



Date: June 13, 2014

TO: Board Members - Vancouver Park Board  
FROM: General Manager - Parks and Recreation  
SUBJECT: Special Event Approvals 2014 - ClearlyContacts.ca Open and  
Pride Sunset Beach Market & Festival

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## RECOMMENDATION

- A. THAT the Board approve a request from Volleyball BC, organizers of the ClearlyContacts.ca Open (formerly the Vancouver Open), for a 350-person Public Special Occasion License in a site licensed area from July 4 to 6, 2014, at Kitsilano Beach.
- B. THAT the Board approve a request from the Vancouver Pride Society, organizers of the Pride Sunset Beach Festival & Market, to increase the capacity of the event's licensed area on August 3, 2014, from 1,000 to 1,200 persons.

## POLICY

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

## RECOMMENDATION A

### Background

Volleyball BC is a not-for-profit organization that delivers, supports and administers volleyball activities in British Columbia. Their flagship professional beach volleyball tournament at Kitsilano Beach, the ClearlyContacts.ca Open (formerly the Vancouver Open), generates exposure for the sport and showcases the skills of local players through a high-level competition. The event, which is free to attend and draws visitors from all over Canada and North America, attracts over 20,000 spectators annually.

### Discussion

In response to recent liquor policy changes provided under the B.C. Liquor Policy Review, Volleyball BC is seeking permission to change their Board approved Special Occasion License from a 250-person beer garden to a 350-person site licensed area. The proposed expansion would include the bleacher seating area of the event and fencing would be provided to delineate and separate the site licensed area from the remaining event area and to comply with VPD and BC LCLB requirements. The requested change would:

- Improve spectator experiences by permitting for a more integrated and family-friendly environment; and
- Provide the event organizer with an additional revenue stream to help offset expenses associated with hosting this annual event.

Alcohol service at the tournament would be available as follows:

- July 4 - from 1:00pm to 7:00pm; and
- July 5 and 6 - from 11:00am to 7:00pm.

The City's FEST Committee (which includes the VPD, VF&RS, BC Ambulance Service, BC Liquor Control and Licensing Branch, City Special Events, Traffic Management and Park Board staff) has reviewed this application and provided conditional approval.

Park Board staff have carefully considered this request and do not anticipate any significant issues arising from this initiative.

## RECOMMENDATION B

### Background

The Vancouver Pride Society brings together members of the Lesbian, Gay, Bisexual, Transgender, Two-Spirited and Queer community, their friends, allies and supporters in celebration of the unique spirit and culture of the LGBTQ community. The Society's Pride Parade, which attracts over 650,000 people, was granted civic status in 2013 and is recognized as one of the City's signature events. The Pride Sunset Beach Festival & Market, which takes place on the same day as the Pride Parade, features live music by local performers, a local market showcasing products, services, and community organizations, and a licensed area. Roughly 150,000 people visit the Festival & Market throughout the day.

### Discussion

The Board approved an increase in the size of the licensed area from 750 to 1,000 people in 2013. Despite this increase, however, event attendees continue to experience significant line-ups during peak periods of the day. In an attempt to alleviate these pressures, the Pride Society is seeking to increase the size of the licensed area from 1,000 people to 1,200 people. The additional capacity, which can be accommodated via the site plan approved in 2013 (see Appendix B), will improve overall participant experience and provide the organizer with additional revenues to assist in funding the event. Alcohol service would be available from 11:00am to 7:00pm on August 3, 2014.

The City's FEST Committee (which includes the VPD, VF&RS, BC Ambulance Service, BC Liquor Control and Licensing Branch, City Special Events, Traffic Management and Park Board staff) has reviewed this application and provided conditional approval.

Park Board staff have assessed this request and do not anticipate any significant issues as a result of this change.

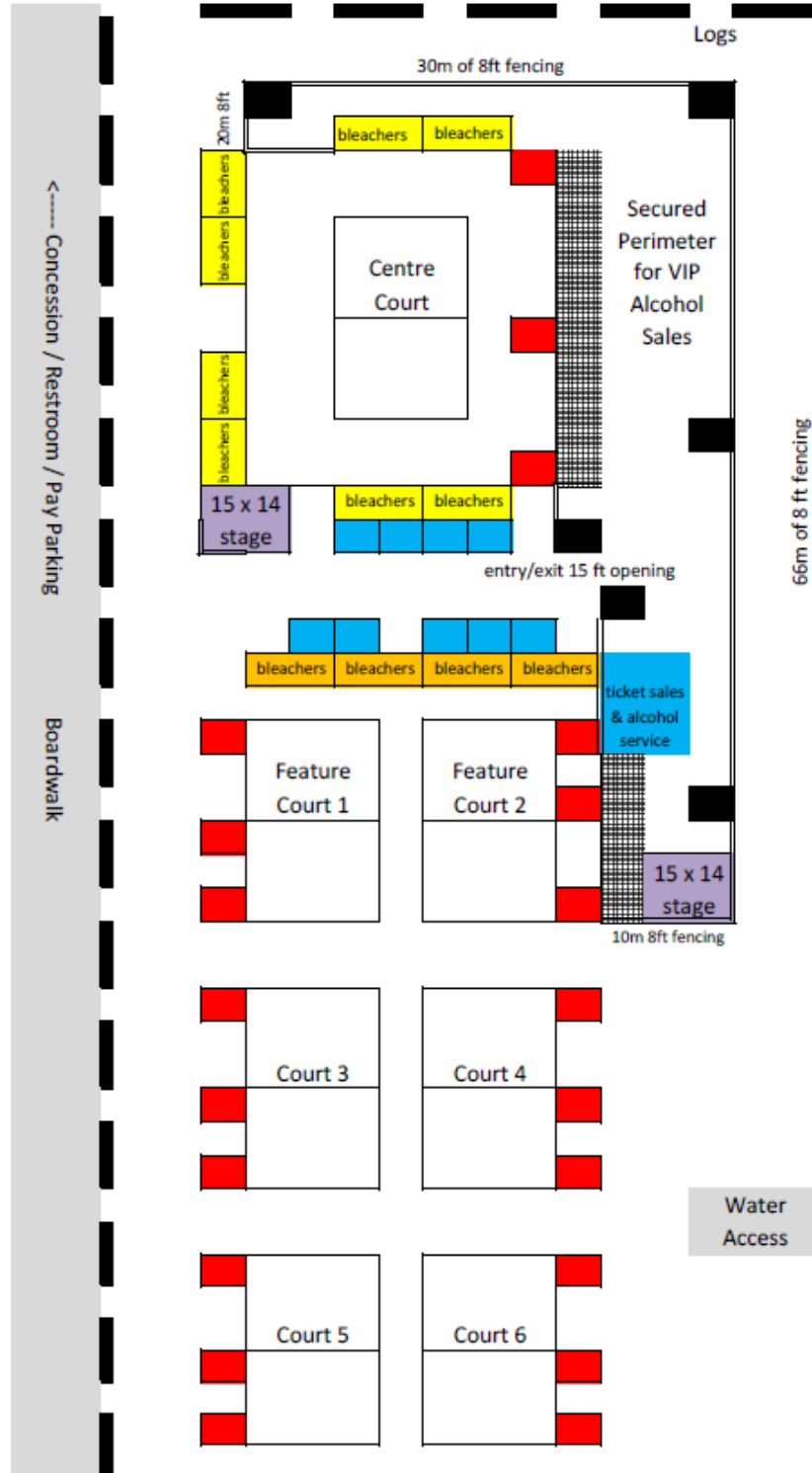
## SUMMARY

The ClearlyContacts.ca Open and Pride Sunset Beach Festival & Market are popular and recurring summer events that promote active living and inclusivity, and enhance the vibrancy of our city. Staff have carefully reviewed the applications and are confident that both initiatives can be implemented without any major adverse impacts. Accordingly, staff recommend that the Board approve the requests from the respective event organizers as outlined above.

General Manager's Office  
Vancouver Board of Parks and Recreation  
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ClearlyContacts.ca Open - Site Plan



Pride Sunset Beach Festival & Market - Site Plan

