



GOURMET CABARET CIRQUE (BACIO ROSSO)

Report Back &
New Location

Park Board Committee Meeting
Monday, February 22, 2021



Pre-pandemic image

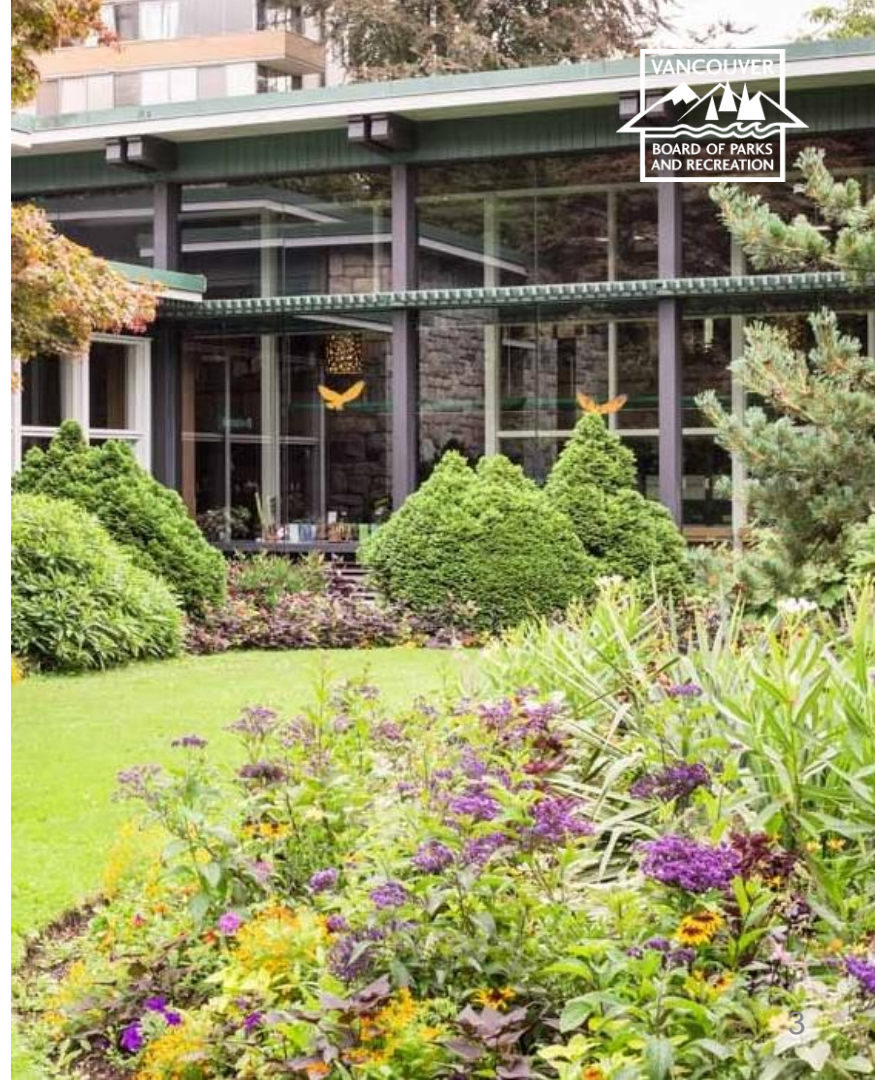
PURPOSE/OBJECTIVES

- Provide the Board with report back on inaugural 2018/2019 Gourmet Cabaret Cirque (Bacio Rosso) event
- Seek Board approval to host this event in a new location between November 2021 and March 2022



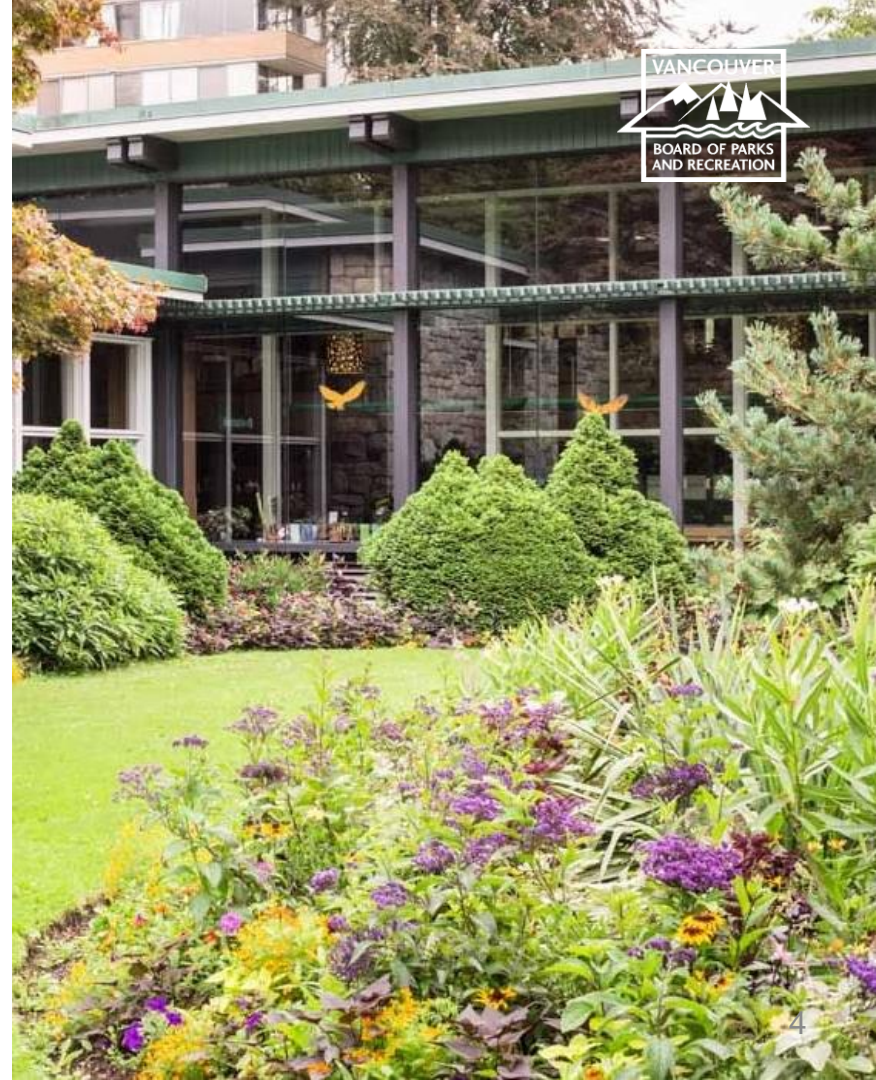
BOARD AUTHORITY / POLICY / PREVIOUS DECISIONS

- Board authority:
 - Exclusive jurisdiction & control over park land use (Vancouver Charter)
 - Board approval required for new events and/or events in variance of by-laws (Special Event Guidelines)
- Policy:
 - October 2020 – VanPlay Framework approved; event aligns with the following directions:
 - “Welcome Everyone”
 - “Deliver Services Equitably”



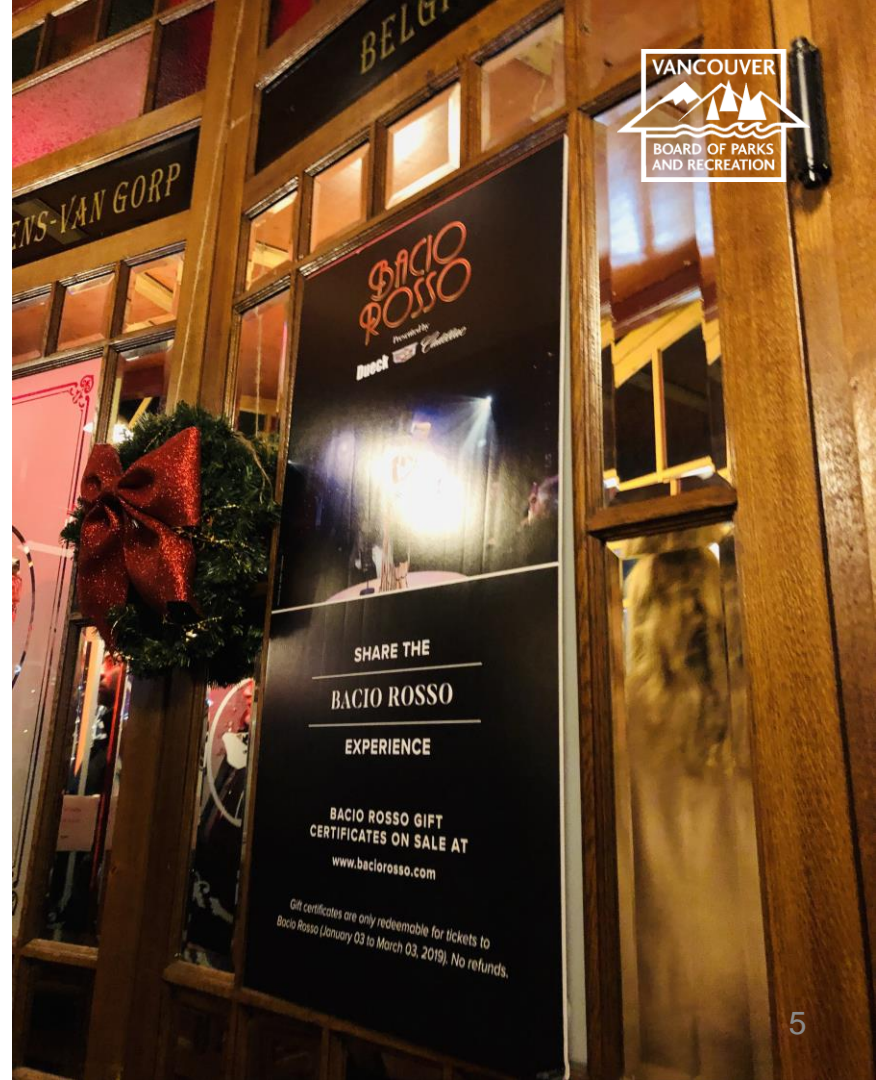
BOARD AUTHORITY / POLICY / PREVIOUS DECISIONS

- Previous decisions:
 - November 2017 – Board approved inaugural Bacio Rosso event
 - May 2019 – Moratorium on new commercial initiatives; Gourmet Cabaret Cirque is pre-existing event & not impacted by this decision



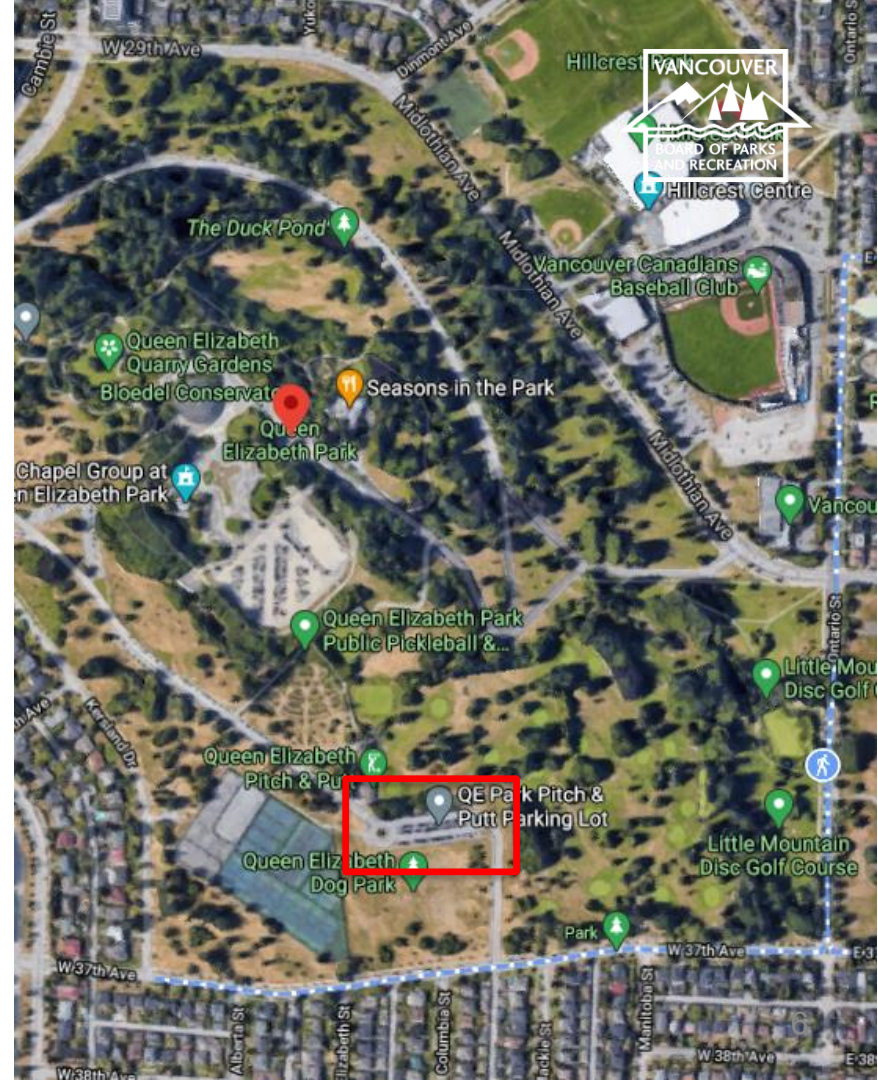
BACKGROUND | Event Overview

- Inaugural event delivered from November 1, 2018 to March 10, 2019 in Queen Elizabeth Park
- Key features:
 - Fully immersive 3-hour performance experience
 - Fusion of circus artists, comedy, singers, magicians and music; complemented with 4-course meal
 - Attracted wide range of demographics & interests



BACKGROUND | Event Location

- South parking lot at Queen Elizabeth Park
- Utilized ~ 20,000 s.f. footprint
- Key attributes:
 - Paved surface/hardscape
 - Low public use/available capacity during event period
 - Alternative parking in vicinity
 - Event operations supported primarily in the park
 - Buffer from nearby homes (150m+)



BACKGROUND | Event Producer

- Scott Malcolm is the principal behind Gourmet Cabaret Cirque
- Locally-based event producer
- Worked with industry-leading gourmet cirque cabaret production companies:
 - Palazzo Produktionen
 - Pomp Duck & Circumstance
- Past artistic director of Palazzo and Teatro Zinzanni



BACKGROUND | Event Highlights

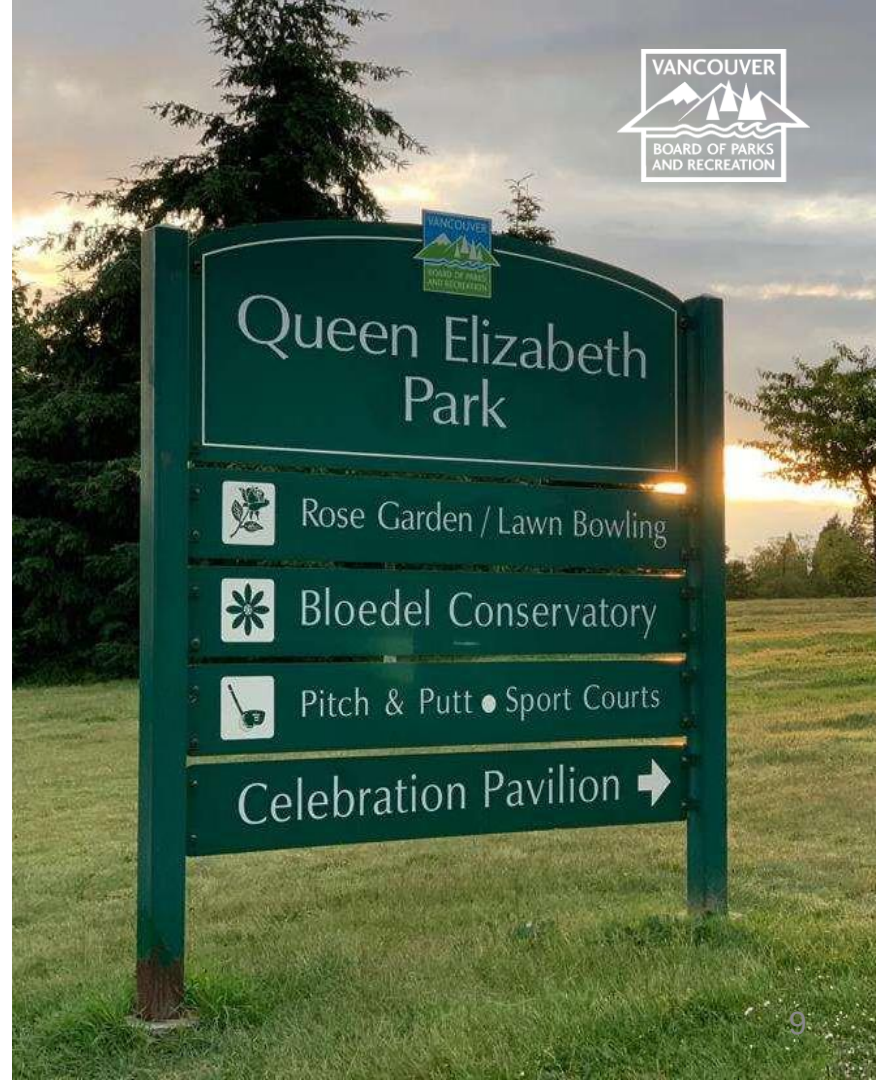
- Enjoyed by over 18,000 event-goers
- Received overwhelmingly positive response:
 - Attendees, artists, suppliers, Vancouverites, and visitors to the city, media
- Number of operational issues identified for improvement



Pre-pandemic image

BACKGROUND | Event Highlights

- Safety & Security
 - No major medical or safety issues
 - No damage or breaches to Park Board assets
 - Very little operational impact to other areas of park
- Park Protection
 - No damage to paved surfaces or surrounding grass areas (during set-up/tear-down or regular operations)



BACKGROUND | Event Highlights

- Transportation
 - Best-practice based transportation plan
 - Successful; produced anticipated outcomes
 - Key elements included:
 - Promoting use of public transit & taxis
 - Providing shuttle bus to connect event site with SkyTrain station
 - Directing guests to access event location via park road system
 - Encouraged guests to park in Queen Elizabeth Park



BACKGROUND | Event Highlights

- Sustainability
 - Key initiatives included:
 - Recycling and waste diversion practices
 - Recyclable/reusable dinnerware, glassware, table settings/coverings
 - Eco-friendly transportation
 - Significant use of digital technologies
 - LED lighting and reduced power draw outside operational hours
 - Reduced water use (high efficiency washroom equipment, refillable water pitchers, etc.)



BACKGROUND | Reviews/Accolades

“The acrobatics are stunning. These are world-class acts. And it is rare to see these dazzling feats in a setting so intimate... if dinner is a form of theatre, this is a glittery grandstand.” *The Globe and Mail*

“It’s smart, spectacular and edible... I was impressed with the top notch acts and comic moments.” *Vancouver Sun*

“Bacio Rosso is unlike anything Vancouver has ever seen... the show is boisterous and fun. The cast is stellar.” *The Georgia Straight*

“Bacio Rosso delights.” *Vancouver Weekly*

“The Spiegeltent is Vancouver’s very own life-sized jewel box – catch a glimpse before it’s gone.” *Montecristo*

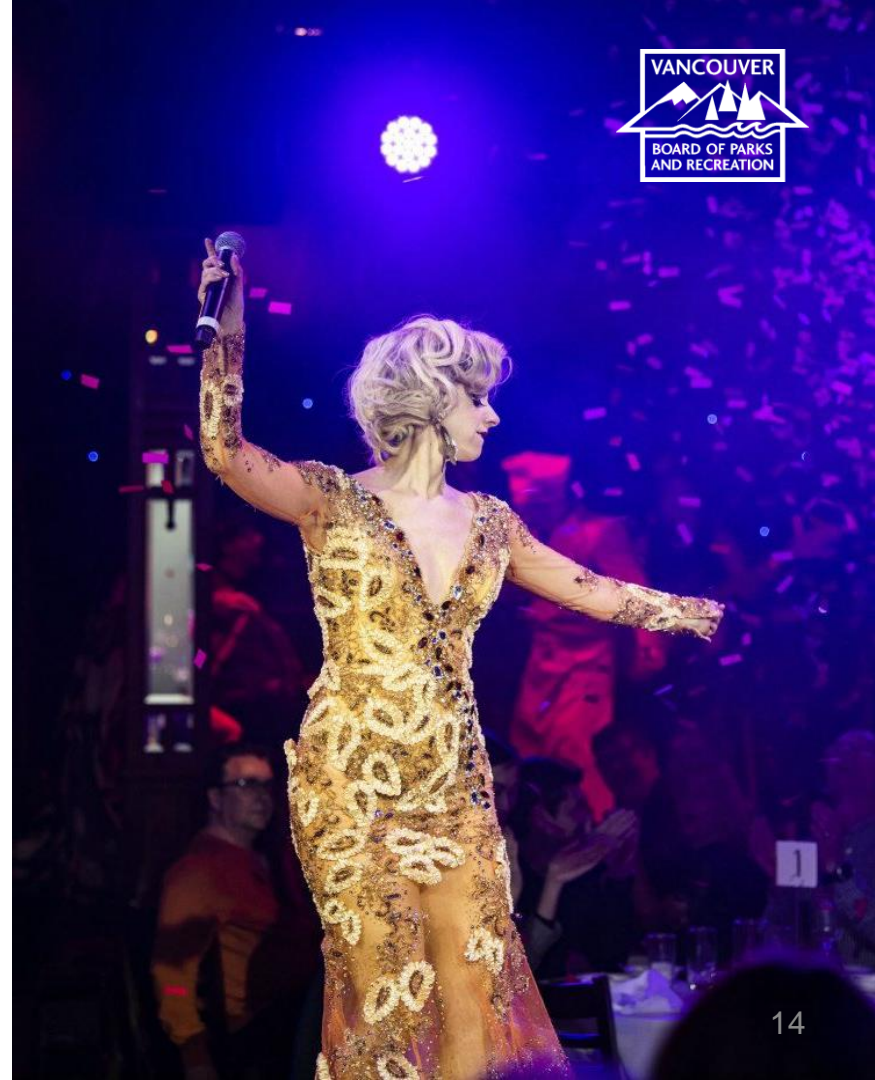
EVENT DELIVERY & KEY LEARNINGS

- Noise Impacts
 - Sound bleed from the event more significant than expected
 - Received 37 noise complaints; majority from 6 to 8 homes south of the event site
 - Event producer committed to minimizing noise impacts:
 - Real-time sound monitoring stations
 - Active response to noise complaints
 - Improved sound engineering
 - Adjusting music/artist programming



EVENT DELIVERY & KEY LEARNINGS

- Other Follow-Up Issues
 - Tent insulation at future events should be increased
 - Performances should be concluded at designated times
 - Future Gourmet Cabaret Cirque events should be located in spaces with electrical event power



EVENT DELIVERY & KEY LEARNINGS

- Stakeholder Feedback
 - Very favorable response from attendees, artists and partners
 - Post-event survey of event-goers:
 - 98% enjoyed their experience
 - 99% agreed events like this enhance civic vibrancy
 - 99% would like to see more events like this in the city
 - 98% believed park is an appropriate location
 - Positive response from tourism and media

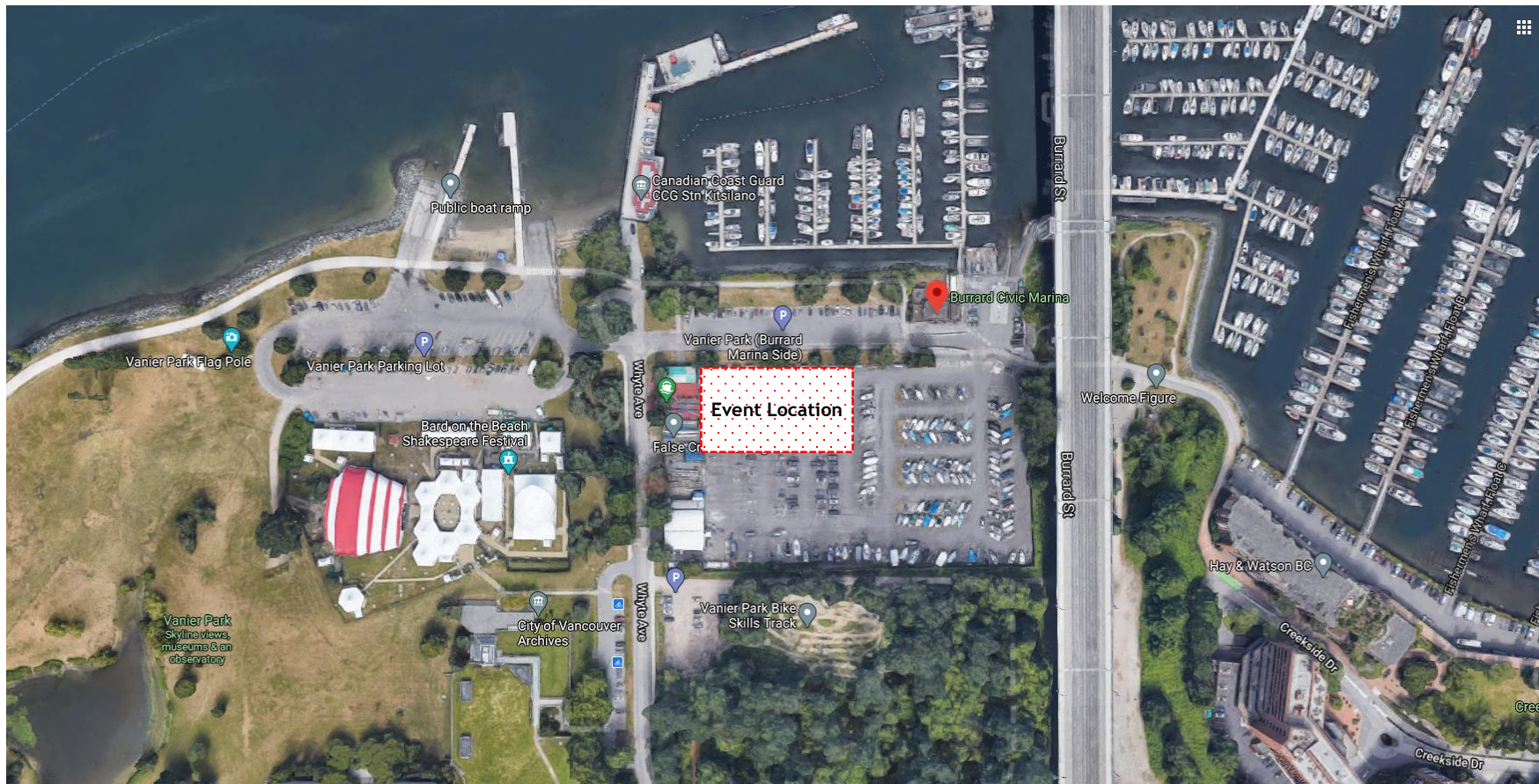


EVENT PROPOSAL

- Seeking approval to host Gourmet Cabaret Cirque in a new location:
 - Burrard Civic Marina land storage area
 - November 2021 to March 2022
- Future event would be delivered in same manner as 2018/2019 event:
 - Tent insulation would be increased
 - Performances will end at designated times
 - Event would utilize electrical event power



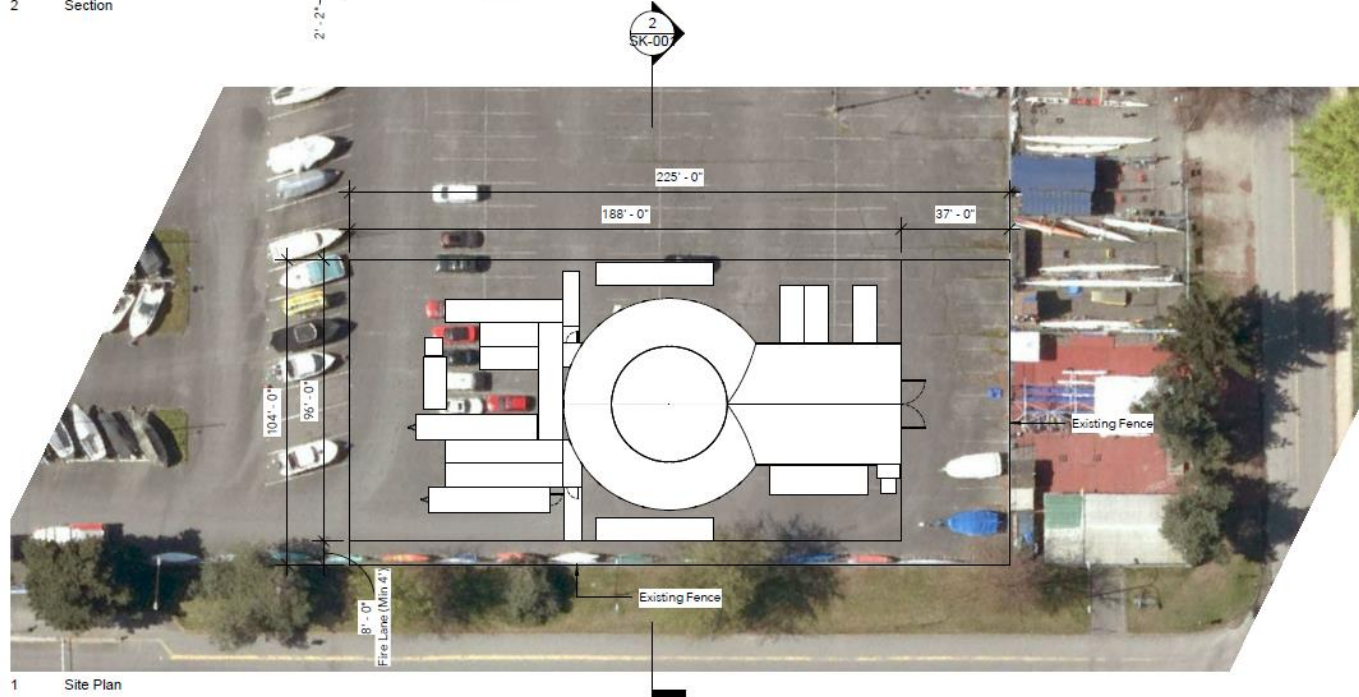
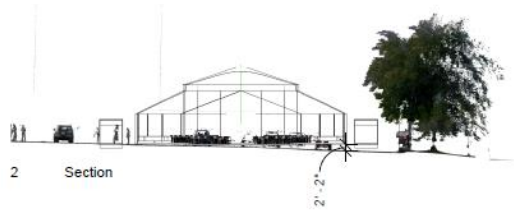
EVENT LOCATION | Burrard Civic Marina Land Storage Area



EVENT LOCATION | Burrard Civic Marina Land Storage Area



EVENT LOCATION | Preliminary Site Plan



EVENT LOCATION | Key Attributes

- Available capacity to host the event in an existing commercial space (will utilize 17% of dry storage area)
- Green event power kiosk located nearby
- Large inventory of onsite parking
- Sizeable separation/buffer from the nearest homes
- Located in area with environmental background noise



KEY EVENT PARAMETERS

- Event set-up/tear-down:
 - Event set-up requires ~ 30 days; event tear-down ~15 days
 - Timelines are in line with other similar events
- By-law compliance:
 - Event producer responsible for guest compliance
 - Program to inform and enforce by-laws



EVENT BENEFITS

- Use of underutilized commercial space
- Broad engagement of residents and visitors via entertainment and food
- Fostering of civic vibrancy and community connectedness
- Support for local musicians, artists, and creative industries
- Support for local businesses, employment creation



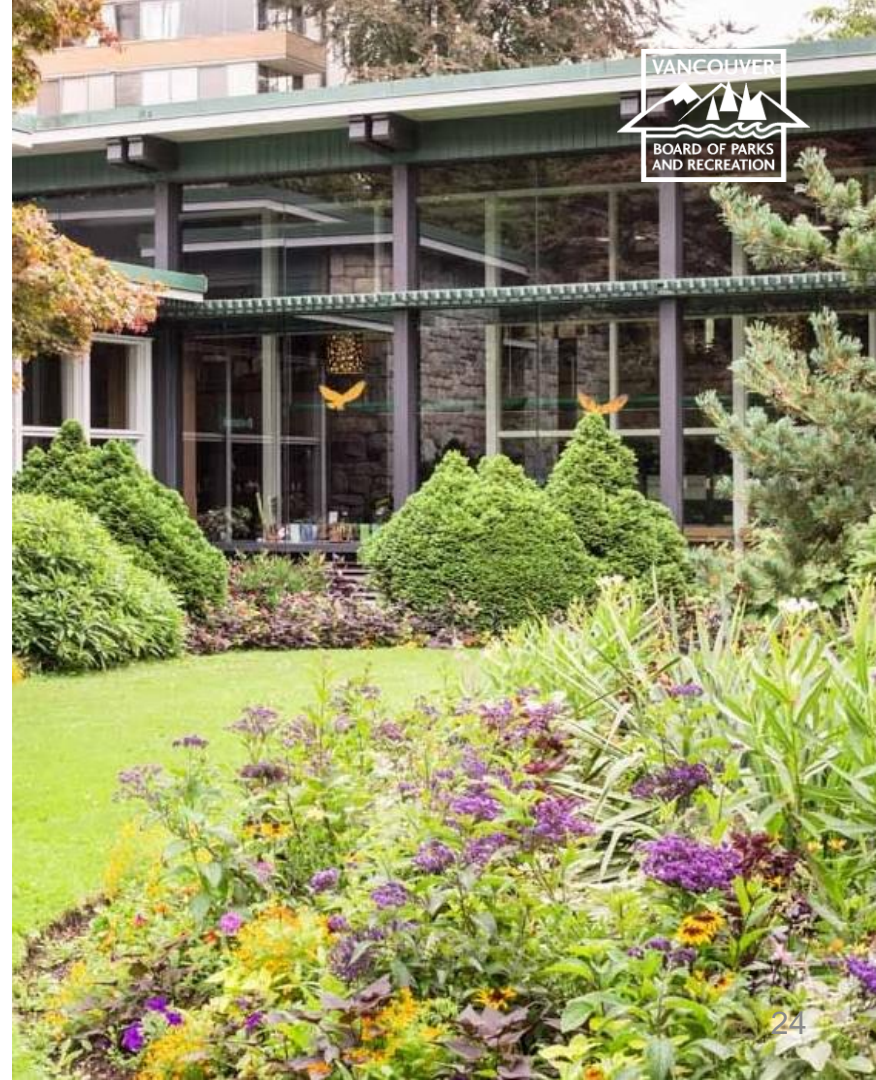
EVENT BENEFITS

- Participation/integration in the Park Board's Leisure Access Program
- Free Park Board event date (full entertainment and meal package)
- Generate important revenues that will be used to offset costs across other Park Board service areas and/or fund unbudgeted initiatives
- Community youth circus programs could be offered in the future (year 3 and beyond)



NEXT STEPS

- Subject to Board approval, staff will work collaboratively with FEST Committee members to plan and deliver Bacio Rosso in 2021/2022
- Park Board staff and Event Producer will:
 - Design and deliver event in a manner which mitigates identified issues and concerns
 - Enable Bacio Rosso to be important contributor to Vancouver's cultural ecosystem and economy



SUMMARY

- Inaugural Bacio Rosso event established a new marquis event
- Despite some operational issues, typical of first year events, the event was a strong success
- Areas for improvement were identified and solutions developed
- Staff have considered this application carefully; confident event can be executed successfully and as intended



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RECOMMENDATION



- A. THAT the Vancouver Park Board receive for information the report back on the 2018/2019 Gourmet Cabaret Cirque event (Bacio Rosso) as outlined in this report;
- B. THAT the Vancouver Park Board approve a request from Event Producer Scott Malcolm to host a Gourmet Cabaret Cirque event in the Burrard Civic Marina land storage area from November 2021 to March 2022, with all arrangements to the satisfaction of the Park Board General Manager; and
- C. FURTHER THAT, subject to approval of Recommendation B, the Vancouver Park Board approve an application from Event Producer Scott Malcolm to seek a Special Event Permit from the BC Liquor Control & Licensing Branch to serve alcohol at the Gourmet Cabaret Cirque event location, with a maximum capacity of 325 guests.

