

FOUNDATION 9.0

Special Event

Park Board Committee Meeting
Monday, January 22, 2024



PURPOSE/OBJECTIVES

- Present the Foundation 9.0 event to the Board
- Review the organizers' application to use New Brighton Park for this event
- Seek Board approval for this request



BOARD AUTHORITY & POLICY



- Per the Vancouver Charter, the Park Board has exclusive jurisdiction and control over park land use in the City of Vancouver, including any structures, programs, activities, fees, and improvements that occur within designated parks
- Per the Special Event Guidelines, 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

BACKGROUND | Foundation 9.0

- Part of a 19+ concert series focused on electronic dance music
- Seven Foundation series events held in 2023 (including at PNE, Malkin Bowl & Vancouver Convention Centre)
- Event engages Vancouver music community, promotes local artists & fosters social connectivity



BACKGROUND | Foundation 9.0

- Concert series also features BIPOC & LGBTQ2A+ artists
- Supports the regional economy, as well as local community/charity partners



BACKGROUND | Blueprint

- Western Canada's premier independent entertainment & hospitality group; 26-year history and track record
- Employs 700+ industry professionals; produces events at several local venues
- Blueprint events welcome roughly 1 million guests annually



blueprint

BACKGROUND | Live Nation Canada

- Leading live entertainment producer and promoter with offices in Vancouver, Toronto, Montreal & Calgary
- Produce/promote 4,000+ events in 100+ venues across Canada
- 5 million+ tickets sold annually
- Experts in talent acquisition; noted for delivering popular sold out entertainment shows



EVENT LOCATION | New Brighton Park

- Located on the northeast side of the city in the Hasting-Sunrise neighbourhood
- One of the few waterfront parks with capacity for new and larger events with music
- Features beautiful views of the North Shore mountains and Burrard Inlet



PROPOSAL

- Organizer seeking approval to host Foundation 9.0 at New Brighton Park
- 19+ event; ticketed & licensed
- Saturday, May 18 & Sunday, May 19, 2024, 4:00 to 11:00pm
- Set-up, event days & tear down would occur over 6-day period (2/2/2)
- Expected attendance of 10,000 guests throughout the day



PROPOSAL

- Event will feature two stages, food trucks, general admission & VIP experiences, community vendors and arcade
- Concert lineup will include local artists as well as BIPOC and 2SLGBTQIA+ performers
- Commercial & self-sustaining initiative



PRELIMINARY SITE PLAN



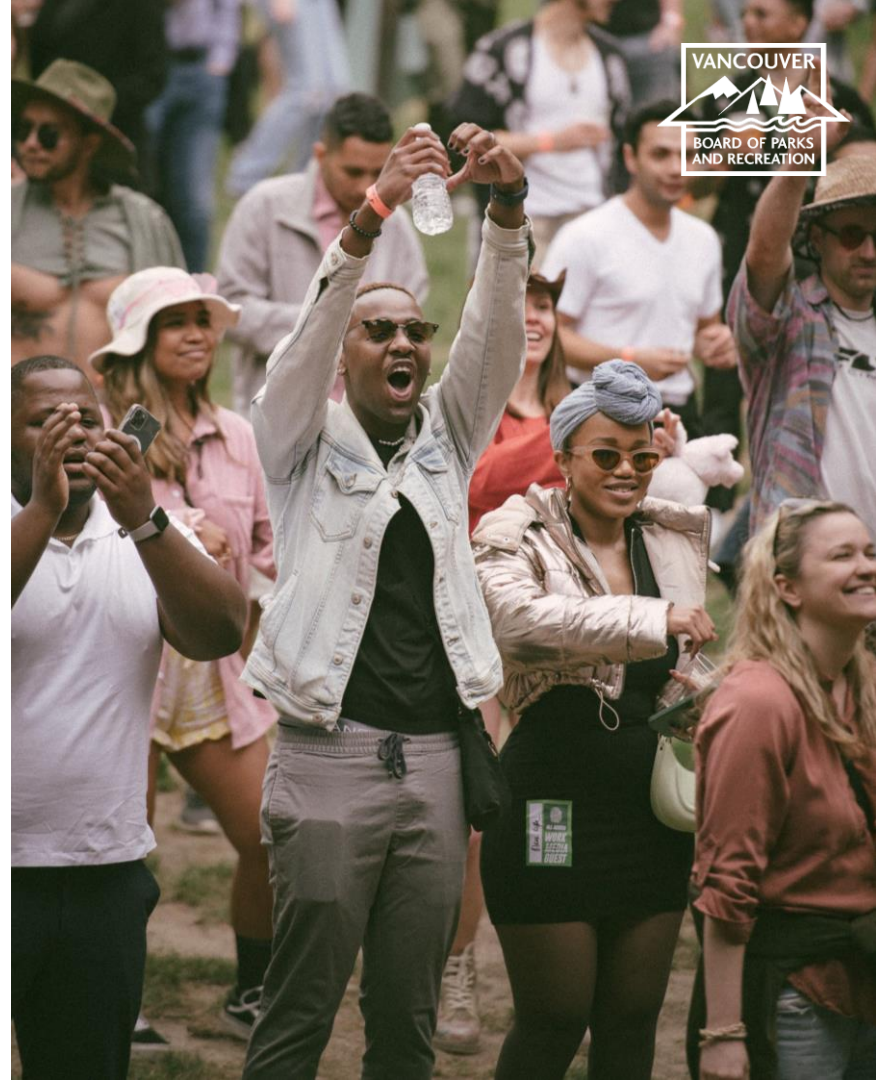
EVENT BENEFITS

- Large scale engagement & promotion of social connectivity through music, including BIPOC and 2SLGBTQIA+ communities
- Collaboration and support for local artists, partners & charities
- Stimulus for the regional economy & enhancement of city reputation
- Generation of incremental revenues



FINANCIAL CONSIDERATIONS

- Financial terms and conditions will be finalized in accordance with the Park Board's annual Fees & Charges framework
- All expenses related to event production and delivery will be covered by the organizer; there will be no cost to the Park Board



OTHER CONSIDERATIONS

- To minimize park impacts/ congestion, outdoor pool will close at 2:30pm on both event days
- Staff will work with the organizer to finalize a compensation approach for the reduction in pool operations
- Early pool closure will be communicated well in advance



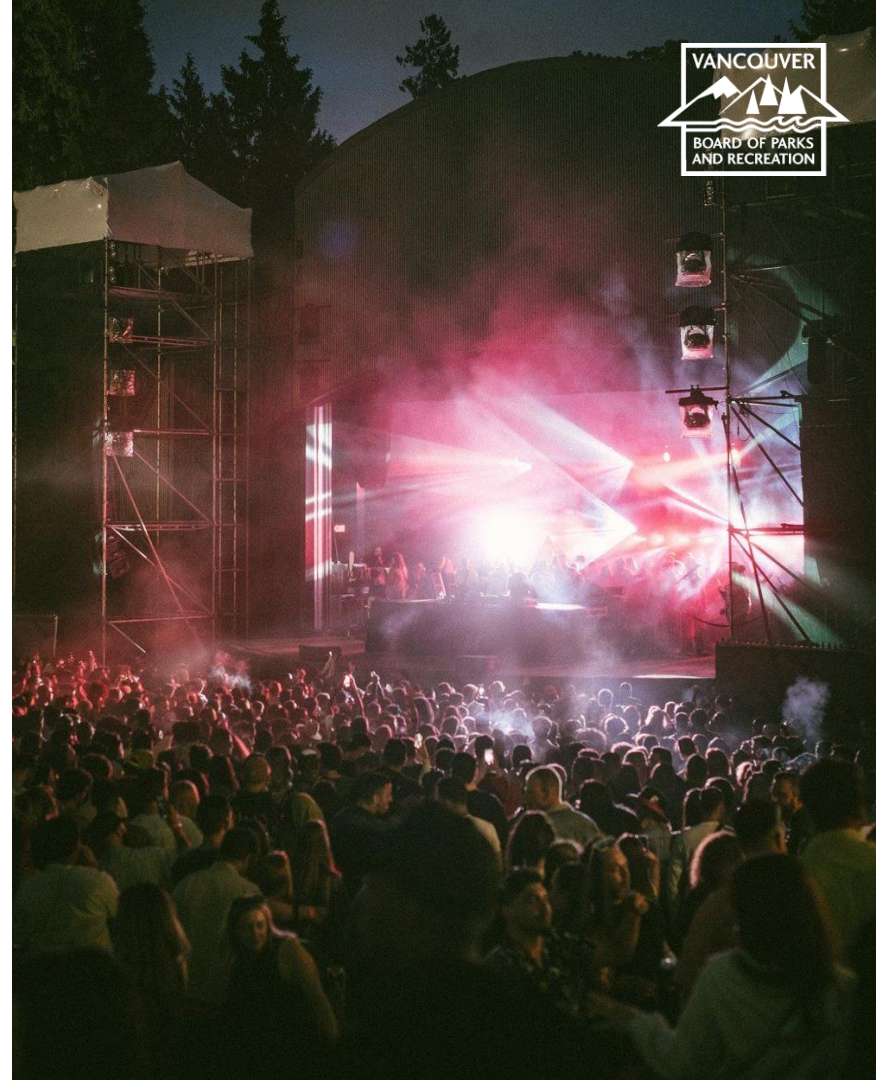
OTHER CONSIDERATIONS

- Conditionally approved by FEST Committee
- If approved by the Board, staff will work with the organizer and FEST Committee members to develop detailed event plans
- Stakeholder engagement will also be completed
- Event will be subject to a detailed review and report back to the Board



SUMMARY

- Event represents a unique opportunity to welcome a new & inclusive initiative
- Promotes social connectivity & engagement through music
- Showcase one of Park Board's underutilized waterfront parks
- Park Board staff have carefully considered the many aspects of this application
- Confident event can be executed successfully and as intended



RECOMMENDATION



- A. THAT the Vancouver Park Board approve an application from Blueprint and Live Nation Canada, the organizers of Foundation 9.0, to host their two-day concert series at New Brighton Park on Saturday, May 18, and Sunday, May 19, 2024, from 4:00pm to 11:00pm, with all arrangements to the satisfaction of the General Manager of the Park Board.
- B. THAT the Park Board approve an application from Blueprint and Live Nation Canada 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.

