



## CITY OF VANCOUVER

### ADMINISTRATIVE REPORT

Report Date: July 3, 2007  
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Meeting Date: November 27, 2007

TO: Vancouver City Council  
FROM: City Clerk  
SUBJECT: Report Back - Annual Event Evaluation Process and Criteria

#### CONSIDERATION

- A. That Council approve the Process for Application as an Annual Event as set out in the body of the Administrative Report '*Report Back - Annual Event Evaluation Process and Criteria* dated July 3, 2007'.
- B. That Council approve the National and International Events - Proposed Evaluation Criteria as set out in the body the Administrative Report '*Report Back - Annual Event Evaluation Process and Criteria* dated July 3, 2007'.
- C. That Council approve the Honour and Award Events - Proposed Evaluation Criteria as set out in the body the Administrative Report '*Report Back - Annual Event Evaluation Process and Criteria* dated July 3, 2007'.
- D. That Council approve the Special Events - Proposed Evaluation Criteria as set out in the body the Administrative Report '*Report Back - Annual Event Evaluation Process and Criteria* dated July 3, 2007'.

#### CITY MANAGER'S COMMENTS

The City Manager puts forward the foregoing for Council's CONSIDERATION.

## PURPOSE

This report responds to Council's request that staff propose an Annual Event evaluation process and criteria to be applied to events proposed by the general public and Councillors for inclusion as funded Council-approved Annual Events.

## BACKGROUND

At the Regular Meeting following the Standing Committee on Planning and Environment on January 18, 2007, Council approved a policy framework for managing those annual events of which the City of Vancouver has been involved as well as funding for those events. The framework recognized three categories of events, two of which are annual in nature. The categories include: Honours and Awards; National and International Events; and Special Events. At that meeting Council designated nine events as being City Honours and Award Events and approved \$12,000 in funding. Further, Council designated eight events as National and International Events and approved funding amounting to \$16,000.

To address additional events that may be put forward by the public or Councillors for inclusion as an annual or special event, Council instructed staff at that meeting to develop an evaluation process for Council's consideration. At that time, Council added eleven events to be evaluated once Council has approved an event review process and criteria.

## DISCUSSION

In response to Council's instruction, the staff-based Events Planning Team (the Team) is now proposing a review process and criteria for evaluating additional events that may be put forward by the public or Councillors.

### Process for Application as an Annual Event

In order to manage event submissions made by the public or Councillors for inclusion as an Annual Event, the Team is proposing the following submission process for both the National and International Events and Honour and Award Events categories:

1. Event applications for consideration as an annual event in either category beginning in the upcoming year are to be submitted to the City Clerk's Office by April 30<sup>th</sup> in the current year. Applications received after that date will not be considered until the following year and, if approved, will not become an annual event until the year following its approval as an Annual Event.
2. A preliminary review of all event applications will be conducted each year - following the event application deadline - by the staff Events Planning Team. The review will be based on the National and International Event and Honour and Award Events criteria approved by Council.
3. By June end of each year, the Events Planning Team will submit a report to Council identifying which events, if any, meet the criteria approved by Council. All applicant events will be listed in the report. The report will propose inclusion of those events meeting the Council-approved criteria as Annual Events and propose that funding be made available on an ongoing basis beginning in the next Operating

- Budget. That funding will be based on \$2,000 per new National and International Event and \$1,500 per new Honour and Award Event.
4. The Events Planning Team will notify all successful and unsuccessful event applicants of Council's decision regarding the above by September end of each year.

#### National and International Events - Proposed Evaluation Criteria

The National and International Events approved by Council as annual events include:

- International Women's Day
- International Day for the Elimination of Racial Discrimination
- Pride Week
- National Aboriginal Day
- International Day of Disabled Persons
- Lunar New Year
- Diwali Festival of Lights
- Christmas

The first five events above are events that recognize the five basic dimensions of diversity, namely, gender, race, sexual orientation, aboriginal heritage, and disability. The last three events above recognize the three largest regions of origin in the City and celebrate their specific traditions. The regions of origin include East-Asia, South-Asia, and Europe.

In considering additional annual events that are of a National and International Event nature, staff are proposing that the following evaluation criteria be applied:

- A. The event under consideration should not be a duplication or substantial duplication of one of the existing events that recognize one of the five dimensions of diversity.
- B. The event under consideration should not be a duplication or substantial duplication of an existing event that celebrates the cultural traditions of the three largest cultural communities in the City.
- C. The event under consideration should not celebrate any other country or territory other than Canada.
- D. The event under consideration must not discriminate or have intent to discriminate against a group of persons and must not be likely to expose a person or group to hatred or contempt as defined in the BC Human Rights Code or the Canadian Charter of Rights and Freedoms.
- E. Where the event under consideration represents duplication as outlined in A or B above, Council may opt to consider the event as a Special Event.

#### City Honours and Award Events - Proposed Evaluation Criteria

The City Honours and Award Events approved by Council as annual events include:

- Cultural Harmony Award
- Mayor's Environmental Award
- Vancouver Book Award \*
- Vancouver Citizen's Peace Award

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- Vancouver Youth Award
  - Freedom of the City Award
  - Accessibility Award
  - Vancouver Heritage Award

\* Note: The Mayors Arts Award was approved by Council in principle and is now under development. The Mayors Arts Award is proposed to incorporate the Vancouver Book Award.

While not an annual event, the Poet Laureate is similar to City Honours and Awards. This on-going honour award was approved by Council in 2007. A new Laureate is selected for a two-year term and presented to Council in the spring on odd-numbered years.

In considering additional annual events that are of a City Honours and Award Event nature, staff are proposing that the following evaluation criteria be applied:

- A. The event under consideration must not be a duplication or substantial duplication of an existing annual City Honours and Award Event.
- B. The event under consideration should not celebrate any other country or territory other than Canada.
- C. The event under consideration must not discriminate or have intent to discriminate against a group of persons and must not be likely to expose a person or group to hatred or contempt as defined in the BC Human Rights Code or the Canadian Charter of Rights and Freedoms.
- D. Where the event under consideration represents duplication as outlined in A above, Council may opt to consider the event as a Special Event.

#### Special Events - Proposed Evaluation Criteria

Special Events are not annual events but rather are events held for special reasons such as marker anniversaries. Additionally, Council may wish to recognize an Annual Event in a special manner for a given year. In all instances, Special Events are approved by Council.

At the Standing Committee on Planning and Environment on January 18, 2007 Council approved Special Events Guidelines. The guidelines are:

- A Councillor may request that Council recognize an event as a Special Event.
- All Special Event requests - including funding, must be approved by Council prior to staff proceeding with the planning of the event.
- Council approval for a Special Event must be obtained not less than six months prior to the proposed event in order to ensure adequate planning and delivery time for the event.
- Where an event in the National and International Event category is approved as a Special Event by Council in a specified year, that event is to revert back to the National and International Event category in the following year.
- For those Special Events approved by Council, the Event Planning Group will be responsible for planning and delivering on each event.

The guidelines do not include criteria that Council may wish to consider in determining whether a potential event is recognized and funded as a Special Event.

Staff are proposing for Council's consideration that the following criteria be applied when considering an event as a Special Event:

- A. The event under consideration should not celebrate any other country or territory other than Canada.
- B. The event under consideration must not discriminate or have intent to discriminate against a group of persons and must not be likely to expose a person or group to hatred or contempt as defined in the BC Human Rights Code or the Canadian Charter of Rights and Freedoms.

#### **FINANCIAL IMPLICATIONS**

There are no financial implications to approving the proposed process and evaluation criteria.

#### **CONCLUSION**

To address additional events that may be put forward by the public or Councillors for inclusion as an Annual or Special Event, Council instructed staff at that meeting to develop an evaluation process for Council's consideration. In response to Council's instruction, staff are now proposing a review process and criteria for evaluating additional events that may be put forward by the public or Councillors.

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