



May 16, 2019

TO: Park Board Chair and Commissioners
FROM: General Manager – Vancouver Board of Parks and Recreation
SUBJECT: Volleyball BC Vancouver Open Event – Licensed Area Expansion

RECOMMENDATION

THAT the Vancouver Park Board approve a request from Volleyball BC, organizers of the Vancouver Open beach volleyball tournament, to increase the capacity of the event's licensed area at Kitsilano Beach from 500 guests to 650 guests on July 12, 13 & 14, 2019, with all arrangements to the satisfaction of the General Manager of the Park Board.

REPORT SUMMARY

The Vancouver Open beach volleyball tournament is a three-day event organized by Volleyball BC. This recurring and family-friendly initiative takes place at Kitsilano Beach and includes a licensed area. For 2019, the organizers are seeking an incremental increase in the capacity of their licensed area from 500 guests to 650 guests. The purpose of this report is to present the Volleyball BC event to the Park Board, review the organizer's application for an expanded licensed area, and seek the Board's approval for the request.

BOARD AUTHORITY / POLICY / 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.

Per the [Special Event Guidelines](#), 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. On May 13, 2019, the Board directed staff to update these guidelines, and approved a moratorium on the introduction of any new commercial initiatives in public park spaces until after the Special Event Guidelines have been updated and approved by the Board. This application is not impacted by that decision since the Vancouver Open is an existing and non-profit event.

The Park Board has approved incremental increases in the capacity of the Vancouver Open's licensed area as follows:

- April 2011 – [incremental increase in the capacity](#) to 250 guests (from 200 guests);
- June 2014 – [incremental increase in the capacity](#) to 350 guests; and
- April 2018 – [incremental increase in the capacity](#) to 500 guests.

BACKGROUND

Volleyball BC is a non-profit organization that actively encourages participation and fosters the development of volleyball in British Columbia. As the provincial sport governing body, they are dedicated to making volleyball accessible to all British Columbians. Volleyball BC offers

programs for athletes of all ages ranging from grassroots to high performance, as well as coaches and officials.

As part of its mission, Volleyball BC hosts provincial, national, and international events to showcase the sport of volleyball. Their flagship beach volleyball tournament, the Vancouver Open, is held annually at Kitsilano Beach and will be celebrating its 28th anniversary in 2019. The three-day event features the best professional beach volleyball players from Canada, North America, and destinations worldwide.

Attracting over 20,000 spectators annually, the Vancouver Open is free to attend and offers activities for attendees of all ages, including a youth volleyball tournament, prize giveaways, interactive crowd activities, food and beverages, and some of the best beach volleyball action in North America.

DISCUSSION

As noted above, the Vancouver Open has traditionally operated with a licensed area. In 2011, the Park Board approved the expansion of the event's 200-person licensed area to 250 guests. The Board approved further increases to the tournament's licensed area capacity in 2014 and 2018 (to 350 and 500 guests, respectively). The tournament's licensed operations have been executed effectively and without any major incidents for many years.

For 2019, Volleyball BC is seeking permission to expand their licensed operations to include an all-ages 650-person licensed area. In order to accommodate this change, the new licensed area will be integrated and co-located with the event's north bleacher seats (see Appendix A). Fencing will delineate and separate the licensed area from the remaining alcohol-free tournament areas, thereby complying with Vancouver Police Department and BC Liquor Control & Licensing Branch requirements. If approved, the requested changes are expected to:

- improve spectator experiences by permitting for a more integrated and family-friendly environment; and
- provide the event organizer with additional revenue streams to assist in offsetting expenses associated with delivering this annual event.

The hours of alcohol service provision will remain unchanged from 2018, and be as follows:

- Friday, July 12, from 2:00pm to 8:00pm;
- Saturday, July 13, from 11:00am to 8:00pm; and
- Sunday, July 14, from 11:00am to 7:00pm.

CONSIDERATIONS

This proposal has been reviewed and conditionally approved by key Festival Expediting Staff Team (FEST) Committee members, including the Vancouver Police Department, Vancouver Fire & Rescue Services, the Park Board and City of Vancouver's special events departments, and the BC Liquor Control & Licensing Branch.

NEXT STEPS

Subject to Board approval of this application, Park Board staff will work with the organizer and the FEST Committee to develop the supporting detailed event plans (e.g. security, public safety, sanitation, etc.) which will be reviewed and approved by staff.

CONCLUSION

The Vancouver Open is a popular and recurring family-friendly annual summer event that unites the volleyball community, promotes healthy living and inclusivity, and activates our city. The request from the organizer represents an attempt to incrementally build on successful programming and activations of recent years. Staff have carefully reviewed this application and are confident that this initiative can be delivered in accordance with all permit terms and conditions. Accordingly, staff recommend that the Board approve this application as outlined above.

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Volleyball BC Vancouver Open – Preliminary Site Plan

