



BRAZILIAN DAY

Special Event

Park Board Committee Meeting
Monday, June 26, 2023



PURPOSE/OBJECTIVES

- Present the Brazilian Day initiative to the Board
- Review the organizer's application to use David Lam Park for this event
- Seek Board approval for this request



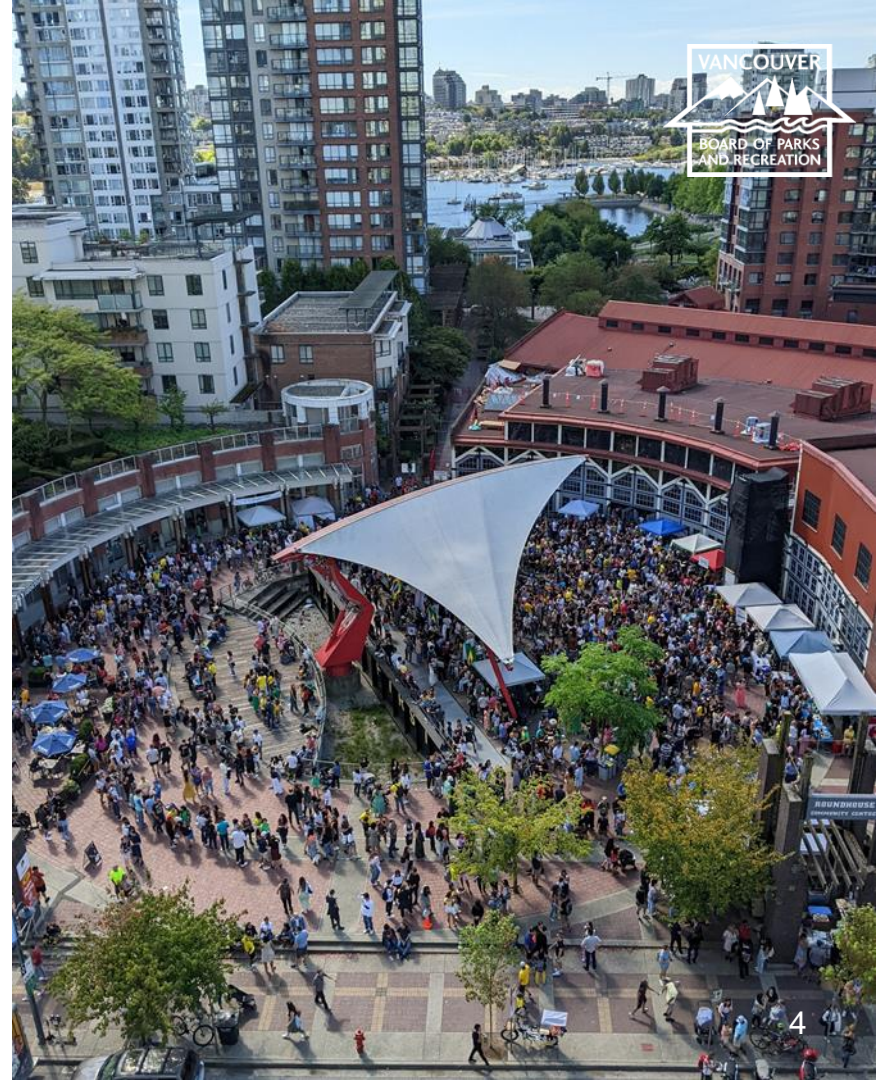
BOARD AUTHORITY & POLICY



- Per the Vancouver Charter, the Park Board has exclusive jurisdiction and control over park land use in the City of Vancouver, including any structures, programs, activities, fees, and improvements that occur within designated parks
- Per the Special Event Guidelines, 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

BACKGROUND – BRAZILIAN DAY

- Celebration to mark the country's National Day of Independence (September 7)
- Opportunity for the Brazilian community and Vancouverites to:
 - Enjoy Brazilian music, food, art and culture
 - Support growing number of Brazilian businesses in the region



BACKGROUND – BRAZILIAN DAY

- Inaugural festival held in 2018 at the Roundhouse Community Centre (approx. 750 guests)
- Festival increased in size to 2,500 guests in 2019
- In 2022, the event attracted approx. 8,000 guests to celebrate the 200-year anniversary of Brazil's independence



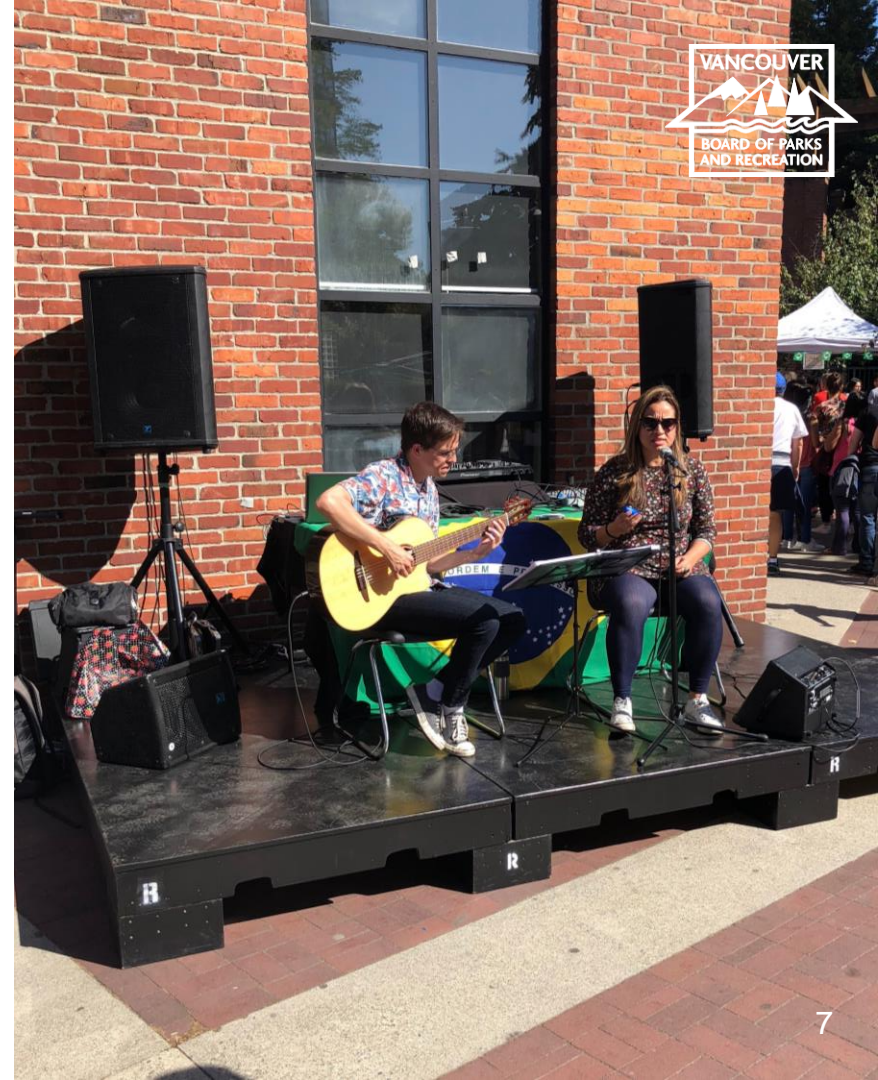
PROPOSAL

- To accommodate festival growth in 2023 and future years, organizer is seeking approval to relocate 2023 festival to David Lam Park
- Free event; open and accessible to all Vancouverites
- Monday, September 4, 2023, 10:00am to 5:00pm



PROPOSAL

- Event will feature live musical entertainment, dance performances, arts, culture and business exhibitors
- Set-up and tear-down will occur on event day
- Event is expected to attract over 8,000 guests throughout the day
- No alcohol will be served



Preliminary Site Plan

Brazilian Day 2023 - Site Plan



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David Lam Park - grassed area

OTHER CONSIDERATIONS

- Conditionally approved by FEST Committee, subject to:
 - Park Board approval
 - Detailed event plans
- Stakeholder engagement to occur:
 - Area residents and businesses
 - Park Operations staff
- Organizer to:
 - Comply with terms & conditions
 - Address unanticipated impacts



SUMMARY

- Brazilian Day is a festive addition to Vancouver's cultural event calendar
- Activates public spaces, adds civic vibrancy and fosters social connectedness
- Park Board staff have carefully considered the many aspects of this application
- Confident event can be executed successfully and as intended



RECOMMENDATION



THAT the Vancouver Park Board approve an application from the Consulate General of Brazil in Vancouver, the organizers of the Brazilian Day festival, to host their event at David Lam Park on Monday, September 4, 2023, from 10:00am to 5:00pm, with all arrangements to the satisfaction of the General Manager of the Park Board.

