



Date: April 19, 2012

TO: Board Members – Vancouver Park Board
FROM: General Manager – Parks and Recreation
SUBJECT: Special Event Permit – Celebration of Light 2012

RECOMMENDATION

THAT the Board approve adjustments to the *Celebration of Light* fireworks event, on July 28th, August 1st and August 4th, 2012, as outlined in this report with all arrangements to the satisfaction of the General Manager.

POLICY

Board approval is required for significant changes to major events that are in variance with park bylaws.

BACKGROUND

The *Celebration of Light* has occurred in English Bay for over 20 years and is one of Vancouver's premier summer festivities, attracting over a million visitors. The City and Park Board are recognized supporters, contributing in-kind resources relating to site preparation and sanitation services. Over its more recent history the event has been challenged with increasing costs and difficulties attracting sponsorship. In 2010, The Fireworks Society contracted with brand.LIVE to improve the financial sustainability, through other various revenue-generating opportunities and enhance the overall event experience for attendees and other stakeholders. In the past two years, brand.LIVE has implemented a range of activations and programs, with the Park Board's approval to improve the quality of this very large public event.

DISCUSSION

Reserved Seating Area

In 2011, the Board approved a reserved seating area in the park space immediately south of the English Bay Bathhouse building, accommodating 1,000 people. Admission was coordinated through pre-purchased tickets, which were available to the general public as well as sponsorship partners. This very popular activation organized and improved access to prime seating space, and provided revenue to assist organizers with the costs of hosting the annual festival.

For 2012, brand.LIVE has requested an increase to the reserved seating capacity to 1,500 seats (see Appendix A). This would expand the footprint of the bleachers by one third, yet still leaving a substantial grass area to the east of the bleachers for public viewing. The organizers intend to make improvements to the bleacher setup, including additional lighting to assist with exiting and adjustments to the layout to improve accessibility.

Bathhouse Rooftop Patio Licensed Area

The organizers have also requested an increase to the capacity of the licensed area at the Bathhouse roof viewing area, from 350 to 550 people, providing the request is also approved by Vancouver Fire and Rescue Services and police. The Bathhouse roof viewing area was a successful feature in 2011, where sponsors, event partners, and representatives of local corporate and community groups were hosted. The request for increased capacity is related to a plan for consolidation of sponsor and VIP hosting from the 2011 locations in other parks to the Bathhouse roof.

Entertainment Stage

This year brand.LIVE has requested to relocate the music activations from Vanier Park and Kitsilano Beach to Sunset Beach. A 16' x 24' stage will provide free family entertainment from 1:00pm – 8:00pm for each of the three nights of the *Celebration of Light*. The organizers will communicate with residents about the event schedule and ensure noise levels are managed appropriately. This programming will be coordinated with Bard on the Beach to ensure there is no interference with the performances at Vanier Park. Other site activations at this site include food concessions, 20 (maximum) vendors, and sport activities, such as basketball, soccer and volleyball.

Sunset Beach Public Licensed Area

Finally, brand.LIVE has requested to locate a 500 (maximum capacity) person Public Special Occasion License at the Sunset Beach site (see Appendix B). The hours of operation for the licensed area are anticipated to be 1:00pm – 6:00pm, and approval will be conditional on the satisfaction of all safety and security requirements of the City's special event oversight committees (FEST, CLEOC).

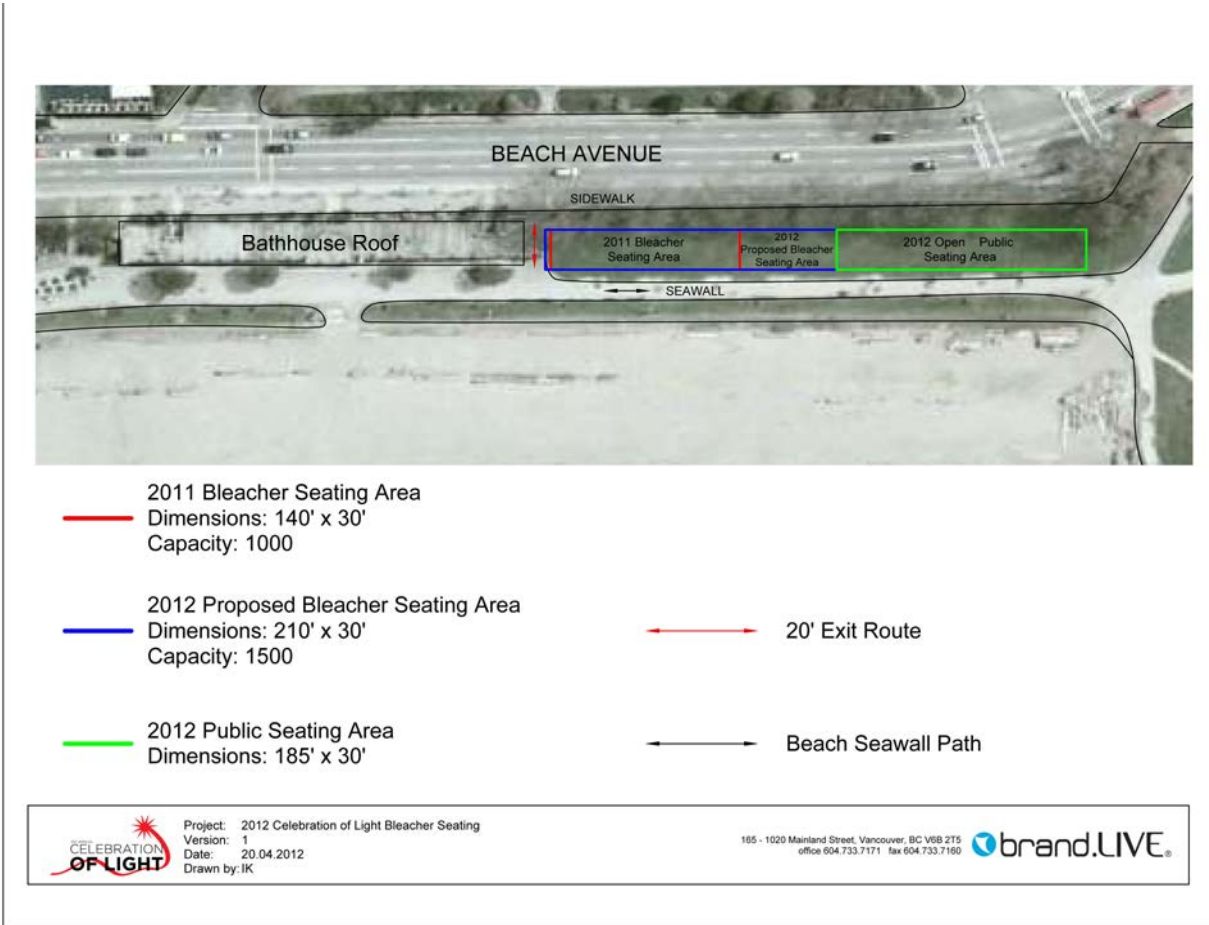
SUMMARY

The *Celebration of Light* offers residents and visitors an exciting opportunity to gather and watch a stunning display of fireworks. The proposals recommended by the event organizers are an attempt to build on the successful programming and activations of recent years.

Staff recommend that the Board approve the requests for; i) increased capacity of the reserved bleacher seating, ii) increased capacity of the Bathhouse roof licensed area, and iii) a public licensed area at Sunset Beach as part of the *Celebration of Light* festival, as outlined above.

Prepared by:
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Director, Recreation

Appendix A



Appendix B

