



November 26, 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 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

BOARD AUTHORITY & PREVIOUS DECISIONS

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, activities, fees, and improvements that occur within designated parks.

As per the [Special Event Policy](#), 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.

The inaugural one day [Vancouver Mural Festival Celebration Concert](#) at Jonathan Rogers Park was approved by the Park Board on June 4, 2018.

BACKGROUND

Special Events in Parks

Civic open spaces such as parks are popular sites for entertainment and celebrations of all nature and sizes. These activities fall within the Park Board's mission of providing a wide variety of leisure opportunities for Vancouverites, and include multi-cultural festivals, cultural events, music concerts, sports tournaments, and various celebrations. These initiatives contribute to the cultural richness and vibrancy of the city, and also provide significant economic benefits by supporting tourism and enabling fundraising activities for many non-profit organizations. The Park Board's role in supporting special events is primarily that of a host – accommodating events and activities on park land. Accordingly, the Park Board issues over 500 permits per year for special events and related activities.

Special events are defined as those activities that require exclusive use of an area and/or require the approval of conditions of use as outlined under Park Board by-laws. Delegating control of a site to an event organizer is accomplished through the special event permit process. The Park Board's [Special Event Guidelines](#) set out the application process for event organizers, define the process for evaluation and selection, and inform event terms and conditions. The Park Board reviews and approves new major special events, as well as changes or revisions to existing major special events. Subject to successful execution, new events are added to the Park Board's annual Calendar of Major Special Events for delivery in future years.

Vancouver Mural Festival

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.

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

As part of the Mural Festival's past programming, event organizers integrated and hosted several music activations at a number of 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 collaborated with Live Nation Canada to deliver a signature Celebration Concert for festival participants in 2018.

Vancouver Mural Festival Celebration Concert

The inaugural one day Vancouver Mural Festival Celebration Concert, approved by the Board on June 4, 2018, was held at Jonathan Rogers Park on August 11, 2018. The event featured popular Indigenous group 'A Tribe Called Red' and queer artist 'Charlotte Day Wilson'. Approximately 2,000 concert-goers enjoyed powerful performances on an unexpectedly wet and rainy August weekend. The event was delivered effectively and within the parameters expected by the Park Board. Key highlights included:

- Set up and tear down was well executed, and the park's playground remained open and accessible to the public during the two day set up and one day tear down period.
- Prior to the event, the concert area was used by the organizers to deliver free public arts programming and other activities for the community and festival-goers.
- The nearby community garden was patrolled by event security and experienced no breaches.
- Parks Operations staff reported no significant impacts to the field condition.
- The concert was delivered within the scheduled time parameters.
- Event sound engineering was well managed and no complaints were received.

Live Nation

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.

DISCUSSION

Event Proposal

Live Nation Canada is pleased to have collaborated with the Vancouver Mural Festival to deliver a family-friendly concert event in 2018 which celebrated the creativity and culture of the Mount Pleasant community, and which was produced by a local team who live and work in the neighbourhood. The organizers are excited to once again host the Celebration Concert at Jonathan Rogers Park in 2019, and they are seeking approval to add a second event date on Friday, August 9, 2019.

Key Parameters

This second concert date will be used to deliver a gated and ticketed all-ages site-licensed event (sales of alcohol will end at 9:15pm) from 5:00pm to 9:45pm. The event will include 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 concert, the venue will be used by festival organizers to deliver free public arts programming and other event activities.

The concert on Friday, August 9, 2019, will feature a headliner and other artists prior to the main act. The programming on Saturday, August 10, 2019, will build on last year's theme with local, Indigenous, and Canadian artists. A new feature for 2019 will be the introduction of in and out access for concert goers. This will improve integration between the Celebration Concert and the Mural Festival by allowing guests to move freely between the concert venue and other festival activations and activities throughout the Mount Pleasant neighborhood.

Capacity for the Celebration Concert on both days will remain unchanged at 5,500 guests. Event tickets will be priced under \$50 per person, with free access for children under 12 years of age. Discounted family packages will also be available to further enhance affordability and accessibility. It should be noted that the event and its ticket fee structure have been developed with the objective of generating sufficient revenues to offset event delivery costs. The Celebration Concert is not intended as a profit-based initiative for Live Nation Canada.

Event Set-Up & Tear-Down

Fencing for the event will begin on Wednesday, August 7, 2019. During this process, the park will remain open for regular park users. The majority of the concert set-up will occur on Thursday, August 8, 2019, during which, the playground and half of the park will remain open for parts of the day. Tear down will be largely completed on Sunday, August 11, 2019. 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 program 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 Licences & Permits, Vancouver Coastal Health, and BC Liquor Control & Licensing Branch.

SUMMARY

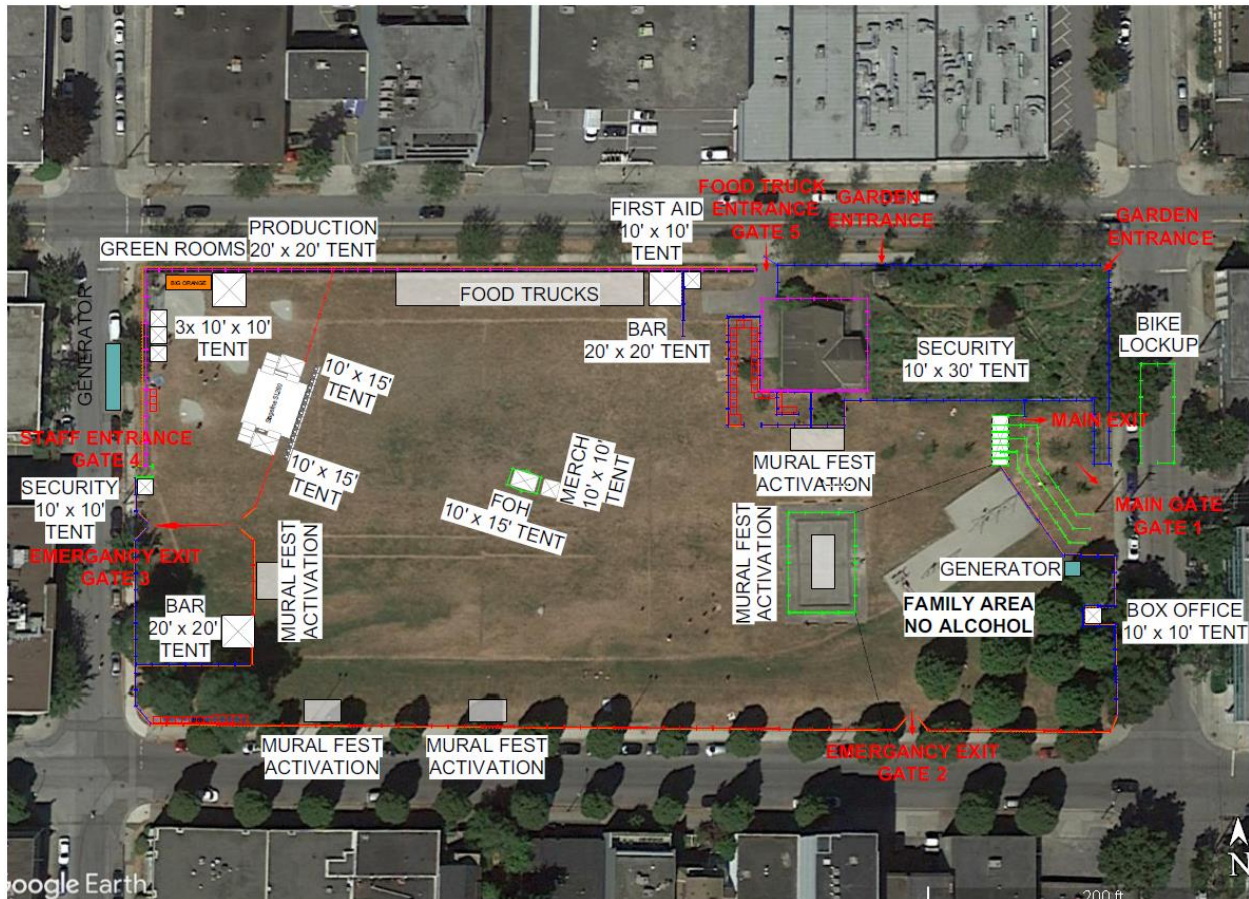
The collaboration between the organizers of the Vancouver Mural Festival and Live Nation Canada represents an exciting incremental expansion to the music programming of Vancouver's largest free public art festival. It will also activate Jonathan Rogers Park in a unique manner and introduce an exciting addition to Vancouver's annual 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.












General Manager's Office
Vancouver Board of Parks and Recreation
Vancouver, BC

Prepared by:
Octavio Silva, Manager of Business Development

/os/clc

Vancouver Mural Festival Celebration Concert – Preliminary Site Plan



-  EXISTING FENCE
-  SCRIM ON EXISTING FENCE
-  MODULOC 4'
-  MODULOC 8' - SCRIMMED
-  MODULOC 6' - SCRIMMED
-  MODULOC 6'
-  BARRICADE
-  PORT-O-POTTIE
-  ADA PORT-O-POTTIE
-  URINAL
-  TENT - VARIOUS SIZES

Vancouver Mural Festival Celebration Concert – Event Zones & Connecting Routes



Green indicates activation areas