



May 23, 2018

TO: Park Board Chair and Commissioners
FROM: General Manager – Vancouver Board of Parks and Recreation
SUBJECT: Vancouver Mural Festival Celebration Concert – Special Event

RECOMMENDATION

- A. THAT the Vancouver Park Board approve an application from Live Nation Canada, organizers of the Vancouver Mural Festival Celebration Concert, to host an outdoor music concert at Jonathan Rogers Park on Saturday, August 11, 2018, from 6:00pm to 9:30pm, with all arrangements to the satisfaction of the General Manager of the Park Board.
- B. FURTHER THAT the Board approve an application from Live Nation Canada for a Special Event Permit from the BC Liquor Control & Licensing Branch to serve alcohol at the aforementioned location and date, with a maximum capacity of 5,500 guests.

POLICY

Per the [Vancouver Charter](#), the Park Board has exclusive jurisdiction and control over park land use in the City of Vancouver, including any structures, programs and activities, fees, and improvements that occur within designated parks.

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 Vancouver Mural Festival is organized by the Create Vancouver Society, a registered non-profit organization dedicated to artistic and cultural development in the Lower Mainland. Through the creation of permanent large-scale public murals, they provide a platform for Vancouver's diverse art scene to contribute to the city's cultural legacy.

Their events and public art installations serve as catalysts for addressing many of the socio-cultural issues facing Vancouver and its artistic communities. These include, but are not limited to, public art policy, community building, environmental policy, reconciliation with First Nations, artistic censorship, diversity, cost of living, and the need for culturally sustainable development practices.

Their week-long Vancouver Mural Festival, initiated in 2016, is the city's largest free public art celebration and takes place annually in August in the Mount Pleasant neighbourhood. It is an inclusive event intended for all cultures, classes, genders, ages, abilities, and beyond.

DISCUSSION

Overview

As part of the mural festival's past programming, event organizers activated Thornton Park with an art market, art displays, entertainment, and a Kids Zone. They also integrated and hosted several post-festival music activations at several locations within Mount Pleasant. While these music activations proved popular, they fell outside the core knowledge and expertise of the festival organizers, and as a result, required significant resources/energy and were difficult to execute. In order to grow the festival's popular music element, while addressing past execution challenges, festival organizers are seeking to collaborate with Live Nation Canada to deliver a signature Celebration Concert for festival participants in 2018.

Live Nation Canada, a subsidiary of Live Nation Entertainment, is one of Canada's leading event producers and ticketing suppliers. The company produces over 1,600 shows for more than 3,000,000 fans across the country annually. Located in Mount Pleasant for more than a decade, Live Nation Canada's Vancouver office is committed to bringing unique family-friendly events to a variety of community venues, including multiple concerts at Malkin Bowl, Deer Lake Park, local theatres, Rogers Arena, Commodore Ballroom, and many other locations. With an established reputation for producing globally recognized concerts in the heart of the city, the Vancouver team works closely with local agencies, sponsors, and stakeholders to create positive events of cultural significance.

Live Nation Canada is proposing to collaborate with the Vancouver Mural Festival to deliver a family-friendly concert event which celebrates the creativity and culture of the Mount Pleasant community, and which is produced by a local team who live and work in the neighbourhood. The two organizations are seeking to deliver this Celebration Concert on the evening of Saturday, August 11, 2018, the final day of the Vancouver Mural Festival.

Key Parameters

Organizers are seeking approval to host this outdoor concert at Jonathan Rogers Park from 6:00pm to 9:30pm. This will be a gated and ticketed all-ages site licensed event (sales of alcohol will end at 9:00pm). The event will also feature an accessible viewing area and an alcohol-free family zone located in the southeast section of the park with large trees that will assist in providing shade to family concert-goers. Prior to the outdoor concert, between 12:00noon and 5:00pm, the venue will be used by festival organizers to deliver arts programming and other event activities. Live Nation Canada will provide mellow, background music for the enjoyment of event participants; alcohol will not be served during this period.

The Celebration Concert will have capacity for 5,500 guests and event tickets will be priced in the \$25 to \$30 range, with free access for children under 12 years of age. Discounted family packages will also be available for purchase to further enhance affordability/accessibility. Programming at the event will be eclectic with pop, hip hop, and world music. Local artists will be prominently featured, as will some international talent.

Event Set-Up/Tear-Down

Set-up for the concert will begin on August 9, 2018, with a full closure of the park commencing on August 10, 2018. Tear down will be largely completed by August 12, 2018, and the park will re-open the following day. A preliminary site map is provided in Appendix A. As part of its obligations, Live Nation Canada will protect the grass areas to ensure the playing field is usable immediately after load out; they will also be responsible for ensuring attendee compliance with applicable Park Board by-laws.

Concert Location & Next Steps

Jonathan Rogers Park is a neighbourhood park that offers a playing field, playground, community garden, and attractive downtown views. The park is surrounded primarily by businesses, although there are some residences in the vicinity of the park. Subject to Park Board approval, Live Nation Canada will conduct a comprehensive neighbourhood engagement aimed at informing local stakeholders about the event, and inviting them to attend the concert. In order to manage sound impacts, the Celebration Concert will feature the latest sound technology, intended to confine the music primarily to the park and minimize sound bleed to the adjacent neighbourhoods.

It is anticipated that Vancouver Mural Festival and Celebration Concert attendees will rely heavily on alternative forms of transportation, including walking, biking, and transit (Jonathan Rogers Park is located one block from the well-served West Broadway transit corridor and within 600 metres of two SkyTrain rapid transit stations). In order to ensure efficient ingress and egress to/from/between the festival zones and Jonathan Rogers Park, event organizers have also worked with the City of Vancouver's Filming & Special Events Office to arrange for a series of road closures, including Manitoba Street between West 7th and West 8th Avenues, which borders Jonathan Rogers Park to the east (Appendix B).

This proposal has been reviewed and conditionally approved by key FEST Committee members, including the Vancouver Police Department, Vancouver Fire & Rescue Services, Park Board and City special events departments, City Traffic Management, City Licenses & Permits, Vancouver Coastal Health, and BC Liquor Control & Licensing Branch.

SUMMARY

The collaboration between the organizers of the Vancouver Mural Festival and Live Nation Canada represents an exciting opportunity to expand the music programming of Vancouver's largest free public art event, activate Jonathan Rogers Park in a unique manner and context, and introduce an exciting addition to Vancouver's event calendar. Park Board staff have carefully considered the various aspects of this detailed application with organizers and stakeholders, and are confident that this initiative can be executed successfully and as intended. Accordingly, staff recommend that the Board approve this application as outlined above.

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Vancouver Mural Festival Celebration Concert – Preliminary Site Plan



Vancouver Mural Festival Celebration Concert – Event Zones & Connecting Routes

