



Vancouver Board of Parks and Recreation

Special Event Approval: East Van Summer Jam

February 16, 2015

Visit the Park Board website at: vancouverparks.ca



Recommendation

- A. THAT the Board approve a request from The Music Tree Foundation, organizers of the East Van Summer Jam, to increase the capacity of this event from 3,000 to 3,500 people, at Strathcona Park on July 4th, 2015, from 1:00pm to 9:30pm.

- B. THAT the Board approve a request for a 500-person Public Special Occasion License, during the East Van Summer Jam event, at Strathcona Park on July 4th, 2015, from 1:00pm to 9:30pm.

Background

- Music Tree Foundation is a grassroots, not-for-profit organization
- Dedicated to raising awareness of ecological and community projects through fundraising initiatives
- Founded in 2011 by Aaron Ross (The Boom Booms) and Levon Kendall (Team Canada Basketball)
- Efforts benefit local and international initiatives



Background

- Moved to Strathcona Park in 2014
- 1,800 guests attended (3,000 capacity)
- Featured variety of activities, displays and live music
- Event was well-executed and no issues were reported
- Organizers successfully obtained support of local stakeholders

IN ASSOCIATION WITH THE MUSIC TREE
F FANFAIR PRESENTS

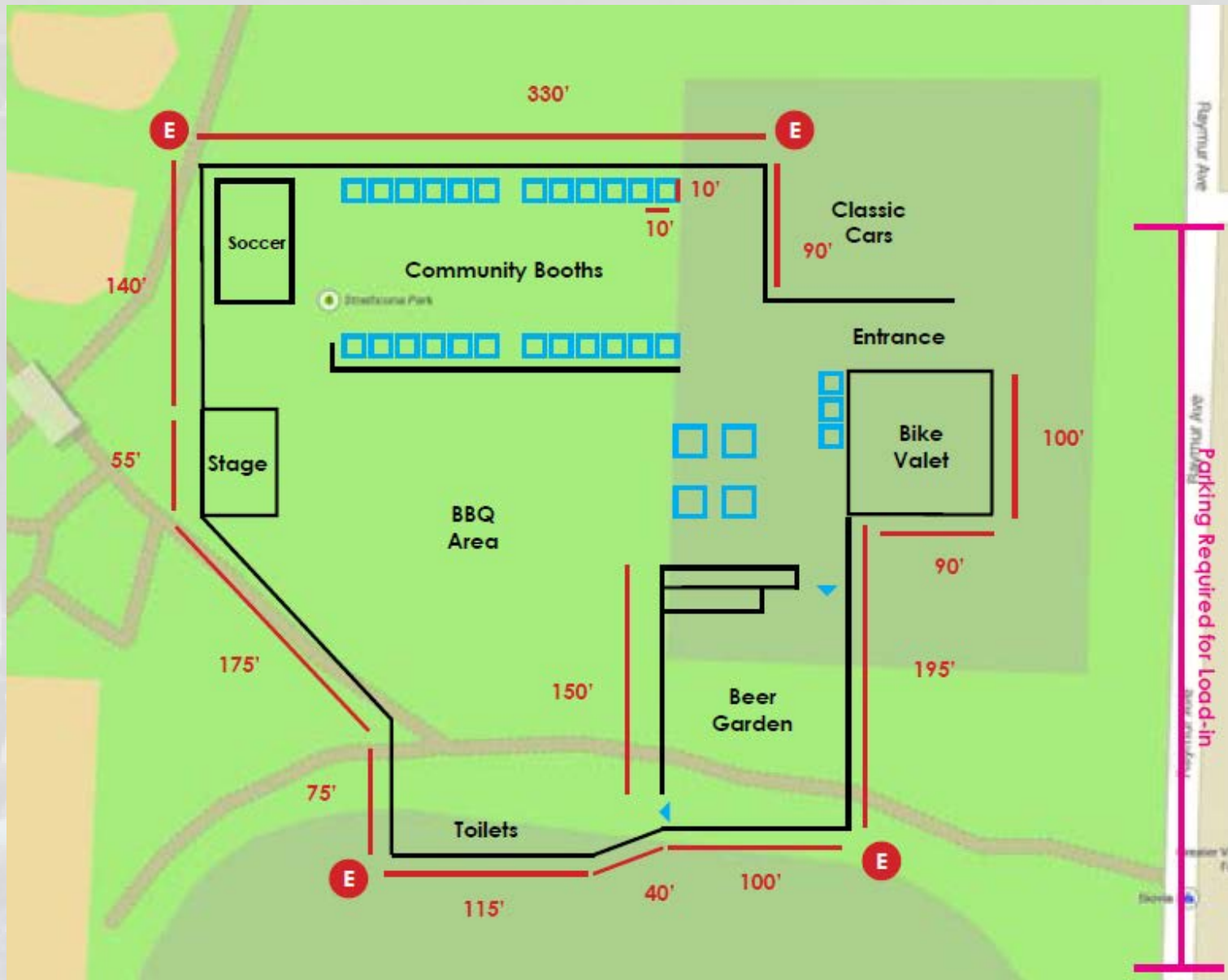


2015 Proposal

- Ticketed concert at Strathcona Park on July 4
- Operate from 1:00pm to 9:30pm
- Feature variety of activities, displays and live music
- 3,500 guest capacity
- 500-person licensed area
- Initiatives to enhance affordability and accessibility



Site Map - East Van Summer Jam 2015



Key Considerations

- Application conditionally approved by the City's Fest Committee, subject to Board approval
- Staff have reviewed the application; confident event can be executed successfully
- Aligns with strategic goals/priorities
- Activates a non-traditional park and adds vibrancy to the City





Recommendation

- A. THAT the Board approve a request from The Music Tree Foundation, organizers of the East Van Summer Jam, to increase the capacity of this event from 3,000 to 3,500 people, at Strathcona Park on July 4th, 2015, from 1:00pm to 9:30pm.

- B. THAT the Board approve a request for a 500-person Public Special Occasion License, during the East Van Summer Jam event, at Strathcona Park on July 4th, 2015, from 1:00pm to 9:30pm.

