



MONSTERCAT COMPOUND

Special Event

Park Board Committee Meeting
Monday, May 6, 2024



PURPOSE/OBJECTIVES

- Present the Monstercat Compound event to the Board
- Review the organizer's 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 | Monstercat

- 1-day event featuring live music, art installations, food & beverage, vendor village & interactive technology/gaming exhibits
- Originally introduced in 2017 as a block party for staff and neighbours in Railtown and DTES
- Engages local businesses/charities, fosters neighbourhood vibrancy & builds social connectivity



BACKGROUND | Monstercat

- Independent record label specializing in electronic music
- Founded in Waterloo, Ontario in 2011; offices in Vancouver, Los Angeles & Singapore
- Involved in 35 events across 17 countries in 2023
- Partner with Blueprint Events

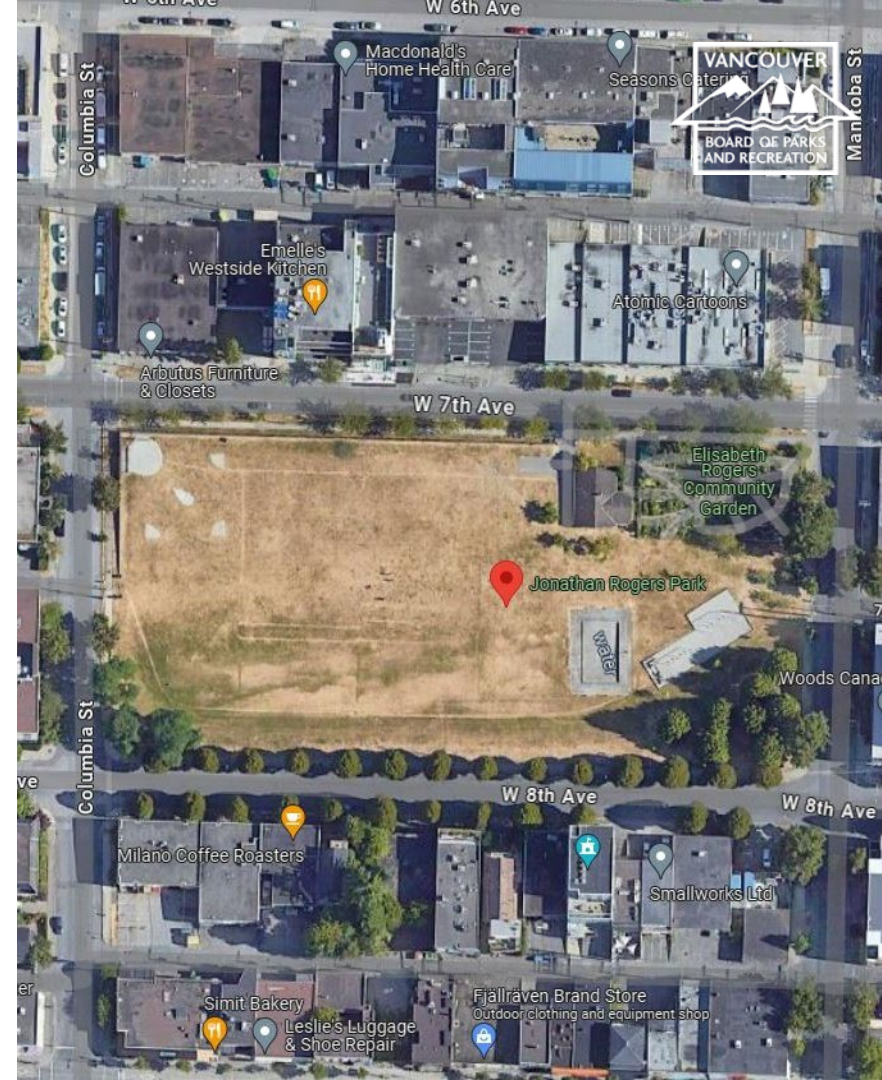


monstercat



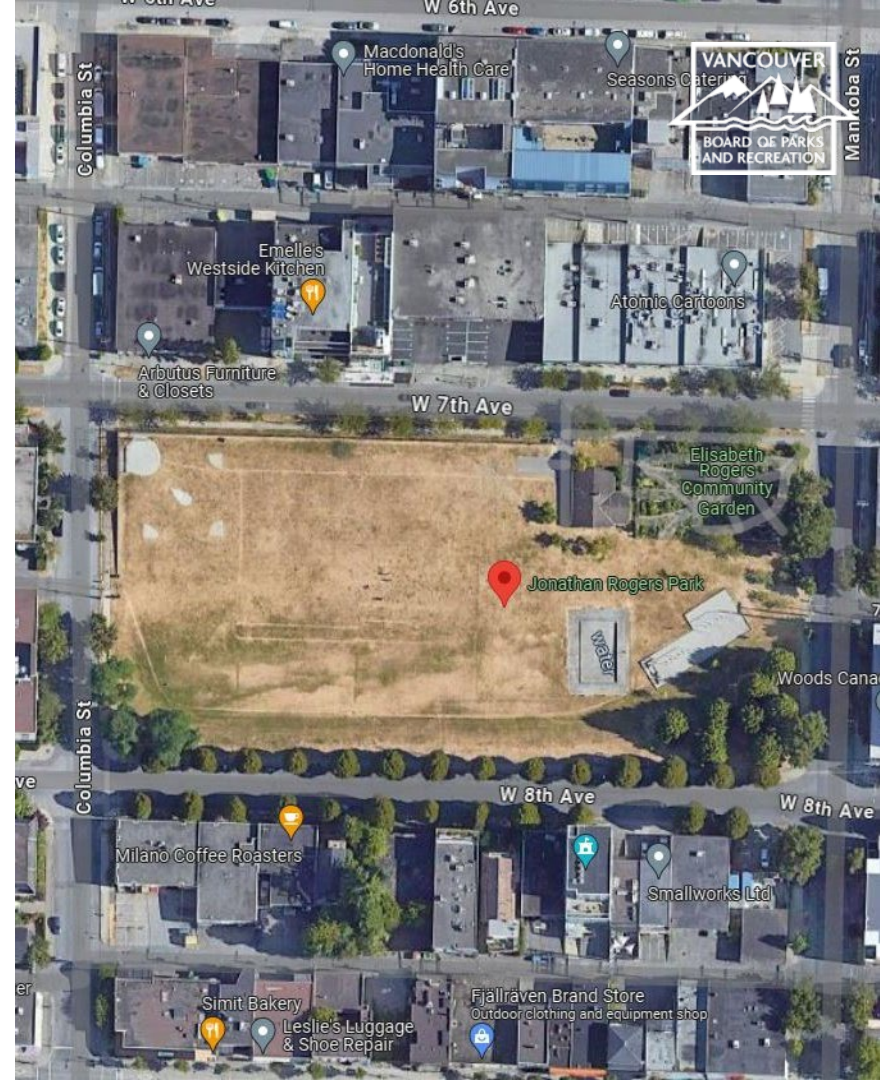
EVENT LOCATION | Jonathan Rogers Park

- 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

- Park has successfully hosted numerous events since 2018:
 - August 2018 – Mural Festival Celebration Concert, 5,500 attendance
 - August 2019 – The Park Show, 5,500 attendance
 - August 2021 – Pride Fest, 2,200 attendance
 - July 2022 – Carnaval del Sol, 15,000 attendance (3 days)



PROPOSAL

- Organizer seeking approval to host Monstercat Compound at Jonathan Rogers Park
- Saturday, August 24, 2024, between 2:00 to 10:00pm
- Set-up, event & tear down would occur over 3-day period (1/1/1)
- Maximum attendance of 6,000 guests



PROPOSAL

- 19+ event based on guest demographics
- Ticketed & licensed initiative (ticket revenues will offset the cost of event delivery)
- Surrounding streets will be used to increase event footprint
- Preliminary support by FEST Committee (Festival Expediting Staff Team)



Scenic 2.00

PRODUCTION GATE

VIP BAR
20' X 100'
DETAILS TBC

VIP AREA
180' X 160'
2,675 SQ.M

SPECTATOR AREA: 9,308 SQ.M
DESIGN CAPACITY: 20,000

PICNIC TABLES
& BENCHES AREA
LAYOUT TBC

EXISTING COMMUNITY GARDEN

VIP WASHROOMS
FACILITIES TBC

GA WASHROOMS

FOOD TRUCKS

VI ACCESS

BAR: 20' X 100'
DETAILS TBC

FESTIVAL ENTRANCE
ID CHECK

EMERGENCY EXIT

EMERGENCY EXIT

EMERGENCY EXIT

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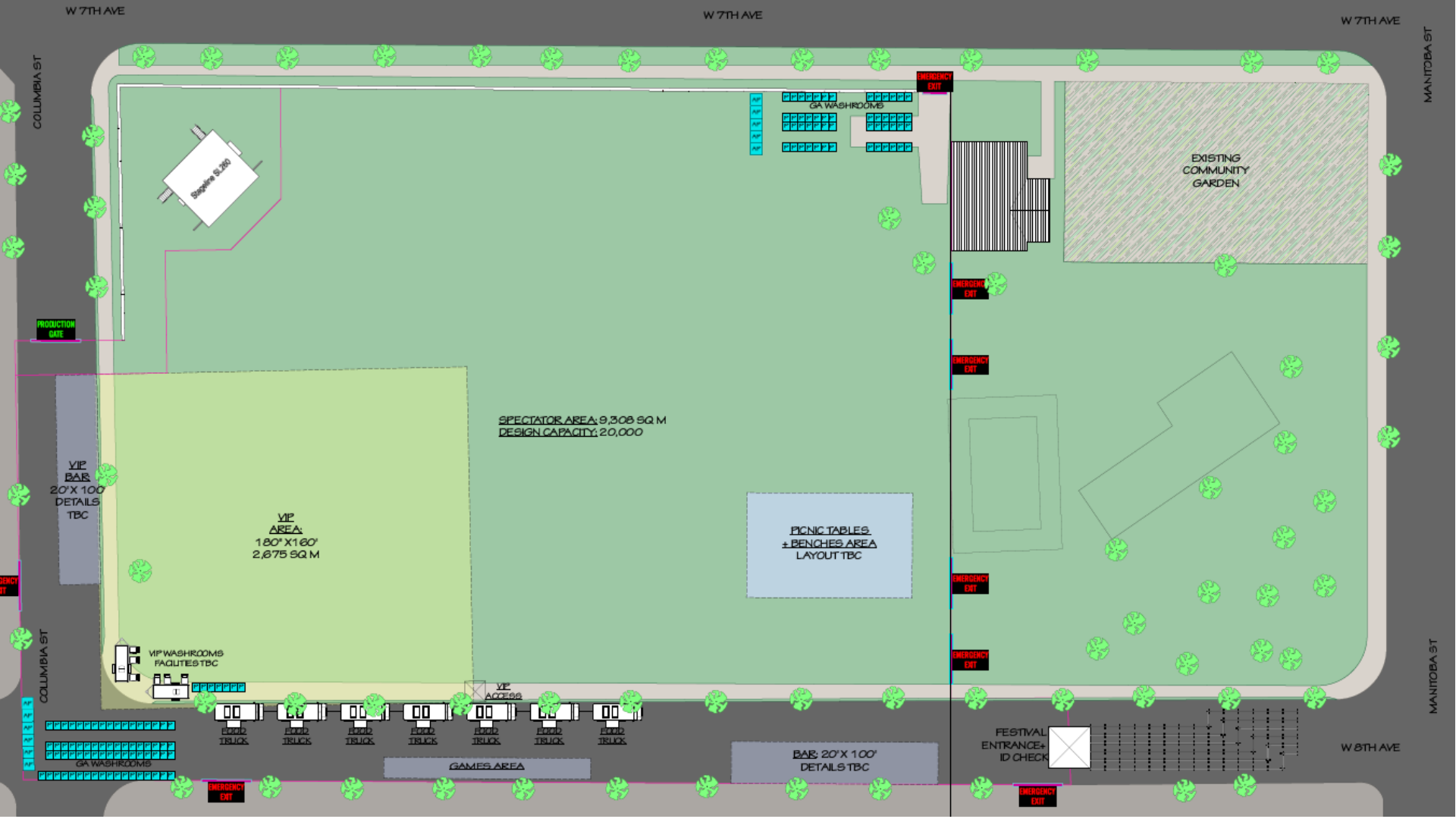
CONC ST

COLUMBIA ST

GA WASHROOMS

EMERGENCY EXIT

EMERGENCY EXIT



EVENT BENEFITS

- New placemaking & community building initiative; will engage residents, visitors and local businesses through dynamic & interactive 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 endorsed by Mount Pleasant BIA and key stakeholders
- Organizer to provide timely event notification; mitigate any potential neighbourhood impacts
- One of four main events proposed at Jonathan Rogers Park in 2024
- Fieldhouse, washrooms, playground & community garden will remain outside event fence line



OTHER CONSIDERATIONS

- Event supported by arts and social engagement residency program & the community garden program
- Organizer to provide portable toilets to offset washroom closure
- Main field area will be left open as long as safely possible
- No field user groups will be displaced
- Event will be subject to a detailed review and Board report back



SUMMARY

- Event promotes social connectivity & enhances civic vibrancy
- Creates a new community-building and placemaking initiative
- Showcases Jonathan Rogers Park as strategically located event space
- 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 Monstercat, the organizer of Monstercat Compound, to host their one-day festival-style event at Jonathan Rogers Park from 2:00pm to 10:00pm on Saturday Aug. 24, with all arrangements to the satisfaction of the General Manager of the Park Board.

- B. THAT the Park Board approve an application from Monstercat for a Special Event Permit from the BC Liquor & Cannabis Regulation Branch to serve alcohol at the aforementioned location and date, with a maximum capacity of 6,000 guests.

