



## CITY OF VANCOUVER

### ADMINISTRATIVE REPORT

Report Date: April 27, 2008  
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VanRIMS No.: 13-4800-10  
Meeting Date: May 13, 2008

TO: Vancouver City Council  
FROM: General Manager, Engineering Services  
SUBJECT: Canada Day Fireworks

#### RECOMMENDATION

- A. THAT Council approve a grant of \$10,000 to the Burrard Inlet Fireworks Society to help offset the cost of purchasing and presenting a Canada Day fireworks show in Burrard inlet off Canada Place; source of funds the 2008 Contingency Reserve.
- B. THAT Council approve a budget of up to \$43,000 to cover anticipated costs of Police, Park Board and Engineering services for a Canada Day fireworks show in the water off Canada Place on Sunday, July 1st 2008; source of funds the 2008 Contingency Reserve.

#### CITY MANAGER'S COMMENTS

The City Manager notes that Canada Day Celebrations are important National Celebrations and many cities across the country are associated with fireworks in some form. Unfortunately, the City does not have a budget to support City costs associated with crowd control and impacts of the event.

It is not easy for Departments to absorb the costs within 2008 Budgets. Doing so may result in Departments being forced to over expend, as there is no option but to provide necessary services. The City Manager RECOMMENDS approval of Recommendation A & B.

## **COUNCIL POLICY**

That FEST Committee obtains Council approval for special events that use City property, or where the event could have an impact on the adjacent public.

The City Engineer has approval authority for use of City streets for recurring annual events and new events not requiring significant road closures and not having other major public impacts.

Approval of grant recommendations requires eight affirmative votes.

Special Event organizers are responsible for all City costs associated with their events.

## **PURPOSE**

This report presents information regarding costs of participating in a Canada Day fireworks show on July 1st. It will provide background into last year's first annual event sponsored by the Burrard Inlet Fireworks Society, as well as previous Canada Day fireworks events; and the Society's request for the City's endorsement and financial support for the event.

## **BACKGROUND**

Canada Place Corporation had presented a fireworks show as part of their July 1st festivities from 1990 to 2003. Completion of the cruise ship centre expansion in 2003 created increased viewing capacity on the Canada Place promenade, and concern on the part of police, fire and ambulance service because of the difficulty in accessing the north end of the promenade in case of an emergency. As well, Vancouver Police reported increased incidences of street disorder. There was a serious stabbing incident outside Canada Place that year, and increased incidences of vandalism. As well, for a number of years congestion around Stanley Park, a popular viewing area, created traffic and crowd control concerns for both Police and Parks Board staff. There were no Canada Day fireworks at Canada Place from 2004 to 2006.

In 2006, the City of West Vancouver put on a fireworks display on the evening of July 1st, and reported no problems with crowds. In the Fall of that year, the Burrard Inlet Fireworks Society was formed, with charter members being the City and District of North Vancouver, the City of West Vancouver and Canada Place Corporation.

In 2007 the Society staged a fireworks display from two barges in Burrard Inlet. Council agreed to support the event both in principle and with funding. Council approved a grant of \$10,000 to cover part of the costs of the fireworks and staging, and agreed to fund Police, Park Board and Engineering costs, estimated at \$55,000, from the 2007 Contingency Reserve.

An operations statement provided by the Burrard Inlet Fireworks Society late last year (Appendix A) shows revenues from the three north shore municipalities, the federal government and corporate sponsors for the fireworks display totalled \$96,000 (not including municipal costs paid directly by the cities); and expenses for the two fireworks displays of \$95, 987.

## DISCUSSION

The 2007 Burrard Inlet Fireworks show was staged off shore on two barges; one in Coal Harbour off Canada Place as in past years, and one on the north shore near Ambleside Beach. Spectators were encouraged to watch them from home, rather than coming down to Canada Place to see them, and Canada Place tried to control the number of people coming to their site by offering pre-sale only tickets for viewing from the promenade, with proceeds going to charity. The daytime event programming at Canada Place ended at 7pm, the site was cleared and secured, and re-opened for fireworks ticket holders at approximately 9pm. People without tickets gathered around Canada Place and throughout Harbour Green Park, on the Coal Harbour seawall and at Stanley Park. Police had to remove individuals from the dock at Harbour Green Park because over-crowding caused a risk of it sinking. As well, significant amounts of alcohol were seized. The show ended at 10:30pm; Vancouver Police and Park Board staff report that the sites near Canada Place were not cleared until midnight. Costs for crowd control and clean-up for the Canada Day fireworks show were \$31,478.09.

## FINANCIAL IMPLICATIONS

The funding request for the 2008 Canada Day fireworks is in two parts. The first, for \$10,000, is to assist with the production of the fireworks show, and must be considered as a grant; requiring a minimum of eight affirmative votes. The Departments involved in providing services to this event do not have a mechanism or budget for programming assistance; and the Burrard Inlet Fireworks Society does not qualify for funding from current Office of Cultural Affairs grant programs, as criteria includes a requirement for active programming of a cultural nature, which excludes fireworks. Staff are reviewing this issue and will report back later this year as part of a broader report on civic events.

Operational costs for the 2008 event are estimated to be \$43,000 for Police, Parks Board and Engineering services; although it's very difficult to estimate, as true costs will depend on the weather that evening, whether other lower mainland municipalities are having fireworks on Canada Day, and how well the Society gets its message out about watching the fireworks from viewing sites well away from Canada Place.

## COMMUNICATIONS PLAN

The City of Vancouver will use its communications channels to inform citizens and businesses about this year's Canada Day Fireworks show, and provide recommendations for areas of safe viewing. The organizers of the event, as well as other municipalities that are participating in the Society, will also ensure that all publicity materials offer a consistent message and build awareness about the restrictions around Canada Place.

## CONCLUSION

A fireworks display on the evening of Canada Day is a tradition in cities across Canada. Council agreed last year to help re-establish that tradition in Vancouver by participating in a joint initiative with North Vancouver City and District, the City of West Vancouver as well as corporate sponsors and the federal government. Given the intent of the Burrard Inlet Fireworks Society to continue with the show in future years, an on-going budget for the costs for City services to support the event should be established. The issue will be addressed in an upcoming Council Report on potential Civic Events.



**Statement of Operations  
As at November 30, 2007**

**Total Revenues**

|  |                  |
|--|------------------|
| City of North Vancouver                              | \$ 5,000.00 (1)  |
| District of North Vancouver                          | 10,000.00        |
| District of West Vancouver                           | 10,000.00        |
| City of Vancouver                                    | 10,000.00        |
| Canada Place Corporation                             | 10,000.00        |
| Park Royal Shopping Centre/The Village at Park Royal | 5,000.00         |
| Millennium Group                                     | 10,000.00        |
| Odlum Brown  | 10,000.00        |
| Federal  | 25,000.00 (2)    |
| Ed Zalesky   | 1,000.00         |
| <b>Total Sponsorship Revenue</b>                     | <b>96,000.00</b> |
| Net interest revenue                                 | 164.48           |
| <b>Total Revenue</b>                                 | <b>96,164.48</b> |

**Expenses**

|   |                      |
|---|----------------------|
| Balance for 2 firework pyromusical shows      | 21,730.00            |
| Deposit for 2 firework pyromusical shows      | 53,000.00            |
| Media Simulcast costs                         | 689.00               |
| Radio equipment                               | 175.50               |
| Barge towing services                         | 6,290.04             |
| Event signage                                 | 2,050.07             |
| Fireworks location sign                       | 339.00               |
| Website development and graphic design        | 6,360.00             |
| Professional services                         | 5,024.57             |
| Credit Note (reimburse professional services) | (689.00)             |
| Website maintenance                           | 1,017.60             |
| <b>Total Expenses</b>                         | <b>95,986.78</b>     |
| <b>Excess Revenue over Expenses</b>           | <b><u>177.70</u></b> |

**Notes:**

(1) Invoiced \$10K; City only approved \$5K.

(2) Two separate payments \$18,750 (75% of \$25K) pd JuV07; remaining \$6,250 pd Oct/07