



Date: February 28, 2014

TO: Board Members - Vancouver Park Board
FROM: General Manager - Parks and Recreation
SUBJECT: Special Event Approvals -
2014 GranFondo Cycling Event and Music Tree Fundraiser

RECOMMENDATION

- A. THAT the Board approve a request from GranFondo Canada, organizers of the RBC Granfondo Whistler, for a cycling event in Stanley Park on September 6, 2014 from 3:00am to 11:00am.
- B. THAT the Board approve a request from The Music Tree Foundation, organizers of the Music Tree East Van Fundraiser for a ticketed event in Strathcona Park, July 5, 2014 from 7:00am to 9:00pm.

POLICY

Board approval is required for major events not included on the annual Special Events Calendar and/or are in variance with one or more Park Board bylaws.

RECOMMENDATION A

BACKGROUND

GranFondo Canada introduced the first world-class granfondo to Canada in 2010 when they launched the RBC GranFondo Whistler. GranFondo's 'Big Rides' are often 100 kilometres or more in length and designed for a large number of cyclists with varying abilities (from competitive cyclists to weekend enthusiasts). The rides are characterized by the challenges they offer, including long distances, steep climbs or a combination of both. While the events are not races, top participants often receive special recognition.

The RBC GranFondo Whistler enables roughly 4,000 cyclists an opportunity to ride the Sea to Sky Highway in a dedicated car-free lane from Vancouver to Whistler, a distance of 122km. There will be enhanced rest stops supplying entertainment and refreshments along the route. This year, there is a new element called the 'Forte', which allows 500 cyclists to ride 152km, including a climb to the top of Cypress Mountain.

DISCUSSION

Historically, the start of the RBC GranFondo Whistler has taken place on West Georgia Street between Seymour and Burrard. In 2014, in an attempt to further enhance the event experience, the organizers of the RBC GranFondo Whistler are looking to start and finish the ride in iconic destinations. With this objective in mind, GranFondo Canada is proposing to relocate the start of the 2014 event to Stanley Park.

The 'Forte' portion of the race would begin at 6:00am, with the remainder of the GranFondo event beginning at 7:00am. Within Stanley Park, the race would start on Stanley Park Drive, east of the Totem Pole parking lot. The event route would take the riders around Brockton Point, west along Stanley Park Drive, up to Prospect Point, and would depart the park at the Stanley Park Causeway exit (Appendix A).

The vast majority of the set up will occur on Stanley Park Drive east of Avison Way. Road closures will begin at 3:00am at this location. Subsequent closures of Pipeline Road, north of the Miniature Train parking lot will occur at 5:45am. Avison Way, east of the Aquarium will also be closed. All roads will re-open promptly at 8:00am.

The potential impact of the event on Park stakeholders has been taken into consideration and a meeting has been held with stakeholder representatives to review strategies aimed at mitigating any anticipated challenges. Pending approval of this recommendation, the event organizers will complete comprehensive site, transportation, traffic, safety, and green event plans.

The permit application for this event has been reviewed and endorsed by the City's FEST Committee, including VPD, VF&RS, traffic operations, City events and park staff, and the Ministry of Transportation & Infrastructure, subject to the approval of the required plans.

After thoughtful consideration, staff do not anticipate any significant issues arising from this initiative and recommend that the Board approve this special event request. Staff will continue to collaborate with the organizers to ensure the event is executed in accordance with all permit conditions.

RECOMMENDATION B

BACKGROUND

The Music Tree is a grassroots, not-for-profit foundation dedicated to raising awareness of ecological and community projects through a variety of fund raising concerts and other creative events. The foundation is committed to the fundamental effort of 'greening' our planet by inspiring people to get involved in community building and self-sustainability projects. Founders Aaron Ross, lead singer of local band The Boom Booms and Levon Kendall, a Team Canada Basketball member, founded the organization in 2011. Recipients of fundraising efforts include local and international charities, including Environmental Youth Alliance, Contributing to Lives of Inners City Kids, and Up with Hope.

DISCUSSION

This music event had its humble beginnings in the alley of an east Vancouver neighbourhood. The event has grown over the years and now requires a larger venue. The organizer has applied for a fenced ticketed venue at Strathcona Park on Saturday, July 5, 2014 from 1:00pm to 9:00pm (Appendix B). Set up would begin at 7:00am and tear down at the end of the event. Tickets for the event will be priced at \$20 and be limited to 3,000 participants. The event will include a barbecue area, skateboard and basketball activities, community and sponsor booths, and live music, including The Boom Booms as the feature act.

The City's FEST Committee, VPD, VF&RS, and City events and park staff have provided conditional approval for this event. Final plans regarding site security, health and safety, emergency response, communications, egress plan, and green events will be required.

After careful consideration, staff do not anticipate any significant issues accruing from this event and recommend that the Board approve the request as outlined above. Staff will continue to collaborate with organizers to ensure the event is implemented in accordance with all permit conditions.

SUMMARY

The GranFondo Whistler and the Music Tree East Van Fundraiser support and promote active living, greening, and community building activities for all Vancouverites. They are welcome additions to the events hosted in our park system. Accordingly, staff recommend that the Board approve the requests from the respective event organizers as outlined above.

Prepared by: Octavio Silva
Manager of Business Development
Vancouver Board of Parks and Recreation
Vancouver, BC

Appendix A

GranFondo Whistler 2014 – Site Map



Appendix B

Music Tree East Van Fundraiser – Site Map

