



January 12, 2024

TO: Park Board Chair and Commissioners
FROM: General Manager – Vancouver Board of Parks and Recreation
SUBJECT: Foundation 9.0 – Special Event

RECOMMENDATION

- A. THAT the Vancouver Park Board approve an application from Blueprint and Live Nation Canada to host the Foundation 9.0 special event at New Brighton Park on Saturday, May 18, 2024, and Sunday, May 19, 2024, from 4:00 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 daily.

REPORT SUMMARY

Foundation 9.0 is a 19 years of age+ electronic dance music concert. In 2023, seven similar events were held locally at the PNE, Malkin Bowl, and the Vancouver Convention Centre. The Foundation concert series engages the Vancouver-area music community, promotes local artists, and provides an opportunity for like-minded people to connect socially and enjoy music in a unique environment. The series also embraces and features BIPOC and LGBTQ2A+ artists.

The organizers of the festival, Blueprint and Live Nation Canada, are seeking approval to host this event at New Brighton Park on May 18 & 19, 2024. The purpose of this report is to present the Foundation 9.0 initiative to the Park Board, review the event organizers' application to use New Brighton 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. Foundation 9.0 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

Foundation 9.0 is part of a 19 years of age+ electronic dance music concert series. In 2023, seven similar events were held locally at the PNE, Malkin Bowl, and the Vancouver Convention Centre. The Foundation series engages the Vancouver-area music community, promotes local artists, and provides an opportunity for like-minded people to connect socially and enjoy music in a unique environment. The series also embraces and features BIPOC and LGBTQ2A+ artists. It is anticipated that the event will attract up to 10,000 guests daily.

The Foundation concert series supports the local economy by providing employment opportunities in the areas of security, event management and production, food and beverage services, musicians and DJs, and local vendors. The series also supports local community and charity partners, including the Greater Vancouver Food Bank, Music Heals, The Kettle Society, Urban Native Youth Association, and A Loving Spoonful.

Blueprint

Blueprint is western Canada's premier independent entertainment and hospitality group with a 26-year history and track record. Blueprint employs a team of 700+ passionate industry professionals and produces events at the PNE, Malkin Bowl, and the Vancouver Convention Centre. It is estimated that approximately 1 million guests attend Blueprint events annually.

Live Nation Canada

Live Nation Canada is a leading live entertainment producer and promoter with offices in Vancouver, Toronto, Montreal, and Calgary. Live Nation Canada promotes over 4,000 events in more than 100 venues and welcomes over 5 million guests each year to its events. Live Nation Canada's industry relationships and talent acquisition resources are a great asset in securing the popular entertainment acts that draw sell-out shows from coast to coast.

Festival Location

New Brighton Park is located on the northeast side of the city in the Hastings-Sunrise neighbourhood and is one of the few waterfront parks with capacity for new event activations. The park features beautiful views of the North Shore mountains and Burrard Inlet, an outdoor swimming pool, dog off-leash area, designated picnic area, and a Park Board food & beverage concession. The park is largely surrounded by the PNE, Burrard Inlet, arterial roadways, and areas with industrial activity, which makes it an ideal site for hosting larger scale music primary events that may not be suitable in locations with a high concentration of residents.

DISCUSSION

Event Proposal

The organizers of Foundation 9.0, Blueprint and Live Nation Canada, are seeking approval to deliver a gated and ticketed licensed 19 years of age+ event at New Brighton Park on Saturday, May 18 & Sunday, May 19, 2024, from 4:00pm to 11:00pm. The festival will include two performance stages, food trucks, general admission and VIP experiences, community vendors, and an arcade. Capacity for the festival will be capped at 10,000 guests daily. The concert lineup will be carefully selected by the organizers and include local talents as well as BIPOC and LGBTQ2A+ artists.

Pricing for the event has yet to be finalized, but it is estimated that general admission tickets will range from \$80 to \$100 per person per day, or \$160 to \$200 per person for two days. Given that this is a commercial and self-sustaining initiative, the event's ticket fees will be set at price levels required to generate sufficient revenues to offset event delivery costs. All expenses related to the delivery and execution of the festival will be borne by the event organizer.

A preliminary site plan for the event is provided in Appendix A.

Event Set-Up/Tear-Down

Setup for the event will begin on Thursday, May 16, 2024, and continue for two days leading up to the event on Saturday, May 18, 2024. Tear down will require two days post-event and be completed by Tuesday, May 21, 2024.

A post-event restoration plan for the event site, with expenses to be covered by the organizer, would be implemented to ensure the fields are ready for use after load out.

Compliance with Park Board By-Laws

Consistent with any event taking place in Park Board spaces, the event organizer would be responsible for attendee compliance with applicable Park Board by-laws. Accordingly, a robust plan will be developed and implemented to inform and enforce by-laws.

Key plan elements would include, but not be limited to, advance notification/communications, reminders at gate/bag check locations, on-site signage, stage announcements, and Park Ranger oversight. Staff would also work with the organizer's security team, the Vancouver Police Department, and Park Rangers to ensure the plan is delivered successfully.

Transportation Plan

The event organizer will develop a best practice-based transportation plan to ensure efficient and effective ingress/egress to/from the venue and to mitigate any potential public safety concerns. It is anticipated that this plan will include various forms of transportation, including rideshare, taxi, transit, active transportation, and personal vehicles. This plan will be developed in collaboration with the FEST Committee (Festival Expediting Staff Team) and supporting agencies.

Event Benefits

Staff recognize that sensitivities and concerns exist when access to public spaces is restricted, and as a result, consider all requests of this nature very carefully. Staff are supportive of pursuing

this initiative due to its unique nature, and the significant benefits that would accrue to the public, the Park Board, and its community partners, including:

- Large scale engagement of residents and visitors, including those within the BIPOC and LGBTQ2A+ communities, through music;
- Collaboration and support for local artists;
- Collaboration and support with community partners and charities;
- Promotion of Vancouver as a destination for tourism, support for long-term economic activity, and enhancement of the City's reputation; and
- Generation of important incremental revenues and donations that can be used to support Vancouver's parks and recreation system.

Financial Implications

Subject to Board approval, Park Board staff will work with the organizer to finalize the financial terms and conditions for the use of New Brighton Park in a manner consistent with the Park Board's annual Fees & Charges framework. As noted earlier in the report, all expenses related to the delivery and execution of this event will be borne by the event organizer; accordingly, there will be no costs to the Park Board related to this initiative.

Other Important Considerations

To minimize the impact to both event guests and pool users, the outdoor swimming pool at New Brighton Park will close early at 2:30pm on May 18 & 19, 2024. This early closure will be communicated well in advance to outdoor pool users, and in order to reciprocate pool users for the inconvenience, Park Board staff will work with the event organizer to develop a suitable approach to compensate for the lost pool hours, to the satisfaction of the General Manager.

Consistent with current practices, the event will be subject to a detailed review and a Board report back before future events are scheduled and/or added to the annual Calendar of Major Special Events.

NEXT STEPS

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

CONCLUSION

Large scale special events activate public spaces, foster community connectedness, and provide enriching cultural experiences. Foundation 9.0 represents a rare opportunity to showcase one of the Park Board's underutilized waterfront park locations with a unique event, featuring diverse and inclusive performers who are celebrated and supported within the BIPOC and LGBTQ2A+ communities.

Park Board staff have carefully considered the various aspects of this application 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.

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Preliminary Site Plan – Foundation 9.0 Special Event

