Regular Park Board Meeting
Monday, January 15, 2018

2017 SPECIAL EVENTS
REPORT BACK
Report Reference
Background & Objectives

- Presentation provided for information purposes
- Response to direction provided by the Board
- Opportunity to review and provide feedback on newly approved events
Overview

11 initiatives approved in 2017:

• 1 new event
  o Our Cityride Vancouver

• 4 Canada 150+ events
  o Aboriginal Day Live, Uninterrupted, Gathering of Canoes, Walk for Reconciliation

• 4 changes to recurring events
  o Pride Festival, Folk Music Festival, Celebration of Light, Lumière Festival

• 2 previously approved events
  o Riley Park Farmers Market, Dîner en Blanc
Our Cityride Vancouver

- Approved April 10, 2017
- Inaugural mass participation cycling event; followed by festival
- August 19; Stanley Park (2,000 riders) and David Lam Park (5,000 people)
- No major concerns reported by stakeholders
  - Some traffic control issues in areas of Stanley Park
Aboriginal Day Live

- Approved April 10, 2017
- 6-hour live broadcast of National Aboriginal Day events in 8 cities across Canada
- June 21; John Hendry Park/Trout Lake (10,000 guests)
- Well executed; minimal impact to field
- Event will not return in 2018; possible return in 2019 or 2020
UNINTERRUPTED Cinematic Project

- Approved October 3, 2016
- Cinematic journey of the wild Pacific salmon on underside of Cambie Street Bridge
- June 23 to September 24; Coopers Park (30,000 people)
- Huge success; incremental attendance growth; peaking at 600 per night
- Well executed; organizers responsive to stakeholder input
Gathering of Canoes - Pulling Together Canoe Journey

- Approved June 19, 2017
- Traditional landing of 30 canoes as part of the Pulling Together Canoe Journey
- Included on-site entertainment, children’s activities, vendors & community booths
- July 14; Hadden Park (2,500 guests)
- Well executed; no major issues reported by staff/stakeholders
Walk for Reconciliation

- Approved June 19, 2017
- Featured on-stage Cultural Protocols and speeches; Indigenous artists, cultural performances & food services
- September 24; Strathcona Park (50,000 participants)
- Well executed; no major issues reported by staff/stakeholders
Vancouver Pride Sunset Beach Festival

- Approved June 5, 2017
- 39th annual Pride Festival; featured performance stage, vendors & licensed area
- August 6; Sunset Beach Park
- Increased capacity of licensed area from 1,200 to 1,500 guests
- Well executed; no major issues reported by staff/stakeholders
Vancouver Folk Music Festival

- Approved April 10, 2017
- Celebration of 40th anniversary and Canada 150 with free concert
- Featured seasoned and emerging Canadian artists, choirs & solo artists
- July 13; Jericho Park (5,000 guests)
- Well executed; no major issues reported by staff/stakeholders
Celebration of Light - Festival Relocation to Ceperley Park

- Approved May 15, 2017
- Relocation of festival area from Sunset Beach to Ceperley Park
- Family friendly event featuring entertainment, community displays, food services & all ages licensed area
- July 23, 26 & 29; Ceperley Park
- Well executed; no major issues reported by staff/stakeholders
Lumière Festival Seasonal Lighting Installations

- Approved November 6, 2017
- Popular seasonal lighting installations Luna the Whale, Art Tree & Luminous Birds
- December 2 to February 18; Morton Park and Alexandra Park
- Well executed; no major issues reported by staff/stakeholders
  - Set-up impacted by wet weather and technical issues
Riley Park Farmers Market

- Approved February 6, 2017
- Weekly farmers market hosted at Riley Park from June 24 to October 28
- Well attended (1,000 people); some initial challenges with load-in; working with City to further optimize market operations
- Scheduled to re-open in April 2018
Dîner en Blanc

- Approved June 5, 2017
- Surprise dining event in beautiful/iconic city location
- August 24; Devonian Harbour Park and Harbour Green Park (5,900 guests)
- Well executed and successful event
  - Two event locations presented some load-in/waste management issues
Questions & Answers