



Date: March 15, 2012

TO: Board Members – Vancouver Park Board
FROM: General Manager – Parks and Recreation
SUBJECT: Special Event/Special Occasion License Request:
Voices in the Park

RECOMMENDATION

- A. THAT the Board approve the special event application for *Voices in the Park*, on September 15, 2012 in Stanley Park, with all arrangements to the satisfaction of the General Manager.**
- B. THAT the Board grant permission for Special Occasion Licenses totalling a maximum capacity of 5,500 persons, in conjunction with *Voices in the Park* in Stanley Park.**

POLICY

Board approval is required for major events that are in variance with one or more Park Board bylaws.

BACKGROUND

The Sarah McLachlan School of Music has presented a special event proposal for a fundraising concert, *Voices in the Park*, at Stanley Park's Brockton Field on September 15, 2012. The concert, produced by local event management company brand.LIVE, will feature Sarah McLachlan and other guests, with proceeds donated to the School of Music. brand.LIVE has a record of producing high-quality public events in and around Vancouver, including: Parks Canada Centennial celebration (2011 Brockton Field), Celebration of Light (2010, 2011), Summer Sessions concert (2009 Ambleside Beach Park), and the Steve Nash Foundation Showdown soccer event (2009 David Lam Park), among others.

The Sarah McLachlan School of Music offers free music programs for underserved and at-risk youth in Vancouver. The school focuses on inspiring confidence and success in students, while promoting a lifelong love of the arts. In 2012, the City of Vancouver supported the school through an infrastructure grant in order to complete much-needed facility renovations. Funds raised from the concert will be used to further expand the programs available for local children.

DISCUSSION

For this event the organizers are requesting permission to use the Brockton upper and lower fields for an activation that will include food vending areas, licensed areas, merchandise sales, and VIP suites. (See Appendix A “Preliminary site plan”). The producers anticipate the concert will appeal to all ages. The event will be ticketed and open from 2:00pm to 11:00pm. Tentative ticket prices are expected to be in the range of \$50 for general admission tickets, \$149 for reserved seats and \$249 for reserved VIP seats, with a maximum capacity of 20,000.

At a recent FEST meeting, which includes representatives of VPD, VFD, BC Ambulance, Liquor Control and Licencing, Traffic Management, Noise By-Law and Special Events, the permit application was reviewed and endorsed subject to final plan approval. In addition, Parks Horticulture and Operations staff as well as the Stanley Park stakeholders were consulted regarding potential impacts and all inquiries received to-date have been satisfied. City Large Event Oversight Committee (CLEOC) has also reviewed and endorsed the event proposal, subject to all conditions being met.

The organizers have hired a traffic engineering firm to complete a transportation plan to coordinate vehicular, pedestrian and cyclist traffic around the site. Previous transportation plans used for the Summer Live and Parks Canada events, as well as feedback from VPD and Park Board staff, will be used to inform the plan’s development, including shuttle and bike valet features. Once complete, the plan will be reviewed by the City’s Transportation department. A detailed security plan is also being reviewed by VPD and Vancouver Fire and Rescue. This plan includes six-foot perimeter fencing with designated admission access points, along with precautionary measures including identification checks and random bag searches. More than 100 private security personnel will be assigned during the live performance in addition to VPD officers.

As per standard practice, a waste management plan will be produced and reviewed by City Sanitation Services. The waste management plan will consist of an appropriate quantity of recycling bins and zero waste stations. Food concessions will not be permitted to use plastic or styro-foam containers and generators will use bio-diesel. brand.Live will offset the carbon footprint of the event by purchasing carbon credits. Complimentary Bike Valets will also be provided with a minimum of 4,000 spaces.

LICENSED AREAS

The organizers have requested the following licensed areas:

- Two (2) public service areas each with a capacity of 750;
- One (1) public reserved seating section in front of the stage with a capacity of 3,500;
- Up to ten (10) private VIP suites with a maximum capacity of 20 per suite;
- One (1) private sponsor, VIP, and backstage lounge with capacity of 300.

The specific number and features of the licensed areas will be based on the recommendations of BC Liquor Control and VPD. Service hours will be limited to 2:00pm – 9:30pm.

FINANCIAL

Staff and event organizers have agreed to a permit fee which is based on the actual number of tickets sold for this event; \$2.25 per ticket for the first 9,000 tickets sold, and \$2.75 per ticket beyond 9,000. The operational expenses associated with restoring the property to its pre-event condition are the responsibility of the organizers.

SUMMARY

Staff have worked through the various aspects of this special event application with the relevant stakeholders and staff. Staff recommend the Board approve the application from the Sarah McLachlan School of Music, including the special occasion license requests. The successful experiences of the Vancouver 125 and Parks Canada Centennial celebrations of 2011 have informed the approach to planning this new event. Staff and organizers will continue to collaborate in the remaining months to ensure the concert is a success.

Voices in the Park is an exciting new addition to the 2012 calendar of public events for residents and visitors to enjoy in Stanley Park this year.

Thomas Soulliere
Director, Recreation

Preliminary Site Plan

