



Report Date: April 12, 2024

VanRIMS No.: 08-3000-30

[Submit comments to the Board](#)

TO: Park Board Chair and Commissioners
FROM: General Manager, Board of Parks and Recreation
SUBJECT: Summercamp Rib & Music Festival - Special Event

RECOMMENDATIONS

- A. THAT the Vancouver Park Board approve an application from The Narrow Group and The Festival Company to host the Summercamp Rib & Music Festival special event at Jonathan Rogers Park on Friday, June 21, Saturday, June 22 and Sunday, June 23, 2024, from 11:00am to 10:00pm, 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.

PURPOSE AND SUMMARY

The Summercamp Rib & Music Festival is a three-day community event proposed for Jonathan Rogers Park, in the heart of Vancouver's Mount Pleasant neighborhood. The event is intended to capture the spirit of summer camp and will feature a range of community-based, family-friendly activities. Free and open to the public, the Festival will include rib and food trucks, summer games, live bands, and local craft vendors, with a particular focus on community building and placemaking.

The organizers of the Festival, The Narrow Group and The Festival Company, are seeking approval to host this event at Jonathan Rogers Park on June 21, 22 & 23, 2024. The purpose of this report is to present the Summercamp Rib & Music Festival event to the Park Board, review the event organizers' application to use Jonathan Rogers Park, and seek the Board's approval for this request.

BOARD AUTHORITY / POLICY / PREVIOUS DECISIONS

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 Summertime Rib & Music Festival 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.

On January 16, 2023, the Board passed the ["Think Big" Revenue Strategy motion](#) to prioritize and enable opportunities for increased commercial revenues. Subsequently, on July 17, 2023, the Board endorsed the Think Big Action Plan as presented in Appendix A in the ["Think Big" Revenue Strategy – Report Back: July 6, 2023](#), and further action the preliminary revenue-generating opportunities presented in Appendix D, including attracting new corporate and commercial special events.

CONTEXT & BACKGROUND

The Summertime Rib & Music Festival is a first of its kind three-day community event proposed for Jonathan Rogers Park, in the heart of Vancouver's Mount Pleasant neighborhood. The event is intended to capture the spirit of summer camp and features community-based, family-friendly activities. Free and open to public, the event will include rib and food trucks, summer games, live bands, and local craft vendors, with a particular focus on community building and placemaking.

The Festival will support the local economy by engaging community and raising the profile and visibility of neighbourhood businesses. Local vendors will be invited to participate in the event and promote their products/services within the Festival grounds and via online channels.

The event will also support local charities through online donations and on-site awareness building and promotional activities (select local charities will be provided booth space inside the Festival grounds at no cost).

The Narrow Group

The Narrow Group is a locally owned East Vancouver group dedicated to creating spaces for creative-minded people to express and advance grassroots, artistic activities in Vancouver. With restaurants and art studios throughout East Vancouver, The Narrow Group's mission is to create welcoming environments that embrace diversity, passion, and originality which contribute to Vancouver's flavour and make it a special city.

The Festival Company

The Festival Company is an all-encompassing event and entertainment company, specializing in strategic partnerships, entertainment consulting, talent acquisition, and festival production. The company owns and operates three subsidiaries – Extreme Mudfest, Crown & Ace Inc., and Artist Alliance Group.

Since its inception, the company has hosted over 40 music festivals across North America, including Extreme Mudfest, Brewball, Canuck Country Rocks, and Highlanders Pro Rugby. Notable clients include PavCo (BC Place) and Rick Hansen Foundation.

Festival Location

Jonathan Rogers Park is located in Vancouver's Mount Pleasant neighbourhood, bounded by Cambie Street, Main Street, and Broadway in a largely industrial/commercially zoned region of the city. The park features a playing field, playground, fieldhouse, and a community garden. The park is also frequented by dog owners who enjoy the field and visitors who take advantage of the sloped grass area to take in the views of the North Shore mountains.

DISCUSSION

Event Proposal

The organizers of the Summercamp Rib & Music Festival, The Narrow Group and The Festival Company, are seeking approval to deliver a community-based and licenced family-friendly event at Jonathan Rogers Park on Friday, June 21, Saturday, June 22, and Sunday June 23, 2024, from 11:00am to 10:00pm daily. The Festival will feature a performance stage, food trucks, local craft breweries, community artisans and craft vendors, and summer games. Capacity for the Festival will be capped at 3,000 guests daily. A preliminary site plan for the event is provided in Appendix A.

This free and open event will be supported and sponsored by the Mount Pleasant Business Improvement Association (BIA). The core objectives of the event are centered around community building and placemaking, and local businesses will be invited to participate in the celebration to activate and welcome participants to the neighbourhood.

The Festival is a self-sustaining initiative, with expenses offset by vendor entry fees, alcohol sales, and BIA sponsorship. All expenses related to the delivery and execution of the Festival will be borne by the event organizer, including site remediation costs if applicable.

The event has received preliminary support from the FEST Committee (Festival Expediting Staff Team), subject to Board approval and development of the requisite operational plans.

Event Set-Up/Tear-Down

Setup for the event will begin on Wednesday, June 19, 2024, and continue for two days leading up to the event on Friday, June 21, 2024. Tear down will be completed by the morning of Monday, June 24, 2024.

A post-event restoration plan for the event site (if required), with expenses to be covered by the organizer, would be implemented to ensure the field is ready for use after load-out.

Compliance with Park Board By-Laws

Consistent with all events 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, on-site signage, at the check-in gate, 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 & Traffic Management Plan

Jonathan Rogers Park is easily accessible by public transit, including the Canada Line, and also by alternative modes of transportation, such as cycling, walking, and rideshares.

The event organizer will develop an integrated transportation and traffic management plan to ensure efficient and effective ingress/egress to/from the venue and to mitigate any potential public safety concerns. This plan will be developed in collaboration with the FEST Committee 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 the meaningful benefits that would accrue to the public, the Park Board, and community stakeholders, including:

- New community-building and placemaking initiative designed to engage residents, visitors, and local businesses, through thoughtful, community-based, family-friendly programming;
- Collaboration and support for local artists and artisans;
- Collaboration and support with community partners and charities;
- Promotion of the Mount Pleasant neighbourhood as a place to connect, celebrate community spirit, and support local businesses; and
- Generation of important incremental revenues that can be used to support Vancouver's parks and recreation system and donations to support community services.

FINANCIAL CONSIDERATIONS

Subject to Board approval, Park Board staff will work with the organizer to finalize the financial terms and conditions for the use of Jonathan Rogers 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 CONSIDERATIONS**Neighbourhood Impact**

The event is fully endorsed by the Mount Pleasant BIA and has the support of nearby independent businesses that welcome Summertime Rib & Music Festival as an opportunity to create and enliven the community and showcase its culture. The local Mount Pleasant Residents Association is not currently active; however, the event organizer has reached out to key online residents' groups to ensure effective event communication and mitigate any potential impacts to area residents.

Fieldhouse, Washrooms & Community Garden

The fieldhouse, washrooms, and community garden at Jonathan Rogers Park will all remain outside the Festival fence line in order to maintain public access and avoid overuse. Additional details include:

- The fieldhouse is currently home to the Park Board's arts and social engagement residency program, The Fig Tree Palace, led by the New Page Foundation. The Festival

has the support of the residency program;

- The organizer will be required to provide portable toilets to offset the park's washroom closure; and
- The Festival has the support of the community garden program.

Playground and the Field

The playground and playing field will be left open for as long as safely possible during the setup and strike to minimize the impact on park users. The playground will remain open and accessible throughout the event, and park users are encouraged to attend the festival and enjoy family-friendly activities in a safe and fun environment at no charge.

Field User Group

There are two field user groups with historical bookings at Jonathan Rogers Park during the Festival use period. Little Kickers, a pre-school soccer academy, is in discussions with the Festival organizer to take part in the event and offer special programming. The Vancouver Architecture Softball League's evening field booking on Monday, June 24, will not be impacted since the Festival's structures and equipment will be removed from the park on the morning of that day.

Future Festivals

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

CONCLUSION & NEXT STEPS

The Summercamp Rib & Music Festival is a new and exciting free community festival that will welcome Vancouverites and visitors to Mount Pleasant and engage local businesses to create a new community-building and placemaking initiative. The Festival will enhance civic vibrancy, foster community connectedness, and provide enriching cultural experiences. The Summercamp Rib & Music Festival will also showcase Jonathan Rogers Park as a strategically located event space in one of Vancouver's most vibrant and fastest growing neighbourhoods.

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.

APPENDIX A - Preliminary Site Plan

VIEW : full site



100m (~190ft)

Presentation Export

Event Name SummerCamp Vancouver

Storyboard Name SummerCamp site map

Event Location Jonathan Rogers Park Vancouver Bc

Designed with OnePlan 2024



KEY

- Access Point Vehicle Green (1)
- Area Sky Blue - porta loos (2)
- Dining Table 6 Seats 1.2m (20)
- Food Truck - rib truck (5)
- High Fence Custom (5)
- Porta Loos (31)
- Stage - stage (1)
- Tent Lime - production bone yard (1)
- Tent Sky Blue - beverage service (8)

VIEW : full site

- Accessible Porta Loos (4)
- Area Turquoise - Craft Vendors (1)
- Emergency Exits (5)
- Generator (2)
- Light Tower Temporary (1)
- Refrigerated Truck - Beer and Drinks - reefer truck (1)
- Steady State Paths - Ingress/Egress (1)
- Tent Lime - production/admin (2)
- Tent White (2)
- Area Pink - Kids Area (1)
- Area Yellow - Summer games area (1)
- Entrance Gate (1)
- Hand Wash Station (4)
- Perimeter Fence (1)
- Route Egress (1)
- Tent Grey - FOH tent (1)
- Tent Red - first aid tent (1)