



April 25, 2016

TO: Park Board Chair and Commissioners
FROM: General Manager - Vancouver Board of Parks and Recreation
SUBJECT: BDG Private Event - Special event

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.

POLICY

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

BACKGROUND

The Beedie Development Group (BDG) is one of British Columbia's most respected companies. Established in 1954, the organization is an owner and developer of industrial and residential real estate in British Columbia and Alberta. The company is also well-regarded for its community and philanthropic initiatives, including sponsorship of the 2016 season of Theatre Under the Stars (TUTS).

Through agreements with other Park Board operating partners, BDG has secured Malkin Bowl, the Stanley Park Pavilion and the Stanley Park Ecology Society (SPES) administration office to host a private event on July 9, 2016. In order to connect these facilities and provide event guests with uninterrupted access between these event venues, BDG has applied to use and integrate the Stanley Park Pavilion Garden into the same initiative on the same date.

The BDG private event will be produced by BrandLIVE Group, a Vancouver-based event production and creative agency with years of experience working with the Park Board on initiatives such as the Honda Celebration of Light, Voices in the Park, and Stanley Park 125. BrandLIVE has also produced other notable events such as the Squamish Valley Music Festival, New Year's Eve Vancouver 2015, and multiple Grey Cup Festivals.

DISCUSSION

The BDG private event will consist of an outdoor concert at Malkin Bowl and a VIP event at the Stanley Park Pavilion; the event will also utilize the SPES administration office. In order to execute this initiative, BDG has bought out TUTS performances on July 8 & 9, 2016, as well as the Stanley Park Pavilion and the Stanley Park Ecology Society administration office. The all-ages BDG event will feature food, beverages and music performances by several popular legacy artists.

In order to enhance guest experience, the event organizers are seeking to use the Pavilion Garden, which is located between Malkin Bowl and the Stanley Park Pavilion, to create a single large event space, thereby enabling guests to move seamlessly between the multiple venues (Appendix A). The combined spaces will provide capacity for up to 3,000 guests. It should be noted that only the use of the Pavilion Garden requires Board approval; the activations taking place at the other aforementioned facilities are permitted under the lease/license agreements between these operating partners and the Park Board.

The set-up for the initiative would begin on Friday, July 8, 2016, and would impose no restrictions/limitations to public access. The Pavilion Garden would remain open to the public until 3:00pm on July 9, 2016. While an early closure is required on this day for site set-up, Park Rangers and Stanley Park Pavilion staff have reported that public use of the garden is low after 4:00pm. The Stanley Park Pavilion also closes regularly at 5:00pm, further reinforcing the reduced activity levels in the area post 4:00pm. The organizers will provide signage at the event site to inform and re-route any impacted pedestrians/visitors to their destinations.

The organizers will be delivering their event within sound level and timeframe thresholds consistent with the Park Board's agreement with TUTS (85db and 11:00pm). Event activities in the Pavilion will end at 1:30am. Appropriate steps are also being taken by the organizers (installation of decorative stanchions) to ensure Pavilion Garden flower beds are protected during the event.

Staff recognize that sensitivities and concerns exist when access to public spaces is restricted, and as a result, consider all requests of this nature very carefully. Staff are supportive of this special event application since it achieves a reasonable balance by limiting access for a relatively short period of time and in a lesser used location in Stanley Park. The benefits accruing to the Park Board and its partners/stakeholders from this initiative are also meaningful and include:

- Collaborating and providing support for existing Stanley Park operating partners (TUTS, Stanley Park Pavilion and SPES);
- Showcasing Stanley Park and the Pavilion Garden area to existing and new users;
- Delivering long term legacies (re-painting of Malkin Bowl stage - value estimated at \$20,000 to \$30,000); decorative stanchions used at the event will be donated to the Park Board); and
- Generating important incremental revenues (estimated at \$7,000) in a lower use area and time period that can be used to support Vancouver's parks and recreation system.

Subject to Board approval, the organizers will be seeking to obtain a Private Special Occasion Site License for the event. The specific capacity and features of the licensed area will be subject to recommendations by the VPD, VF&RS, and the BC Liquor Control & Licensing Branch. The event has been endorsed by key FEST Committee members, including the VPD, VF&RS, and BC Liquor Control & Licensing Branch.

SUMMARY

The BDG event represents an exciting new initiative that seeks to use and connect a lesser used public area of Stanley Park (Pavilion Garden) with existing facilities (Malkin Bowl and

Stanley Park Pavilion) to create a larger and more dynamic event space. The initiative will showcase Stanley Park and the Pavilion Garden area to existing and new users and provide a meaningful range of benefits for the Park Board and its partners/stakeholders. Park Board staff have thoughtfully worked through the many aspects of this application with the organizers and key stakeholders and are confident that this initiative can be executed successfully. Accordingly, staff recommend that the Board approve the application from BDG as outlined above.

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BDG Private Event - Preliminary Site Map

