



Date: May 2, 2014

TO: Board Members - Vancouver Park Board
FROM: General Manager - Parks and Recreation
SUBJECT: Special Event Approval - Celebration of Light 2014

RECOMMENDATION

THAT the Board grant permission for a 1,200 person Public Special Occasion License in the reserved seating area of the Celebration of Light event on July 26, July 30, and August 2, 2014, from 6:30 pm to 9:00 pm.

POLICY

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

BACKGROUND

Vancouver's Celebration of Light is the largest offshore fireworks competition in the world and the City of Vancouver's largest event, attracting upwards of 400,000 spectators nightly along English Bay for each performance. Owned and operated by the not-for-profit Vancouver Fireworks Festival Society, the 2014 event marks the 24th consecutive year of the competition, which contributes in excess of \$39 million in incremental tourism and hospitality spending each year.

The City of Vancouver and Park Board are recognized supporters of this event and contribute numerous in-kind resources such as site preparation assistance, sanitation services and other civic amenities.

DISCUSSION

In 2011, the Board approved a reserved seating area for the event in the park space just south of the English Bay Bathhouse with capacity for 1,000 people. In response to growing demand, the size of the reserved seating area was increased to 1,500 seats in 2012. This seating area also included a free section for mobility challenged guests. This activation area enabled improved organization of prime seating space and also afforded the event organizer an additional revenue stream to help offset expenses associated with hosting the annual fireworks festival.

For 2014, the organizers have applied to license 80% of the reserved seating area. The remaining 20% will remain as an alcohol-free zone. Currently, the event plan calls for the reserved seating area to accommodate 1,300 seats; should demand warrant, the capacity of

the reserved seating area could be increased to 1,500 guests. As a result, it is anticipated that the licensed area will total between 1,040 and 1,200 seats. Correspondingly, the family area will accommodate 260 to 300 guests (see Appendix A). Should the demand for family seating be higher than anticipated, the organizers will adjust to meet those requirements. Alcohol service will be limited to the period between 6:30pm to 9:00pm.

Access to the licensed reserved seating area will be controlled via a single point of entry with admission available by pre-purchased ticket only. This access point will be operated by Brand.LIVE, a locally-based event production and sponsorship agency; security and bag checks will also be required. Washroom facilities and food services will be available to guests within the fence line.

An application for a Public Special Occasion License for the reserved seating area has been reviewed and endorsed by the City's FEST Committee, including VPD, VR&RS, BCLB, City events and park staff, subject to final approval by the Board.

In addition to the introduction of the licensed area, the 2014 edition of the Celebration of Light event will also feature a number of new activations, including a kid zone at Sunset Beach Park, hockey at the sport court, a food truck zone in the parking lot, and a corporate hospitality chalet at Vanier Park.

SUMMARY

The Celebration of Light fireworks festival is a recurring initiative that activates public spaces and enhances the vibrancy of our city. The event offers residents and visitors an exciting opportunity to gather and watch one of the world's leading fireworks displays. The request from the organizer represents an attempt to incrementally build on successful programming and activations of recent years. Accordingly, staff recommend that the Board approve the request from the organizer as outlined above.

General Manager's Office
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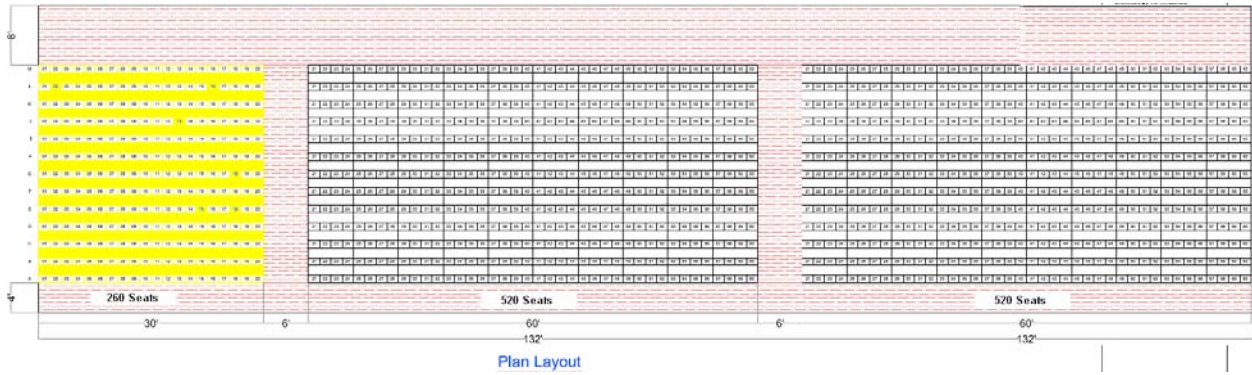
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Appendix A

Celebration of Light 2014 - Reserved Seating Area - English Bay

← NORTH



Family Area

Licensed Area