



THE GREAT OUTDOORS COMEDY FESTIVAL

Special Event
Report Back

Park Board Committee Meeting
Monday, November 27, 2023



PURPOSE/OBJECTIVES

- Provide report back on The Great Outdoors Comedy Festival to the Board
- Seek Board approval to add this event to the Park Board's Annual Calendar of Major Special Events



BOARD AUTHORITY, POLICY & PREVIOUS DECISIONS

- 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
- Inaugural Comedy Festival approved on March 27, 2023

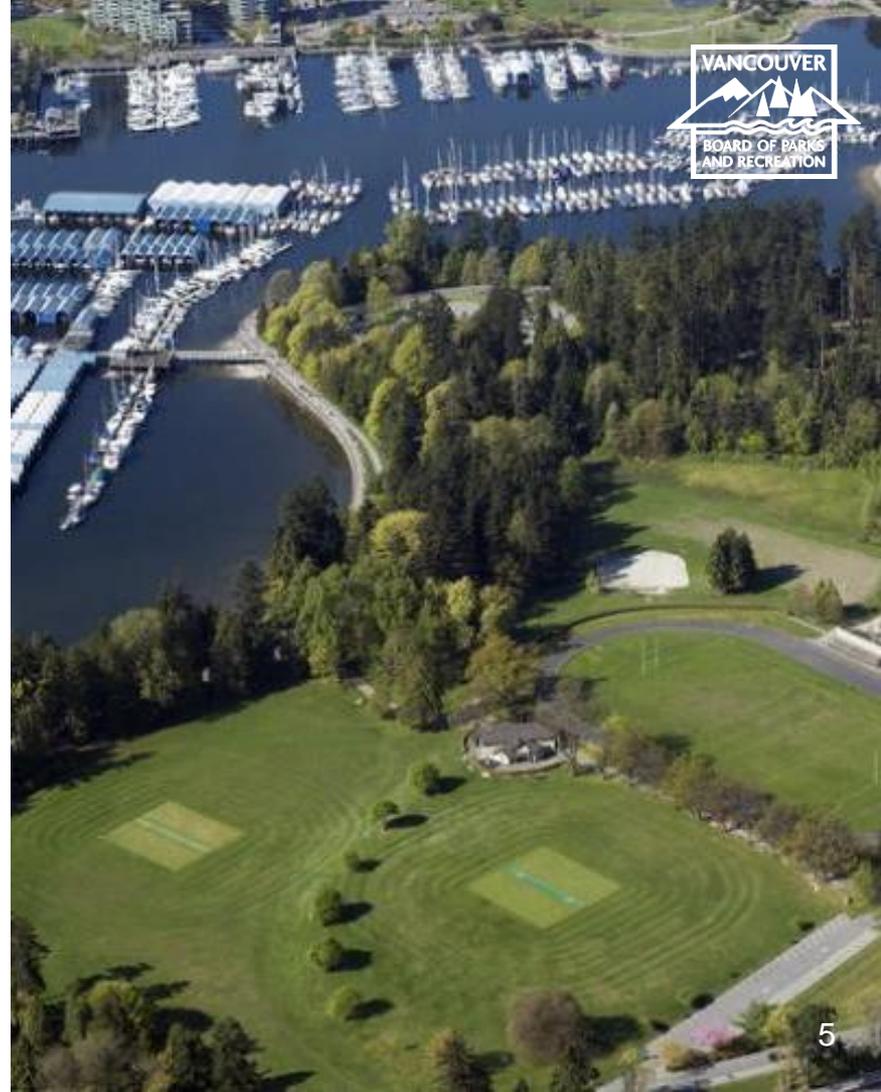
BACKGROUND | Event Overview

- First ever Comedy Festival delivered on September 15 & 16, 2023 at Brockton Fields
- 2023 event reduced to 2-days due to artist scheduling; future festivals planned for 3-days
- Featured curated line-up of comedians; blended well known artists with emerging performers



BACKGROUND | Event 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



BACKGROUND | Event Producer

- Well-established event production company with activations across North America
- Produce unique experiences/ impactful events that generate vibrancy and memories; also raise funds and awareness for local charities and not-for-profits
- Portfolio includes numerous large scale activations, music concerts, Grey Cup Festivals and the comedy festival series



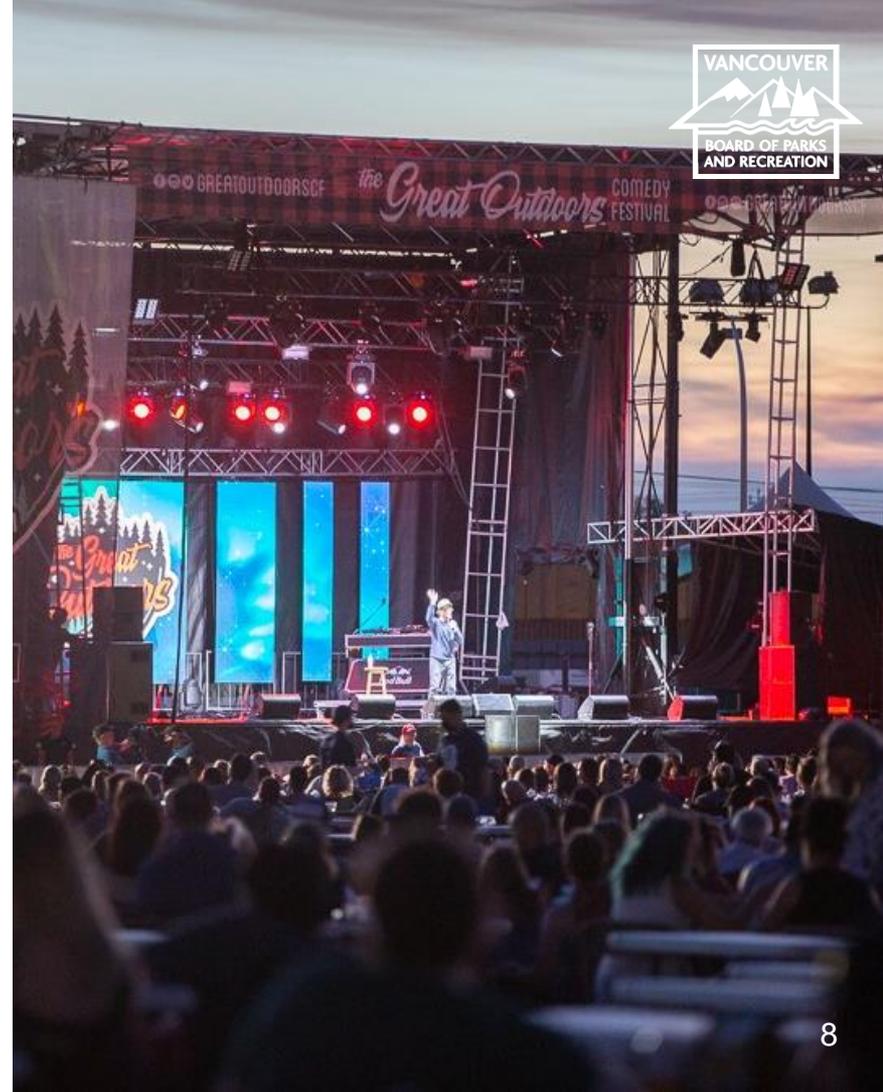
REPORT BACK | Key Observations

- General overview
 - Festival delivered successfully
 - Enjoyed by over 15,000 attendees
 - Received predominantly positive response
 - Like most new events, some areas identified for improvement



REPORT BACK | Key Observations

- Operational components
 - Safety & security
 - Park protection
 - Noise impacts
 - Transportation



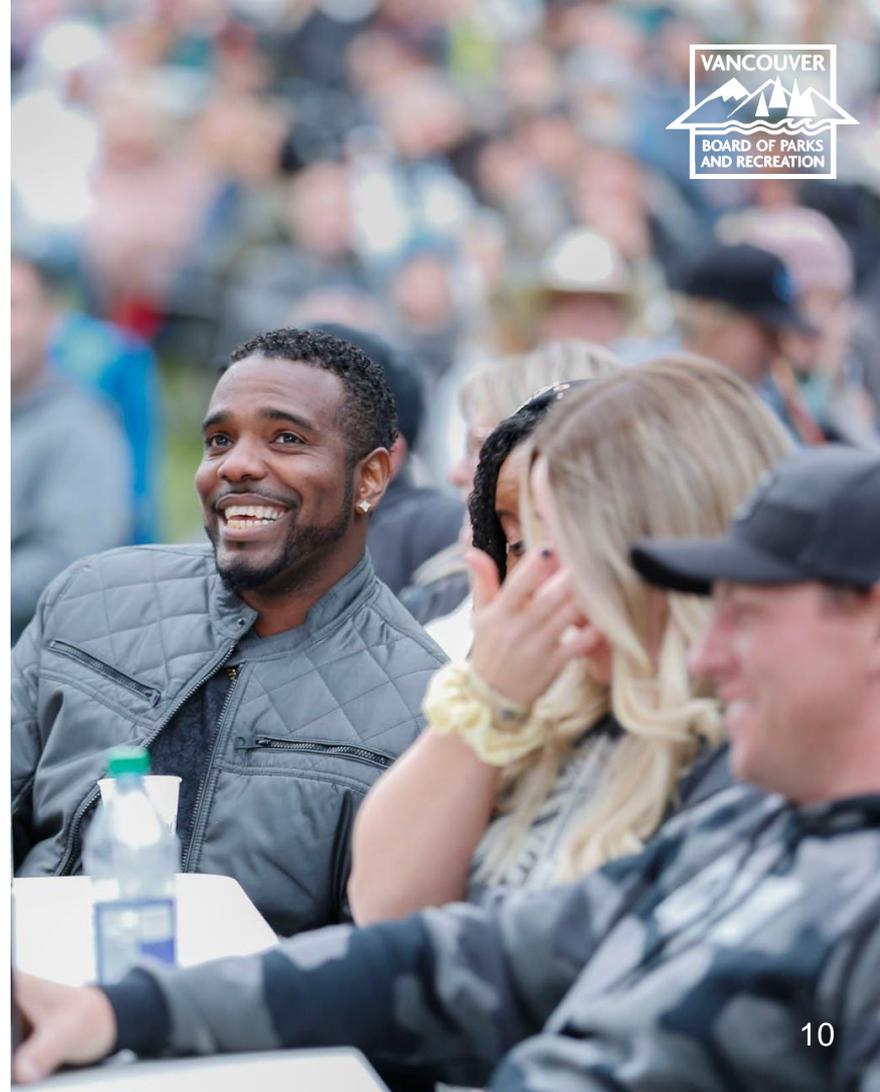
REPORT BACK | Key Observations

- Indigenous representation
 - MST engagement leading up to event
 - Development of protocol & relationships
 - Welcomed roughly 200 MST members to the Festival
 - Opening announcements each evening by members of MST, including Chief Wayne Sparrow from x^wməθk^wəyəm (Musqueam Indian Band)
 - Special backstage presentation with key artists for MST representatives
 - Artist performances by members of sk_wx_wú7mesh (Squamish Nation)



REPORT BACK | Key Observations

- Sustainability
 - Proactive program
 - Highlights included
 - GHG emissions related to the Festival fully offset; Festival awarded Climate Friendly Event Designation
 - Compostable containers & cutlery
 - Promotion of active & eco-friendly transportation; bike lock up areas
 - Partnership with Coca-Cola to provide reusable water bottles
 - Water refill stations provided for all staff, volunteers & artists
 - Other actions (event sustainability field guide, sustainability webpage, etc.)



KEY LEARNINGS

- Compliance with Park by-laws
 - Vast majority of festivalgoers complied; some infractions related to smoking
 - Continued effort required to inform/enforce by-laws; explore new solutions
- Transportation plan
 - Congestion during ingress/egress
 - Exacerbated by evening closures on the Lions Gate Bridge
 - Continue to be area of focus; work with partners to examine innovative approaches to address this issue



KEY LEARNINGS

- Areas for future attention
 - Adjustments to select event services
 - Improvements to event egress
 - Expansion of relationship with MST
- Stakeholder feedback
 - Positive response from Festival attendees, artists, suppliers & other stakeholders
 - Strong support from local tourism agencies & downtown businesses
 - Despite traffic impacts, Stanley Park stakeholders are generally supportive of the Festival



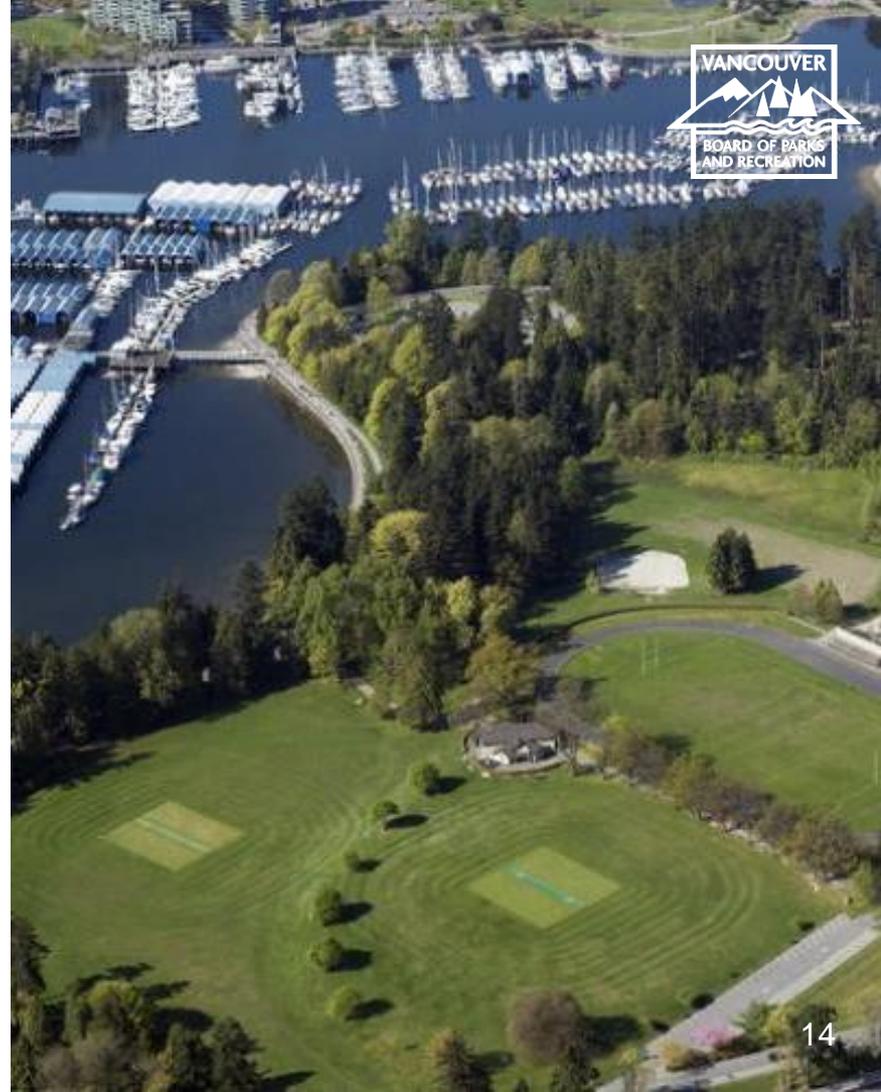
EVENT PROPOSAL

- Seeking approval to add this event to the Annual Calendar of Major Special Events
- Future festivals would be delivered in same manner as 2023 event
- Key conditions
 - Event subject to annual review by Park Board & Host Nations
 - Board approval required for any major changes to event delivery
 - Park Board reserves right to make changes to the event at its discretion



KEY EVENT PARAMETERS

- Event site use period
 - Set-up, event delivery & tear-down would occur over 9 day period
- Field restoration
 - Responsibility of event producer
- Compliance with Park Board by-laws
 - Event Producer responsible for attendee compliance
 - Robust program to inform and enforce by-laws



EVENT BENEFITS

- Large scale engagement through comedy and supporting services
- Indigenous representation layered into the Festival
- Collaboration with Stanley Park partners/stakeholders
- Support for local artists & creative industries
- Charitable partnerships
- Regional economic benefits
- Important incremental revenues



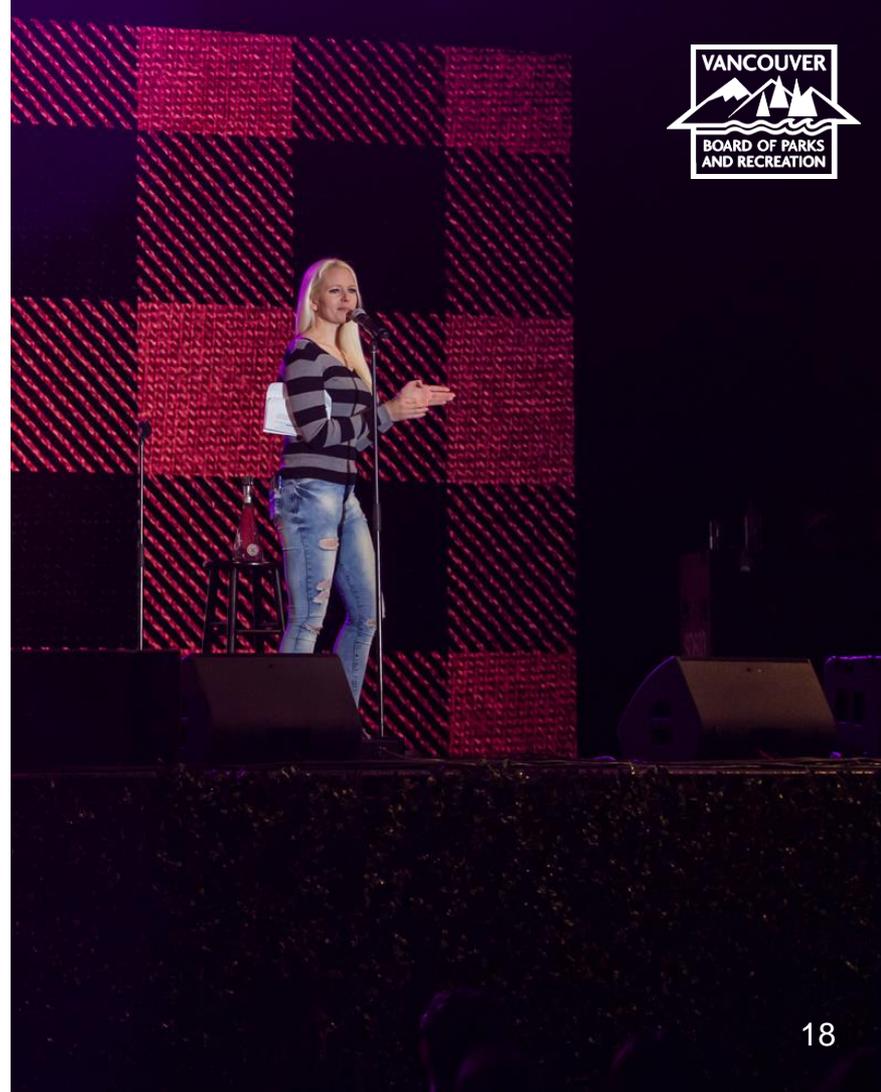
OTHER CONSIDERATIONS

- 2023 Festival received favorable reviews from FEST Committee
- Inaugural Festival reviewed by Stanley Park Intergovernmental Working Group; no issues of concern identified
- Organizers will continue to work closely with MST; event will move forward only with the endorsement of Host Nations
- Strategic value of recurring events



SUMMARY

- Inaugural Comedy Festival established a new marquis event for the city
- Despite some typical first year operational issues, the Festival was a strong success
- Areas for improvement were identified and potential solutions developed
- Staff have considered this application carefully; confident event can be executed successfully and as intended



RECOMMENDATION



- A. THAT the Vancouver Park Board receive for information the report back on the 2023 Great Outdoors Comedy Festival as outlined in this report; and

- B. FURTHER THAT the Board approve the addition of The Great Outdoors Comedy Festival to the annual Calendar of Major Special Events starting in 2024.

