



November 22, 2023

MEMO TO : Park Board Commissioners

FROM : Steve Jackson – General Manager, Parks and Recreation

SUBJECT : **Liven Up - Coal Harbour Winter Activation - Board Briefing Memo**

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Dear Commissioners,

The purpose of this memo is to inform you of an upcoming winter activation organized and funded by the Vancouver Hotels Destination Association (VHDA). Running from December 1 to 30, 2023, Liven Up – Coal Harbour is a collaboration between the VHDA, Canada Place, Vancouver Convention Centre, Vancouver Christmas Market, City of Vancouver and the Vancouver Park Board. The initiative aims to bring a little magic and meaning to the seawall in Coal Harbour with a month-long family-friendly and free public activation that will see lighting installations, artists, musicians, and storytellers animate this spectacular walk from Canada Place to Cardero Park. Liven Up – Coal Harbour seeks to entertain and create a sense of wonder, and like many other events, aims to bring people together to share experiences, ground Vancouverites in history, and learn from some of the cultural groups that have shaped our city.

Larger lighting installations (including animal figures, light tunnel, marquee letter light boxes, tree lighting, etc.) will be located at key points along the route and be complemented with suspended lighting to enhance wayfinding. On Friday and Saturday evenings from 5:00 to 10:00pm (5 weekends in total), performance areas at Canada Place Plaza, Harbour Green Park and Cardero Park will be activated with a selection of musicians, artists, performers, choral groups, and storytellers. Located roughly midpoint along the route, Harbour Green Park will be the hub of the Liven Up – Coal Harbour activation with a cozy tented area featuring live music, warming fireplaces, and a beverage area offering both alcoholic and non-alcoholic hot drinks. A copy of the activation site plan is presented in Figure 1.

Liven Up – Coal Harbour will be coordinated and produced by local event production company, EventLAB Inc., in cooperation with lighting supplier MK Illumination. Both organizations have many years of experience/expertise working in Vancouver park and city locations. Past projects and collaborations include Lumiere Festival, Symphony at Sunset, Vancouver Cherry Blossom Festival, Vancouver Jazz Festival, and VanDusen's Festival of Lights.

Set-up for the activation will take place between November 22 and 30, 2023; tear-down will occur between January 4 and 13, 2024. It is anticipated that activation lighting features will remain in place for the entire duration of the initiative. With the exception of a large tent located in the Harbour Green Park spray park, Friday and Saturday night activation areas will be set-up and torn-down daily (using popup tents and minimal equipment). For security reasons, the spray park hub tent will be cleared of valuables and fenced in nightly.

Figure 1: Liven Up – Coal Harbour Site Plan



We welcome you to drop by and connect during the month of December in this inclusive public experience of light, sound, stories, and savoury treats.

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

Regards,

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

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Copy to: PB Leadership Team  
PB Business Services  
PB Communications