



# LOVELOUD Festival Vancouver Special Event

Park Board Committee Meeting  
Monday, November 27, 2023



## PURPOSE/OBJECTIVES

- Present the LOVELOUD festival initiative to the Board
- Review the organizer's application to use Brockton Cricket Fields in Stanley Park for this event
- Seek Board approval for this request



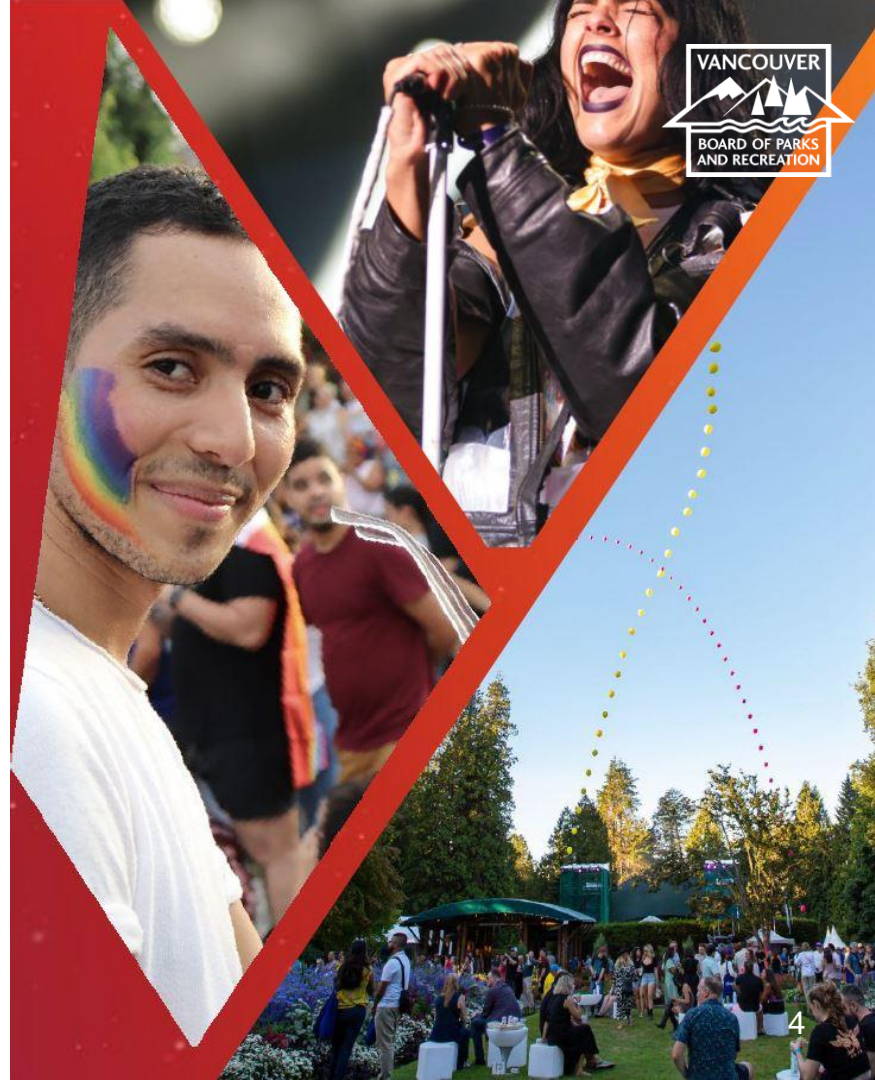
## BOARD AUTHORITY & POLICY



- 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 | LOVELOUD Festival

- Non-profit organization founded in 2017 by Dan Reynolds
- Event celebrates and supports 2SLGBTQ+ youth through the power of music and storytelling
- Catalyst to bring communities and families together to inspire and explore vital conversations around building unconditional love and acceptance for 2SLGBTQ+ youth



## BACKGROUND | LOVELOUD Festival

- Event held annually in Utah since 2017
- Past performers include
  - Imagine Dragons, Linkin Park, VINCINT, Tegan & Sara
  - NFL Hall of Fame Quarterback Steve Young
  - Kalen Allen
- Festival also raises funds and provides grants; \$550,000 as of 2022



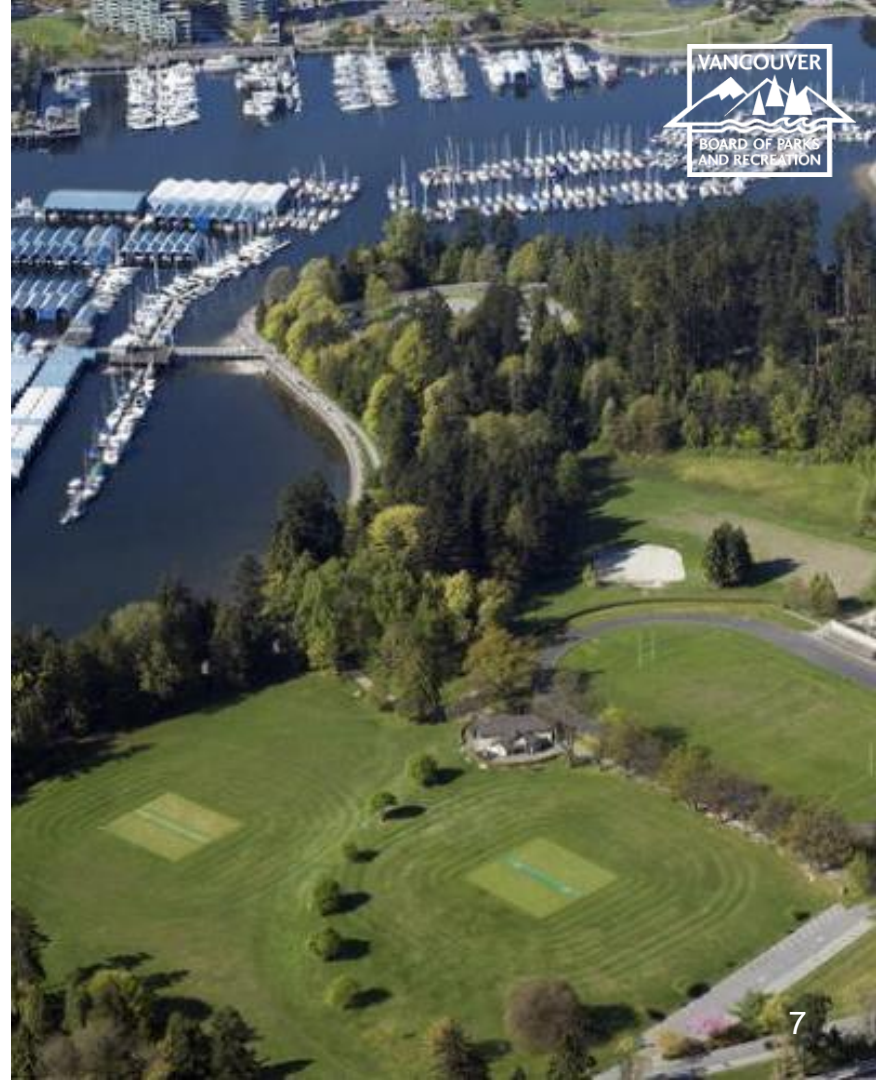
## BACKGROUND | BrandLive Group

- BrandLive Group is a leading Vancouver-based event production company
- Produce many of the region's most innovative events:
  - Stanley Park 125
  - Honda Celebration of Light
  - Several Canada 150+ initiatives
  - New Year's Eve Vancouver
- Long history of working with the Park Board and in Stanley Park

# BRANDLIVE

## FESTIVAL LOCATION

- Brockton Fields have hosted numerous large scale event initiatives since 2011
- Events have been well received; established Stanley Park as a desirable event venue
- Delivered many benefits for the public, partners/stakeholders, and the Park Board



## PROPOSAL

- Organizer seeking approval to host LOVELOUD at Brockton Cricket Fields in Stanley Park
- Saturday, September 7, 2024, 1:00 to 11:00pm
- All ages, ticketed and licensed event
- If approved, Vancouver would be the first Canadian city to host a LOVELOUD Festival





## PROPOSAL

- Event will feature live music entertainment, speeches, food trucks, sponsor activations and retail merchandise sales
- Set-up, event delivery and tear-down would occur over 7 day period (4/1/2)
- Expected attendance of 10,000 guests throughout the day



# PRELIMINARY SITE PLAN

- FOOD TRUCKS
- BAR
- MAIN STAGE
- SECOND STAGE
- PORTABLE TOILETS
- BOX OFFICE
- CATERING
- PRODUCTION
- INFO TOWER
- ELDERS & ACCESSIBILITY



## OTHER CONSIDERATIONS

- Conditionally approved by FEST Committee
- Supported by s<sub>k</sub>w<sub>x</sub>wú7mesh (Squamish) Nation; organizer will also engage with x<sup>w</sup>məθk<sup>w</sup>əy'əm (Musqueam) and səlilwətał (Tsleil-Waututh) Nations
- Event will only move forward with the endorsement of all three Host Nations (and include Indigenous representation program)



Musqueam  
Indian Band



Squamish  
Nation



Tsleil-Waututh  
Nation

## OTHER CONSIDERATIONS

- Event location and timing offer synergies with The Great Outdoor Comedy Festival
- If approved by the Board, staff will work with the organizer and FEST Committee members to develop detailed event plans
- Engagement with park stakeholders will also be completed



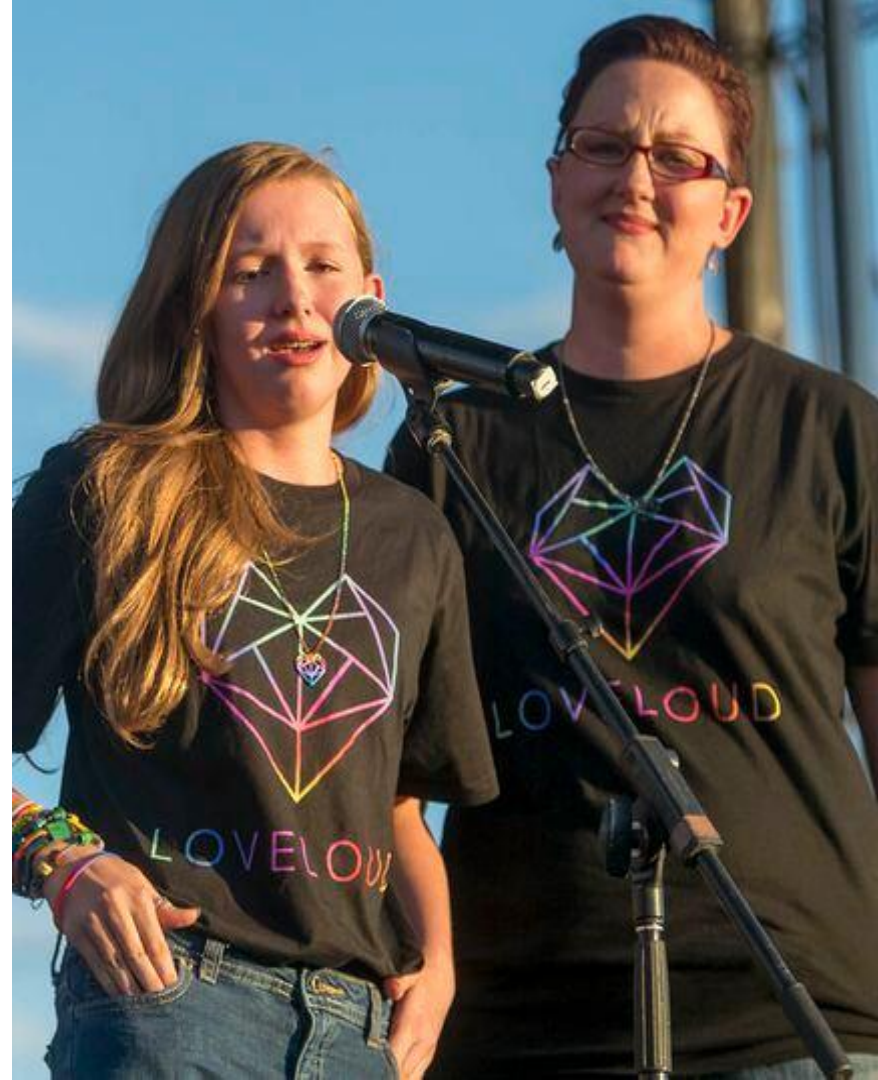
## EVENT BENEFITS

- Large scale community engagement, particularly with 2SLGBTQ+ youth
- Indigenous representation layered into the Festival
- Collaboration with park stakeholders
- Support for local artists
- Regional economic benefits
- Important incremental revenues



## SUMMARY

- Unique opportunity to showcase a diverse, inclusive and safe experience that celebrates and supports 2SLGBTQ+ youth
- Activates public spaces, builds civic vibrancy and fosters community connectedness
- Park Board staff have carefully considered the many aspects of this application
- Confident event can be executed successfully and as intended



## RECOMMENDATION



- A. THAT the Vancouver Park Board approve an application from BrandLive Group to host the LOVELOUD Festival Vancouver at Brockton Cricket Fields in Stanley Park on Saturday, September 7, 2024, from 1:00 to 11:00pm, with all arrangements to the satisfaction of the General Manager of the Park Board; and
  
- B. THAT the Park Board approve an application from BrandLive Group for a Special Event Permit from the BC Liquor & Cannabis Regulation Branch to serve alcohol at the aforementioned location and date, with a maximum capacity of 10,000 guests.

