

The logo for the Vancouver Vegan Festival is presented within a circular frame. The frame has a white center, a thick blue border, and a green, leaf-like pattern on the right side. The text 'VANCOUVER VEGAN FESTIVAL' is written in a bold, sans-serif font, slanted upwards from left to right. The word 'VANCOUVER' is at the top, 'VEGAN' is in the middle, and 'FESTIVAL' is at the bottom. The letter 'V' in 'VANCOUVER' and 'FESTIVAL' is highlighted in a light teal color.

**VANCOUVER
VEGAN
FESTIVAL**

VANCOUVER VEGAN FESTIVAL

Special Event

Park Board Committee Meeting
Monday, February 24, 2020



Purpose/Objective

- Present Vancouver Vegan Festival event
- Review organizer's application for all-ages licensed area
- Seek Board approval for this event application



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
 - Vegan Festival initiative is an existing not-for-profit event; therefore, not impacted by this decision





Background

Vancouver Vegan Festival

- Inaugural event held in Creekside Park in July 2019
- Festival was well executed and well attended; demonstrated the growing popularity of vegan lifestyles in Vancouver
- Festival features:
 - Vendor and entertainment tents
 - Family-friendly activities
 - Education sessions
 - Yoga classes

Background

The Vegan Project

- Established in 2009
- Vancouver-based organization dedicated to educating, promoting and inspiring vegan and cruelty-free lifestyles
- Project's mission:
 - Reduce consumption of animal products through the adoption of a plant-based culture





Background *Earthsave Canada*

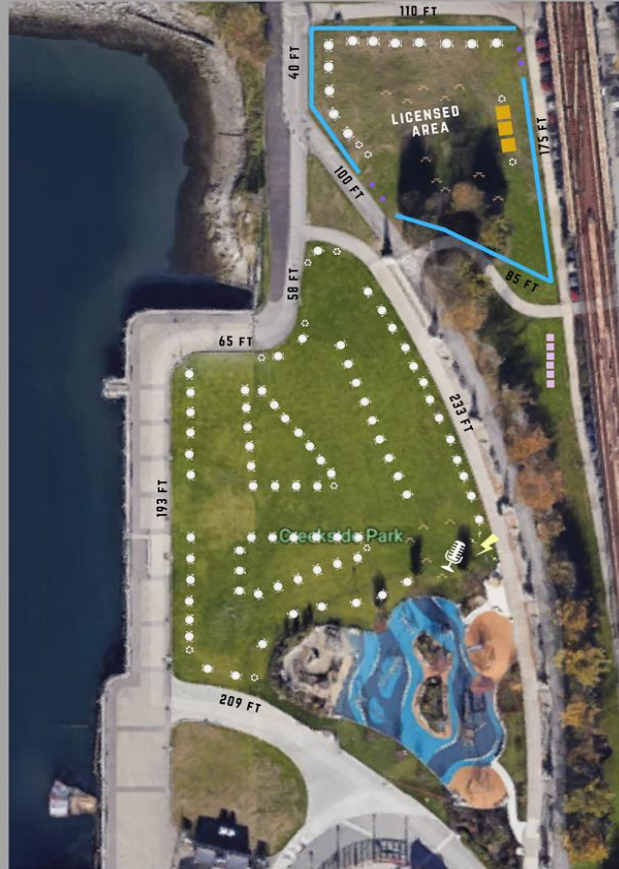
- Founded in 1989
- Vancouver-based not-for-profit
- Organization advocates for more whole food and plant-based diets for:
 - Environmental sustainability
 - Better health
 - Compassion towards animals

Proposal

- Seeking approval to add all-ages licensed area to their event in Creekside Park:
 - July 25, 2020
 - Operate between 11:00am & 7:00pm
 - Maximum capacity of 400 guests
- Licensed area will:
 - Enhance Festival guest experience
 - Generate additional revenues to offset event expenses
- Remainder of event site would remain alcohol free



Preliminary Site Map



SITE MAP

LEGEND

- SECURITY
- FENCE
- 10 X 10 FT BEER TENT
- STAGE
- GARBAGE BIN
(HEAVY MANAGEMENT INCLUDED RECYCLE
* WITH RECYCLE BIN)
- PORTABLE ELECTRIC
- 10 X 10 FT VENDOR TENT
- PICNIC TABLE
MIN. 12 X 12 FT
- PORTA POTTY

**VANCOUVER VEGAN
FESTIVAL JULY 25**



Key Considerations

- Proposal has been reviewed and conditionally approved by:
 - Key FEST Committee members (VPD, VF&RS, BC Liquor & Cannabis Regulation Branch, and Vancouver Coastal Health)
- Subject to Board approval, staff will work with organizer and FEST Committee to develop required operational plans

Summary

- Vancouver Vegan Festival is an existing family-friendly summer event
- Promotes and educates Vancouverites on veganism
- Proposal represents an incremental addition to a successful event
- Staff have carefully considered this application; confident event can be executed successfully and as intended



Recommendation



THAT the Vancouver Park Board approve an application from The Vegan Project, organizers of the Vancouver Vegan Festival, in partnership with Earthsave Canada, to add an all-ages licensed area with a maximum capacity of 400 guests to their event in Creekside Park on July 25, 2020, from 11:00am to 7:00pm, with all arrangements to the satisfaction of the General Manager of the Park Board.



