



September 25, 2018

TO: Park Board Chair and Commissioners
FROM: General Manager – Vancouver Board of Parks and Recreation
SUBJECT: Rare Indigo – Private Special Event

RECOMMENDATION

- A. THAT the Vancouver Park Board approve an application from Rare Indigo Destination Management, to host a private special event for the Würth Group with a capacity for 1,600 guests, at the north cricket field at Brockton Point in Stanley Park on Sunday, May 19, 2019, from 5:00pm to 11:00pm, with all arrangements to the satisfaction of the General Manager of the Park Board; and
- B. FURTHER THAT the Board approve an application from Rare Indigo Destination Management 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 1,600 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

Event Context

Vancouver's meeting and convention industry supports more than 6,000 jobs and generates over \$300 million annually in direct visitor spending, and over \$500 million in total economic impact. Tourism Vancouver, the Vancouver Convention Centre, and other industry partners work collaboratively to proactively market and attract prestigious meetings and conventions to the city. One of the city's signature convention events in 2019 will be the Würth Group Congress taking place between May 17 and 27.

While most meeting and convention activities are concentrated at the Vancouver Convention Centre, many conferences integrate offsite activities into their programs. In fact, these offsite initiatives are often key to securing conventions in Vancouver as they allow participating delegates to enjoy the natural beauty of our city, a feature which often differentiates Vancouver from other convention destinations. The potential for offsite activities, and specifically the opportunity for a private special event in Stanley Park on May 19, 2019, was a strong consideration in the Würth Group's selection of Vancouver for its global congress.

Würth Group Overview

The Würth Group is a world market leader in assembly and fastening products. The organization is composed of over 400 companies in more than 80 countries and has 71,000 employees. The Würth Group Congress has taken place every 2 to 3 years for the past three decades, and the company has chosen Vancouver as the host city for their flagship event in 2019. Approximately 1,600 guests will be welcomed to the city for a multi-day congress that will feature plenary sessions, workshops, dinners, and leisure programs, with a focus on showcasing the best that Vancouver has to offer.

Rare Indigo Destination Management Overview

Rare Indigo Destination Management is a leading locally-based destination management company that creates, designs, and produces incentive programs and special events in Western Canada. With a 20+ year track record, their team is highly experienced in designing and delivering remarkable programs in extraordinary places, and have been selected to deliver the proposed event in May 2019 (the Würth Group Congress 'Welcome to Vancouver Evening Reception').

DISCUSSION

Event Concept

The proposed Würth Group private event would take place on Sunday, May 19, 2019, on the first evening that all delegates are in the city. The event would provide attendees with an authentic Vancouver experience and enable them to enjoy the natural beauty of the city. Guests would arrive on a rotating flow-thru basis throughout the evening, and recognizing that many of the delegates will have traveled on long-haul flights from all over the world, the objective is to provide them with a memorable west coast welcome experience that rejuvenates. The event will reflect the refined, sophisticated, and cosmopolitan flair of the city, merged with the freshness of the outdoor setting. Entertainment will consist of interactive roaming talent, simple lawn games, and music by a soloist, duo, or trio with modest amplification. Catering at the event will consist of canapes and food stations with an emphasis on local flavours and products; a hosted bar will also be offered. Guests will arrive and depart the event primarily by way of chartered buses; some guests may also elect to walk from downtown hotels.

Proposed Location

The proposed special event would utilize the northern section of the north cricket field between the parking lot and the cricket wickets (see Appendix A). The adjacent parking lot would also be used during site set-up/tear-down to stage event vehicles, and on the event day to support the arrival and departure of chartered buses.

Event Set-Up/Tear-Down

It is anticipated that set-up would take place approximately 3 days prior to the event date. Key components of the event venue would include a large clearspan tent for event participants (measuring 25m by 85m), two service tents for catering and entertainment/crew (measuring 12m by 18m each), washroom trailers (a 20 station & an 8 station), food & beverage equipment, and a mix of seating and tables (see Appendix B). Site tear-down and demobilization would require roughly 2 days. The proposed set-up/tear-down periods are in line with other special events taking place at Park Board locations.

Compliance with Park Board By-Laws

The event organizer would be responsible for attendee compliance with applicable Park Board by-laws (most notably those pertaining to no smoking in parks).

Event Benefits

The benefits accruing to the Park Board and other stakeholders from this initiative include:

- Collaboration and support for Vancouver's tourism industry, and more specifically the meeting and convention segment;
- Potential collaboration and support with existing Stanley Park partners/stakeholders;
- Showcasing Stanley Park and Brockton Point to new and potential future users; and
- Generating important incremental revenues that can be used to support Vancouver's overall parks and recreation system.

Next Steps

Subject to Board approval, the organizers will take the necessary steps to meet all FEST Committee requirements, and obtain a Special Event Permit from the BC Liquor Control & Licensing Branch.

Additionally, Park Board staff will work with organizers to build elements into the program that recognize the significance of the event site, which is located on the ancestral lands of the Musqueam, Squamish, and Tsleil-Waututh Nations.

SUMMARY

This event will support Vancouver's meeting and convention industry, showcase one of city's most attractive locations, and stimulate economic opportunities. Park Board staff have carefully considered the various elements of this proposal and are confident that this initiative can be executed successfully. Accordingly, staff recommend that the Board approve the application from Rare Indigo as outlined above.

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Rare Indigo – Event Location



Rare Indigo – Preliminary Site Plan

