



Date: May 16, 2013

TO: Board Members – Vancouver Park Board
FROM: General Manager – Parks and Recreation
SUBJECT: Stanley Park 125th Celebration

RECOMMENDATION

- A. *THAT the Board approve the plans for Celebrate! Stanley Park to commemorate the park's 125th anniversary on August 24th & 25th in Stanley Park, with all arrangements to the satisfaction of the General Manager.***
- B. *THAT the Board grant permission for Special Occasion Licenses totaling a maximum capacity of 1,500 persons, in conjunction with Celebrate! Stanley Park.***
- C. *THAT the Board contribute \$50,000 from the Corporate Sponsorship Reserve for the artistic and production costs of Celebrate! Stanley Park.***

POLICY

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

The Board's policy on the approved use of Corporate Sponsorship funds requires fulfillment of one or more of the following criteria:

- To fund one-time expenditures to a limit of \$50,000 that will support revenue-generating activities and the money repaid into the Corporate Sponsorship account from the increased revenues within a period of three years.
- To fund initiatives with one-time expenditures to a limit of 50,000 that will result in improved efficiencies.
- To fund one-time expenditures over and above the existing funding level in the operating budget which are beneficial to the overall Parks and Recreation system.
- All expenditures require Board approval.

BACKGROUND

Since its official opening on September 27, 1888, Stanley Park has established itself as an attraction of international status. In 1988, the Government of Canada declared the park a National Historic Site “recognizing that the relationship between its natural environment and its cultural elements developed over time epitomizes the largest urban park in Canada.” Today, the Park receives over 8 million visitors a year and is recognized as one of the region’s top tourist attractions (Georgia Straight’s 2012 Best of Vancouver). Richard Steele’s seminal book *The Stanley Park Explorer* describes the park as “having something for everyone” due to its wide range of cultural, recreational, and natural attractions.

In 1886, the first order of business for Vancouver’s inaugural City Council was to request that the Government of Canada lease 1,000 acres of the largely logged peninsula to be opened as the City’s first official green space. As stewards of Stanley Park, the Vancouver Park Board has extensive plans to celebrate the milestone of the Park’s 125th anniversary with a free weekend celebration that will highlight three key Park themes – its Aboriginal history, its ecological history and its role as a modern urban park.

Historically, Stanley Park was the traditional Coast Salish territories of the Musqueam, Squamish, and Tsleil-Waututh First Nations. The full participation of Aboriginal peoples at the 2010 Winter Games signalled a new era of openness and participation in the cultural life of the community, which the Park Board intends to honour and promote at this celebration. Local First Nations are involved as partners in the celebration through monthly planning meetings and will be participating at the event with cultural activities, storytelling, and performances.

Celebrate! Stanley Park will take place on August 24th and 25th, 2013 and feature a two-day interdisciplinary and intercultural celebration in various locations/stages throughout the park. Existing infrastructure such as the 1,500 seat Malkin Bowl and the Stanley Park Pavilion along with stages at Ceperley Park and Lumbermen’s Arch will be utilized to program free daytime music, dance, arts and culture, and heritage activities and both free and ticketed evening entertainment options. Other activities such as roving performances, interactive workshops, and historical walking/cycling tours will be led by artists and heritage specialists to highlight various monuments, trails, and ecological areas.

This celebration builds upon the momentum and spirit generated at the City’s Live Sites at the 2010 Winter Games, the City of Vancouver’s 125th anniversary Summer Live celebration (held in Stanley Park in 2011), and other recent community events such as the September 15, 2012 Voices in the Park fundraiser for the Sarah McLachlan School of Music in Stanley Park which was attended by more than 10,000 people and raised over \$1 million.

DISCUSSION

To date, the Vancouver Park Board has secured funding support of \$200,000 from the City of Vancouver's Innovation Fund to produce the 125th anniversary celebration for Stanley Park. In addition, Canadian Heritage has confirmed \$90,500 in funding through the Building Communities through Arts and Heritage program. A presenting sponsorship has been confirmed and additional corporate partnerships are expected to be announced shortly. In-kind support from the City and Park Board staff along with in-kind media sponsorships will also provide important project resources for the event.

By combining the celebration events with an independent event proposal from brand.LIVE for a summer time community picnic event, the Park Board has been able to leverage more support for the anniversary celebrations and boost overall programming. This unique partnership will produce an exciting and popular event to entertain all ages with potential for other event partners and stakeholders to also use the event branding. Brand.LIVE has secured a title sponsor for the event, Stanley Park Brewery, which is keen to support family-friendly, sustainable events in the park during the 125th anniversary celebrations, and potentially in future years as well. The event will have three licensed areas at Ceperley Park, the Rose Garden and Brockton Point with a total maximum capacity of 1500 that will feature Stanley Park Brewery's products with all necessary permits and security in place.

The Park Board has established a Staff Advisory Committee to guide event planning who have met several times since last fall to identify opportunities and resources to make these celebrations possible. Staff will deliver the celebratory activities by involving partners to coordinate and stage a range of arts and heritage activities. Key to the success in introducing a large-scale, one-time event into the City's busy cultural calendar will be collaborations with local arts and heritage organizations and leveraging existing relationships with Park Board partners and stakeholders to build a strong program of events to engage the public. It is anticipated that the anniversary celebrations will attract attendance levels similar to that of Vancouver's Summer Live events and be well attended by both City residents and visitors alike.

Similar to the Summer Live Vancouver 125 event, the Park Board will deliver a comprehensive marketing and media plan to inform the public about this free, summer weekend event.

Through final reports and discussions with event staff for both Vancouver 125 in 2011 and Voices in the Park event in 2012; we have identified transportation challenges that we will address in our transportation plan. The key difference from a transportation planning perspective with *Celebrate! Stanley Park* is that there will not be any road closures to disrupt vehicle access in and out of the park. We will strongly promote green transportation – walking, cycling and use of transit in all event communication.

Expected outcomes from this celebration include:

- Increasing cultural understanding, dialogue, and engagement with the Musqueam, Squamish and Tsleil-Waututh peoples with the celebrations being held on their shared traditional Coast Salish territories;
- Engaging diverse communities to celebrate in a way that meaningfully reflects civic demographics with a free, all-ages interdisciplinary and intercultural event;
- Opportunities for volunteers to participate in planning and executing the event by engaging the Park Board's 24 community centres;
- Hosting accessible and sustainable celebrations that capture citizens' energy and spirit evolving from the 2010 Olympic Games and the City's Vancouver Summer Live celebrations in 2011;
- Extensive partnerships with professional arts, culture, and heritage organizations;
- Increased private sector sponsorships and in-kind contributions to leverage future support of park initiatives;
- Lasting legacy of support and international recognition for beloved Stanley Park as a national historic site that will outlive the anniversary celebrations.

SUMMARY

This report requests that the Board approve the planned celebrations to commemorate Stanley Park's 125th anniversary as outlined in this report. The request for funds from the Corporate Sponsorship complies with the policy for the use of Corporate Sponsorship fund and sufficient funds are available in the reserve to provide for this request.

Prepared by:
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