



CANADIAN E-FEST AT CREEKSIDE PARK (FORMULA E) Special Event

Park Board Committee Meeting
Monday, February 28, 2022



PURPOSE/OBJECTIVES

- Present the Canadian E-Fest initiative to the Board
- Review the event producer's application to use Creekside Park to host its all-ages E-Village viewing area
- Seek the Board's approval for this event application



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”
 - “Weave the City Together”



BOARD AUTHORITY / POLICY / PREVIOUS DECISIONS

- Previous decisions:
 - May 2019 – Board approved Moratorium on new commercial initiatives; Canadian E-Fest is not an existing commercial event, as a result, would move forward as an exemption
 - April 2021 – City Council approved member motion that directed staff to enable the Formula E event; request to use Creekside Park for this event is being submitted for Board review to support delivery of this motion



BACKGROUND | Event Overview

- Canadian E-Fest is a 3-day event that merges:
 - Responsible motorsport
 - Creative business conference
 - E-sports
 - Social interaction of music and arts
- Mission

Promote sustainable practices through sports, businesses, & culture
- Vision

To influence the behavior of society, and push carbon neutrality



BACKGROUND | Event Overview

- All-ages ticketed event featuring four programming pillars:

VANCOUVER E-PRIX

Round 10 of the ABB Formula E FIA World Championship held on the Vancouver Street Circuit meant to accelerate the adoption of sustainable transportation.



E-LIVE

A celebration of culture through Music and Arts. Creating a sense of collectiveness, the e-live will create social awareness of the challenges ahead.



E-VOLVE CONFERENCE

A dynamic Creative Business Conference held inside the race circuit built to inspire leaders and businesses to create opportunities through technology and sustainability.



E-SPORTS

A clever way to engage and create awareness with Canadians across the country in a national competition ending live at the Canadian E-FEST.



BACKGROUND | Vancouver E-Prix

- ABB Formula E FIA World Championship is the first all electric single seater race series
- Created in 2016; only sport certified net zero carbon
- Purpose is to showcase the potential of electric vehicles, and other forms of sustainable mobility
- Practice trials, qualifying and race conducted on single day



BACKGROUND | E-Live

- Seeks to leverage the power and voice of music and art to build social awareness and unity around sustainability
- Will feature leading artists and function as ceremonial layer
- Include a live art gallery where local artists will produce and display their work



BACKGROUND | E-Volve Conference

- Immersive and inclusive business event engineered to spark creative sustainable thinking and drive meaningful action across industries
- 2022 themes/pillars:
 - Energy & technology
 - Design & circularity
 - Cities & infrastructure
 - Leadership & innovation



BACKGROUND | E-Sports

- Seeks to project the event's mission and vision to a wider audience
- Will engage and create awareness across Canada through a national online competition
- Finalists will be invited to compete onsite in Vancouver



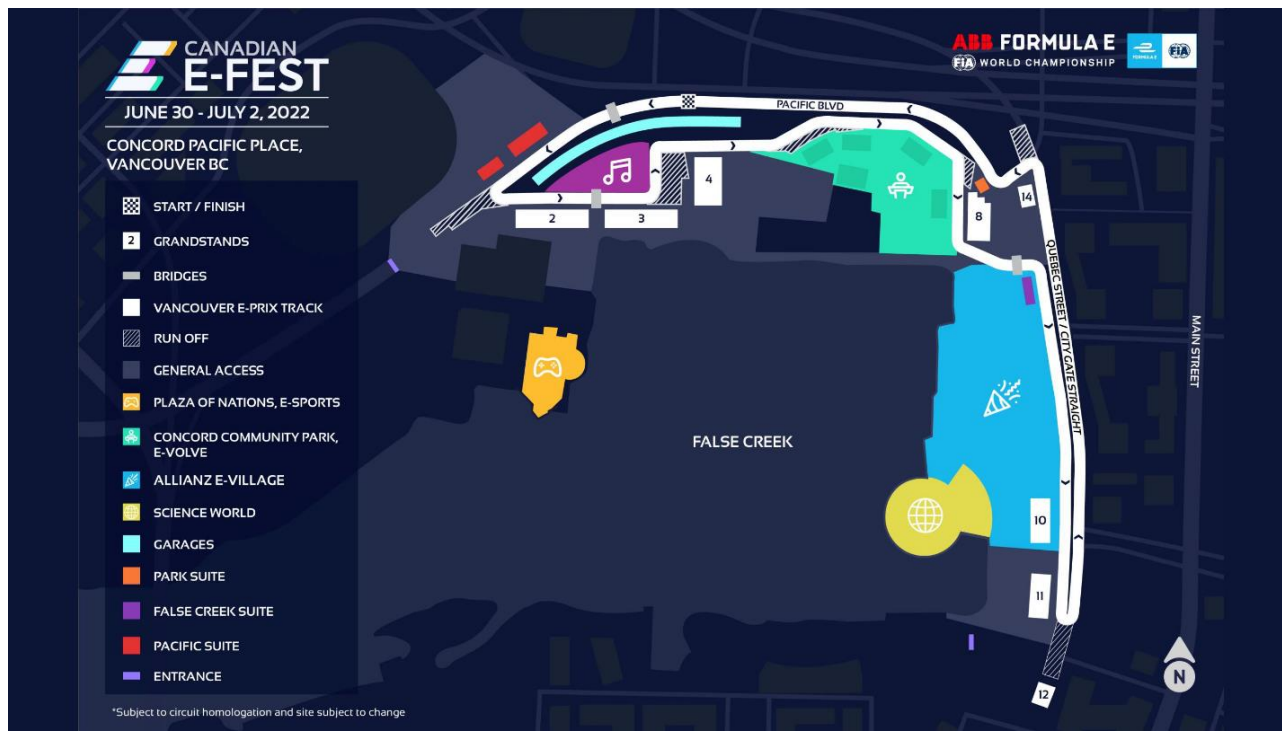
BACKGROUND | Indigenous Program

- Event is expected to feature program recognizing the Host Nations of the Musqueam, Squamish and Tsleil-Waututh
- Key initiatives could include:
 - Territorial welcomes at beginning of program events
 - Indigenous programming within the E-Village (music, dance, artisans)
 - Display of First Nations mural/street art
 - First Nations youth involvement in event volunteer program



BACKGROUND | Event Location

- Canadian E-Fest will take place in the east False Creek neighbourhood
- Park assets impacted by event include Creekside park and seawall



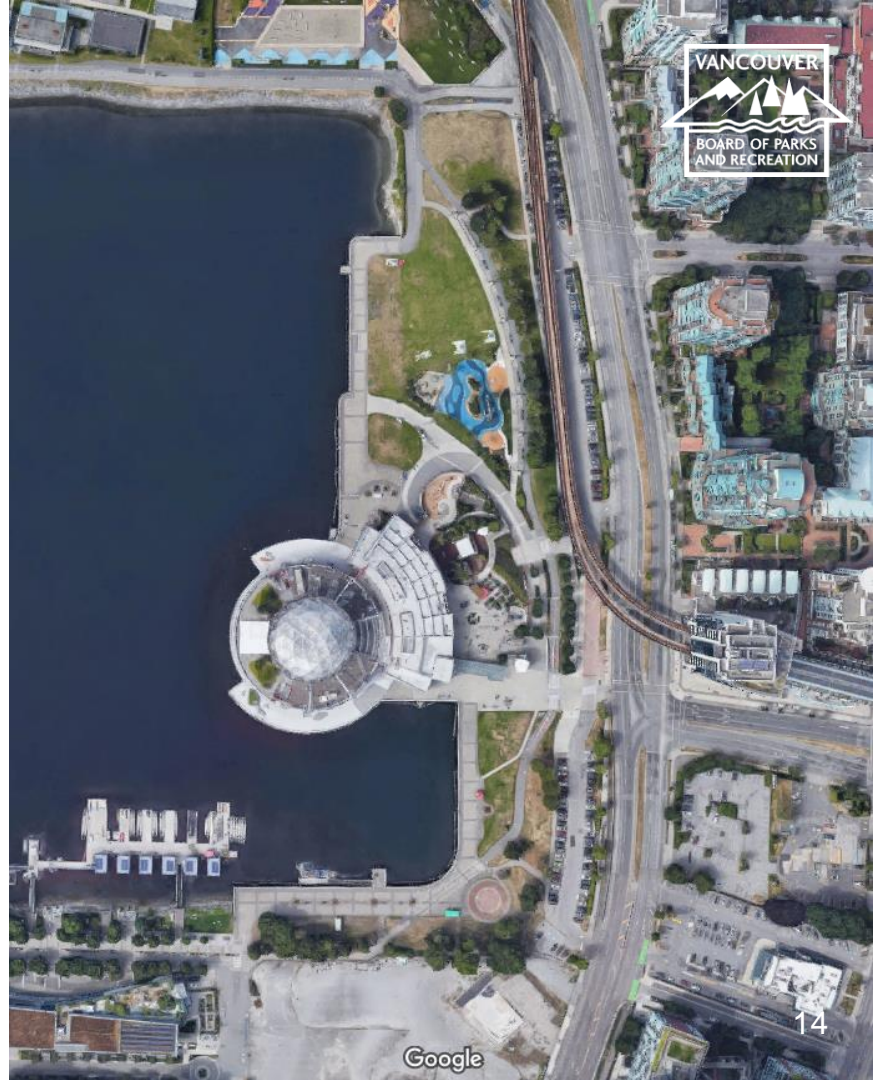
BACKGROUND | Event Producer

- One Stop Strategy Group (OSS):
 - Canada's leading independent motorsports event producer
 - Create and produce major racing events and supporting activities
- Canadian E-Fest is OSS' flagship event
- Founding partners of OSS possess strong knowledge and experience related to auto racing and event organization



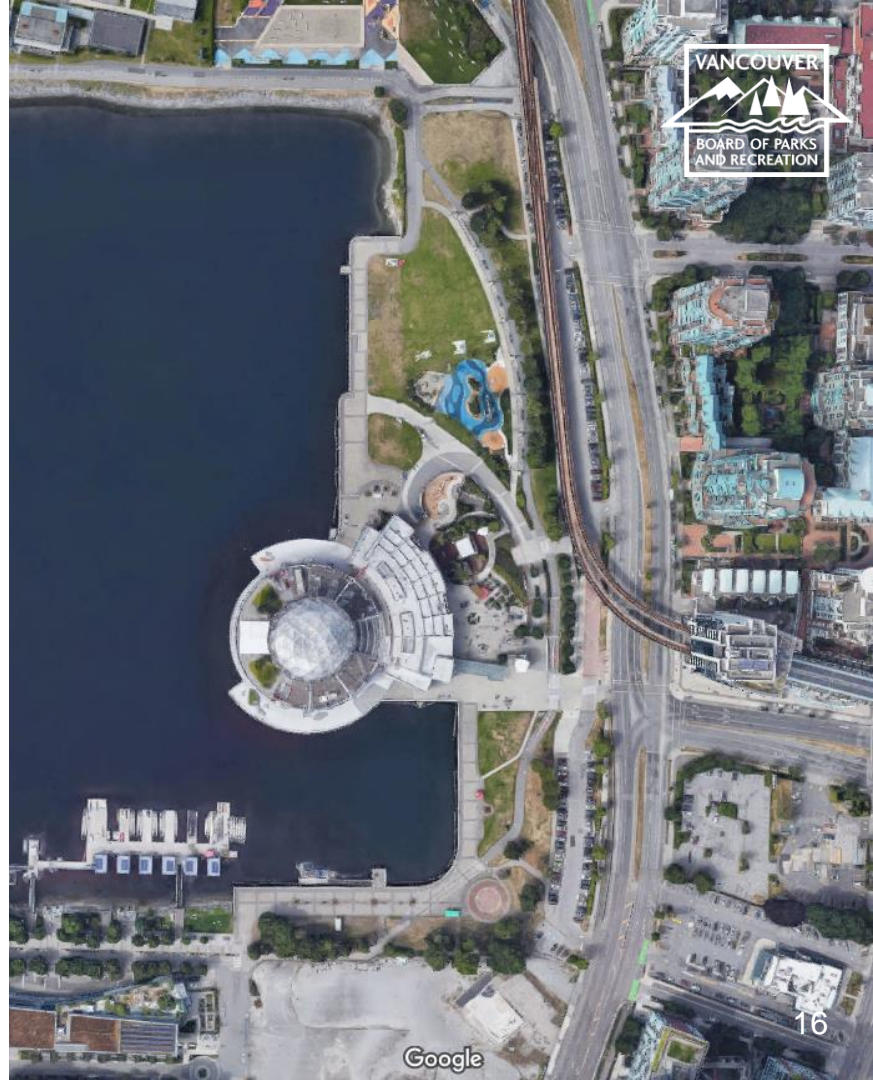
EVENT PROPOSAL

- Organizers seeking approval to use Creekside Park to host all-ages E-Village viewing area on July 1 & 2, 2022
- The E-Village is integral component of event; feature range of amenities:
 - Viewing areas with large screens
 - Relaxation spaces with seating
 - Kids activities
 - Admission gate
 - Site wide alcohol license



KEY EVENT PARAMETERS

- No cost to the Park Board
- Event set-up/tear-down/event period:
 - 3-day set-up (June 28 to 30); 2-day tear-down (July 3 to 4); park would remain open for public use
 - 2-day event period (July 1 to 2); park would be accessible by event goers only
- Timelines are in line with similar events



KEY EVENT PARAMETERS

- Event size (to be determined by VFRS)
- Park protection and restoration
- Public access to seawall will be maintained
- Stakeholder consultation and collaboration:
 - False Creek Residents Association
 - Dragon Boat Society
- Compliance with Park Board by-laws
- Post event review



EVENT BENEFITS

- Widespread engagement through live entertainment, conference programming and arts & culture
- Fostering of community connectedness and civic vibrancy
- Showcases sustainability/need for change
- Key post pandemic recovery initiative with broad public benefits (social & economic)
- Indigenous representation/ engagement (under development)



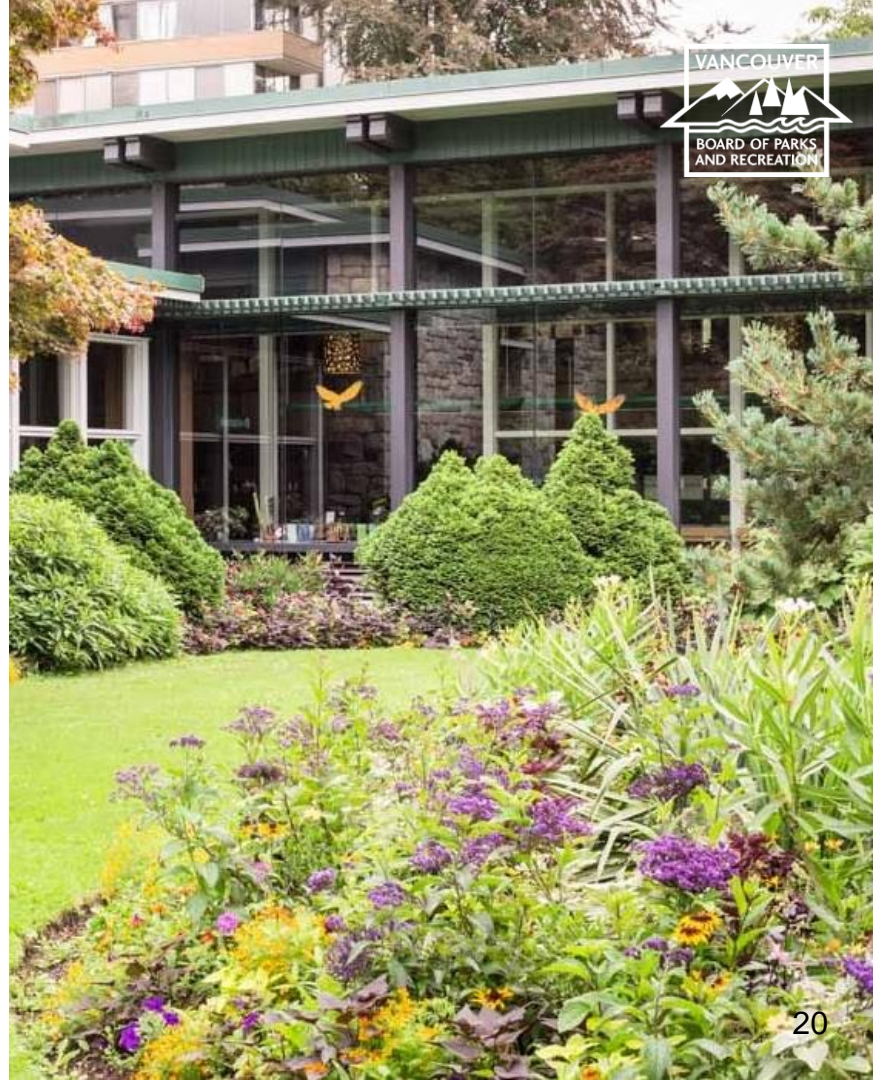
EVENT BENEFITS

- Access for lower income Vancouverites (1,000 free passes)
- Collaboration and support for local musicians/artists (\$100K program) and e-sports community (\$50K prize money)
- Tree planting/carbon capture program (\$30K budget)
- Generate important revenues/legacy that will provide value and/or potentially offset costs/fund unbudgeted initiatives



NEXT STEPS

- Subject to Board approval, staff will work collaboratively with the event producer and FEST Committee members to plan and deliver the E-Village activation at Creekside Park
- Park Board staff and Event Producer will:
 - Design and deliver event in a manner which mitigates potential issues and concerns
 - Enable E-Village to be integral component/experience a the event



CONCLUSION

- Canadian E-Fest will introduce a new marquee event to the city
- Expected to deliver a range of broad public benefits
- Showcases the importance of taking action on climate change/ sustainability
- Event producers seeking to use Creekside Park to deliver E-Village
- Staff have carefully considered this application; confident event can be executed successfully



RECOMMENDATION



- A. THAT the Vancouver Park Board approve a request from Event Producer, One Stop Strategy Group (OSS Group), to utilize Creekside Park to host the Canadian E-Fest's all-ages E-Village viewing area on July 1 & 2, 2022, with all arrangements to the satisfaction of the Park Board General Manager; and
- B. FURTHER THAT the Vancouver Park Board approve an application from the Event Producer to seek a Special Event Permit from the BC Liquor and Cannabis Regulation Branch to serve alcohol at the aforementioned location and dates, with the maximum capacity to be determined by Vancouver Fire & Rescue Services.

