



VANCOUVER  
BOARD OF  
PARKS AND  
RECREATION

July 20, 2023

MEMO TO : Park Board Commissioners

FROM : John Brodie – Acting Director, Business Services

SUBJECT : **Council Motion 'Making It Easier to Host Outdoor Festivals and Events in Vancouver' Update – Board Briefing Memo**

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Dear Commissioners,

The attached memo to Council provides an update on the work underway to address the July 20, 2022 Council motion titled 'Making it Easier to Host Outdoor Festivals and Events in Vancouver'.

Special events play an integral role in activating public spaces, adding vibrancy to the city, fostering social connectedness amongst residents, visitors, and businesses and contributing to the enrichment of cultural diversity within the region. Special events also stimulate significant economic growth and bring financial benefits through increased tourism and business opportunities for both non-profit and commercial activities. The Park Board plays a prominent role in enabling special events across the city, and the Park Board Special Events Office has facilitated 457 events and festivals in the last 12 months (July 2022 – June 2023).

To date, the Park Board special events office has engaged in discussions and strategic planning sessions with partner agencies, other departments at the City of Vancouver, and industry-specific focus groups to identify existing barriers and improve access to hosting outdoor events and festivals across Vancouver's park system. Based on these discussions and sessions, a number of joint initiatives are already underway to refine and align event permitting processes with our counterparts and to boost access to park spaces, in addition to initiatives unique to the Park Board.

These improvements will result in greater and easier access to park spaces for all interested parties including equity seeking groups, enhanced communication with park staff, new opportunities for various marketing and commercial activations and additional support for indigenous focused events and festivals.

Please direct any questions to [pbqmo@vancouver.ca](mailto:pbqmo@vancouver.ca) for tracking and triage purposes.

Regards,

A handwritten signature in black ink, appearing to read 'John Brodie'.

John Brodie  
Acting Director, Business Services

/yf/jb/vt

Copy to: PB Senior Leadership Team  
PB Communications