



April 20, 2022

TO: Park Board Chair and Commissioners
FROM: General Manager – Vancouver Board of Parks and Recreation
SUBJECT: Carnaval del Sol – Special Event

RECOMMENDATION

- A. THAT the Vancouver Park Board approve an application from the Latincoover Cultural & Business Society ("Latincoover") 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.
- B. FURTHER THAT the Park Board approve an application from Latincoover 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.

REPORT SUMMARY

Carnaval del Sol is a celebration of Latin American arts and culture, and one of the largest festivals of its kind in the Pacific Northwest. The organizers of the event, Latincoover Cultural & Business Society ("Latincoover"), are seeking to host this outdoor festival at Jonathan Rogers Park in July 2022. The purpose of this report is to present the Carnaval del Sol initiative to the Park Board, review the event organizer's application to use Jonathan Rogers Park, and seek the Board's approval for this request.

BOARD POLICY & PREVIOUS DECISIONS

As per the [Vancouver Charter](#), the Park Board has exclusive jurisdiction and control over all areas designated as permanent and temporary parks in the City of Vancouver, including any structures, programs and activities, fees, and improvements that occur within those 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 issued a moratorium on the introduction of new commercial initiatives until after the Special Event Guidelines have been updated and approved by the Board. This application is not impacted by the latter decision since the Carnaval del Sol event is a non-for-profit initiative.

On October 19, 2020, the Park Board approved the [VanPlay Framework](#), for Vancouver's [Parks and Recreation Services Master Plan](#). VanPlay sets out 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 Carnaval del Sol 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).

BACKGROUND

The Latincover Cultural & Business Society is a not-for-profit organization, established in 2008 to advance and promote Latin American community and cultural activities in British Columbia. Since its inception, the organization has supported the promotion of cultural exchange through arts, culture and sports, organized festivals, and developed cultural and business relationships.

Carnaval del Sol is one of Latincover’s signature events and aims to re-create a “Latin Village” or “Plaza” for the purposes of promoting and showcasing Latin American arts and culture to local communities in Metro Vancouver. The festival will feature local and nationally recognized Latin American music artists, folkloric dance troupes, culinary demonstrations by Latin American chefs, artisan market and a range of children’s activities. The festival is expected to attract approximately 15,000 event-goers over the course of the weekend.

Carnaval del Sol is a long standing Vancouver event that will celebrate its 14th anniversary in 2022. From 2015 to 2021, the festival was held at Concord Pacific Place and attracted between 12,000 and 35,000 guests annually. Prior to 2015, the festival was held on Granville Street. Since its inception, Carnaval del Sol has welcomed hundreds of thousands of people from all socio-demographic backgrounds to the largest Latin American festival in the Pacific Northwest.

DISCUSSION

Due to scheduling conflicts with other events at Concord Pacific Place in July 2022, the organizers of the Carnaval del Sol festival, are seeking to host the festival 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. The event execution at this new location will be much the same as at previous Latincover festivals and will feature musical entertainment, dance performances, culinary workshops, family & children’s activities, artisan market, mobile food vendors, and a 1,500-person licensed area (see Appendix A for site plan). It’s anticipated that the festival will attract approximately 15,000 people to this immersive and vibrant Latin American cultural experience.

To accommodate this event, set-up would begin at 7:00am on Friday, July 8, 2022, and tear-down would be completed by 2:00pm on Monday, July 11, 2022. The park, with the exception of the community garden area, would be fenced off during the event period to ensure proper access control, and non-event park users would be directed to other nearby parks. Security would be provided to manage ID verification, attendee entry and exit, and capacity counts inside the festival area.

The Carnaval del Sol festival will be an all-ages event and feature a flexible admission fee model:

- free admission for children 12 years of age and under and for seniors 65 years of age or older;
- free admission for all guests daily between 12:00pm and 1:30pm; and
- \$10 admission fee for all guests (excluding children and seniors) after 1:30pm each day; revenues generated through admission fees are intended to cover production and administration costs associated with delivering the festival.

Jonathan Rogers Park hosts many events annually, including several larger initiatives prior to the onset of the pandemic. These events have been well received and established the Park as an increasingly popular event site due to its central location and accessibility via public transit and other active modes of transportation.

OTHER CONSIDERATIONS

Carnaval del Sol is a popular and well-established Vancouver community event. If approved, this proposal will be subject to a more detailed review by key FEST Committee members, including the Vancouver Police Department, Vancouver Fire Rescue Services, British Columbia Liquor & Cannabis Regulation Branch, and the applicable City of Vancouver departments.

All expenses related to the delivery and execution of Carnaval del Sol at Jonathan Rogers Park will be borne by the event organizer.

NEXT STEPS

Subject to Board approval, Park Board staff will work with both the organizer and the FEST Committee members to develop the necessary detailed event plans (traffic management, public safety, sanitation, etc.) which will be reviewed and approved by staff. Neighbourhood notification will also be completed.

CONCLUSION

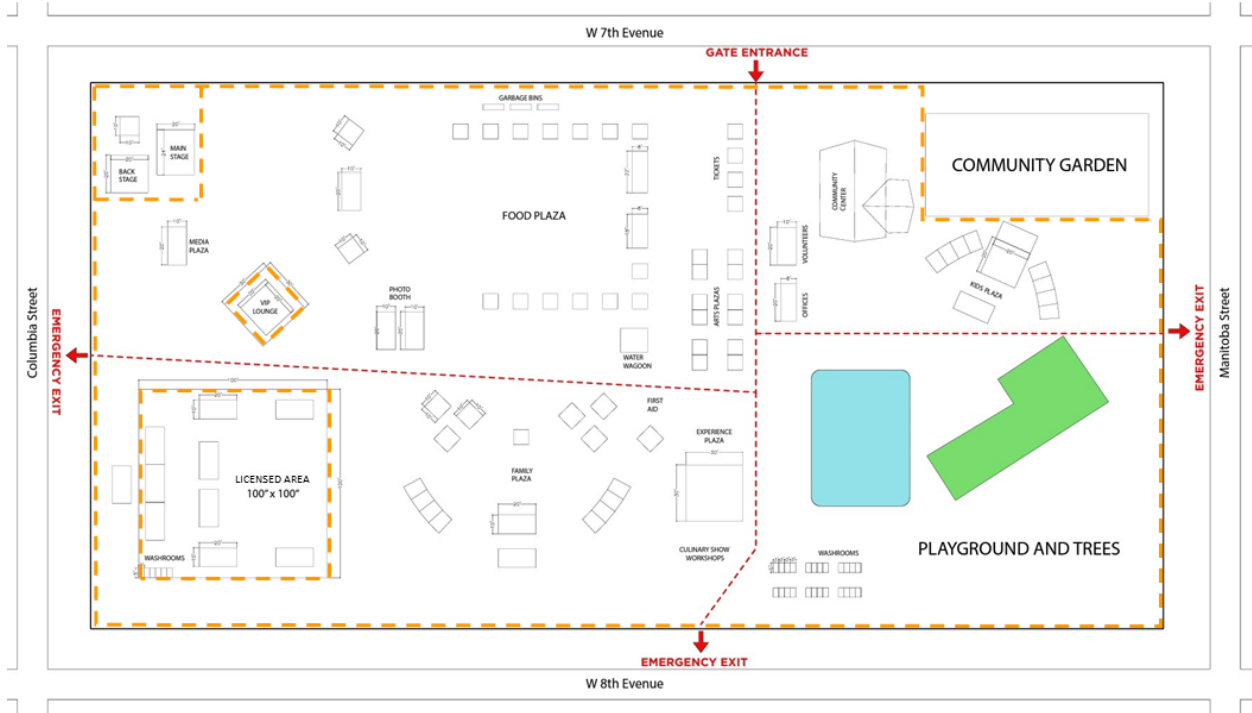
The Carnaval del Sol initiative represents a unique opportunity to showcase authentic Latin American arts and culture in Vancouver. This three-day all ages event will activate and add vibrancy to public spaces, engage community and promote participation in activities that contribute to the promotion of cultural diversity across the city and region. Park Board staff have carefully considered the various aspects of this application with organizers and stakeholders, and are confident that this initiative can be executed successfully and as intended. Accordingly, staff recommend that the Board approve this application as outlined above.

General Manager's Office
Vancouver Board of Parks and Recreation
Vancouver, BC




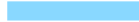

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Carnaval del Sol – Preliminary Site Plan



Legend

-  event fence line
-  event entrances/emergency exits/primary ingress & egress routes
-  event activations/services
-  pool
-  playground