

Date: 05 November, 2009



**TO: Board Members – Vancouver Park Board**  
**FROM: General Manager – Parks and Recreation**  
**SUBJECT: 2010 Special Events**

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## RECOMMENDATION

*A. THAT the Board receive the 2010 Calendar of Major Events as information (see Appendix A).*

## POLICY

Each year the Park Board receives the list of major special events scheduled for the coming year. In addition, the Park Board reviews and approves new major special events as well as changes to existing major event permits. The Special Event Policy as outlined in Appendix B was approved by the Board in December, 2003.

## BACKGROUND

Major special events are defined as events which significantly impact the public's access to park space or significantly impact the surrounding neighbourhood. The Special Event Policy (see Appendix A) outlines the application process for event organizers and defines the process for evaluation and allocation priorities such as, consultation requirements, fees and charges, and revenue generating activities (i.e. gated events, sponsorship, sale of goods and consumption of alcohol).

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 a minimum of four months prior to the requested date. This ensures adequate time for community consultation as well as the overall consideration of the event request.

## **DISCUSSION**

The 2010 Calendar of Special Events has been included for the Board's information (see Appendix A). The Calendar is based on event applications submitted by event organizers to date. Also included in the Calendar are annual events which have been approved by staff in the past, but have not yet confirmed a date for 2010. A regularly updated list of Special Events is available on our website at <http://vancouver.ca/parks/events/events.htm>.

## **SUMMARY**

Special events enhance and enrich the cultural experience for residents and visitors within the City of Vancouver. The numerous festivals and celebrations held each year attract thousands of residents and visitors to our local parks and beaches. Many of these events also have a significant economic benefit through increased tourism and serve as fundraising opportunities for various non-profit organizations.

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**APPENDIX A**

**VANCOUVER BOARD OF PARKS & RECREATION  
2010 ANNUAL SPECIAL EVENTS**

*\* highlighted events identify significant road closures in Stanley Park, additional details at end of appendix A*

<b>EVENT</b>	<b>SITE</b>	<b>ORGANIZATION</b>	<b>2010</b>
ENGLISH BAY POLAR BEAR SWIM	ENGLISH BAY	PARK BOARD - THE PROVINCE	JAN 1
RESOLUTION RUN	JERICO PARK	RUNNING ROOM	JAN 1
XMAS TREE CHIPPING	SUNSET/TROUT LAKE/KITS	CITY OF VANCOUVER	JAN 9 & 10
HARRY'S SPRING RUNOFF 8KM	STANLEY PARK LUMBERMAN'S	RUNNERS RUNNING SERIES	SETUP: MARCH 6 EVENT: MARCH 7
ST. PATRICKS DAY 5KM	STANLEY PARK	RUNNING ROOM	TBA
DAVE REED SPRING CLASSIC	STANLEY PARK LUMBERMAN'S ARCH & SEAWALL	VANCOUVER FALCONS ATHLETIC CLUB	MARCH 27
DIVA ON THE RUN	JERICO	LADYSPORT/REFLEXION	MARCH 28
PACIFIC POPULAIRE	RILEY PARK	BC RANDONNEURS	APRIL 4
EASTER EGG HUNT	KILLARNEY PARK	KILLARNEY C.C.	TBA
EASTER EGGSTAVAGANZA	CHAMPLAIN PARK	CHAMPLAIN C.C.	TBA
EASTER EGG HUNT	SUTCLIFFE PARK	FALSE CREEK C.C.	TBA
EASTER EGG HUNT	ROUNDHOUSE TURNTABLE	ROUNDHOUSE C.C.	TBA
EARTHDAY	EVERETT CROWLEY PARK	CHAMPLAIN C.C.	TBA
EARTHDAY	JERICO PARK	EVERGREEN SOCIETY	TBA
SUPER CITIES WALK	STANLEY PARK – CEPERLEY FIELD & SEAWALL	MS SOCIETY	SET UP APRIL 25 EVENT APRIL 26
CHILDREN'S FESTIVAL	VANIER PARK	CHILDREN'S FESTIVAL	SET-UP: APRIL 25- MAY 10 EVENT: MAY 11 – MAY18 TAKE DOWN: MAY 19 – 24

VANCOUVER INTERNATIONAL MARATHON	STANLEY PARK DRIVE	VANCOUVER INTERNATIONAL MARATHON SOCIETY	MAY 2 (see road closure notes on last page)
BELL WALK FOR KIDS	LANGARA GOLF COURSE PERIMETER	KIDS HELP LINE	MAY 2
VANCOUVER SUN RUN	THROUGH STANLEY PARK	VANCOUVER SUN & LANDMARK SPORTS GROUP	MAY 9 (see road closure notes on last page)
FARMERS' MARKET	TROUT LAKE PARKING LOT RILEY PARK/NAT BAILEY KITS ARENA PARKING LOT	EAST VAN FARMERS MARKET SOCIETY	TROUT LAKE: TBA RILEY: TBA KITS: TBA
INTERNATIONAL AIDS CANDLELIGHT MEMORIAL	AIDS MEMORIAL SITE	VANCOUVER AIDS CANDLELIGHT MEMORIAL COMMITTEE	TBA
KHALSA DIWAN SPORTS DAY	SOUTH MEMORIAL PARK	KHALSA DIWAN SOCIETY	TBA
BARD ON THE BEACH	VANIER PARK	BARD ON THE BEACH THEATRE COMPANY	SETUP: MAY 24 – JUN 2 EVENT: JUNE 3 – SEPT 25 TAKE DOWN: SEPT 27 –OCT 16
RUN FOR LIGHT	STANLEY PARK LUMBERMAN'S ARCH	BC BLIND SPORTS	MAY 28
LEES TRIATHLON	STANLEY PARK 2 <sup>ND</sup> BEACH POOL & TRAILS	ENGLISH BAY SWIM CLUB	MAY 29
WALK/RUN FOR LIVER DISEASE	STANLEY PARK CEPERLEY BLACKTOP & ENGLISH BAY SEAWALL	CANADIAN LIVER FOUNDATION	TBA
PARTNERSHIP WALK & BBQ	STANLEY PARK LUMBERMAN'S ARCH	AGA KHAN FOUNDATION	SET-UP MAY 30 EVENT MAY 31
WALK/PICNIC	STANLEY PARK CEPERLEY PICNIC SITE	VANCOUVER RAPE RELIEF	MAY 30

SALMONBERRY DAYS	MEMORIAL WEST PARK	DUNBAR CC	TBA
SCIENCE FAIR FOUNDATION RUN	CHARLESON PARK	SCIENCE FAIR FOUNDATION OF BC	MAY 30
CHILD RUN	QUEEN ELIZABETH PARK ROADWAYS	BC CHILDREN'S HOSPITAL FOUNDATION	JUNE 6
MARPOLE FESTIVAL	OAK PARK	MARPOLE CC	TBA
CELEBRATE MT. PLEASANT	GUELPH PARK	MT. PLEASANT CC	TBA
LITTLE MOUNTAIN COMMUNITY FESTIVAL	RILEY PARK	RILEY CC	TBA
BOAT FOR HOPE	HASTINGS MILL PARK	VARIETY CHILDREN'S CHARITY	SET-UP JUN 11 EVENT JUN 12
CHAMPLAIN SUMMER COUNTRY FAIR	CHAMPLAIN PARK	CHAMPLAIN C.C.	TBA
DOG DAY AFTERNOON	TROUT LAKE – NW JOHN HENDRY DIAMOND	TROUT LAKE CC	TBA
PRIDE RUN & WALK	STANLEY PARK	VANCOUVER FRONT RUNNERS	TBA
HEEL N'WHEEL A-THON	JERICHO/SPANISH BANKS	CROHN'S & COLITIS FOUNDATION	JUNE 13
PACIFIC RIM KITE FESTIVAL	VANIER PARK	BC KITE FLYERS ASSOCIATION	JUNE 12-13
SAWAN MELA FESTIVAL	STANLEY PARK – LUMBERMAN'S ARCH	SOUTH ASIAN FAMILY ASSOCIATION	SETUP: JUNE 11 EVENT: JUNE 12 – 13 TAKE-DOWN: JUNE 14
RIO TINTO ALCAN DRAGON BOAT FESTIVAL	CREEKSIDE PARK	DRAGON BOAT SOCIETY	SETUP: JUNE TBA EVENT: JUNE TBA TAKE DOWN: JUNE TBA
POINT GREY FIESTA	TRIMBLE PARK	POINT GREY FIESTA	SET UP JUNE TBA EVENT JUNE TBA
SOCCER JAM	HASTINGS BOWL	HASTINGS C.C.	TBA

CAR FREE VANCOUVER DAY	GRANDVIEW PARK AND COMMERCIAL DRIVE	CFVD SOCIETY	JUNE 20
NATIONAL ABORIGINAL DAY	JOHN HENDRY PARK	VANCOUVER ABORIGINAL CHILD AND FAMILY SERVICES	TBA
<b>SCOTIA BANK ½ MARATHON</b>	<b>STANLEY PARK – FISH HOUSE MEADOW AREA &amp; SEAWALL</b>	<b>RUNNERS CHOICE</b>	<b>SET UP JUNE 26 EVENT JUNE 27 (see road closure notes on last page)</b>
VANCOUVER INTERNATIONAL JAZZ FESTIVAL	VICTORY SQUARE	VANCOUVER COASTAL JAZZ & BLUES SOCIETY	JUNE 26, 27
EASTSIDE PRIDE	GRANDVIEW PARK	VANCOUVER PRIDE SOCIETY	JUNE 27
VANCOUVER INTERNATIONAL JAZZ FESTIVAL	DAVID LAM PARK	VANCOUVER COASTAL JAZZ & BLUES SOCIETY	SET UP JULY 1 & 2 EVENT JULY 3 & 4 TAKE DOWN JULY 5
21 GUN SALUTE	STANLEY PARK BROCKTON POINT	DEPT. OF NAT'L DEFENCE – 15RD RCA	JULY 1
CANADA DAY EVENTS	VARIOUS CC - BRITANNIA, HASTINGS, SUNSET, FALSE CREEK , MT. PLEASANT, KENSINGTON, RENFREW	VARIOUS COMMUNITY ASSOCIATIONS	JULY 1
CANADA DAY CRAB FEST	PORTSIDE PARK	WATER FOR LIFE SOCIETY	JULY 1
SUBARU HALF IRON MAN TRIATHLON	JERICHO/LOCARNO/SPANISH BEACH PARKS	LIFESPORTS HOLDINGS	SET-UP: JULY 3 EVENT: JULY 4
VANCOUVER FOLK MUSIC FESTIVAL	JERICHO BEACH PARK	VANCOUVER FOLK MUSIC FESTIVAL SOCIETY	SET UP: JULY 4-15 FESTIVAL: JULY 15 - 18 TAKE DOWN: JULY 19-25

STANLEY PARK OPEN TENNIS TOURNEY	STANLEY PARK TENNIS COURTS	TENNIS BC	SET UP: JULY 8-10 EVENT: JULY 11 - 26 TAKE DOWN: JULY 27
ROCK'N THE PARK	COAL HARBOUR PARK	COAL HARBOUR CC	TBA
ROCK'N THE HARBOUR	NEW BRIGHTON PARK	HASTINGS COMMUNITY CENTRE	TBA
CORONA OPEN 2009	KITS BEACH	VOLLEYBALL BC	SET-UP: JULY 15 EVENT: JULY 16,17,18 TAKEDOWN: JULY 18
WALK WITH THE DRAGON	STANLEY PARK - LUMBERMAN'S ARCH & SEAWALL	SUCCESS	SET UP: 17 EVENT: 18
OBON FESTIVAL	OPPENHEIMER PARK	VANCOUVER BUDDHIST CHURCH	TBA
SUMMERFAST RUN	STANLEY PARK – CEPERLEY FIELD & SEAWALL	VANCOUVER FALCONS ATHLETICS CLUB	JULY 17
SANDCASTLE COMPETITION	SPANISH BANKS WEST BEACH	WEST POINT GREY CC	TBA
PRIDE COMMUNITY PICNIC	STANLEY PARK - BROCKTON SW FIELD	VANCOUVER PRIDE SOCIETY	TBA
STRATHCONA PARK DAYS	STRATHCONA PARK	STRATHCONA & RAY CAM CC	TBA
PICNIC IN THE PARK	DAVID LAM/GEORGE WAINBORNE	ROUNDHOUSE C.C.	TBA
LADYSPORT RUN FOR ARTHRITIS	JERICHO/ LOCARNO/ SPANISH	LADYSPORT / REFLEXION	JULY 25
ENGLISH BAY OPEN WATER SWIM	KITS BEACH/ENGLISH BAY	VANCOUVER OPEN WATER SWIM ASSOCIATION	JULY 18
ILLUMINARES	JOHN HENDRY/TROUT LAKE	PUBLIC DREAMS SOCIETY	SET UP TBA EVENT TBA
CELEBRATION OF LIGHT	ENGLISH BAY	VANCOUVER FIREWORKS CELEBRATION OF LIGHT SOCIETY	TBA

POWELL STREET FESTIVAL	OPPENHEIMER PARK	POWELL STREET FESTIVAL	SET/UP JULY 31 EVENT AUGUST 1
VANCOUVER DYKE MARCH	MCSPADDEN & GRANDVIEW PARK	VANCOUVER DYKE MARCH SOCIETY	JULY 31
PRIDE PARADE & FESTIVAL	BEACH AVENUE/ SUNSET BEACH PARK	VANCOUVER PRIDE ASSOCIATION	TBA
ISKCON PARADE & FESTIVAL OF INDIA	STANLEY PARK - CEPERLEY FIELD & BEACH AVE.	ISKCON OF WESTERN CANADA	SETUP: TBA EVENT: TBA
RONA MS BIKE TOUR	CREEKSIDE PARK	MS SOCIETY	SET/UP: AUG 7 EVENT: AUG 8
JERICHO OCEANMAN	LOCARNO BEACH	JERICHO OCEANMAN – GARY PARSONS	AUG 7
UNION GOSPEL MISSION BBQ	PORTSIDE PARK	UNION GOSPEL MISSION	AUG 7
PICNIC IN THE PARK	CONNAUGHT PARK	KITSILANO CC	TBA
WEEKEND TO END BREAST CANCER	KILLARNEY PARK	BC CANCER FOUNDATION	SET/UP: AUG 13 EVENT: AUG 14 & 15
OUTDOOR MOVIE	KILLARNEY FIELDS	KILLARNEY CC	TBA
UMBRO BEACH SOCCER BLAST	SPANISH BANKS EAST BEACH	KERRISDALE SOCCER ASSOCIATION	AUG 13 - 15
LATIN SUMMER FEST	TROUT LAKE/JOHN HENDRY	LATINOS IN ACTION	TBA
PICNIC IN THE PARK	ROBSON PARK	MOUNT PLEASANT CC	TBA
EASTER SEALS REGATTA	HASTINGS MILL PARK	BC LIONS SOCIETY FOR CHILDREN WITH DISABILITIES	SET/UP: TBA EVENT: TBA
SILENT SUMMER NIGHTS	GRANDVIEW PARK	RUMBLE PRODUCTIONS SOCIETY	TBA
<b>VANCOUVER TRIATHLON</b>	<b>STANLEY PARK - SECOND BEACH / CEPERLEY FIELD / PARK DRIVE</b>	<b>MULTISPORTS CANADA</b>	<b>SET/UP SEPT 5 EVENT SEPT 6 (see road closure notes on last page)</b>
PAWS FOR A CAUSE	VANIER PARK	BCSPCA	SET/UP: SEPT 11 EVENT: SEPT 12



COHO RUN	STANLEY PARK SEAWALL ENGLISH BAY SEAWALL	COHO FESTIVAL SOCIETY	TBA
SUPERWALK	STANLEY PARK - CEPERLEY FIELD & SEAWALL	BC PARKINSON'S DISEASE ASSOC.	SEPT 12
TERRY FOX RUN	STANLEY PARK - CEPERLEY FIELD & SEAWALL	FOUR SEASONS HOTEL	SET UP: TBA EVENT: TBA
BATTLE OF BRITAIN MEMORIAL SERVICE	RCAF GARDEN STANLEY PARK PAVILION	802 DOGWOOD WING	TBA
WALK FOR AIDS	STANLEY PARK – FISH HOUSE MEADOW AREA / SEAWALL	PERSON WITH AIDS SOCIETY	SET UP: TBA EVENT: TBA
SHARE THE WEALTH FESTIVAL	DOUGLAS PARK	DOUGLAS PARK CC	TBA
DAY OF THE LONGBOAT	JERICHO BEACH	UBC INTRAMURAL SPORTS	TBA
WALK FOR MERCY	STANLEY PARK – CEPERLEY FIELD & SEAWALL	MERCY MINISTRIES	TBA
ISMALI WALK HABITAT FOR HUMANITARIAN	STANLEY PARK - LUMBERMAN'S ARCH & SEAWALL	ISMALI COUNCIL OF BC	SET/UP SEPT 18 EVENT SEPT 19
VANIER PARK CROSS CLASSIC	VANIER PARK	WEST COAST RACING	OCT 3
RENFREW MOON FESTIVAL	RENFREW RAVINE PARK	RENFREW CC	TBA
RUN FOR RESCUE	STANLEY PARK LUMBERMAN'S ARCH	AXIS INSURANCE	TBA
TURKEY TROT	FALSE CREEK SEAWALL	VANCOUVER SPORT & SOCIAL CLUB	OCT. 11
WALK/RIDE FOR DISABLED	PROSPECT POINT & TRAILS	BACK COUNTRY HORSEMEN OF BC	TBA

LIGHT THE NIGHT	STANLEY PARK - CEPERLEY FIELD & ENGLISH BAY SEAWALL	LEUKEMIA & LYMPHOMA SOCIETY	TBA
LADYSPORT FALL RUN	JERICHO/LOCARNO/SPANISH SEAWALLS	LADYSPORT	TBA
PARADE OF LOST SOULS	GRANDVIEW PARK	PUBLIC DREAMS SOCIETY	SETUP TBA EVENT TBA
CANADIAN CYCLO- CROSS RACE	VANIER PARK  TBA	TEAM SOLITON  WESTWOOD CYCLING	TBA  TBA
JAMES CUNNINGHAM MEMORIAL SEAWALL RACE	STANLEY PARK - CEPERLEY FIELD & SEAWALL	LIONS GATE ROADRUNNERS	TBA
REMEMBRANCE DAY RUN	STANLEY PARK BROCKTON POINT	HERSHEY HARRIERS	NOV 11
REMEMBRANCE DAY SERVICES	S. MEMORIAL, GRANDVIEW, VICTORY SQUARE, STANLEY PARK	VARIOUS CITY LEGIONS	NOV 11
SANTA SHUFFLE	STANLEY PARK - LUMBERMAN'S ARCH & SEAWALL	RUNNING ROOM/SALVATION ARMY	TBA
NATIONAL DAY OF REMEMBRANCE	THORNTON PARK	WOMEN'S MONUMENT COMMITTEE	DEC 6
WINTER SOLSTICE LANTERN PROCESSION	DAVID LAM PARK/SCIENCE WORLD/COAL HARBOUR/WEST END/BRITANNIA/GRANVILLE ISLAND	SECRET LANTERN SOCIETY	TBA

## Stanley Park Road Closures

The following existing annual events result each year in a morning road closure for Stanley Park. Historically, traffic closures in Stanley Park have been limited to once a month between 6am - 10am during the months of April, May, June and September. No closures have been permitted during July and August. Vehicle restrictions have a significant impact on various Park Stakeholder operations i.e. Vancouver Aquarium, AAA Carriage, restaurants, club and sporting associations and tour buses. A majority of stakeholder patrons depend on vehicle access to arrive at facilities and services within the Park. Thus, there are potential revenue losses for both the Park Board and stakeholder operations. Early morning road closures prior to 10 am tend to have minimal impact upon various operations in the Park. However, public use and access does increase significantly by mid-morning. Organizers are expected to ensure that their events have concluded by 10 am. Staff will work closely with event organizers to inform all Park stakeholders in advance of these dates.

May 2, 2010	International Marathon 6:30 am - 10 am Full road closure.	Vancouver International Marathon Society Attendance - 12,000
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May 9, 2010	Sun Run 6:30 am - 10 am Limited closure	Vancouver Sun & Landmark Sports Group Attendance - 40,000
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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.

June 27, 2010	Scotia Bank ½ Marathon 6:30 am - 12 pm Limited western park closure	Runners Choice Attendance – 4,500
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Event organizers require a road closure from the Second Beach crosswalk to the Beach Avenue entrance of Stanley Park between 6:00 am -12 pm. This portion of Park Drive will be closed to vehicle traffic.

September 6, 2010	Triathlon 6:00 am -10 am Full road closure.	Multisports Canada Attendance - 500
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## Vancouver Park Board - Special Event Policies

### Event Approval and Allocation Policies

#### Evaluation of Event Requests

The approval of special event requests on parkland is determined by evaluating:

- § the compatibility of the event with the Park Board=s mandate;
- § the suitability of a site to accommodate the event.

Events whose primary purpose is not compatible with the Park Board=s mandate are not generally approved although they may be considered by the Board on a case by case basis.

#### Rationale:

The key to successfully managing special events is scheduling the appropriate activities in the appropriate spaces. Under the Vancouver Charter, the Park Board is given the authority to manage park activities. The Charter entrusts the Park Board to determine which activities are appropriate in parks. Historically, park activities include active and passive recreational activities which are physical, social, cultural, artistic or environmental in nature. Thus, priority is given to special events which are compatible with the Park Board=s mandate.

It is important to recognize that sites which accommodate special events are parks first, thus the regular use of the park must be respected. The majority of parks have not been designed to accommodate large events as most lack the amenities (parking areas, washrooms, access to power and water) to support the events. With this in mind, the objective for the Board is to match events to an appropriate park site.

#### Priority for Allocating Park Space

The allocation of parkland for special events is based on the following priorities:

- |                 |  |
|-----------------|--|
| First Priority  | Park Board activities.   |
| Second Priority | Park Board partners (Community Associations, Ecology Society, etc.), other government agencies, school board, etc. |
| Third Priority  | Non profit organization whose event is primarily of interest to the general public.                                |
| Fourth Priority | Non Profit or private group whose event is of primary interest to the organization.                                |
| Fifth Priority  | Commercial Venture - an event organized for profit.  |

Rationale:

As a general principle, special events on parkland should be open to the general public. They should not restrict the public's access to park space either through physical or financial barriers. Thus, priority in the allocation of parkland is given to events which are open to the public and to events and/or organizations which are compatible with Park Board's mandates.

### **Event Approval - Board or Staff**

The approval process for special event requests is as follows:

- |                                    |   |
|------------------------------------|---|
| No permit required:                | under 50 people, shared space, no special requirements (no set-up, structures, public address system, etc.).  |
| Permit required - Staff approval:  | up to 1,000 people, exclusive use, minimal impact on other park users, neighbours.  |
| Permit required - Board approval : | over 1,000 people and/or events which significantly impact on regular park users and neighbours, have extensive set- up/take down or events which are in variance with one or more Park Board policies or event guidelines: charging of an admission fee, selling of goods other than event related items, requesting a liquor licence which does not meet the Board's policy, etc. |

Board approval is required for a new major event for the first three years of the event's operation or when significant changes to existing major special events occur.

Rationale:

To streamline the event approval process, staff approval has been increased from 500 to 1,000 participants. However, to ensure that a higher degree of consultation is conducted during the approval process, Board approval is required for events for larger events which will significantly impact regular park users and/or park neighbours.

## **Revenue Generating Activities**

### **Revenue Generation**

All revenue generating activities associated with special events must be:

- § focus on event participants and not the general public;
- § ancillary to a larger event.

Revenue generation activities are subject to any applicable government regulations (e.g., licensing requirements, gaming legislation, etc.).

Rationale:

Event organizers may be given permission to generate revenues to off set organizational costs and/or raise funds for charities. To preserve the non commercial nature of parks, the revenue generating activities must focus only on event participants and not the general public. Commercial activities which are not apart of a larger event and/or are not within the Park Board=s mandate are generally not approved.

### **Gated - Admission Events**

Gated or admission fee events are limited to designated areas in larger parks. The majority of the park including the park=s circulation network (pathways, bikeways, etc.) must remain open to the public.

Rationale:

As a general principle, special events on parkland should be open to the general public. They should not restrict the public=s access to park space either through physical or financial barriers. However, the Board does recognize that under certain circumstances, the diversity of programming can be increased through the permitting of events with an admission fee.

### **Event Sponsorship - Signage and On Site Promotion Policy**

Sponsorship Signage

- § sponsorship signs are limited to the event area and must be directed at event participants only;
- § signs should be discreet and kept to a minimal level;
- § sponsorship signs must be approved by staff prior to installation.

## On Site Promotions

- § sampling of sponsors product and product displays are permitted with staff approval;
- § Excluding the on site food and beverage service, the sales of event sponsor=s product (food and beverage excluded) is not permitted;
- § Passive distribution of written material may be permitted with staff approval.

### Rationale

Most major events have at least one major sponsor. In return for their financial contribution, event sponsor request significant profile on event promotional material and on the event site. The Board=s role is to balance the sponsor=s on site recognition with the preservation of the non commercial nature of parks.

With the exception of food and beverage products, the sale of sponsors product is not permitted during the event. This is based on the premise that the sponsor is contributing towards the event and not purchasing the right to sell product. Food and beverage products of a sponsor are permitted only if the product is sold as a component of the on site food and beverage service offered to event participants only.

### **Sale of Goods and Services - Permitted Items**

- § items with the event=s name or logo;
- § items or services which support the theme of the event (i.e., light sticks for night events, lantern making, kite making, etc.)
- § Festivals: expanded artistic products including art and crafts, musical recordings, etc.

### Rationale:

The sale of goods and services may be permitted if they are ancillary to a larger event. Items must be event related and compatible with a public park. Festivals are permitted to sell a wider range of arts and cultural items provided that they are an integral part of the event.

## **Consumption of Alcohol in Parks**

Staff can approve requests for special occasion licenced areas when:

- § the sale of alcohol is supplemental to an event.
- § the event is not being held in a mini or neighbourhood park.
- § minors are not the prime focus of the event.
- § the event is operated by a community service organization and profits from the sale of alcohol are used to support the community service activities of the organization.
- § the hours of operation for the licenced area parallel the event or between the hours of noon and 9:30 p.m.
- § organizers have an approved security plan in place.

Requests for special occasion licenced areas which do not meet these criteria may be considered by the Board on a case by case basis.

Rationale:

Policy allows staff to approve special occasion license areas for adult events in larger destination parks. The scale of the service area will be in relation to the event=s attendance and service is restricted to event participants only.