

B.5

MOTION ON NOTICE

5. Update Special Events Policy

MOVER: Councillor Deal

SECONDER:

WHEREAS

1. Vancouver has over 500 outdoor special events taking place annually, most of which are small and community-driven, but some of which are larger destination events such as the Jazz Fest and Mural Fest;
2. The Special Events Policy was first developed in 2004 and no comprehensive review of the policy has been undertaken;
3. All members of Council currently in office made a specific commitment in the 2014 election to “reform the permit process to make it easier for local groups to put on events in public places;”
4. Supporting communities in gathering is an important principle of social inclusion and City policies such as Healthy City and Engaged City;
5. There are established, emerging and potential outdoor destination events that support City priorities and are in need of support in order to grow;
6. Community groups often perceive and experience barriers to hosting outdoor community events for a variety of reasons;
7. Community-driven and destination event costs can be unpredictable, variable and create uncertainty for organizers;
8. The current Special Events Policy neither clearly distinguishes between smaller, community-driven and/or neighborhood-focused events and larger, professionally-produced destination events nor provides detail on City support of those events;
9. The City does not regularly produce destination events, but does regulate and support them in a variety of ways, and responds to requests to hold destination events but does not have a consistent framework for taking proactive action to enable the creation of new events;

THEREFORE BE IT RESOLVED THAT Council direct staff to review the Special Events policy - in consultation with the public, community groups, stakeholders, and partners - and report back to Council by July 2017 with an update to the Special Events Policy that includes:

1. Defined event categories with clear criteria including but not limited to “Destination Special Event” and “Community Special Event”;

2. A "Destination Special Event Strategy" that, working with the Vancouver Park Board, Tourism Vancouver, BIAs and other potential partners and stakeholders, provides:
 - a. direction regarding method for proactive working with partners to encourage and support new and emerging destination events;
 - b. greater clarity and certainty for partners wishing to produce destination events in the City or evolve existing events; and
 - c. recommendations for selection and support criteria including, but not limited to: frequency, type, economic benefits and legacy.
3. Revisions to the Special Event Policy to support community-driven events that include:
 - a. plans and processes collaboratively designed to address community concerns and facilitate low-barrier processes for community-driven special events organizers;
 - b. recommendations regarding funding, staffing and partnerships needed to support community-driven events; and
 - c. metrics specifically created to monitor how well the revised Special Events policy is supporting community-driven events.
4. A general, strategic special event framework that provides recommendations on how to improve processes and service, funding models and promote partnerships.
5. Timeline for change implementation and identification of opportunities, programs and/or actions already undertaken or to be undertaken in the 2017 calendar year.

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