



THE GREAT OUTDOORS COMEDY FESTIVAL

Special Event

Park Board Committee Meeting
Monday, March 27, 2023



PURPOSE/OBJECTIVES

- Present The Great Outdoors Comedy Festival initiative to the Board
- Review the organizer's application to use Brockton Cricket Fields in Stanley Park for this event
- Seek Board approval for this request



BOARD AUTHORITY, POLICY & PREVIOUS DECISIONS



- Board authority:
 - Jurisdiction and control over all areas designated as permanent and temporary parks (Vancouver Charter)
- Policy:
 - Park Board compiles and reviews annual list of major special events
 - Board approval required for new events and/or events in variance of by-laws (Special Event Guidelines)
- Previous decisions:
 - May 2019 – moratorium approved on new commercial events/initiatives
 - December 2022 – moratorium lifted on new commercial events/initiatives
 - October 2020 – VanPlay Framework approved; Festival aligns with the following directions – “Welcome Everyone” and “Weave the City Together”

BACKGROUND | The Festival

- 3-day outdoor comedy festival initiated in Edmonton in 2021
- Event vision is to create inclusive and safe experiences that celebrate all forms of performance comedy (local talent to star attractions)
- Seeks to celebrate and support the host communities and beautiful spaces where Festivals take place
- Over \$90,000 raised for local charities and not-for-profits; partnered with social organizations



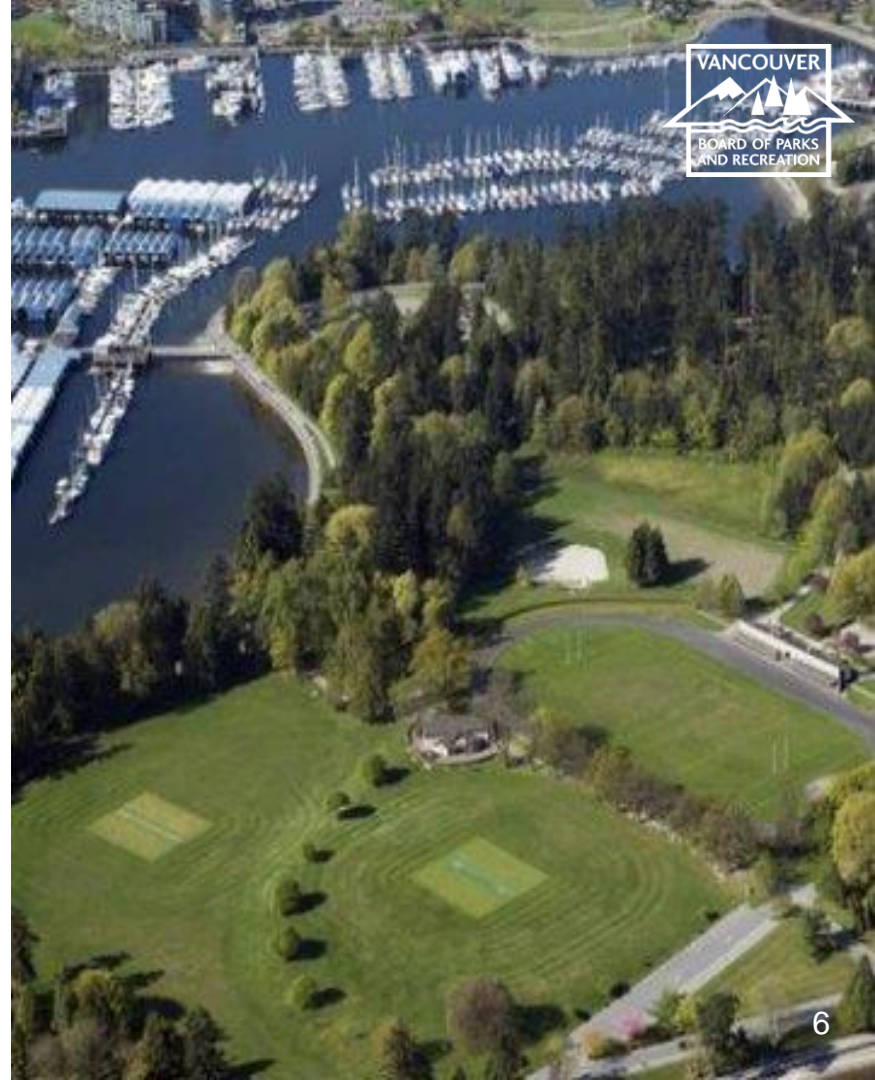
BACKGROUND | Trixstar LIVE

- Event management company that activates in markets across North America
- Produce unique experiences and impactful events that generate vibrancy and memories while raising funds and awareness for local charities and not-for-profits
- Delivered numerous large scale activations, music concerts, Grey Cup Festivals and comedy festivals



BACKGROUND | Festival Location

- Brockton Fields are located on the southwest side of Stanley Park
- Hosted numerous large scale concert initiatives since 2011
- Events have been very well received; established Stanley Park as a desirable event venue
- Delivered numerous benefits for the public, partners/stakeholders and the Park Board



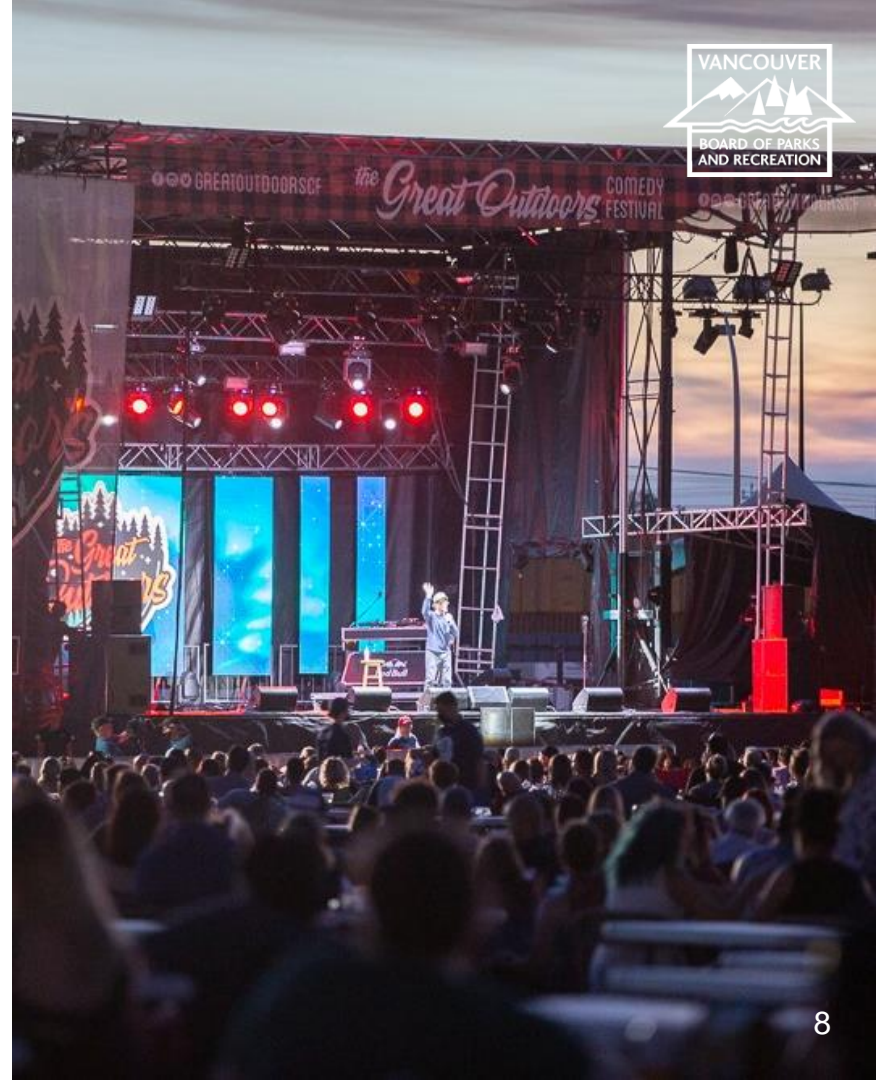
EVENT PROPOSAL

- Organizers seeking approval to host event at Brockton Fields from September 15 to 17, 2023:
 - Gated, ticketed and licensed adult initiative; capped at 10,000 guests daily
 - Will feature general admission, VIP and accessible viewing areas
 - Ticket pricing still to be finalized; will align with other Festival locations and likely range from \$69 to \$399
- Organizer will be responsible for all expenses related to event delivery

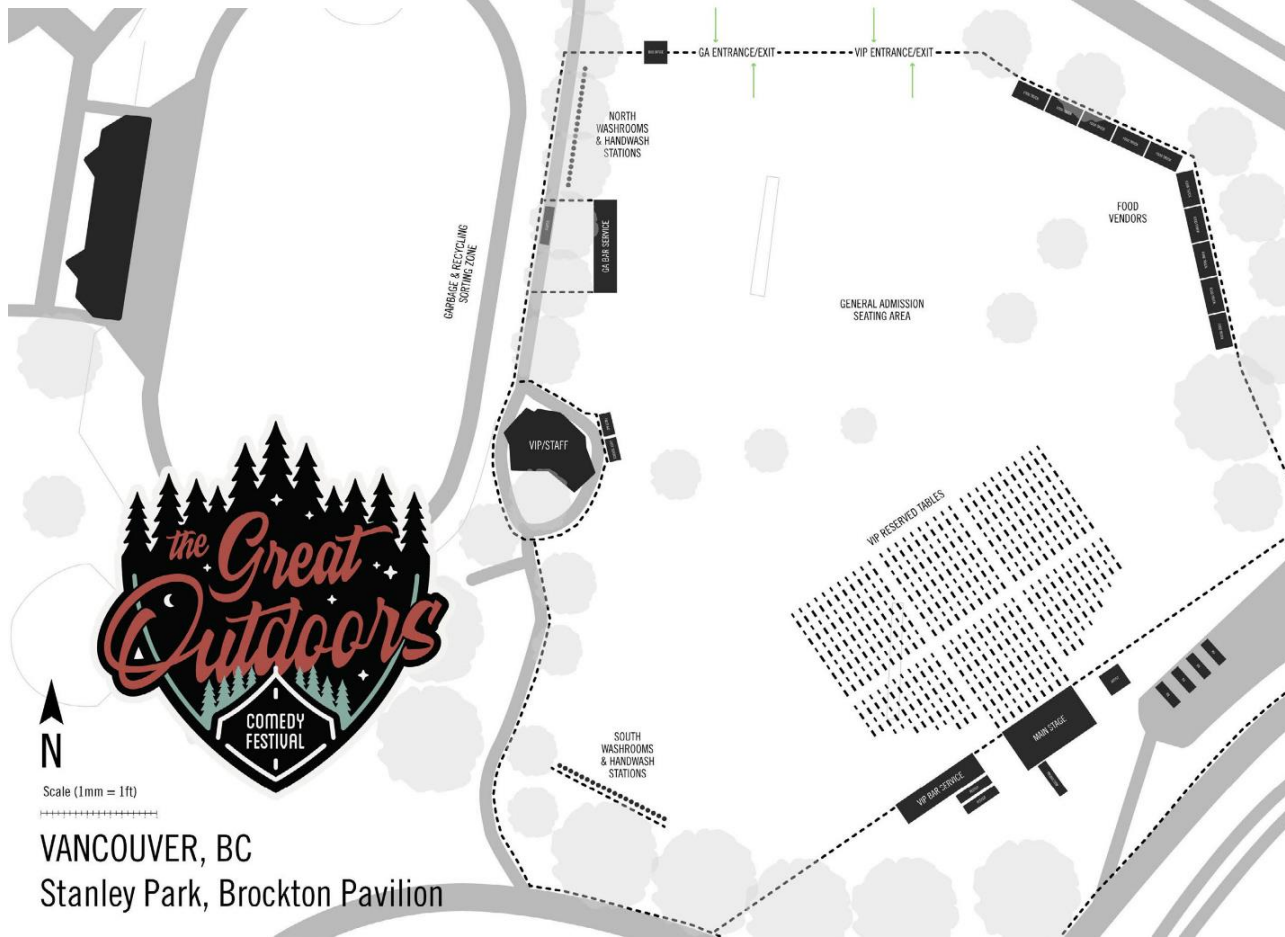


KEY EVENT PARAMETERS

- Set-up/event period/tear-down:
 - 3-day set-up (September 12/13/14)
 - 3-day event (September 15/16/17)
 - 2-day tear down (September 18/19)
- Event area will be fenced to ensure proper access control; supported by security
- Appropriate field restoration program will be implemented post-event



PRELIMINARY SITE PLAN



VANCOUVER, BC
Stanley Park, Brockton Pavilion

INDIGENOUS REPRESENTATION

- Organizers plan to work closely with x^wməθk^wəy' əm (Musqueam), s_kw_xwú7mesh (Squamish) and səliłwətaʔɬ (Tsleil-Waututh) peoples to deliver a series of offerings, which could include:
 - Land acknowledgements
 - History/storytelling on event site
 - Business involvement/job opportunities
 - Talent at the Festival
 - Artwork in Festival marketing materials
 - Community partnerships
 - VIP invitations for elders and guests



OTHER CONSIDERATIONS

- Proposal reviewed by the Stanley Park Intergovernmental Working Group
- Organizer responsible for Park Board by-law compliance
- Event will be supported by best practice-based transportation plan
- Expect minimal sound impacts to stakeholders and adjacent areas
- Consistent with current practice, the Festival will be subject to a detailed review and Board report back



Musqueam
Indian Band



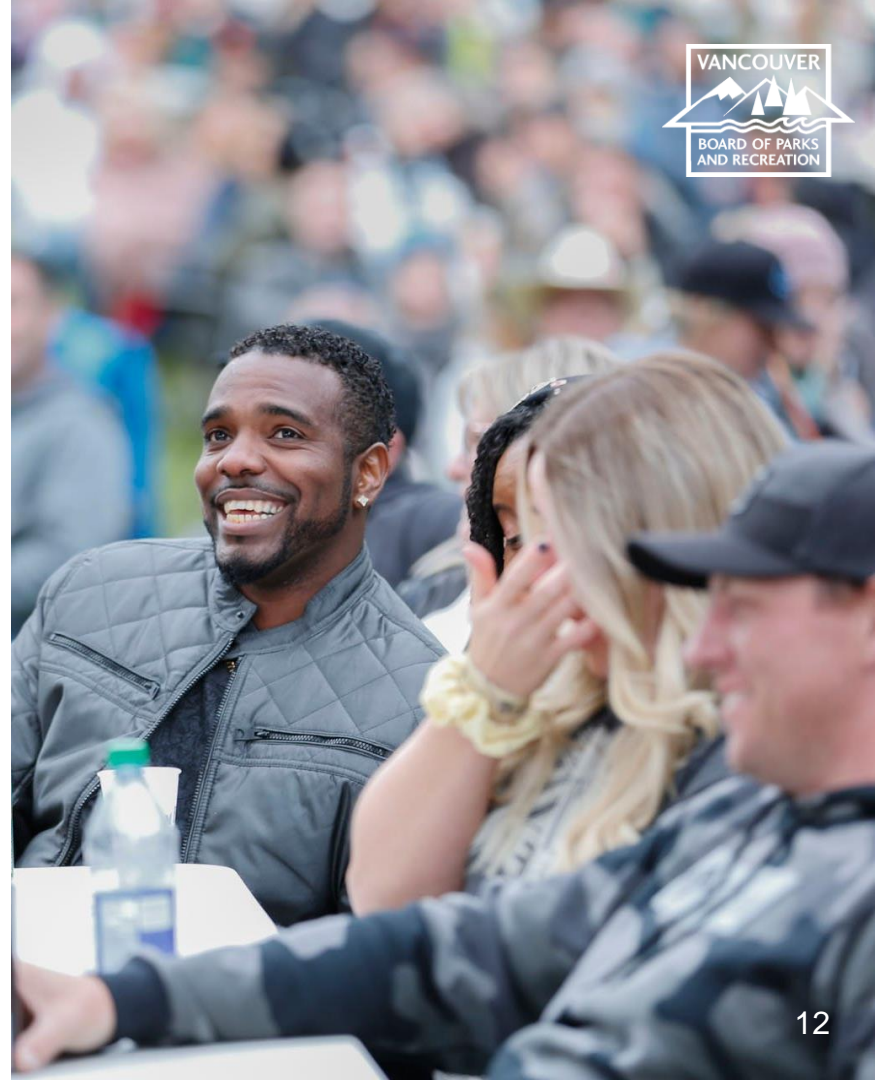
Squamish
Nation



Tsleil-Waututh
Nation

EVENT BENEFITS

- Large scale engagement through performance comedy
- Integration of Indigenous representation throughout event
- Promotion of Vancouver as tourism destination, support for the regional event sector and overall economy
- Collaboration and support for local artists
- Collaboration and support with existing Stanley Park partners/stakeholders
- Important incremental revenues



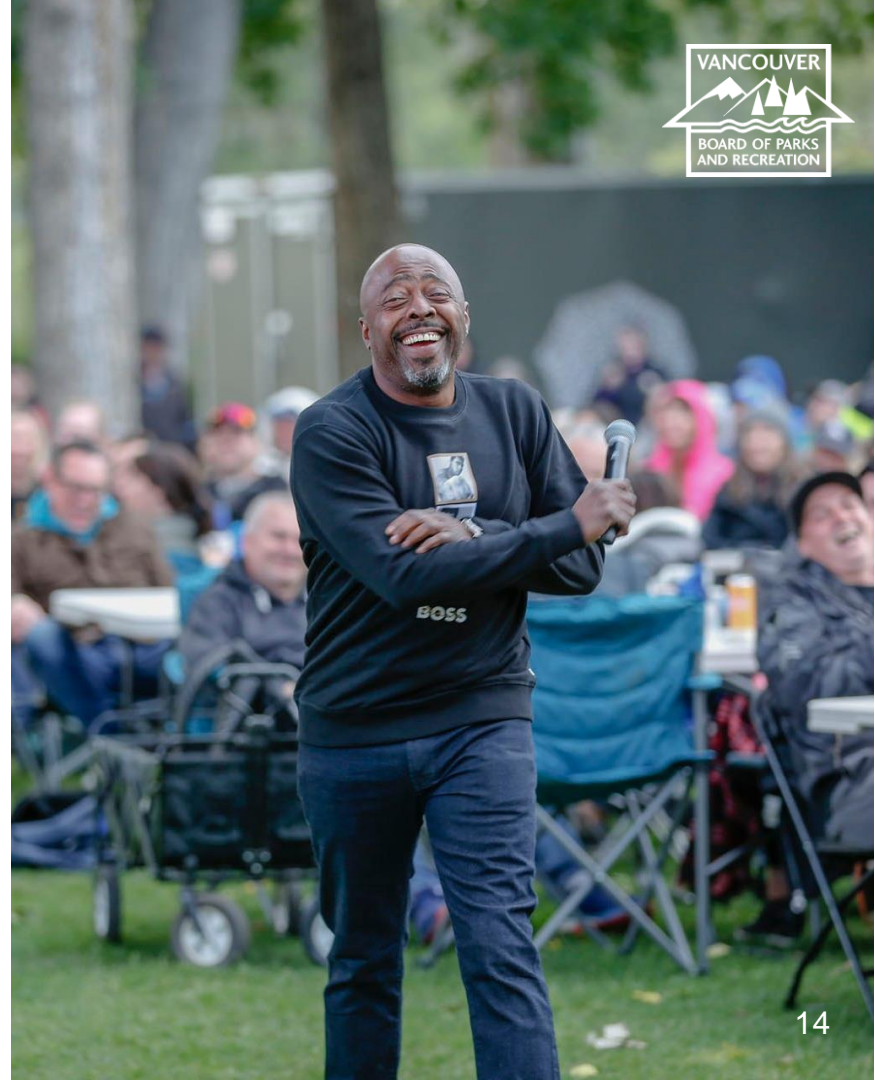
NEXT STEPS

- Subject to Board approval:
 - Staff will work with the organizer and the FEST Committee to develop the necessary detailed event operating plans
 - Move forward with engagement with park stakeholders
 - Ensure Festival impacts on their operations are mitigated
 - Leverage opportunities for partnerships and cross-promotional activities



CONCLUSION

- Festival presents a unique opportunity to showcase a diverse and inclusive performance comedy event
- Deliver range of public benefits:
 - Activate/add vibrancy to public spaces
 - Engage and connect community
 - Provide regional economic stimulation
- Staff have carefully considered this application; confident event can be executed successfully



RECOMMENDATION

- A. THAT the Vancouver Park Board approve an application from Trixstar LIVE to host The Great Outdoors Comedy Festival at Brockton Cricket Fields in Stanley Park on Friday, September 15, Saturday, September 16, and Sunday, September 17, 2023, from 5:00 to 11:00pm daily, with all arrangements to the satisfaction of the General Manager of the Park Board.

- B. THAT the Park Board approve an application from Trixstar LIVE for a Special Event Permit from the BC Liquor & Cannabis Regulation Branch to serve alcohol at the aforementioned location and dates, with a maximum capacity of 10,000 guests daily.

