



Date: July 11, 2014

TO: Board Members - Vancouver Park Board
FROM: General Manager - Parks and Recreation
SUBJECT: Special Event Approval - SeaWheeze Sunset Festival 2014

RECOMMENDATION

THAT the Board approve a request from Lululemon Athletica, organizers of the *SeaWheeze Sunset Festival*, for a 15,000 person Public Special Occasion Site License at Brockton Fields in Stanley Park on Saturday, August 23, 2014, from 4:30 pm to 10:00 pm.

POLICY

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

BACKGROUND

Lululemon Athletica hosted its first annual SeaWheeze Half Marathon on August 11, 2012. The event welcomed 7,500 runners and showcased the best of Vancouver, including the Stanley Park seawall. Post half marathon event programming, known as the *SeaWheeze Sunset Festival*, included a 1,000 person yoga class on Kits Beach and a celebration concert at Jack Poole Plaza.

In 2013, interest in the race increased and participation soared to 10,000 runners. To complement the race experience, Lululemon hosted their *SeaWheeze Sunset Festival* at Brockton Fields in Stanley Park on August 10, from 4:30pm to 10:30pm. This ticketed event included a 15,000 person yoga class and two concert performances.

DISCUSSION

Due to the success of the *SeaWheeze Sunset Festival* in 2013, Lululemon has applied to once again host this event in Stanley Park on August 23, 2014, from 4:30pm to 10:00pm. The main event components will remain the same as in 2013 (15,000 person capacity with programming to include one yoga class and two concert performances). In addition, a new trapeze feature will be added to enhance participant experiences (Appendix A).

In response to recent liquor policy changes provided under the B.C Liquor Policy Review, the organizers of the *SeaWheeze Sunset Festival* are seeking an all-ages site license for 15,000 people. 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 and endorsed the application subject to final plan approval.

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

SUMMARY

The *SeaWheeze Summer Festival* promotes active living, activates public spaces and enhances the vibrancy of our city. It is a welcome addition to the events hosted in our park system. Accordingly, staff recommend that the Board approve the request from the organizer as outlined above.

General Manager's Office
Vancouver Board of Parks and Recreation
Vancouver, BC

Prepared by
Octavio Silva, Manager of Business Development
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SeaWheeze Sunset Festival 2014 - Brockton Point - Site Plan

