



VANCOUVER MURAL FESTIVAL CELEBRATION CONCERT Special Event

Park Board Committee Meeting
Monday, December 3, 2018



Purpose of Presentation

- Present and review request from Live Nation Canada to:
 - Add a second event date to their Celebration Concert at Jonathan Rogers Park
 - Obtain a Special Event Permit to serve alcohol at the aforementioned event
- Seek Board approval for this application



Board Authority & Previous Decisions



- Park Board has exclusive jurisdiction/control over park use in the City of Vancouver
- Park Board approval required for special events:
 - Not included in the annual event calendar, and/or
 - In variance with Park Board by-laws
- Inaugural Celebration Concert at Jonathan Rogers Park approved by Board on June 4, 2018



Background – Special Events in Parks

- Parks are popular locations for entertainment and celebrations
- These activities fall within the Park Board's mission/mandate
- Special events:
 - Contribute to the cultural richness, vibrancy, and connectedness of the city
 - Provide significant economic benefits and enable fundraising activities
- Park Board's role in supporting special events is largely that of a host (500+ events annually)



- Special events are:
 - Activities requiring exclusive use of an area, and/or
 - Approval of the conditions of use
- Delegating location use to event organizers accomplished through special event permit process
- Park Board reviews/approves new major special events, as well as significant changes to events
- Pending successful execution, new events added to annual calendar



Background – Vancouver Mural Festival

- Vancouver Mural Festival organized by Create Vancouver Society
- Event is the city's largest free public art celebration
- Takes place annually in the Mount Pleasant community
- Inclusive festival intended for all cultures, classes, genders, ages, and abilities



Background – Vancouver Mural Festival

- Past festival programming has included music activations around Mount Pleasant
- Proved popular but fell outside core knowledge and expertise of organizers
- Required significant resources; difficult to execute
- Collaborated with Live Nation Canada to deliver signature Celebration Concert in 2018



Background – Celebration Concert

- Inaugural 1-day event delivered on August 11, 2018 at Jonathan Rogers Park
- Approximately 2,000 people enjoyed performances by:
 - ‘A Tribe Called Red’
 - ‘Charlotte Day Wilson’
- Event executed effectively and within the expected parameters
- No complaints received



- One of Canada's leading event producers
- Produce over 1,600 shows annually for more than 3 million fans across Canada
- Vancouver office located in Mount Pleasant for more than a decade
- Seeking to expand their family-friendly concert in the community where their team lives and works

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- Organizer is seeking approval to add a second event date at Jonathan Rogers Park:
 - Friday, August 9, 2019, from 5:00pm to 9:45pm
 - Capacity for 5,500 guests
 - Feature headliner, other artists, and a main act
- Also seeking a Special Event Permit to serve alcohol at the aforementioned event



Key Parameters

- Ticketed/gated all-ages event
- Alcohol-free family zone;
accessible viewing area
- Affordable pricing:
 - Roughly \$35 per ticket for Friday event
 - Children under 12 free
 - Discounted family packages available
- Event set-up/tear-down



Preliminary Site Plan



Other Considerations

- Park is surrounded primarily by businesses/industry
- Comprehensive neighborhood engagement program
- Modern sound technology to manage sound impacts/bleed
- Traffic plan to ensure efficient ingress/egress to festival/concert
- Proposal has been reviewed and conditionally approved by key FEST Committee members



- Exciting opportunity to:
 - Expand Vancouver Mural Festival music programming
 - Activate lesser used park space
 - Engage/connect Vancouverites
- Staff and key partners have carefully considered the various aspects of this application
- Confident that initiative can be delivered successfully in the location and manner intended



- A. THAT the Vancouver Park Board approve an application from Live Nation Canada, organizers of the Vancouver Mural Festival Celebration Concert, to add a second event date to their outdoor music concert at Jonathan Rogers Park on Friday, August 9, 2019, from 5:00pm to 9:45pm, with all arrangements to the satisfaction of the General Manager of the Park Board; and
- 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.

