



## ADMINISTRATIVE REPORT

Report Date: September 14, 2011  
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Meeting Date: September 20, 2011

TO: Vancouver City Council  
FROM: General Manager of Engineering Services  
SUBJECT: 2011 Grey Cup Festival

### ***RECOMMENDATION***

- A. THAT Council approve City support for the 2011 Grey Cup Festival events that take place on City Streets and public property, including the Grey Cup Parade on Smithe and Burrard Streets; subject to each of the activations going through a rigorous Risk Assessment Process and all plans being approved by the City's Large Event Oversight Committee.
- B. THAT Council approve the preliminary budget of up to \$250,000 to cover City costs for the 2011 Grey Cup Festival; source of funds to be 2011 Contingency Reserve. Any significant change will be brought back to Council for approval at the direction of the Chief Financial Officer.

### ***CITY MANAGER'S COMMENTS***

The City Manager RECOMMENDS approval of the foregoing.

### ***COUNCIL POLICY***

In a 1984 Policy review, Council approved as policy a long-standing tradition that a number of major special events that took place regularly in Vancouver be deemed Civic Events; and that all City costs required for the event be absorbed by the City. At that time this included the Grey Cup Parade, Remembrance Day, the PNE Parade and the Sea Festival.

## ***SUMMARY***

Vancouver will host the Canadian Football League's 99<sup>th</sup> annual Grey Cup Game on Sunday, November 29<sup>th</sup>, and a number of related events in the Grey Cup Festival, from November 26<sup>th</sup> thru the 29<sup>th</sup>. This report will outline the events planned for the 2011 Grey Cup Festival, ask for Council support of the events that take place on City streets and public property, and seek approval of a budget for City costs for the Festival.

## ***PURPOSE***

The purpose of this report is to seek Council support for the Grey Cup Festival and approval of the preliminary budget.

## ***BACKGROUND***

The City hosted its first CFL Championship game, the Grey Cup, in 1955, and has welcomed the Grey Cup Game and its associated events thirteen times in the last fifty-six years. In 1984 the event was officially designated as a Civic Event, and exempted from being charged for City related costs. In 1994 and 1999 there was no Grey Cup Parade, but the City supported a Grey Cup Festival, and in 2005 all the Grey Cup Festival events were given Civic Event status.

## ***DISCUSSION***

Early in 2010 a dedicated group of Vancouver business and community leaders formed the 2011 Grey Cup committee, and started planning for the 2011 Grey Cup Festival. Although the Grey Cup Game is totally the responsibility of the CFL, other Grey Cup related events and parties are organized by a local committee and by paid staff and contractors. There are a number of Grey Cup Festival Events (see Appendix A) that take place on City streets, open public property and within the confines of the Vancouver Trade and Convention Centre. The interest in the Game, and in the newly-opened BC Place Stadium, has resulted in a sold-out event; more than 25 thousand out-of-town visitors are expected to come to Vancouver for the weekend, with an economic impact anticipated to be more than 100 million dollars. A staff of ten full-time employees and a number of contractors are working with a \$1.6 million dollar budget to ensure that Vancouver 2011 Grey Cup 'Raise the Roof' Festival sets a high standard for the 100<sup>th</sup> Anniversary of the Grey Cup in Toronto in 2012.

When Vancouver hosted the 1999 Grey Cup Festival there was no parade or street party, but Council supported a Fan Day at BC Place and a CFL reception. In 2005, Council approved the expenditure of \$140,000 to cover City costs for the Grey Cup Festival, as well as an additional \$10,000 to install and remove Grey Cup street banners. Actual costs were \$182,441.

In light of the recent reports from the City, VPD and the Province regarding the Stanley Cup playoff riot, the City has established a new, enhanced process for assessing risk factors and determining safety plans for major sporting events. If the event is in the moderate to high risk level, the Advance Planning Unit (previously the Contingency Planning Group) is brought together to build the Public Safety Plan and communicate with the (newly recommended) City Large Event Oversight Committee (CLEOC) chaired by the Deputy City Manager, and the (newly recommended) Senior Technical Advisory Committee.

### ***FINANCIAL IMPLICATIONS***

Because there are still some outstanding issues to be addressed with the Grey Cup Committee before a final plan for the Festival is approved, the proposed budget is still just an estimate. Engineering costs (Traffic and Parking Operations and Sanitation) and Policing costs for the Parade, the Street Festival on Robson/Beatty and the Family Zone on Jack Poole plaza are estimated to be as much as \$250,000. A number of traditional Grey Cup events like the CFL Player Awards and the Grey Cup Gala will be held in the Convention Centre, as will most of Team parties, and any policing costs related specifically to those events will not be covered as part of their Civic Event funding. However, additional general policing for the Granville Entertainment District is included.

### ***ENVIRONMENTAL IMPLICATIONS***

Grey Cup Festival Staff will engage in socially-sustainable employment opportunities such as: street cleaning, litter and recyclable material pick up, gum and graffiti removal for all outdoor activations, and are engaged with Vancouver Convention staff on green programs with the VCC.

### ***SOCIAL IMPLICATIONS***

The Grey Cup Committee has been working with the City Manager's office on a plan to insure that inner city youngsters and families have an opportunity to enjoy the Grey Cup experience, with distribution of free tickets to the Vanier Cup (Canadian University Football Championship Game on Friday night, as well as special viewing parties set up at selected venues.) As well, after they are removed, Grey Cup street banners will be donated to community organizations who will repurpose them into usable items such as bags, book covers, etc., or who will auction off to raise funds for their causes.

### ***IMPLEMENTATION PLAN***

The Grey Cup Festival staff and contractors are meeting regularly with City staff and outside partner agencies that are involved in detailed Festival planning; and the City's Large Event Oversight Committee will be ultimately responsible for approving plans for the various public activation sites.

### ***COMMUNICATIONS PLAN***

An extensive communications plan for all event sites, hours and activities will be managed by the Grey Cup Festival staff; and the City's Communication staff will be providing support and strategic advice.

### ***CONCLUSION***

Vancouver is proud to be hosting the 99<sup>th</sup> Annual Grey Cup Celebration in late November; and staff are working diligently with the Grey Cup Festival Committee to ensure that a fun safe celebration will be held for Vancouver families and visitors to enjoy. Civic support for the Grey Cup is not just a tradition in Vancouver, but in every Grey Cup city; and Vancouver's contributions to the 2011 Grey Cup Festival will help ensure that the event is a happy and safe celebration for our citizens, our business and our guests.

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## Grey Cup Festival Events planned for 2011

The following events are planned to be place on City streets, open public property and within the confines of the Vancouver Trade and Convention Centre.

- 2011 Grey Cup Festival located at the Vancouver Trade and Convention Centre
  - programmed events include:
    - CFL Player Awards
    - Family Zone
    - Grey Cup Headquarters
    - CFL Team activations (e.g. "BC Lions Den")
    - CFL Experience
  
- FanZone located near BC Place Stadium
  - Programming will be located on-street and on private property
  
- 47<sup>th</sup> Vanier Cup Championship
  
- Grey Cup Parade
  - Parade route through the downtown core
  
- 99<sup>th</sup> Grey Cup Championship

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