



February 12, 2020

**TO:** Park Board Chair and Commissioners  
**FROM:** General Manager – Vancouver Board of Parks and Recreation  
**SUBJECT:** Vancouver Vegan Festival – Special Event

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## 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.

## REPORT SUMMARY

The Vancouver Vegan Festival is a family-friendly celebration of vegan food and culture, and the first event of its kind in the city. The inaugural event was delivered at Creekside Park on July 27, 2019, and was well executed and well attended. For 2020, the organizers are seeking to add an all-ages licensed area to serve alcohol at their festival. The purpose of this report is to present the Vancouver Vegan Festival initiative to the Park Board, review the organizer's application for this 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.

As informed by the [Special Event Policy & Guidelines](#) approved by the Board in December 2003, as well as current practices, 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 the aforementioned policy and guidelines](#). Concurrent with this direction, the Board also instructed staff to maintain and support the Park Board's current portfolio of commercial events and activities, but issued a moratorium on the introduction of any new commercial initiatives until after the Special Event Policy & Guidelines have been updated and approved by the Board. This application is not impacted by that decision since the Vancouver Vegan Festival is a not-for-profit event.

## BACKGROUND

Established in 2009, The Vegan Project is a Vancouver-based organization dedicated to educating, promoting and inspiring vegan and cruelty-free lifestyles (including vegan cuisine, vegan fashion, vegan fitness, and vegan restaurants). The project's mission is to reduce the consumption of animal products through the adoption of a new plant-based culture and way of being.

Earthsavve Canada is a Vancouver-based registered non-profit. Founded in 1989, the organization advocates for more whole food and plant-based diets for environmental sustainability, better health, and compassion toward animals.

The Vegan Project and Earthsavve Canada collaborated in 2019 to host the inaugural Vancouver Vegan Festival in Creekside Park on July 27, 2019. The event was well executed and well attended, clearly demonstrating the growing popularity of vegan lifestyles in Vancouver. The Festival offered event-goers a range of displays and experiences, including vendor and entertainment tents, family friendly activities, education sessions, and yoga classes.

## **DISCUSSION**

In order to enhance Festival guest experience and generate additional revenues to offset event expenses, the event organizers are seeking permission from the Park Board to add an all-ages licensed area to their event in Creekside Park on July 25, 2020, (see Appendix A). This licensed area would be fenced to control ingress/egress and operate between 11:00am and 7:00pm (with last call occurring 30 minutes before closing). With a maximum capacity of 400 guests, this all-ages licensed area would allow interested Festival attendees to consume alcohol without being separated from their family and friends while visiting displays and vendor booths in the licensed zone. The remainder of the Festival site would remain alcohol free.

## **CONSIDERATIONS**

This proposal has been reviewed and conditionally approved by key FEST Committee members, including the Vancouver Police Department, Vancouver Fire & Rescue Services, BC Liquor and Cannabis Regulation Branch, and Vancouver Coast Health.

## **NEXT STEPS**

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

## **CONCLUSION**

The Vancouver Vegan Festival is an emerging and recurring summer event that promotes and educates Vancouverites on veganism, while simultaneously connecting residents and activating public spaces. For 2020, the organizers are seeking to incrementally grow the event by adding an all-ages licensed area with a maximum capacity of 400 guests. Park Board staff have carefully considered the many aspects of this request and are confident the initiative can be executed successfully and as intended. Accordingly, staff recommend that the Board approve this application as outlined above.

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Vancouver Vegan Festival – Preliminary Site Map

