



CARNAVAL DEL SOL

Special Event

Park Board Committee Meeting
Monday, April 25, 2022



PURPOSE/OBJECTIVES

- Present the Carnaval del Sol initiative to the Board
- Review the event organizer's application to use Jonathan Rogers Park for this event
- Seek Board approval for this request



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” and “Weave the City Together”

- Previous decisions:
 - May 2019 – Board approved Moratorium on new commercial initiatives
 - As a not-for-profit event, Carnaval del Sol is not impacted by the moratorium

BACKGROUND | Latincouver Cultural & Business Society

- Organizer of Carnaval del Sol festival; signature event
- Not-for-profit, established in 2008
- Mandate is to advance/promote Latin American community/cultural activities across BC
- Since inception, have supported cultural exchange/development via:
 - Arts, culture & sports activities
 - Festival development
 - Cultural/business relationships



Latincouver
The Latin American Plaza in BC

BACKGROUND | Carnaval del Sol

- Aims to recreate “Latin Village” or “Plaza” experience
- Objective is to promote/showcase Latin American arts/culture
- Features authentic Latin American:
 - Music artists
 - Folkloric dance
 - Food vendors
 - Culinary demonstrations
 - Artisan market
 - Children’s activities



BACKGROUND | Carnaval del Sol

- Long standing Vancouver event; celebrating 14th anniversary in 2022
- Previously hosted at:
 - Concord Pacific Place (2015 to 2021)
 - Granville Street (prior to 2015)
- Has welcomed hundreds of thousands of people from diverse backgrounds
- Pacific Northwest's largest Latin American festival



EVENT PROPOSAL

- Organizers seeking approval to host Carnaval del Sol at Jonathan Rogers Park in July 2022
- Event delivery at this new location would be consistent with previous Latincouver festivals
- Festival expected to attract roughly 15,000 event-goers

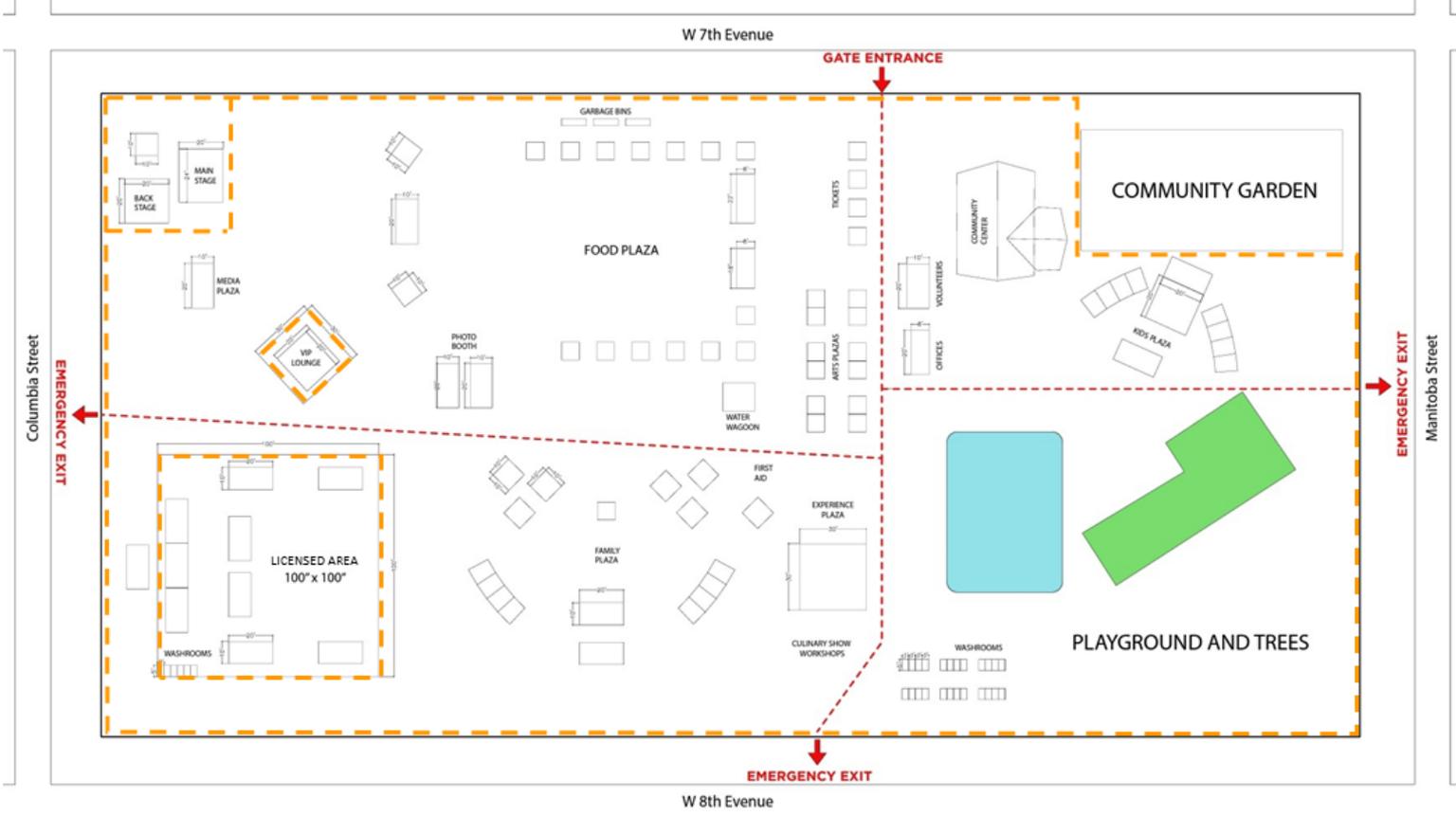


EVENT LOCATION

- Jonathan Rogers Park hosts several events annually, including some larger events (pre-pandemic)
- Events have been well received by organizers and the community
- Increasingly popular event location due to:
 - Centrality
 - Accessibility via public transit and other active transportation modes



PRELIMINARY SITE PLAN



KEY EVENT PARAMETERS

- Set-up/tear-down/event period:
 - 1-day set-up (July 8); 0.5-day tear-down (July 11; completed by 2:00pm)
 - 3-day event period (July 8 to 10)
- Event area would be fenced to ensure proper access control; supported by security
- All-ages event with flexible admission fee model
- 1,500 person licensed area
- No cost to the Park Board



OTHER CONSIDERATIONS/NEXT STEPS

- Carnival del Sol is a popular and well-established community event
- If approved by the Board:
 - Proposal will be subject to more detailed review by key FEST Committee members
 - Staff will work collaboratively with the organizer and the FEST Committee to develop the necessary operational plans
 - Neighbourhood notification will also be carried out



CONCLUSION

- Carnival del Sol presents a unique opportunity to showcase authentic Latin American culture
- Deliver range of public benefits:
 - Activate/add vibrancy to public spaces
 - Engage community
 - Promote cross cultural education, diversity & inclusion
- Staff have carefully considered this application; confident event can be executed successfully



RECOMMENDATION



- A. THAT the Vancouver Park Board approve an application from the Latincouver Cultural & Business Society ("Latincouver") to host Carnaval del Sol at Jonathan Rogers Park on Friday, July 8, 2022, from 6:00 to 10:00pm, Saturday, July 9, 2022, from 12:00pm to 10:00pm, and Sunday, July 10, 2022, from 12:00pm to 9:00pm, with all arrangements to the satisfaction of the General Manager of the Park Board; and

- B. FURTHER THAT the Park Board approve an application from Latincouver for an all ages Special Event Permit from the BC Liquor & Cannabis Regulation Branch to serve alcohol at the aforementioned location and dates, with a maximum capacity of 1,500 guests.

