

Date: June 18, 1996

SUBJECT: WORLD WRESTLING FEDERATION EVENT

CONSIDERATION

THAT the Board consider the request of the World Wrestling Federation to stage a free promotional event on East False Creek Park on July 20, 1996, between 1:00 and 4:00 PM with all arrangements subject to the approval of the General Manager

THAT the Board consider charging the World Wrestling Federation a fee of \$2,000 or 20% of gross merchandise proceeds, whichever is greater, for the use of East False Creek Park.

POLICY

The Board has a policy to consider separately all requests for events which fall outside the norm of regularly approved activities and more particularly, events of a corporate nature.

BACKGROUND

Lang and Associates have requested to appear before the Board to apply on behalf of their client, the World Wrestling Federation, to stage a promotional event on East False Creek Park adjacent to Science World, on July 20, 1996, one day in advance of the live and televised World Wrestling event to be held in GM place.

The purpose of the event is to introduce the Wrestling Superstars to the public and to promote the event in GM Place on the following day. They are requesting permission to set up a stage, 20' x 20,' on the "Green", the bowl area of the park with the spectators seated on the surrounding slopes. They will also set up a VIP tent 20' x 20', and a merchandising tent, 10' x 10'.

The program will include an introduction of the Wrestling stars, a volleyball game, a 15' sub marine sandwich eating competition, all between the wrestling stars. There may also be a celebrity tug-of-war. The last three quarters of an hour will be spent in signing autographs.

The organizers have selected Science World as a participating charity. The wrestlers will be involved in a science demonstration.

The organizers are requesting permission to sell event related souvenir type items during the event. They have offered to donate 20% of the gross merchandise proceeds to Science World, and to donate 100 complimentary tickets to the event in GM Place to the B.C. Chapter of Big Brothers.

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DISCUSSION

Staff have not had an opportunity to evaluate the site with the organizers but feel confident that they will comply with any requirements to protect the park in the set up, during the event and during take down as well as be responsible for any damage as a result of the event activities. The site would appear to be large enough to handle this event. The organizers expect an attendance of 1,500 to 2,000.

There are no ties established with residents or stakeholders in this area except Science World, although a copy of this report will be sent to the Strata Councils of Citygate. Care will be taken to maintain full use of the seawall for the general public.

The issue that requires the consideration of the Board in this instance is related to the corporate nature of the event sponsor and the purpose of the event. Even though the event will be provided to the general public free of charge it is still a corporate event. It is not the Board's regular practice to make parkland available to corporations for promotional purposes.

Events of this nature are not covered under the regular fee schedule. Should the Board decide to approve this event it is necessary to negotiate a special fee. Staff are recommending that the organizers pay a fee of \$2,000 or 20% of gross merchandise proceeds, whichever is greater, for the privilege of using public parkland for a corporate event. This is in addition to the 20% of gross merchandise proceeds the organizers are offering to Science World. Organizers will also be charged the regular rates for staff costs and any repairs required.

Prepared by:
Recreation Division
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JK/ab

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