



SPECIAL EVENTS & FILMING

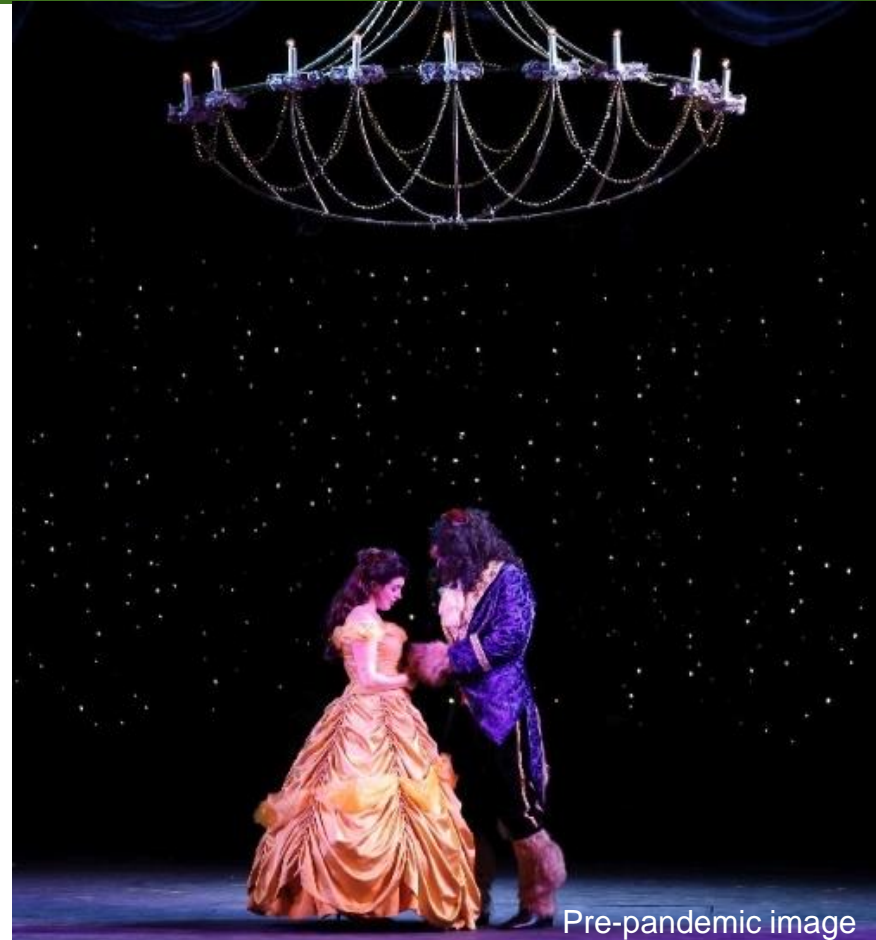
2020 Year in Review

Park Board Committee Meeting
Monday, February 8, 2021



Purpose of Presentation

- Review the impact of the pandemic on the Park Board's special event and permitting operations in 2020
- Highlight the important social and economic impacts that accrued to Vancouverites from permitted activities this past year
- Present some insights into what to expect in 2021



- 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



- Previous decisions (continued):
 - October 2020 – VanPlay Framework approved; support and alignment with the following directions:
 - ‘Welcome Everyone’ (parks and recreation experiences that improve quality of life)
 - ‘Deliver Services Equitably’ (a fair and effective parks and recreation system)



Background – Special Events & Filming in Parks

- Parks are popular locations for entertainment and celebrations, as well as motion picture filming
- Benefits include:
 - Activating public spaces, building community, providing enriching cultural experiences
 - Showcasing spaces/fostering pride
 - Supporting community improvements
 - Delivering economic benefits
- Over 1,800 permits issued in 2019



Pre-pandemic image

- Pandemic has caused unprecedented economic and social turmoil
- Businesses have closed, public services have been disrupted, and social impacts have been exacerbated
- Live events and entertainment industry was one of the hardest hit sectors, both globally and locally
- Pandemic's impact on the organization's special events and filming operations in 2020 was significant

- Resulted in complete shutdown of the Park Board's permitting activities in March 2020
- In the months that followed, Park Board staff worked closely with the EOC, City staff, and both provincial and regional health authorities to develop a new special events process
- Enabled the re-start of permitting activities in June 2020

SORRY,
Due to Covid-19
Outbreak, we are

**TEMPORARILY
CLOSED**

We are doing our part
to protect the
community. We will be

REOPENING SOON

- 2020 also required staff to review and rework operational practices to respond to changing public needs
- Key changes included:
 - Expanding the definition of private recreation to accommodate more activities
 - Extending the seasonality of the Park Board's picnic locations until the end of December 2020
 - Introducing a new fee structure for weddings to better align with public health directives and provide better value/reduce costs to the public
 - Introducing a temporary expanded patio program to assist Park Board restaurant partners in their restart and recovery efforts

- Unfortunately, the many public health directives aimed at limiting the spread of the virus resulted in the cancellation of all but the smallest events in 2020
- Consequently, total permit volumes declined 60% in 2020 compared to 2019 (720 permits vs 1,806 permits)
- While total number of permits dropped substantially, time/resources required to process event and filming initiatives increased noticeably



WE'RE GOING TO A CANADIANS GAME!

TORONTO BLUE JAYS AFFILIATE
CANADIANS
VERSUS CHICAGO CUBS AFFILIATE
EUGENE EMERALDS

SCOTIABANK FIELD AT NAT BAILEY STADIUM | **JUNE 17** | GATES OPEN AT 6PM
FIRST PITCH AT 7:05

Event Cancelled

For more information contact: Jacquie McBain
Phone: 604-542-0902 | Email: jacquie@printforward.org
RSVP Deadline: May 25th 2020
Notes: Bring your staff, friends or family and Join in the FUN!
Good Food/Cash Bar/ Great Entertainment For All

Scotiabank Field
SCOTIABANK FIELD AT NAT BAILEY STADIUM, 4601 ONTARIO ST, VANCOUVER, BC V5V 3H4
SOCIALIZE WITH US: @vancouvercanadians WWW.CANADIANSBASEBALL.COM

- Special Events (65% decline; 148 events vs 428 events)
 - Most major events cancelled
 - 2020 Calendar of Major Special events – 97 major special events cancelled outright; 14 delivered in a revised format compliant with public health
 - Most medium-sized events also canceled
 - Permits issued for 148 small events



Pre-pandemic image

- Private Recreation (44% increase; 23 permits vs 16 permits)
 - Only event category to record an increase
 - Expanded definition enabled range of new activities
- Picnic Events (67% decrease; 232 permits vs 713 permits)
 - Increased range of activities using picnic sites
 - Seasonality extended in 2020; will continue in 2021



- Weddings (56% decrease; 39 permits vs 88 permits)
 - Park Board wedding sites enabled numerous couples to celebrate their special day as planned
 - New tiered fee structure introduced in 2020, will continue in 2021



- Farmers Markets (no change; 5 permits)
 - Have remained open throughout the pandemic; essential food distribution hubs
 - Attendance through markets in 2020 roughly half of 2019; however, food sales unchanged
 - Extended operations for Riley Park Farmers Market in 2020 and 2021



- Food Services
 - Restaurant Use of Adjacent Spaces Program (64% decrease; 28 permits vs 77 permits)
 - Mobile Food Permits (43% decrease; 4 permits vs 7 permits)
 - Temporary Expanded Patio Program (new initiative; 4 permits)
 - Pandemic restart and response initiative
 - Strong appreciation and support expressed for the initiative



- Filming (50% decline; 236 permits vs 472 permits)
 - Pandemic resulted in industry shut down in March 2020; operations resumed in July & ramped up in August
 - Film industry now experiencing record activity
 - Relatively low COVID-19 case counts, agility of veteran crews, close cooperation between government & industry



Pre-pandemic image

What Did This Mean for Vancouverites?

- Despite reduced volumes in 2020, activities hosted in park locations delivered important social and economic benefits for Vancouverites:
 - Provided safer spaces for events and activities
 - Fostered community connectedness
 - Enabled children's programming
 - Celebration of life's important moments
 - Supported farmers markets
 - Aided Park Board restaurant partners
 - Contributed to the re-mobilization of film industry



- Early to mid-2021 permitting activity expected to look very similar to range and scale experienced during the last 2 to 3 months of 2020
- Possibility that restrictions on gatherings and events sizes will be incrementally increased in July, August and September
- Return to large scale live events, festivals, and entertainment not expected until last three months of 2021
- As a result, Park Board special event and activity permitting volumes will continue to experience downward pressure:
 - Likely to remain at 2020 levels during first 6 to 9 months of 2021
 - Pick up momentum during the final 3 months of the year, and outpace 2020 permitting activity for the same period

- Different outlook for filming; permitting volumes are expected to rebound in 2021
- Provincial film and television industry is now busier than ever and is expected to continue uninterrupted in 2021
 - Aided by strong safety protocols that go above and beyond provincial guidelines
- Possible that filming activity could return to pre-pandemic levels in 2021

- Permitted activities in Vancouver park locations activate public spaces, build community, enhance the vibrancy of our city, and provide enriching cultural experiences
- Pandemic had significant impact on Park Board permitting operations, with volumes decreasing 60%
- Staff worked hard to pivot and respond to both changing market needs and health regulations

- Despite reduced activity, 2020 was a reminder that the Park Board's special events and filming operations deliver many important social and economic benefits for a range of stakeholders
- Challenges facing the event industry will continue to persist in 2021, however, the Park Board will:
 - Continue to welcome initiatives that are compliant with public health directives and guidance
 - Be ready to support a sector restart and recovery in the future as public health restrictions are lifted



THAT the Vancouver Park Board receive for information, the Special Events & Filming – 2020 Year in Review, which examines the impacts of the COVID-19 pandemic on operations within this business area.

