



“Think Big” Revenue Strategy
Excerpted from Minutes January 16, 2023

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MOVED by Commissioner Howard
SECONDED by Commissioner Haer

WHEREAS:

1. The moratorium on introducing new commercial initiatives in our Parks has been lifted on December 5, 2022. Staff has been directed to report back by end of January 2023 on a timeline for presentation of an updated Special Event Guidelines for Park Board review and consideration;
2. Alcohol in parks will be permanently extended to all suitable parks in Vancouver, as per the motion voted on December 5, 2022;
3. A motion directing staff to explore allowing the reasonable consumption of alcohol on beaches through a pilot project in summer 2023 was approved on December 5, 2022; Staff has been directed to report by the end of Q1 2023 with a plan to allow the responsible consumption of alcohol on appropriate Vancouver beaches;
4. The 2023 budget presented on November 21, 2022 and provisionally approved on December 5, 2022 shows some core services as unfunded.

THEREFORE BE IT RESOLVED:

- A. THAT staff prioritize a “think big” revenue generating strategy that enables opportunities for increased commercial revenues and identifies resourcing needs (staff and funding) for presentation to Park Board in Q2 2023 for phased implementation in 2023-2024;
- B. THAT staff prioritize sourcing funding opportunities from the provincial and federal governments to fund much needed infrastructure adaptation to climate change, such as, but not limited, to seawall improvement around Stanley Park, Spanish Banks and Jericho beaches;
- C. THAT the revenue generating strategy lens be applied to the golf strategy by exploring, without limitations, options such as leasing club houses to restaurant food operators, raising golf fees for tourists as is common in other tourist destination cities in BC and elsewhere and organizing fee generating tournaments and other community events;
- D. THAT the revenue generating strategy lens be applied to parks’ concessions operations by exploring, without limitations, partnerships with local breweries, restaurants and food trucks with the goal of turning park concessions into destination attractions providing unique experiences for users;
- E. THAT the revenue generating strategy lens be applied when developing the alcohol on beach pilot by partnering with local private sector restaurants to create unique destination beach cafes that serve alcoholic and non-alcoholic beverages and cosmopolitan food for Summer 2023.



- F. THAT the revenue generating strategy lens be applied when developing the Queen Elizabeth Park master plan, as well as other upcoming master plans for all Park Board operations, such as Stanley Park, marinas, beaches, fields and facilities;
- G. THAT staff consider inviting beverage and food vendors to set up pop-up operations at sports fields during children and adult games;
- H. THAT staff proceed with the activation of the Vancouver Parks Foundation;
- I. FURTHER THAT the revenue generating strategy lens be applied when developing the parking strategy while ensuring flexibility for users (short time parking increments), fairness between locations, protection of residential parking and working with TransLink to ensure public access to our parks and recreational facilities; and
- J. THAT the revenue generating strategy identifies way to develop partnerships with Destination BC, Tourism Vancouver and other tourism and sporting organizations.

CARRIED UNANIMOUSLY