



Date: June 11, 2015

TO: Board Members - Vancouver Park Board
FROM: General Manager - Vancouver Board of Parks and Recreation
SUBJECT: Unbuckled 2015 - Special Event

RECOMMENDATION

THAT the Vancouver Park Board approve a request from Wet Ape Productions, organizers of Unbuckled 2015, for a 2,000 person site licensed area at Brockton SW Diamond, on September 12, 2015, from 1:00pm to 7:30pm.

POLICY

Park Board approval is required for special events not included on the annual Calendar of Major Special Events and/or that are in variance with one or more Park Board by-laws.

BACKGROUND

Unbuckled will be a ticketed country-western community backyard barbeque themed event featuring "sports day" style activities and bluegrass music. It will be organized by Wet Ape Productions, an event production company established in 2007, which specializes in the development and execution of unique sports, music and cultural events in Western Canada.

A portion of the proceeds generated by the Unbuckled event will benefit the Music Heals Charitable Foundation, which supports a wide range of music therapy services to communities in British Columbia and across Canada.

DISCUSSION

This inaugural event, which aims to encourage community building and teamwork principles amongst participants in a fun, interactive, and unique setting, will take place at Brockton SW Diamond, located adjacent to Brockton Oval in Stanley Park. The ticketed country-style barbeque themed initiative will feature a variety of "sports day" themed activities (including tug-of-war, relay races, human foosball, water balloon toss, mechanical bull, etc.), vendor and information booths, food and beverage services, and live music. As part of their event application, the organizers are seeking approval for a 2,000 person site licensed area (Appendix A). The event will run from 1:00pm to 7:30pm, with alcohol service ending at 7:00pm. In order to enhance the accessibility and affordability of the event, the organizer will be providing free admission to children accompanying their parents to the event and approximately 200 tickets will be donated to a number of community groups.

This event application has been reviewed and conditionally approved by the City's FEST Committee (which includes representatives from the VPD, VF&RS, BC Ambulance Service, BC LC&LB, City Special Events, Traffic Management and the Park Board), subject to Board approval and the submission of final event plans (site security, health and safety, emergency response, communications, egress plan and green events).

SUMMARY

The Unbuckled 2015 event promotes active living, enhances the vibrancy of our city and activates a lesser used event space. Through its execution, it will also raise awareness and generate funds for the development and use of music therapy. Staff have worked through the many aspects of this special event application with the organizers and are confident that the initiative can be executed successfully. Accordingly, staff recommend that the Board approve this application as outlined above.

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

Prepared by:
Octavio Silva, Manager of Business Development
OS/clc

Unbuckled 2015 - Preliminary Site Plan - Brockton SW Diamond, Stanley Park

