

Date: April 16, 2010



TO: Board Members – Vancouver Park Board
FROM: General Manager – Parks and Recreation
SUBJECT: Special Event Permits

RECOMMENDATION

- A. THAT the Board grant permission for a 150 capacity Private Special Occasion License for the 2010 Vancouver International Soccer Festival on June 26 & 27 from 11:30a.m. to 9:00p.m.**
- B. THAT the Board grant permission for a 500 capacity Private Special Occasion License for the 2010 KitsFest “Sports Daze” on August 20 & August 22 from 12:00p.m. - 8:00 p.m.**
- C. THAT the Board grant permission for the temporary relocation of the Trout Lake Farmers’ Market to the north parking lot in John Hendry Park for 2010.**

POLICY

Board approval is required for major events not included on the annual Special Event Calendar and/or are in variance with one or more Park Board by-laws or guidelines (Appendix A).

RECOMMENDATION A

BACKGROUND

From 2004-2009 the Vancouver International Soccer Festival was organized by the Wish Cup Society, in 2009 and 2010 by the Vancouver International Soccer Festival, and Multi Cultural Celebrations Limited, a limited Liability Event/company. Proceeds from the VISF event will benefit the Peace it Together Society and an invitation has been made to Right To Play International and The United Nations Sports for Developments.

The Vancouver International Soccer Festival is a weekend community event highlighting sport and healthy living, scheduled for June 26 & 27, 2010. It has been held at David Lam Park annually since 2005 and features between 24 and 48 adult teams competing on four mini-soccer fields. This year, David Lam Park will be unavailable for the VISF due to restoration work. Andy Livingstone Park will be the site for the 2010 VISF event.

DISCUSSION

The organizers are requesting to close the 2 tennis courts south of the playing field to operate a family food concession (eastern court) and are seeking permission to have a private VIP licensed bistro in the western tennis court. The licensed area will have a maximum capacity of 150 people and will operate from 11:30am to 9:00pm (Saturday & Sunday), serving only beer and wine to tournament participants. Security and food services will be provided. The organizers will also have an emergency evacuation plan. Net proceeds from the sale of alcohol will support the operating expenses of the event and to help with travel costs for a soccer team from outside Canada to play at the tournament.

Staff recommends the Board approve the special occasion licence (SOL) request. Staff will monitor sound levels and work with organizers to minimize negative impacts within the area. Organizers will also be required to distribute notification letters to neighbouring residents prior to the event. The private SOL location will be limited to invited event participants only.

RECOMMENDATION B

BACKGROUND

The Canada One Athletic Foundation (formerly Metro Vancouver Basketball Foundation) is a non-profit organization founded in 2000. The Foundation is committed to managing and expanding sporting events throughout the City, such as the HSBC Basketball Classic and the Telus BC Boy's AAA Provincial Basketball Championships.

The 2010 KitsFest "Sports Daze" is a weekend community event highlighting sport and healthy living, scheduled for August 20-22, 2010. KitsFest will feature four sporting event tournaments; basketball and tennis on the existing Kitsilano courts, with volleyball and paddle tennis on the beach. The organizers have partnered with Urban Rec and Tennis BC to host the volleyball and tennis tournaments.

DISCUSSION

The organizers are requesting permission to have a 250 person capacity licensed bistro in the northeast grass area of Kitsilano Park as they had last year. The organizers are requesting permission to add an additional 150 person capacity licensed bistro between the paddle tennis and volleyball venues on the beach. These licensed areas will operate from 12:00pm-8:00pm (Saturday & Sunday), serving only beer and wine to tournament participants. Security and food services will be provided and the organizers will also have an emergency evacuation plan. Net proceeds from the sale of alcohol will support the operating expenses of the event.

Staff recommends the Board approve the special occasion licence (SOL) request. Staff will monitor sound levels and work with organizers to minimize negative impacts within the area.

Organizers will also be required to distribute notification letters to neighbouring residents prior to the event. The private SOL location will be limited to invited event participants only.

RECOMMENDATION C

BACKGROUND

Since 1995, Your Local Farmers' Market Society, a not-for-profit society, has been working with communities in Vancouver to establish neighbourhood-based authentic farmers markets. The Society's mandate is to develop sustainable, neighbourhood farmer's markets that are regular community events focusing on the growing, harvesting and sharing of 100% local food and artisan crafted products.

The farmers market at Trout Lake/John Hendry Park has operated for 13 years in a portion of the parking lot adjacent to the community centre. It has grown in popularity since then, and is now Vancouver's oldest and most established farmer's market. This market sees about 5,000 people each Saturday from May to October, and the Society estimates over 65% come from the Grandview Woodlands and Cedar Cottage neighbourhoods.

The construction of the new Trout Lake Community Centre, now underway, requires the complete closure of the parking lot adjacent to the community centre. This development, along with the ever-growing level of recreational activity in the destination park are putting increased pressure on attempts to hold large scale events during the summer months.

DISCUSSION

The Society has requested the relocation of the Farmers' Market within John Hendry Park every Saturday from May 8 to October 23. The parking lot on the north side of the park was originally proposed for the relocation and staff directed the Society to distribute a notification flyer to the community and to sports user groups. The notifications were distributed on March 10 and most comments identified traffic and parking impacts, as well the close proximity to the "dog off-leash" area as concerns. Market organizers subsequently notified staff of their willingness to relocate to the smaller south parking lot, if permitted. Both lots were evaluated further. While the parking lot on the south side of the park is further away from neighbouring residents, it is located in a much busier section of the park. This is the primary location for park users going to the lake, to picnic, or use other amenities of the park and is extremely congested during the summer months. The south lot is also smaller than the north lot and would require that some of the market operations be located on grass areas. The City Engineering Department reviewed both options and have recommended traffic management plans for either location.

After reviewing the park use demand and the operational requirements of the market, the north lot remains the best available option. During operating hours, access to the laneway will be restricted to "Local/Resident Traffic Only", with market volunteers managing barricades. "No Parking" signs will also be installed in the laneway and additional parking will be made available on the north side of East 19th, which is currently a "No Stopping" zone. These measures should lessen the impact of losing the north lot on event days, and reduce pressure on the adjacent

residential streets. The market organizer has addressed concerns about generator fumes by agreeing to locate any generators to the south side of the parking lot. They will also employ a plan to minimize impacts to the dog off-leash area next to the north lot, including the use of fencing along the south side of the market perimeter.

Staff recommends that the Board approve the request to relocate the market to the north lot for the 2010 season. Staff and the organizers will monitor impacts to park users and the neighbourhood to identify and mitigate concerns throughout the event schedule and at the end of the season. Organizers will also be required to distribute notification letters to neighbouring residents prior to the event.

SUMMARY

The Vancouver International Soccer Festival, KitsFest “Sports Daze”, and Trout Lake Farmers Market are three of the many events scheduled throughout the summer. These events are popular and contribute to making Vancouver a vibrant City.

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APPENDIX A

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:

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| 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 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 offset 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 sponsors 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 sponsor's 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.