



2015 SPECIAL EVENTS UPDATE

REPORT BACK

FEBRUARY 22, 2016





BACKGROUND

- Presentation provided for information purposes
- Response to direction provided by the Board
- Seeking opportunity to review and provide feedback on new/first-time events

OVERVIEW

- 6 new events approved for 2015
- 3 delivered as planned
 - Clean Up the Ocean Concert
 - Unbuckled
 - Festive Light Installations
- 3 postponed or canceled
 - Voices in the Park Concert
 - Urban Forest Concert
 - Caravan Festival





CLEAN UP THE OCEAN

- Approved May 11, 2015
- Gated/ticketed concert (Upcycle the Gyres Society)
- Fundraising initiative; featured live and DJ music, food services, vending, etc.
- Prospect Point picnic site; July 4, 2015
- 800 guest capacity; very low attendance
- No issues reported by staff or stakeholders
- Moving to Brockton SW diamond in 2016

UNBUCKLED

- Approved June 22, 2015
- Gated/ticketed country-western style BBQ theme (Wet Ape Productions)
- Fundraising initiative; featured 'sports day' activities, live music, food & beverage services, etc.
- Brockton SW diamond; September 12, 2015
- 2,000 guest capacity; roughly 1,000 attendees
- No issues reported by staff or stakeholders





LIGHT INSTALLATIONS

- Approved September 17, 2015
- Temporary festive lighting initiative (WEBIA & partners)
- Featured installations at 2 locations:
 - Morton Park (Luna)
 - Haywood Bandstand
- December 7, 2015 to February 15, 2016
- Very well received by public
- No major issues reported by staff or stakeholders

VOICES IN THE PARK

- Approved February 2, 2015
- Gated/ticketed concert (Patrick Roberge Productions)
- Fundraising initiative featured live music, food & beverage services, vending, etc.
- Brockton Fields; September 19, 2015
- 18,000 guest capacity
- Canceled April 24, 2015; artist scheduling conflicts





URBAN FOREST CONCERT

- Approved October 27, 2014
- Gated/ticketed concert (Paper Rain Performances)
- Featured live music, food & beverage services, vending, etc.
- Brockton Fields; August 22, 2015
- 14,750 guest capacity
- Postponed August 17, 2015; insufficient financial capacity

CARAVAN FESTIVAL

- Approved June 22, 2015
- Free 3-day community event (brand.LIVE Group)
- Featured food, wine, talent and crafts from the Thompson Okanagan
- Olympic Village Square & Plaza; September 18 to 20, 2015
- Canceled August 24, 2015; budget reallocation by event sponsor (TOTA)





QUESTIONS & ANSWERS