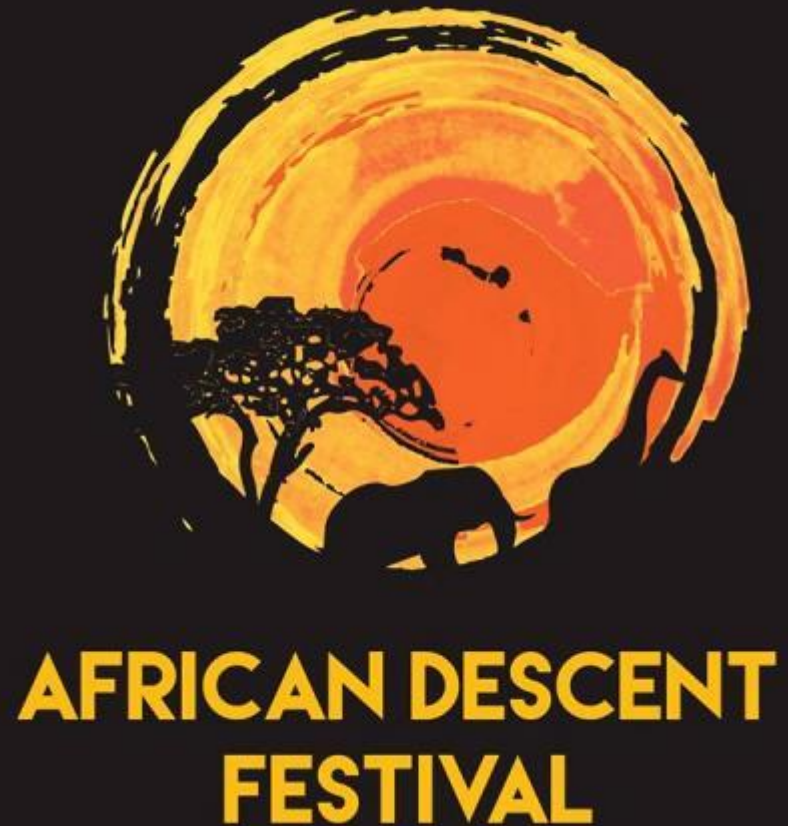


# Background – African Descent Society

- African Descent Society is a registered non-profit organization
- Purpose is to foster, empower and increase education, economic development and tolerance for the preservation and promotion of Black culture, customs, values, history, arts, heritage and way of life within Canada
- Produce several events that profile and celebrate Canadians of African descent



- Society's marquee event
- Enables Canadians to enjoy/learn about cultures from different parts of Africa
- Free and inclusive festival featuring:
  - Culturally diverse art, dance & fashion
  - Food and music
  - Community booths
- Traditionally operated without a licensed area



- Organizer is seeking approval to obtain a Special Event Permit to serve alcohol at their 2018 event:
  - Thornton Park
  - July 21 & 22, 12:00noon to 7:00pm
  - Capacity for 100-guests
- Rationale:
  - Expected to enhance guest experience
  - Generate additional revenues to offset event expenses

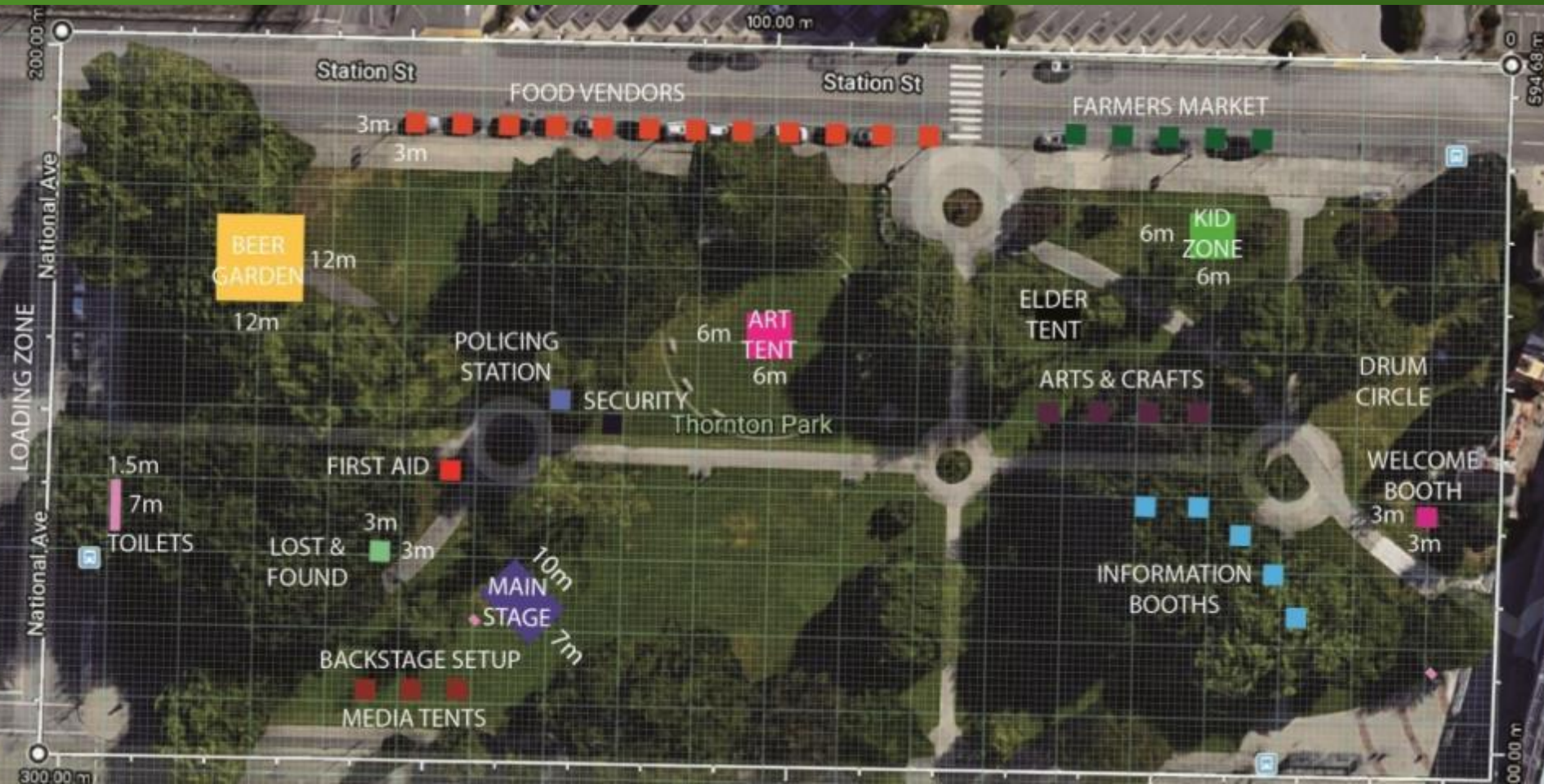


# Key Considerations

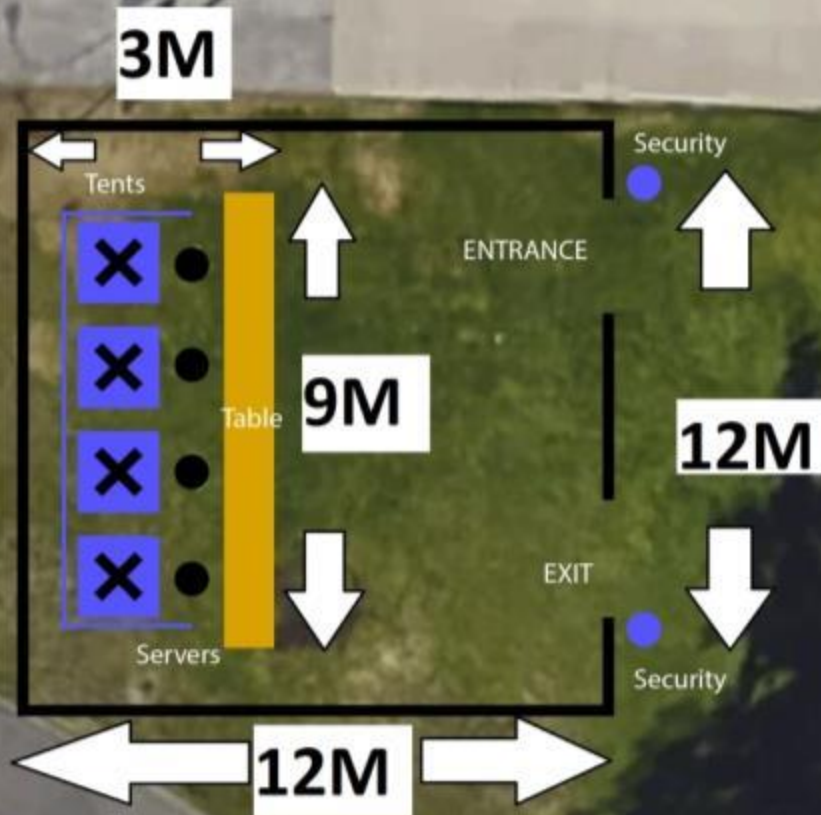
- Proposed licensed area will be:
  - Located in the northeast corner of the park
  - Close to policing, security and first aid stations
- Park is surrounded primarily by businesses/industry
- Proposal has been reviewed and conditionally approved by relevant FEST Committee members



# Preliminary Event Site Plan



# Preliminary Licensed Area Site Plan



**Entrance and exit are 1M across, each.**



# Summary

- African Descent Festival is a recurring summer event
- Organizers are seeking permission to integrate 100-guest licensed area into their event in 2018
- Application has been carefully reviewed and considered by staff and key partners
- Confident that initiative can be delivered successfully in the location and manner intended





THAT the Vancouver Park Board approve an application from the African Descent Society Vancouver, organizers of the African Descent Festival, to obtain a Special Event Permit with a maximum capacity of 100-guests from the BC Liquor Control & Licensing Branch, to serve alcohol at their event in Thornton Park on July 21 & 22, 2018, with all arrangements to the satisfaction of the General Manager of the Park Board.

