



# SUMMERCAMP RIB & MUSIC FESTIVAL

Special Event

Park Board Committee Meeting  
Monday, April 22, 2024



## PURPOSE/OBJECTIVES

- Present the Summercamp Rib & Music Festival event to the Board
- Review the organizers' application to use Jonathan Rogers 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 | Summertime

- 3-day event intended to capture spirit of summer camp with focus on community-based, family friendly programming
- Free and open to public; aimed at community building and placemaking
- Engages local businesses & charities, fosters neighbourhood vibrancy & builds social connectivity



## BACKGROUND | The Narrow Group



- Locally owned East Vancouver group dedicated to creating spaces for creative-minded people to express and advance grassroots, artistic activities in the city
- Mission to create welcoming environments that embrace diversity, passion, and originality that make Vancouver a unique place

the  
Narrow  
Group



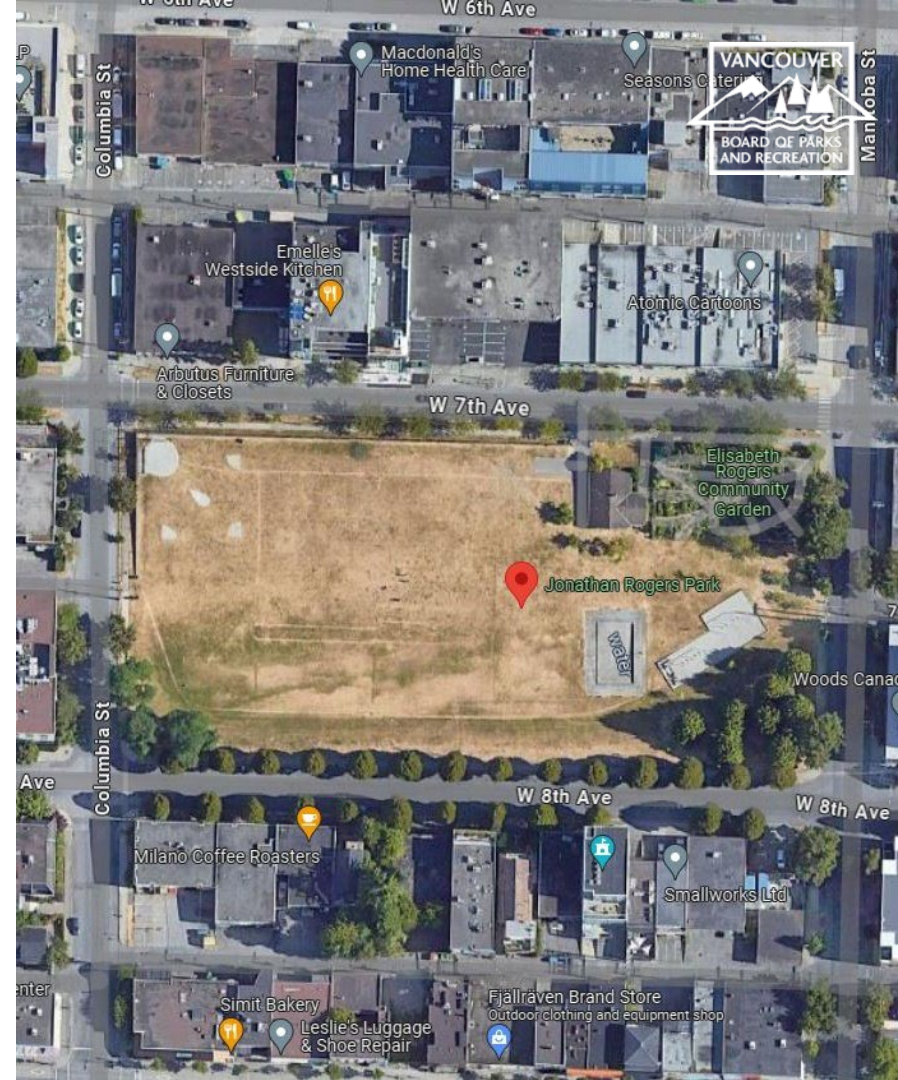
## BACKGROUND | The Festival Company

- All-encompassing event and entertainment company, specializing in strategic partnerships, consulting, talent acquisition & festival production
- Hosted over 40 music festivals across North America
- Notable clients include PavCo (BC Place) and Rick Hansen Foundation



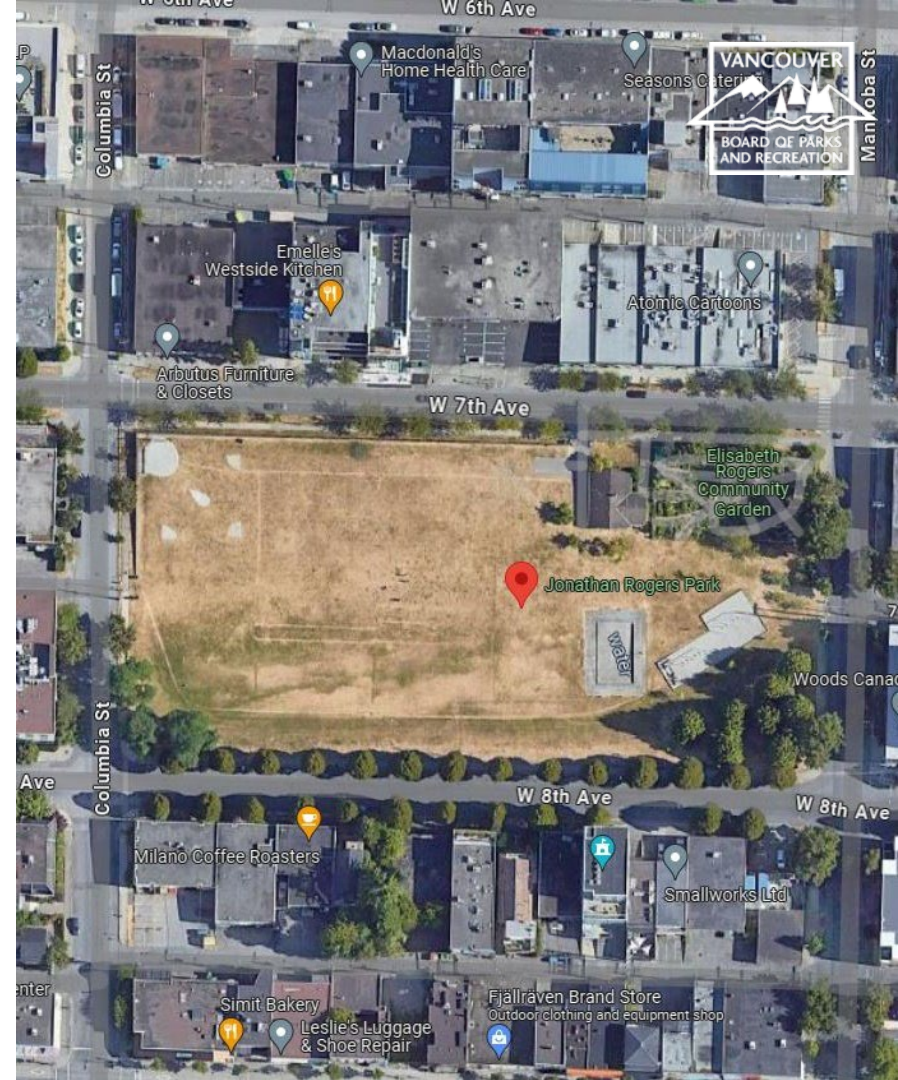
## EVENT LOCATION | Jonathan Rogers Park

- Located in Vancouver's Mount Pleasant neighbourhood
- Bounded by Cambie Street, Main Street, and Broadway in industrial/commercial zoned area
- Features playing field, playground, fieldhouse, community garden & beautiful views of North Shore mountains



## EVENT LOCATION | Jonathan Rogers Park

- Following events held successfully at Jonathan Rogers Park:
  - Carnaval del Sol, cultural event, 15,000 attendance (3 days), July 2022
  - Pride Fest, 2,200 attendance, August 2021
  - The Park Show, music concert, 5,500 attendance, August 2019
  - Mural Festival Celebration Concert, music concert, 5,500 attendance, August 2018





# PROPOSAL

- Organizer seeking approval to host Summercamp Rib & Music Festival at Jonathan Rogers Park
- All-ages, ticketed & licensed event
- 11:00am to 10:00pm daily from Friday, June 21 to Sunday, June 23
- Set-up, event days & tear down would occur over 5 ½ day period (2/3/0.5)
- Expected attendance of 3,000 guests throughout the day



## PROPOSAL

- Event will feature performance stage, food trucks, local craft breweries, community artisans, craft vendors & summer games
- Free and open to public; sponsored by Mount Pleasant BIA
- Community building, placemaking & promotion of local independent businesses



## PROPOSAL

- Commercial & self-sustaining initiative
- Preliminary support by FEST Committee (Festival Expediting Staff Team)





# PRELIMINARY SITE PLAN





## EVENT BENEFITS

- New community-building and placemaking initiative designed to engage residents, visitors and local businesses through thoughtful programming
- Collaboration and support for local artists, partners & charities
- Stimulus for local economy
- 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

- Event fully endorsed and supported by Mount Pleasant BIA
- Organizer has reached out to key stakeholder groups to ensure effective communication and mitigate potential neighbourhood impacts





## OTHER CONSIDERATIONS

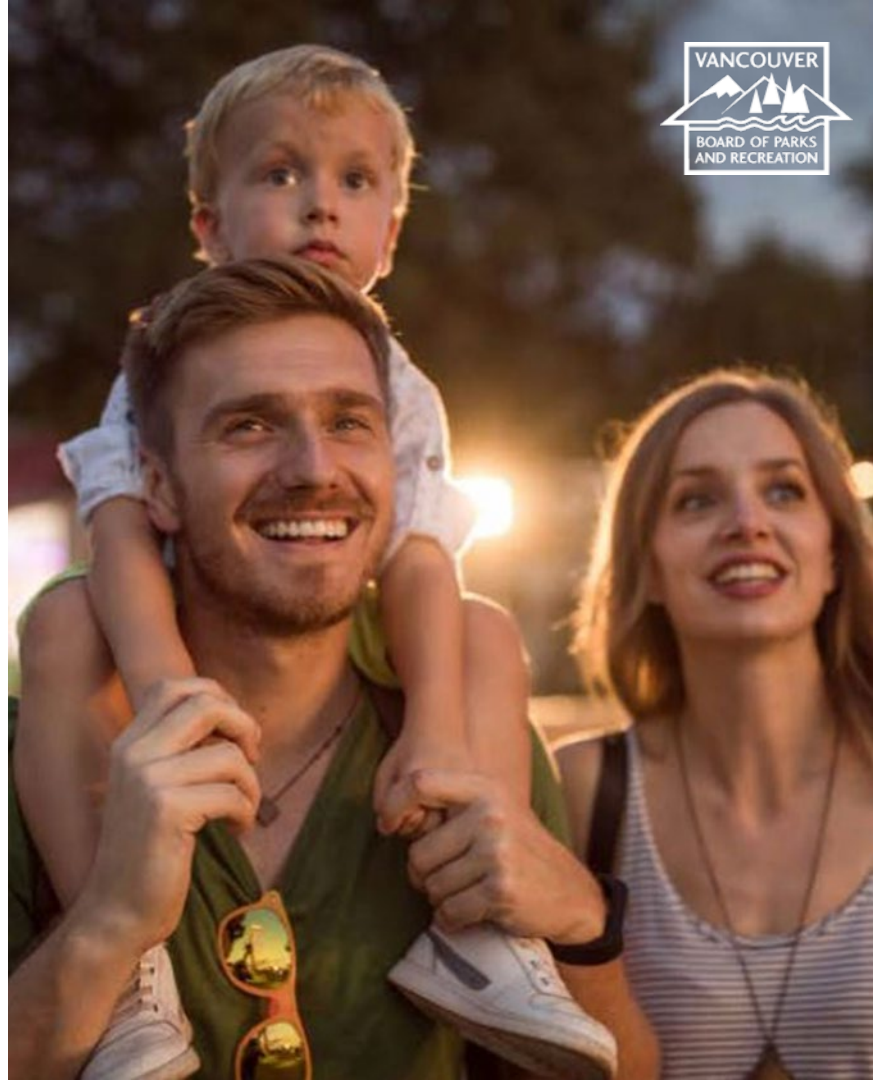
- Fieldhouse, washrooms, playground and community garden will remain outside the festival fence line to maintain access & avoid overuse
- Festival has support of arts and social engagement residency program, as well as the community garden program
- Organizer to provide portable toilets to offset the park's washroom closure





## OTHER CONSIDERATIONS

- Playing field will be left open for as long as safely possible
- Field user groups with historical bookings will not be displaced
- Event will be subject to a detailed review and report back to the Board



## SUMMARY

- Event promotes social connectivity and enhances civic vibrancy
- Engages local businesses to create a new community-building and placemaking initiative
- Showcases Jonathan Rogers Park as strategically located event space in a vibrant and fast-growing neighbourhood



## SUMMARY

- 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 The Narrow Group and The Festival Company, the organizers of Summercamp Rib & Music Festival, to host their three-day community event at Jonathan Rogers Park from 11:00am to 10:00pm daily between Friday, June 21 and Sunday June 23, with all arrangements to the satisfaction of the General Manager of the Park Board.
  
- B. THAT the Park Board approve an application from The Narrow Group and The Festival Company 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 3,000 guests daily.



