



Date: November 22, 2004

**TO: Board Members - Parks and Recreation**

**FROM: General Manager - Parks and Recreation**

**SUBJECT: 2005 SPECIAL EVENTS**

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## RECOMMENDATION

- A. THAT the Board approve the following new and existing major events with significant changes for the first three years of their operation (see Appendix A): Stanley Park Bike Festival June 11, 2005; Alcan Dragon Boat Festival June 17 - 19, 2005; Vancouver International Jazz Festival July 2 & 3, 2005; Weekend to End Breast Cancer August 20 & 21, 2005. All arrangements will be to the satisfaction of the General Manager.***
- B. THAT the Board receive the 2005 Calendar of Major Events (see Appendix B) as information.***

## POLICY

The Park Board approves new and existing major special events and any requested changes for the first three years to their operation. The Special Event policies as outlined in Appendix A were approved in December, 2003.

## BACKGROUND

Major special events are defined as events which significantly restrict the public's access to park space or significantly impact the surrounding neighbourhood. The Special Event policies outline the application process for event organizers and define the process for evaluation criteria and allocation priorities such as consultation requirements, fees and charges, and revenue generating activities (ie. gated events, sponsorship, sale of goods and consumption of alcohol).

Board approval is required for major special events for the first three years of an event's operation. In addition, any significant changes or unresolved problems with existing events are also forwarded to the Board for consideration. Board approval is required for events over 1,000 people, events which significantly impact regular park users and neighbours, have extensive set-up/take down procedures or events which are in variance with one or more Park Board policies such as: charging of an admission fee, selling goods other than event related items, requesting a liquor license which does not meet the Board's policy, etc.

Large scale events which impact more than just parkland are also forwarded to the City's FEST Committee for consideration. The FEST Committee consists of representatives from various civic departments including Engineering, Police, Fire, Health, Permits and Licenses, Transit and Parks. The FEST Committee also reports to City Council with an annual calendar of major events.

Applications for major events which do not meet the deadline for the Calendar of Special Events are forwarded to the Board for consideration as they are received. Applications for new major special events must be submitted in writing to the Board four to six months prior to the requested date. This ensures adequate time for community consultation as well as the overall consideration of the event request.

In 2004, the Park Board issued 240 permits for special events, runs and walks. Fees collected from these events include approximately \$31,000 plus the recovery of \$ 12,000 in supervisory costs.

## DISCUSSION

The 2005 Calendar of Special Events has been included for the Board's information (see Appendix B). The Calendar is compiled based on the requests from event organizers received by staff at this time. Also included in the Calendar is a listing of events which are approved by staff, to provide an overview of the nature and scope of the activities permitted on City parks. Staff are working with a number of organizations with new special event requests for 2005. Once applications have been received, staff will forward them to the Board for consideration.

The following requests have the support of staff for inclusion in the 2005 Calendar of Special Events. If approved by the Board, the event is subject to further consultation and arrangements agreeable to the General Manager.

<b>Request</b>	<b>Park</b>	<b>Dates</b>	<b>Sponsor and Description of the Event</b>
Change in event time	Stanley Park	June 11	Stanley Park Bike Festival - Stanley Park Bike Festival Society Attendance: 500-1000  This is the 3 <sup>rd</sup> year for this event. In 2004, organizers expanded their programming to increase the event's appeal to the public. Organizers requested a 2 hour extension from 6 am - 2 pm for the use of the Totem Pole area and parking lot for the Festival which included bike maintenance workshops, traffic skills, children's bike safety rodeo as well as entertainment and demonstrations. The competitive road races concluded at 12pm and Park Drive was scheduled to open for vehicle traffic at this time.  This past year's attendance was moderate despite the 2 hour extension for Festival activities in the Totem Pole area. Organizers also indicated that overall participation

			<p>numbers in the competitive bike races were lower than in previous years.</p> <p>Due to minor problems associated with the removal of fencing, there was a slight delay in opening Park Drive to vehicle traffic. Staff concluded that some adjustments are required for the site layout thus improving the time required for the event takedown. Staff also assessed that improved communication is required next year between Traffic Authority members and stakeholders for accessing sites during and after the Festival (ie. AAA Carriage, Legends of the Moon, Tour Bus Companies, Aquarium, BC Mainland Cricket, HMCS Discovery).</p>
Location Change	Creekside Park	<p>June 17-19</p> <p>Set-up: June 13-17</p>	<p>Alcan Dragon Boat Festival - Alcan Dragon Boat Society Attendance: 10,000+</p> <p>This is the 2<sup>nd</sup> year organizers are requesting the use of Creekside Park for this event. Due to the increasing costs of utilizing the Plaza of Nations venue, organizers requested permission to relocate the Festival site from Cooper's Park &amp; the Plaza of Nations to Creekside Park and Science World.</p> <p>During this year's Festival, staff did not receive any negative feedback regarding the new event site and/or the alternate pedestrian and bike routes designated over the weekend. However, staff still have concerns regarding the closure of a significant portion of this Park; especially the seawall and two playground areas for a three day period. Staff will continue to work on a long-term solution with organizers to address this concern. As well, staff also concluded that better signage is required and will work with organizers to improve the signage along the seawall and along the alternate paths for next year.</p>
New special occasion license	David Lam Park	<p>July 2 &amp; 3</p> <p>Set-up: June 30 &amp; July 1</p>	<p>Vancouver International Jazz Festival - Vancouver Coastal Blues &amp; Jazz Society Attendance: 10,000</p> <p>This is the 3<sup>rd</sup> year organizers are requesting permission for a special occasion license on the plaza area on top of the False Creek Pump Station. The enclosed area will have a capacity of 175 and will operate from 12 pm - 10 pm. The event was well organized and the operation of the special occasion license was performed in a responsible and professional manner. This event is extremely popular with Vancouver residents. All net proceeds received from the sale of alcohol support the Coastal Blues &amp; Jazz Society education and outreach programs.</p>

Renewal of previous request	Killarney Park	Aug 20 & 21 Set-up: Aug 17-19	Weekend to End Breast Cancer - Cause Force Attendance: 2,500-3,000  This is the 2 <sup>nd</sup> year organizers are requesting the use of Killarney Park. This 2 day event involving a 60 km walk was well received and supported by the community with approximately 2,100 participants. The event requirements had no significant impact on any of the field areas. However, staff assessed that the event did have some impact on parking in neighbourhood and will continue to work with organizers to minimize these concerns for next year. The event raised over 7 million dollars for BC Cancer Foundation which supports research at the BC Cancer Agency. In addition to the funds raised, this event is important in generating awareness for breast cancer.
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## **2005 CALENDAR OF MAJOR EVENTS**

Appendix B provides a list of the anticipated events for next year. However, the following future events are being included for the Board's information.

### **SEAVANCOUVER**

Presently, City staff are discussing plans for "SeaVancouver", a maritime-themed 5-day festival scheduled tentatively for July 6-10, 2005. Organizers are proposing to develop "Festival Zones" along various waterfront parks such as Coal Harbour, David Lam, Creekside, Vanier, and Crab Park. "Festival Zones" will highlight water based sports, historic boat exhibits, signature Regatta events, innovative arts performances, visual displays and outdoor Maritime marketplaces. As further details are confirmed, staff will forward them to the Board for consideration.

### **STANLEY PARK SUMMER CELEBRATION**

Staff are also working on plans for a celebration event in Stanley Park for the Summer of 2005. This event will showcase some of the community partnerships, artistic performances, innovative programming, displays and recreation services that are offered throughout a number of our facilities and parks. Information will be forwarded to the Board as it becomes available.

### **STANLEY PARK ROAD CLOSURES**

The following existing annual events result each year in a morning road closure for Stanley Park. Generally, Stanley Park has been closed to vehicle traffic once a month between 6am - 10am during the months of April, May, June and September. Staff will work closely with event organizers to inform all Park stakeholders in advance of these dates.

<b>Date</b>	<b>Event</b>	<b>Sponsor and Description of road closure</b>
April 17, 2005 6:30 am - 10 am	Sun Run Attendance - 40,000	Vancouver Sun & Landmark Sports Group  City street road closures will delay access to Stanley Park. Race route starts on Georgia St., turns left onto Denman, right onto Lagoon Drive and into Stanley Park along the road beside the Park Administration Building and exits via the English Bay entrance.
May 1, 2005 6:30 am – 10 am	International Marathon Attendance - 12,000	Vancouver International Marathon Society  Full road closure.
June 11, 2005 6:30 am – 12 pm	Stanley Park Bike Festival Attendance – 500	Stanley Park Bike Festival Society  Event organizers require a road closure for the eastern side of Stanley Park between 6:30 am – 12 pm. Park Drive east of Avison Way will be closed to vehicle traffic. Totem Pole area and parking lot will be closed until 2 pm for Bike Festival.
September 5, 2005 6:00 am – 10 am	Triathlon Attendance – 500	Multisport Canada  Full road closure.

## **SUMMARY**

Vancouver plays host to a variety of special events throughout the year at many of our parks and beaches. These events are highly attended and well received by Vancouver residents. Many of these activities include various cultural festivals and performances, sporting events, tournaments, runs, walks and community celebrations. As well, a majority of the events serve as major fund raisers for charitable organizations throughout the Lower Mainland.

Prepared by:

Stanley District  
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