



May 29, 2026

MEMO TO : Park Board Commissioners

FROM : General Manager, Board of Parks and Recreation

SUBJECT : **GM Approval of Country Club Festival & Rosé Disco Festival – Board Briefing Memo**

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Dear Commissioners,

The purpose of this memo is to inform Commissioners about the General Manager's approval of two FIFA World Cup 2026-related commercial events – Country Club Festival & Rosé Disco Festival – that will be delivered at Jericho Beach Park in July 2026. These longstanding events were displaced from the PNE due to the FIFA Fan Festival activation and will be relocated to Park Board locations instead.

#### **Board Authority/Previous Decisions**

In order to increase Park Board agility, improve response times, showcase park spaces, and enhance visitor experiences, the Park Board delegated authority to the General Manager to approve, on a time limited basis between March 1, 2026, and August 31, 2026, events and activations related to and impacted by the FIFA World Cup 2026 event. As a condition of this delegated authority, the Board directed staff to inform Commissioners about commercial use of park spaces or community centres prior to event/activation delivery.

#### **Background/Context**

The Country Club & Rosé Disco Festival events are longstanding initiatives traditionally hosted at the PNE and produced by Feaster Festivals & Events, a well-respected Vancouver-based event production company. Due to the FIFA Fan Festival activation at the PNE, these two commercial events are being relocated to Jericho Beach Park. Additional details about these two events are provided in the sections that follow:

<b>DATE OF EVENTS</b>	Country Club Festival – July 25, 2026 Rosé Disco Festival – July 26, 2026
<b>LOCATION</b>	Jericho Beach Park
<b>ORGANIZER/ PRODUCER</b>	Feaster Festivals & Events
<b>ACTIVATION OVERVIEW</b>	Two-day weekend event activation with distinct themes/experiences on each day – Country Club Festival on Saturday and Rosé Disco Festival on Sunday.



<p><b>ACTIVATION DESCRIPTION</b></p>	<p>Country Club Festival is an outdoor country themed event featuring live performances from Canadian and emerging country artists, alongside curated beverage offerings, food vendors, and interactive country themed activities. The event creates a lively, social atmosphere and offers a unique cultural experience within Vancouver’s summer festival calendar, celebrating country music, western culture, and community gathering. The event is expected to attract between 6,000 to 7,000 attendees.</p> <p>Rosé Disco Festival is a daytime music and wine event designed to support British Columbia’s local wine industry while delivering an inclusive and accessible cultural experience for the community. The event provides local producers with a meaningful platform to connect with new audiences through responsible, educational, and engaging programming. Rosé Disco features well-established Canadian artists, affordable ticket pricing, daytime scheduling, and thoughtful site planning to encourage broad participation across diverse communities. The event is expected to attract between 8,000 to 10,000 attendees.</p> <p>The Park Board’s Special Event Permit will set out the terms and conditions for the delivery of both events. The terms and conditions will be consistent with the approach for similar sized events at this location.</p>
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Both events were reviewed and assessed through the City of Vancouver and Park Board’s event planning processes which include the FEST Committee, FIFA World Cup Host City Operations and Integrated Safety & Security Unit teams, and other delivery partners. No major issues were identified and there was widespread support for the relocation of these initiatives to Jericho Beach Park.

Park Board staff are confident in the successful delivery of these events, and consistent with current practices, these initiatives would be subject to a review and a Board report back before being considered for a return to Jericho Beach Park in the future.

Please contact me should you have any questions or require additional information.

Regards,

Steve Jackson (he/him)  
General Manager – Parks and Recreation

Copy to: PB Leadership Team  
PB Business Services  
PB Communications  
Octavio Silva, Associate Director, Business Development