



Date: July 11, 2014

TO: Board Members - Vancouver Park Board
FROM: General Manager - Parks and Recreation
SUBJECT: Special Event Approval - Special Summer Concert Series 2014

RECOMMENDATION

THAT the Board approve a request from the Vancouver Urban Spaces Initiative, organizers of the *Special Summer Concert Series*, for a 250-person Public Special Occasion License at New Brighton Park on Sundays, July 27, 2014 and September 7, 2014, and at Brockton Point in Stanley Park on Sunday, August 17, 2014, from 1:00pm to 8:30pm.

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

The Vancouver Urban Spaces Initiative (VUSI) is a non-profit organization which organizes events that utilize city spaces and bring local communities together to experience art and culture through new initiatives. Between 2010 and 2013, the organizers produced a *Special Summer Concert Series* of musical events. The organization hosted five free small concerts at New Brighton Park and Crab Park. The attendance ranged from 300 to 700 spectators, with an average attendance of 500.

DISCUSSION

In 2013, the Board approved VUSI's request to collect a \$10 admission fee for three of the five concerts. The revenues from the ticketed events were used to support improved crowd control, increased security, improved performance quality and assisted in funding two free concerts. Unfortunately, despite additional revenues derived from ticket sales, the concert series operated at a loss.

VUSI remains committed, 2013 financial performance notwithstanding, to bringing musical experiences to communities in East Vancouver. In keeping with this objective, the organization recently held a free concert in New Brighton Park on June 27, 2014. Once again, however, concert revenues, generated by the sale of hotdogs and juice, were not sufficient to cover event-related costs.

As a result, for their three remaining concerts in 2014, VUSI has applied for a 250-person licensed area (Appendices A and B). The revenues generated by the licensed area and from concert ticket sales will be used to offset event expenses. To increase the likelihood of

meeting the latter objective, VUSI will also be increasing ticket prices in 2014 to \$15 for adults (available for purchase online and in person). Admission for children will remain free of charge.

VPD, VF&RS, BC Liquor Control and Licensing Branch, City Special Events, and Park Board staff have reviewed and endorsed the application subject to final plan approval.

Staff have worked closely with VUSI over the past four years to continually improve and grow this event. Sound levels will be monitored and staff will continue to work with the organizers to mitigate any potential impacts to nearby residents, businesses and other park users.

SUMMARY

The *Special Summer Concert Series* is a recurring event that activates public spaces, promotes community building and enhances the vibrancy of our city. Accordingly, staff recommend that the Board approve the request from the organizer as outlined above.

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Special Summer Concert Series 2014 - New Brighton Park - Site Plan



Special Summer Concert Series 2014 - Brockton Point - Site Plan

