



# SPECIAL EVENT: BDG PRIVATE EVENT

PARK BOARD  
COMMITTEE MEETING  
May 2, 2016





## RECOMMENDATION

THAT the Vancouver Park Board approve an application from the Beedie Development Group to utilize the Stanley Park Pavilion Garden for a private special event on Saturday, July 9, 2016, with all arrangements to the satisfaction of the General Manager.



## BDG BACKGROUND

- BDG is one of BC's most respected companies
- Established in 1954; owner and developer of industrial and residential real estate
- Well-regarded for their philanthropic and community initiatives
- 2016 season sponsor for Theatre Under the Stars

The logo for Beedie, featuring the word "Beedie" in a white, sans-serif font centered within a dark blue square background.

Beedie

# EVENT BACKGROUND

- BDG has secured several Stanley Park venues for a private event on July 9, 2016
  - Malkin Bowl, Stanley Park Pavilion & SPES office
- Event will feature food, beverages and music performances by popular legacy artists
- Produced by BrandLIVE Group

# EVENT PROPOSAL

- Organizers are seeking to use the Pavilion Garden to create a single large event area
- Allow guests to move seamlessly between the venues; enhanced experience
- Combined spaces will accommodate 3,000 guests
- Use of Garden space requires Board approval; activations at other facilities does not





## EVENT PROPOSAL

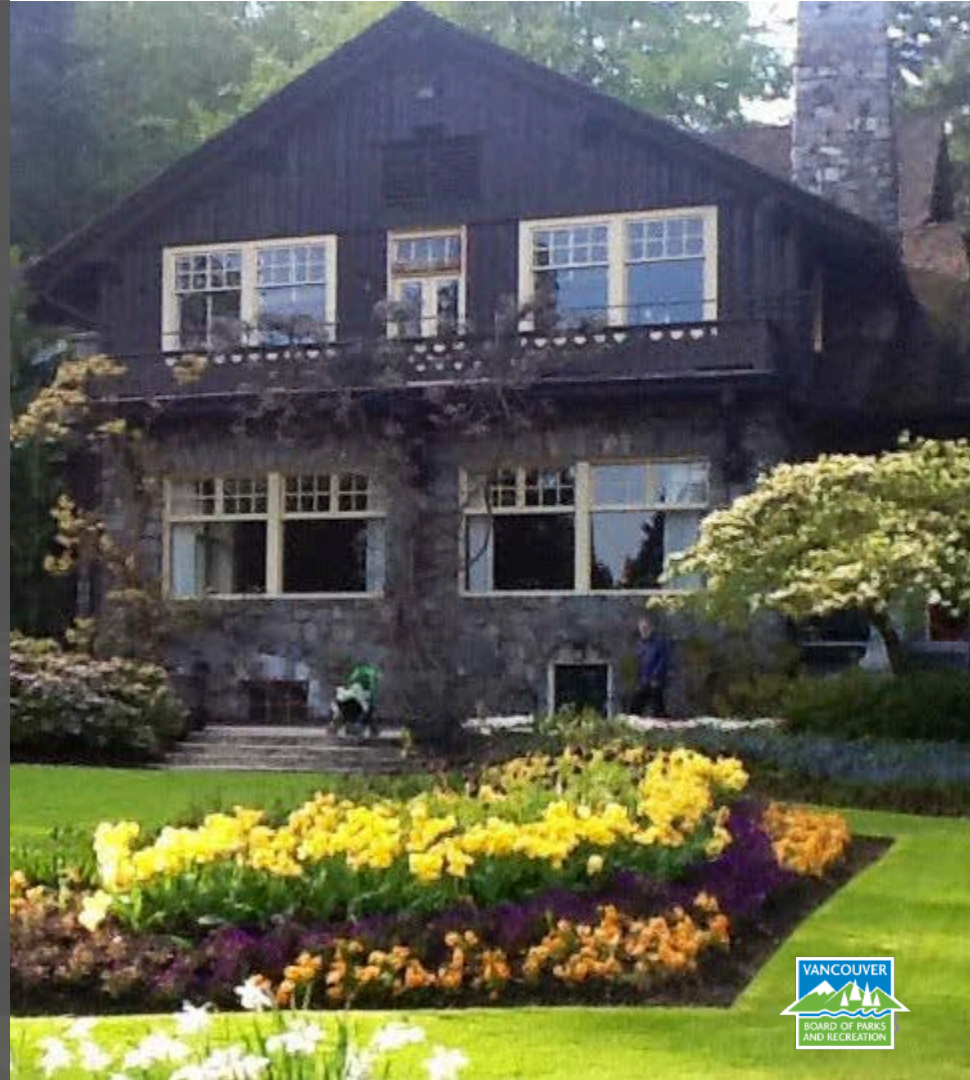
- Early closure of the Pavilion Garden required on July 9, 2016 (3:00pm)
  - Garden use low after 4:00pm
  - Pavilion closes at 5:00pm, reflecting lower activity
  - Event signage to advise public
- Event delivered with sound and timeframe thresholds consistent with TUTS
- Initiative endorsed by key FEST Committee members



# Preliminary Site Map

# KEY CONSIDERATIONS

- Staff recognize sensitivities associated with restricting access to public spaces
- Consider requests of this nature very carefully
- Staff are supportive of this application
  - Public access restricted for a relatively short period of time
  - Lower use area of the park
  - Meaningful benefits to Park Board and partners/stakeholders







## EVENT BENEFITS

- Collaboration and support for Stanley Park partners
- Showcase Stanley Park and the Pavilion Garden area
- Deliver long term legacies
  - Re-painting of Malkin Bowl stage (est. \$20 to \$30k)
  - Decorative stanchions used at event will be donated
- Generate incremental revenues (est. \$7,000)



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