



# **WESTWARD STREET PARTY**

Special Event

Park Board Committee Meeting  
July 22, 2019



## ***Purpose/Objective***

- Present and review Westward Street Party initiative; specific focus on Yaletown Park activation
- Seek Board approval for this community event application



**SEPTEMBER 12 - 15, 2019 • DOWNTOWN VANCOUVER**

# ***Board Authority & Previous Decisions***

- Board authority:
  - Exclusive jurisdiction and control over park land use (Vancouver Charter)
  - Board approval required for new events and/or events in variance of by-laws (Special Event Guidelines)
- Previous decisions:
  - May 2019 – Moratorium approved on new commercial events & initiatives
  - Westward Street Party is a free & not-for-profit event; consequently, not impacted by this decision







## ***Background***

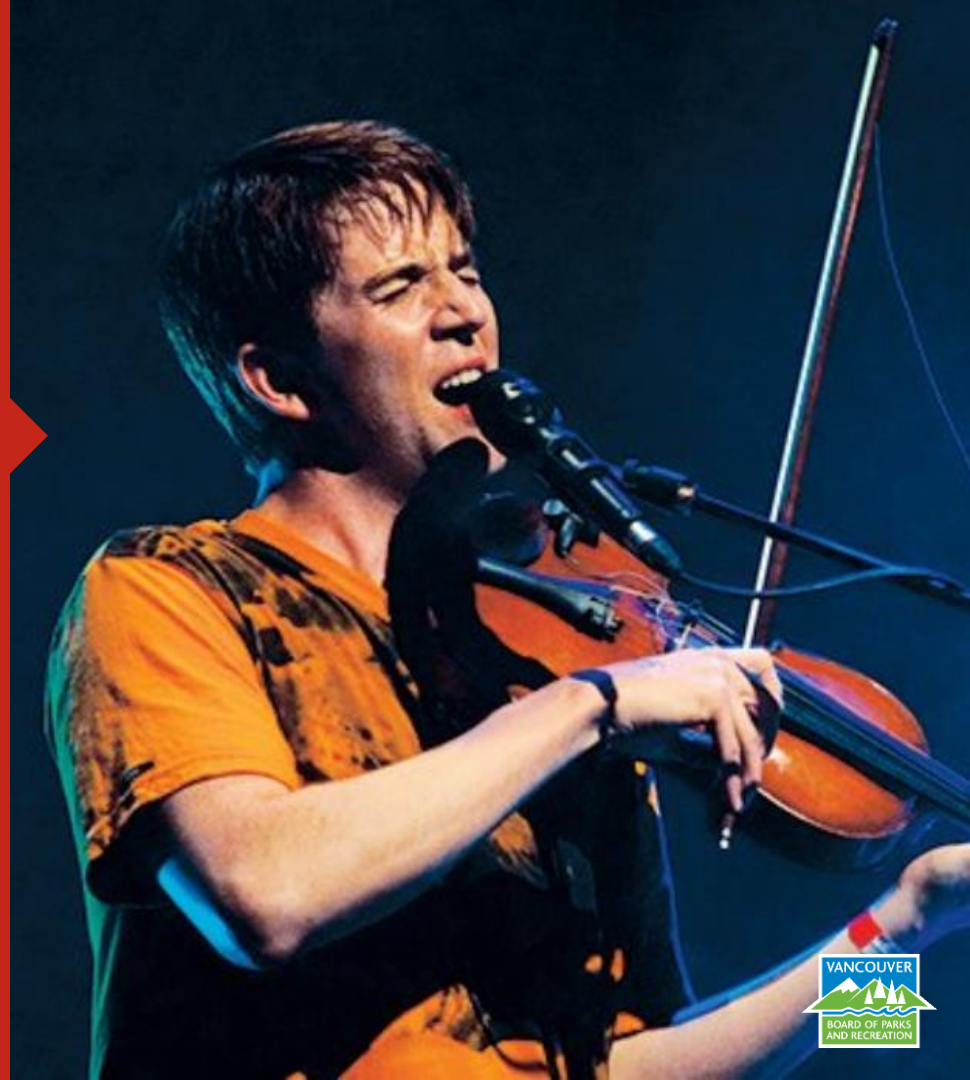
### *Westward Music Festival*

- Introduced in 2017; celebration of Vancouver's music industry
- Takes place at several admission-based venues across the city
  - Orpheum, Vogue & Rickshaw Theatres
  - Biltmore & Fox Cabarets
  - The Imperial
- Attracts approximately 30,000 attendees

# ***Background***

## *Westward Street Party*

- For 2019, Yaletown BIA proposing to work with organizers of Westward Music Festival to host free outdoor concert in Yaletown (Westward Street Party)
- Two day Street Party will feature Festival programming elements
- Event objectives:
  - Expand the reach of the Festival
  - Remove economic barriers to music
  - Bring vibrancy of the Festival to the Yaletown neighbourhood





## ***Background***

### *Westward Street Party*

- Envisioned as a cross-jurisdictional event:
  - 900 Hamilton Street (COV space)
    - Host stage & alcohol sales
    - On-site activations (e.g. food trucks, vendors, etc.)
  - Yaletown Park (VPB space)
    - Serve as family-friendly viewing area & family zone

# ***Background***

## *Event Organizer*

- Yaletown BIA works to market Yaletown as a preferred destination for shopping, dining & exploring
- Host a variety of events:
  - Illuminate Yaletown
  - Candytown
  - Let's Hear it for Yaletown
- Seeking to bring new event to Yaletown in 2019





## ***Background***

### *Event Producer*

- John Donnelly & Associates is a Vancouver-based event and entertainment company
- Produce several signature events across the region:
  - Khatsahlano Street Party
  - National Indigenous Peoples Day
  - Rock Ambleside Park
  - Richmond World Festival
  - Surrey Canada Day
  - North Vancouver Shipyards





## *Proposal*

- Seeking approval to integrate Yaletown Park into the event as family-friendly viewing area
- Key activation features:
  - High top tables
  - Family-friendly games
  - No alcohol sales in park but alcohol likely to be consumed
- Anticipated benefits:
  - Improve concert-goer experience
  - Allow families & other attendees to enjoy food & beverages without being separated

# Proposal

- Event times/parameters:
  - Friday, September 13 from 4:00 to 10:00pm
  - Saturday, September 14 from 12:00 noon to 10:00pm
  - Event set-up/tear-down would occur on event days
  - Total capacity ~ 1,133
    - 733 on COV space
    - 400 on VPB space
- Security & VPD will be present to ensure public safety & security



# Preliminary Site Plan





## ***Key Considerations***

- Proposal has been reviewed and conditionally approved by FEST Committee
- Subject to Board approval, staff will work with organizer and FEST Committee to develop operational plans
- Neighbourhood notification will also be completed





## Summary

- Collaboration between Yaletown BIA and Westward Music Festival:
  - Expand free & accessible music programming in Vancouver
  - Activate underutilized park in a unique manner
- Staff have carefully considered this application
- Confident event can be executed successfully and as intended

## *Recommendation*



- A. THAT the Vancouver Park Board approve an application from the Yaletown Business Improvement Association (“Yaletown BIA”), in collaboration with the Westward Music Festival, to host the Westward Street Party family-friendly viewing area at Yaletown Park on Friday, September 13, 2019, from 4:00 to 10:00pm and Saturday, September 14, 2019, from 12:00noon to 10:00pm, with all arrangements to the satisfaction of the General Manager of the Park Board; and
- B. FURTHER THAT the Park Board approve an application from the Yaletown BIA for an all ages Special Event Permit from the BC Liquor & Cannabis Regulation Branch to serve alcohol at the aforementioned location and dates, with a maximum capacity of 400 guests.

