



June 15, 2023

**TO:** Park Board Chair and Commissioners  
**FROM:** General Manager – Vancouver Board of Parks and Recreation  
**SUBJECT:** Brazilian Day – Special Event

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## RECOMMENDATION

THAT the Vancouver Park Board approve an application from the Consulate General of Brazil in Vancouver, the organizers of the Brazilian Day festival, to host their event at David Lam Park on Monday, September 4, 2023, from 10:00am to 5:00pm, with all arrangements to the satisfaction of the General Manager of the Park Board.

## REPORT SUMMARY

The Brazilian Day event recognizes the country's National Day of Independence on September 7. The festival provides an opportunity for the community to gather and enjoy Brazilian food, music, art and culture, while simultaneously supporting the growing number of Brazilian businesses in the region. The organizers of the event, the Consulate General of Brazil in Vancouver, is seeking to host its annual marquis event at David Lam Park in 2023. The purpose of this report is to present the Brazilian Day initiative to the Park Board, review the event organizer's application to use David Lam Park, 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 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, the Park Board reviews and approves new major special events, as well as significant changes or revisions to existing major special events.

On May 13, 2019, the Board [directed staff to update the aforementioned policy and guidelines](#). Concurrent with this direction, the Board also instructed staff to maintain and support the Park Board's current portfolio of commercial events and activities, but issued a moratorium on the introduction of any new commercial initiatives until after the Special Event Policy & Guidelines have been updated and approved by the Board.

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 Brazilian Day 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).

On December 5, 2022, the Board [directed staff to lift the moratorium on new commercial event initiatives in Vancouver parks](#), and communicate the decision to the public and the festival and event community.

## **BACKGROUND**

The Brazilian Day event is a celebration to mark the country's National Day of Independence which occurs on September 7. The event provides an opportunity for the Brazilian community and Vancouverites in general to come together and enjoy Brazilian music, food, art and culture, while supporting the growing number of Brazilian businesses in the region.

The inaugural Brazilian Day festival was held in 2018 at the Roundhouse Community Centre and attracted roughly 750 guests. The festival grew to 2,500 guests in 2019, and in 2022, approximately 8,000 guests turned out to celebrate Brazil's 200 years of independence at the Roundhouse Community Centre and Turntable Plaza.

## **DISCUSSION**

### **Event Proposal**

In order to accommodate additional growth in 2023 and future years, the organizers of the Brazilian Day festival are seeking to relocate the event to a larger venue within the same geographic region of the city. Specifically, the organizer is proposing to host its annual marquis event at David Lam Park starting in 2023 (Appendix A).

### **Key Event Parameters**

The Brazilian Day celebration is a free event, open and accessible to all Vancouverites. The festival is scheduled to take place on September 4, 2023, from 10:00am to 5:00pm, and is expected to attract over 8,000 guests throughout the course of the day. Food and beverages will be prepared in advance and sold through authorized vendors at the event; no alcohol will be served at the festival. Guests will also be able to enjoy live musical entertainment, dance performances, and explore a diverse selection of artisanal, cultural and business service exhibitors throughout the day. Sound levels will be monitored and staff will work with the organizers to address any potential impacts.

### **Event Set-up/Tear-Down**

Set-up for the festival will take place on the day of the event from 7:00am to 9:30am. Tear-down will occur at the completion of the event from 5:00pm until 7:00pm. As part of the event planning process, the organizer will notify and consult with residents and businesses adjacent to David Lam Park.

### **Next Steps**

This permit application has been reviewed and endorsed by the City's FEST Committee (which includes representatives from the Park Board's Special Events Office, Park Operations, Vancouver Police Department, Vancouver Fire & Rescue Services, and the City of Vancouver's Special Events and Traffic Management teams). Subject to Park Board approval, detailed plans for the delivery and execution of the event will be prepared (e.g. site management, traffic management, safety & security, communications and waste management).

## **CONCLUSION**

The Brazilian Day festival represents an exciting and festive addition to Vancouver's cultural event calendar. The initiative will activate public spaces, add vibrancy to the city, foster social

connectedness amongst residents and visitors, and increase the visibility of a growing cultural community within the region. Park Board staff have carefully considered the many aspects of this application with the organizers, and are confident that this initiative can be executed successfully. Accordingly, staff recommend that the Board approve this request as outlined above.

General Manager's Office  
Vancouver Board of Parks and Recreation  
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Brazilian Day – Preliminary Site Plan

# Brazilian Day 2023 - Site Plan



David Lam Park - grassed area

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