



February 18, 2022

**TO:** Park Board Chair and Commissioners  
**FROM:** General Manager – Vancouver Board of Parks and Recreation  
**SUBJECT:** Canadian E-Fest at Creekside Park (Formula E) - Special Event

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## 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.

## REPORT SUMMARY

The Canadian E-Fest is an all-ages event aimed at accelerating the drive towards a sustainable future through education and entertainment. The inaugural 3-day event is scheduled to take place between June 30 and July 2, 2022 in the east False Creek neighborhood of the city. The purpose of this report is to present the Canadian E-Fest initiative to the Park Board, review the Event Producer's application to use Creekside Park to host its all-ages E-Village viewing area, and seek the Board's approval for this request.

## BOARD AUTHORITY, POLICY, PREVIOUS DECISIONS/UPDATES

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 [Guidelines for Special Events](#), the [Special Events Policy \(2003\)](#), 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 special event guidelines](#) and in the interim, to maintain and support the Park Board's current portfolio of commercial events and activities, but issue a moratorium on the introduction of new commercial initiatives until after the Special Event Guidelines have been updated and approved by the Board. The Canadian E-Fest event is not an existing initiative within the Park Board's commercial event portfolio, and as a result, would move forward as an exemption to the moratorium should the Board approve the above recommendations.

On October 19, 2020, the Park Board approved the [VanPlay Framework](#), for Vancouver's [Parks and Recreation Services Master Plan](#). VanPlay sets priorities and provides tools and policies to support the pursuit of equity, connectivity and access to parks and recreation for all. The

Framework provides a succinct method for referencing and implementing VanPlay directions. The Canadian E-Fest event supports and aligns with VanPlay's directions to "Welcome Everyone" (parks and recreation experiences that improve quality of life) and "Weave the City Together" (parks, nature, recreation and culture integrated into everyday life).

The request to use Creekside Park to host the Canadian E-Fest event is being submitted to the Park Board for review in order to support the delivery of a City Council [Member's motion, approved with amendments on April 28, 2021](#), which directed staff to "work with One Stop Strategy (OSS Group) to enable the Canadian Round Formula E event that is anticipated to include a two-day conference, music and cultural events and one day electric vehicle race in July 2022, with consideration given to a three-year term, costs to be borne by the organizer, and all City service costs to be recoverable from the organizer."

## **BACKGROUND**

### **Event Overview**

The inaugural Canadian E-Fest is a 3-day event that will merge the world of responsible motorsports, creative business conference, e-sports, and the social interaction of music and arts. The mission of the event is to "promote sustainable practices through sports, business and culture" while the vision is "to influence the behavior of society, and push carbon neutrality".

The all-ages ticketed event will feature four programming pillars:

- Vancouver E-Prix – The ABB Formula E FIA World Championship is the first all-electric single seater race series. Created in 2016, it is the only sport certified net zero carbon event. The purpose of the race is to showcase the potential of electric vehicles, as well as other forms of sustainable mobility. Unlike most other motorsport events, practice trials, qualifying, and racing for the Formula E component of the event will take place over a single day.
- E-Live – This component of the Canadian E-Fest will leverage the power and voice of music and art to build social awareness and unity around sustainability. The program will feature leading artists and function as a ceremonial layer of the event. A live art gallery where local artists will produce and display their work will be another key element of this programming pillar.
- E-Volve Conference – This part of the program will feature an immersive and inclusive business event engineered to spark creative sustainable thinking and drive meaningful action across industries. The key themes for 2022 will be:
  - Energy & technology;
  - Design & circularity;
  - Cities & infrastructure; and
  - Leadership & innovation.
- E-Sports – The goal of this pillar is to project the event's mission and vision to a wider audience. It will engage and create awareness with Canadians across the country through a national online competition. Finalists will be invited to compete onsite in Vancouver.

The event is also expected to feature a program that will recognize the Host Nations of the Musqueam, Squamish, and Tsleil-Waututh. Key initiatives could include:

- Territorial welcomes delivered at the beginning of program events;

- Indigenous programming within the E-Village (music, dance, artisans, etc.);
- Display of First Nations mural/street art;
- First Nations youth involvement in event volunteer program; and
- Participation by First Nations youth in Grid Kidz Program (event ambassadors).

### **Event Location**

The Canadian E-Fest will take place in the east False Creek neighborhood of the city (see Appendix A for site map), and the successful execution and delivery of the event will require the collaboration of many partners and venues, including the City of Vancouver, Concord Community Park, Plaza of Nations, Science World, and the Park Board. The Park Board assets impacted by the event include Creekside Park and the adjacent seawall.

### **Event Producer Overview**

Based in Montreal, the OSS Group is Canada's leading independent motorsports promoter and event producer. As the creator and producer of major events in the racing world and related supporting events and activities, OSS Group plays an important role by introducing new concepts in auto racing. Its flagship event – the Canadian E-Fest – will bring together business, entertainment, and racing. The founding partners of the OSS Group are well-known in the world of motorsports and possess a wealth of experience and expertise in the key disciplines of auto racing and event organization.

## **DISCUSSION**

### **Event Proposal**

In order to support the successful delivery and execution of the Canadian E-Fest initiative, the Event Producer is seeking Park Board approval to utilize Creekside Park to host its all-ages E-Village viewing area on July 1 & 2, 2022. The E-Village (see Appendix B) is an integral component of the event and would provide event goers with a range of amenities and experiences, including admission gate/event entrance, viewing areas with large video screens, relaxation/recreational spaces with bean bag chairs and outdoor furniture, branding/place making elements, kids activities (face painting, immersive painting, paper model workshops, playground, etc.), and other activations.

Creekside Park hosts many events annually, including several dragon boat competitions, food festivals, and run events. These initiatives have been well received and established Creekside Park as a desirable event location.

A summary of key event parameters is provided below.

#### ***No Cost to the Park Board***

All expenses related to the hosting of the E-Village at Creekside Park will be borne by the Event Producer, including expenses related to maintaining seawall access. In addition, all Park Board service costs will be recoverable from the organizer.

#### ***Event Set-Up/Tear-Down Period***

Set-up for the event would occur between June 28 and June 30, 2022. Creekside Park would remain open for public use during this set-up period until 9:00pm on June 30, 2022, at which point it would become accessible only by ticket holders. Ticket holder only access would continue throughout July 1 and July 2, 2022. Event tear-down would occur on July 3 and July 4, 2022; the public would have access to the park during this tear-down period

and the park would be fully unencumbered on July 5, 2022. The proposed set-up/tear-down periods are in line with other events taking place at other Park Board locations for an event of this nature.

### ***Event Size***

The maximum capacity/attendance in the E-Village area will be determined by Vancouver Fire & Rescue Services once additional event details have been confirmed.

### ***Park Protection & Restoration***

The Event Producer recognizes that Creekside Park is a natural space and will undertake all necessary actions to protect and prevent any potential damage to the event area. The Event Producer will also be responsible for restoring the site to its original condition after the event.

### ***Seawall Access***

The Event Producer will be required to develop and implement a plan to ensure that public access to the seawall is maintained throughout the event to support both active transportation and recreational uses.

### ***Stakeholder Consultation & Collaboration***

The Event Producer will engage key stakeholders, including the False Creek Residents Association and the Canadian International Dragon Boat Society, to minimize potential impacts and identify opportunities for collaboration that benefit both the Event Producer and area stakeholders. With respect to the Dragon Boat Society, key initiatives could include structuring the site layout to facilitate the transition between events, using/leveraging Canadian E-Fest assets to help improve the Dragon Boat guest experience, leveraging common suppliers to improve costs for both events, or pursuing co-promotion opportunities.

### ***Compliance with Park Board By-Laws***

As with all initiatives taking place in Park Board locations, the Event Producer would be responsible for attendee compliance with applicable Park Board by-laws. Accordingly, a robust plan would be developed and executed to inform and enforce by-laws (most notably those pertaining to no smoking in parks).

### ***Post Event Review***

Park Board staff will work with City staff and the Event Producer to complete a post event review and analysis, which takes into account community and economic benefits/impacts, in order to inform event hosting decisions in future years.

## **Event Benefits**

Staff recognize that sensitivities and concerns exist when access to public spaces is restricted, and as a result, consider all requests of this nature very carefully. Staff are supportive of pursuing this initiative due to its uniqueness, marquee nature, and the broader important benefits that would accrue to the public, event partners/stakeholders, tourism industry, and the Park Board including:

- Widespread engagement of residents and visitors through live entertainment, conference programming, and arts and culture activities;
- Fostering of civic vibrancy and community connectedness;

- Showcasing and promoting the importance of sustainability to a broad audience (locally and globally);
- Supporting local businesses and creating employment, including low barrier opportunities, for Vancouver residents;
- Support for lower income/marginalized Vancouverites (1,000 event passes with private garage tour will be made available);
- Free access to Science World for ticket holders;
- Collaboration and support for local musicians and artists (\$100K program) and the gaming community (\$50K prize money);
- Delivery of tree planting/carbon capture program (\$30K budget); and
- Generating important revenues and/or legacy benefits that will be used to offset costs across other Park Board service areas and/or fund unbudgeted initiatives.

## **NEXT STEPS**

Subject to Board approval, Park Board staff will work collaboratively with the Event Producer and the Festival Expediting Staff Team (FEST) Committee members (including the Vancouver Police Department, Vancouver Fire & Rescue Services, Engineering Services, BC Ambulance Service, and the BC Liquor and Cannabis Regulation Branch) to plan and deliver the Canadian E-Fest's all-ages E-Village activation at Creekside Park. The Event Producer and its delivery partners are committed to being recognized as good neighbors and will design and deliver the event in a manner which mitigates potential impacts, while simultaneously enabling the E-Village activation to be an integral component and experience at the Canadian E-Fest event.

## **CONCLUSION**

Marquee special events activate public spaces, foster community connection, and provide enriching entertainment and leisure experiences for residents and visitors to Vancouver. The Canadian E-Fest event is intended to showcase the importance of taking action on climate change and sustainability, and is expected to generate important economic benefits to Vancouver businesses and support the recovery of the city's tourism sector. In order to successfully deliver this event, the Event Producer is seeking use of Creekside Park to host its all-ages E-Village activation area.

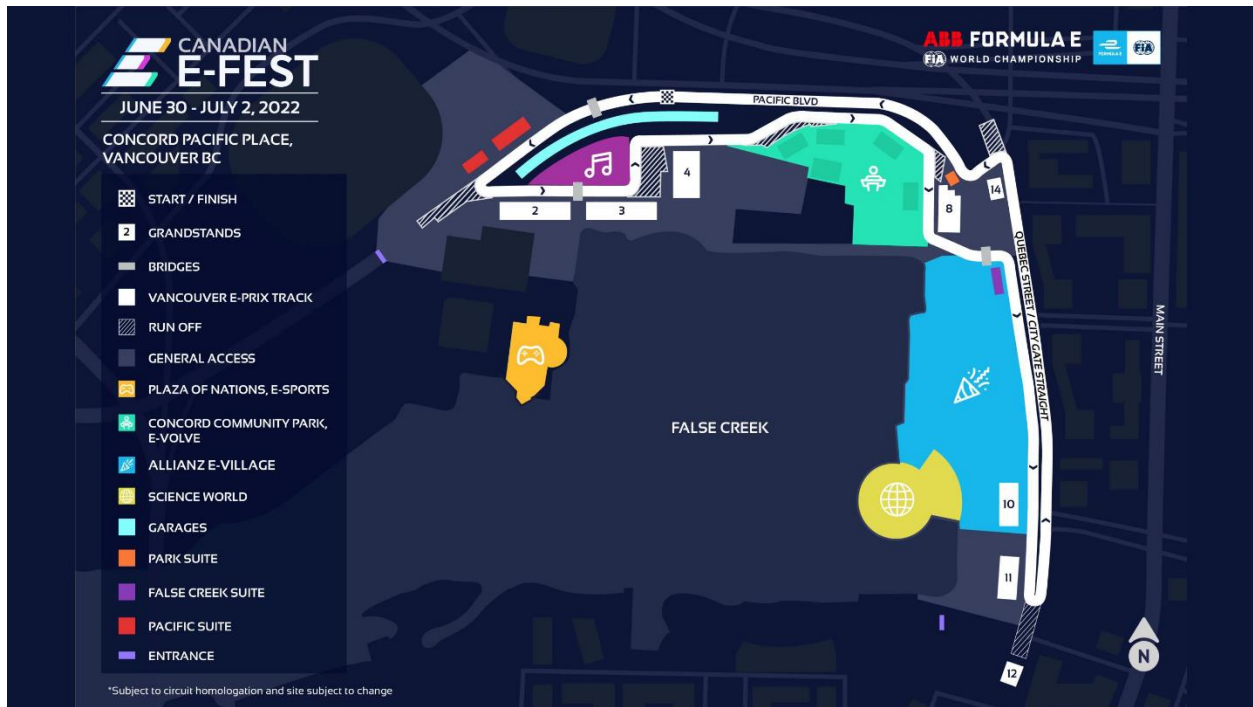
Park Board staff have carefully considered the many aspects of this application and are confident that the initiative can be executed successfully and as intended. Accordingly, staff recommend that the Board approve the application from the Event Producer as outlined in this report.

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# Canadian E-Fest – Preliminary Site Plan



Canadian E-Fest E-Village Viewing Area – Preliminary Site Plan

