



Date: May 27, 2013

TO: Board Members – Vancouver Park Board
FROM: General Manager – Parks and Recreation
SUBJECT: Special Events Approval – Summer 2013

RECOMMENDATION

- A. *THAT the Board approve a request from the Coastal Jazz and Blues Society, organizers of the Vancouver International Jazz Festival, for a 750-person maximum capacity public special occasion license for the festival event being held at David Lam Park from June 29 to June 30, 2013***
- B. *THAT the Board approve a request from Lululemon for the Sea Wheeze Sunset Festival, a ticketed event for up to 15,000 people, including a public special occasion license with a maximum capacity of 3,000 to take place at Brockton Fields in Stanley Park on August 10, 2013 from 4:30pm to 10pm***
- C. *THAT the Board approve a request from Vancouver Urban Spaces Initiative, for ticketed events for up to 600 people at Portside (Crab) Park on June 29, July 27 and August 17, 2013 from 1pm – 9pm***

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 bylaws.

RECOMMENDATION A

BACKGROUND

The Vancouver International Jazz Festival is produced by the Coastal Jazz and Blues Society, a non-profit charitable organization founded in 1986, which is committed to stimulating and expanding Vancouver's music scene. The Festival features over 1,700 musicians from Canada and around the world performing at 40 venues in and around Vancouver, from June 24 to July 3, 2013. The Festival presents an extensive program of traditional and contemporary jazz, blues, world and improvised music that is enjoyed by as many as 20,000 people per day. The Park Board has been a regular partner in this event; the Roundhouse Community Centre and David Lam Park have provided major Festival venues for indoor and outdoor free public programming since 1997.

DISCUSSION

In 2011, the Board approved a request to consolidate three separate licensed areas on site into one “Park Bistro” with the capacity of 600. Over the last two years, the Bistro has been managed safely and successfully, with no incidents reported by the VPD. For 2013, the Coast Jazz and Blues Society has requested an increase in capacity from 600 to 750 people. The organizers feel the expanded Bistro area will enhance the festival experience and provide increased revenue to assist with the related costs of providing this popular free event.

Staff have reviewed the request with Liquor Control and Licensing colleagues, who have offered approval provided a four-foot double fenced moat around the licensed zone is installed, to assist with the higher volume of attendees. As in previous years, private security will be required and the Vancouver Police Department will assess and assign officers as needed. The operating hours of the Bistro would be noon – 10pm, with liquor service ending at 9:30pm.

The City FEST oversight committee, which includes representatives from Fire and Rescue Services, Vancouver Police, Liquor Control and Licensing and City Special Events, have endorsed this permit application subject to final plans regarding site security, health and safety, emergency response, communications and waste management.

The International Jazz Festival has proven to be a well-organized and successful annual event. Staff do not anticipate any significant issues as a result of the increased capacity of the licensed area and recommend the Board approve the request. Staff will continue to collaborate with organizers to ensure the event is implemented in accordance with all permit conditions.

RECOMMENDATION B

BACKGROUND

In 2012, Lululemon hosted the first annual Sea Wheeze Half Marathon on August 11. This event hosted 7,500 runners and a race route which showcased much of Vancouver including the Stanley Park seawall. Activations included a 1,000 person yoga class on Kitsilano Beach and a post-event celebration concert next to the convention centre on Jack Poole Plaza.

DISCUSSION

In 2013, the race registration numbers are expected to reach 10,000. While the running route will remain much the same Lululemon has proposed improvements to the participant experience by hosting the post-race celebration and yoga class at a single location.

The event organizers are therefore requesting permission to host the Sea Wheeze Sunset Festival at Brockton Fields in Stanley Park on August 10, 2013, from 4:30pm – 10:30pm. The tentative plans for this activation at Brockton upper and lower fields also include food vending and a licensed area. Access to the venue would be offered to all race participants plus up to 5,000 friends and families of the participants.

The organizers have requested permission for one public licensed area within the festival site, with a capacity of up to 3,000. Service hours would be limited to 5pm to 10pm.

As with other large scale events, the organizers will be required to produce detailed plans for traffic management, waste management, medical services, emergency evacuation, crowd control and food services. As part of their planning team, the organizers have hired the same traffic engineer who was involved with the 2012 Voices in the Park (VITP) concert. The layout proposed for the Sea Wheeze event is similar to VITP as shown in Appendix B.

At a recent FEST meeting, this permit application was reviewed and endorsed subject to final plan approval. In addition, Parks and Operations staff and Stanley Park stakeholders have been consulted regarding potential impacts to normal park operations.

The Park Board permit and related fees for this event that would be required from the organizers are estimated to be \$25,000.

Staff have spent considerable time working through the details of this special event proposal. Given the recent positive experiences of large events at Brockton Fields, including Voice in the Park and Vancouver 125 Summer Live, as well as the organizers' successful hosting of the 2012 SeaWheeze event, staff recommend the Board approve the application from Lululemon as outlined above.

RECOMMENDATION C

BACKGROUND

Vancouver Urban Spaces Initiative (VUSI) is a non-profit organization which hosts events that bring local communities out to experience art and culture in new ways. Between 2010 and 2012, the organizers produced the annual Special Summer Series of Music, which consisted of multiple free small concerts in city parks, including four at New Brighton Park and one in Portside/Crab Park, with attendance ranging from 300 – 700.

DISCUSSION

For 2013, VUSI is proposing to offer five events including two at the New Brighton Park location and three at Crab Park. In order for the organization to recover some of the costs associated with producing the events this summer, VUSI is planning to introduce a nominal, ten dollar admission charge for the three events at Crab Park. The two events at New Brighton Park will remain free of charge.

The revenues from the ticketed events will be used to offset costs relating to crowd control, increased security, bike valet and improved performance quality and to help fund the free New Brighton Park events.

The plan for the controlled-access events at Crab Park has the conditional approval of Fire and Rescue Services. Per previous years, waste management, security, and evacuation plans are required. Access to the pier for the general public will remain open. (See Appendix C)

Over the past three years, staff have worked with the organizers to continually improve on the event experience and to mitigate impacts to the neighbourhood, stakeholders and other park users. Staff recommend the Board approve the request from VUSI for the events as detailed in this report.

SUMMARY

The Vancouver International Jazz Festival, Lululemon Sunset Festival and the Special Summer Series concerts offer exciting entertainment opportunities for residents and visitors to enjoy this summer. Staff recommend the Board approve the requests from each organizer as outlined above.

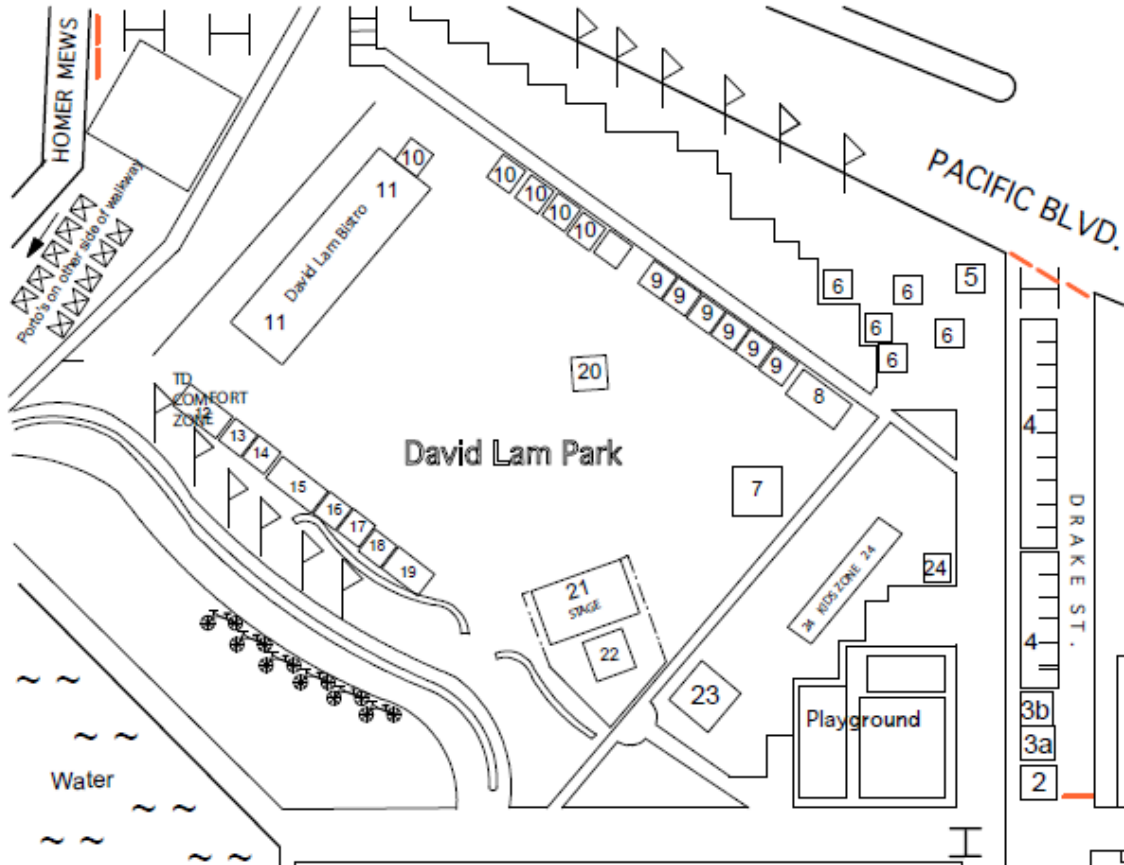
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Appendix A

Vancouver International Jazz Festival Layout - David Lam Park



SeaWheeze Sunset Festival Layout - Brockton Fields



Special Summer Series Preliminary Layout– Portside (CRAB) Park

