

MOTION

13. Update Special Events Policy

At the Regular Council meeting on December 13, 2016, Vancouver City Council referred this matter to the Standing Committee on City Finance and Services meeting on December 14, 2016, to hear from speakers.

MOVED by Councillor Deal
SECONDED by Councillor Stevenson

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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