

PROGRESS REPORT

SPECIAL EVENT POLICY UPDATE

**Public Space and Street Use
Engineering Services
November 29, 2017**

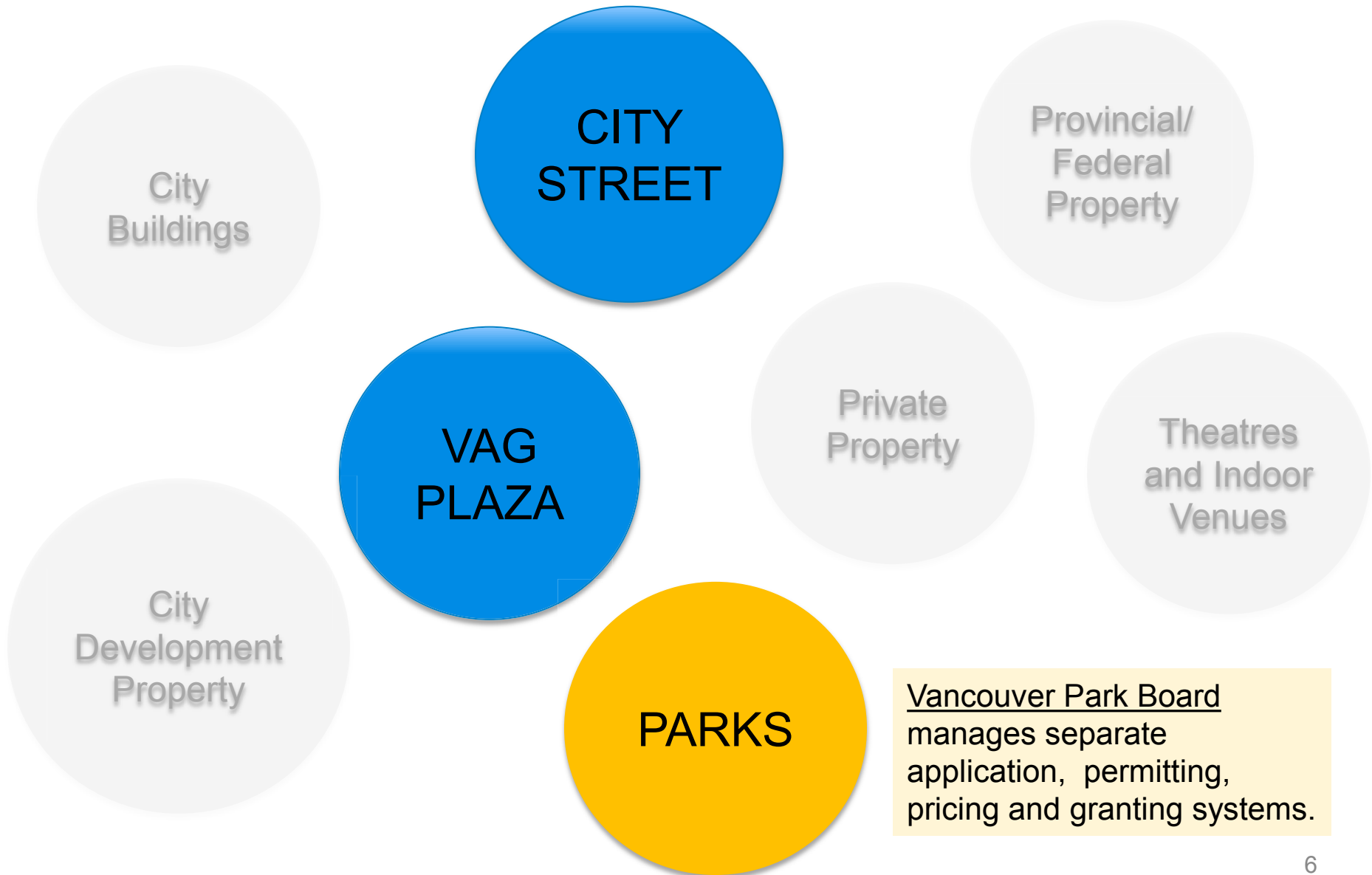
INTRODUCTION

...report back to Council...with an update to the Special Events Policy that includes:

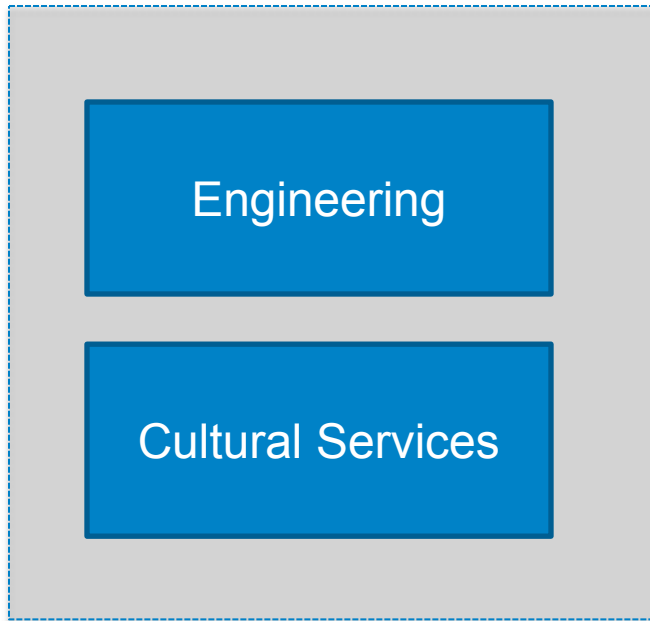
1. **Defined event categories** with clear criteria including but not limited to “Destination Special Event” and “Community Special Event”.
2. **A “Destination Special Event Strategy”** working with the Vancouver Park Board, Tourism Vancouver, BIAs and other potential partners and stakeholders.
3. **Revisions to the Special Event Policy to support 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.

- ❑ Piloted barrier-reduced event permitting = process ↓
- ❑ Piloted City sponsorship model: mass-participation bike rides = Transportation 2040 goal.
- ❑ Piloted event traffic management model = \$ and resources ↓
- ❑ Held interdepartmental “process improvement workshop” = efficiencies/planning ↑
- ❑ Added 1.5 personnel (City) = support ↑

- Municipal support exists.
- Support focused primarily on funding/resourcing.
- Overall strategy and framework needed.
- Strategy to establish goals and objectives.



Approach: Cross-Departmental



Sport Hosting
Vancouver (CMO)

Planning

Real Estate and
Facilities
Management

Vancouver Park
Board

Approach: Integration and Engagement



CURRENT CONDITIONS

1200

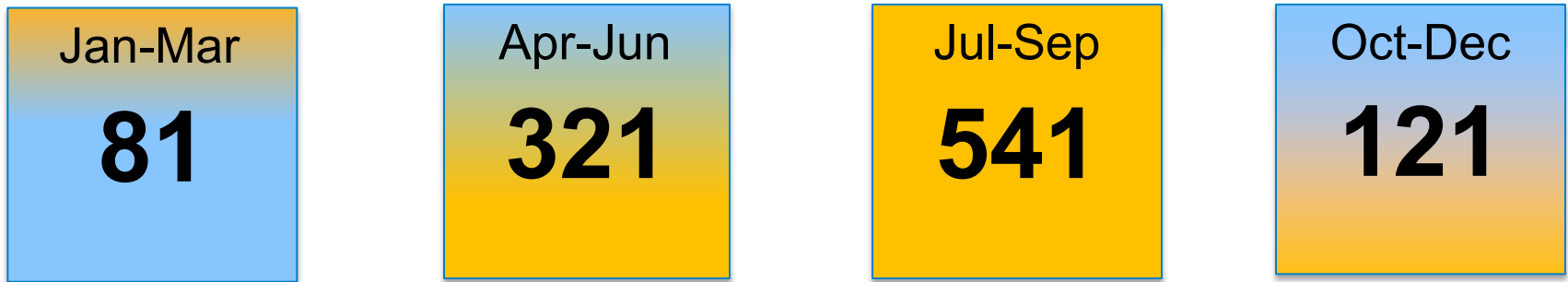
permitted City and Park events **per year**

10M

spectators/participants **per year**

- *Spectator count is self reported by applicants. Estimate only.*
- *Does not include events on private property or indoors.*
- *2017 numbers are projected only.*

of Events Per Quarter: 2016 (City and Parks)



More than half of events occur in Q3 (Jul-Sep)

49%

charged \$100 or less.

87%

charged \$5,000 or less

1

More streamlined and structured **application and permit** timelines

2

Increased access to **free City services, equipment and infrastructure**

3

Increased City-provided **cash sponsorship, grants and other funding**

4

Improved **online resources**

1

Access to **adequate public space**/venues.

2

Stabilized/predictable **costs**.

3

Consistent/adequate **funding**.

4

“**Single-point-of-entry**” application system.

Mega Event

Destination Event
Signature Event

Regional Event

Community Events
Neighbourhood Events

All cities have:

- Comprehensive event **mandate, goals** and **strategy**.
- Robust event development and operation **funding models**.
- Specialized **HR resources** to support events.

Vancouver's Opportunity

- Be a leader in inclusivity and reconciliation

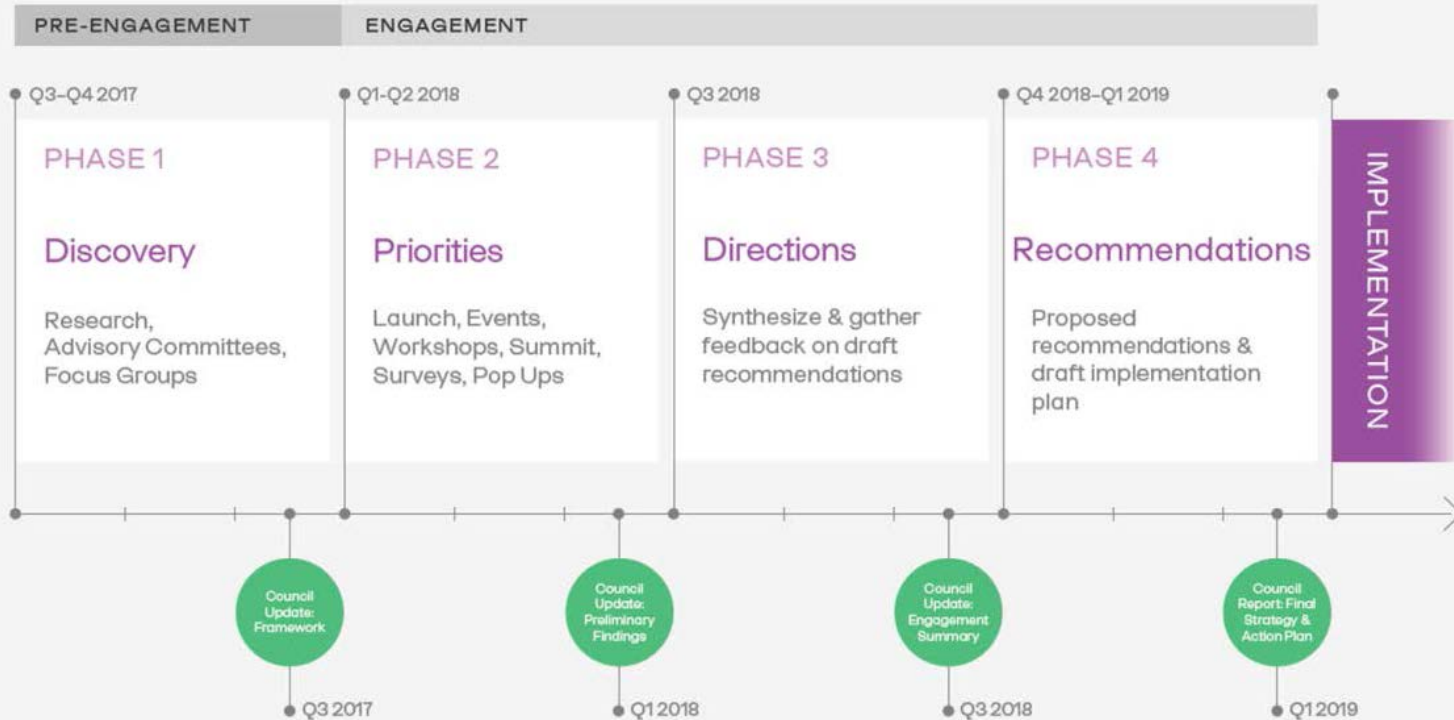
2018 WORKPLAN

- Continue **engagement** with event community.

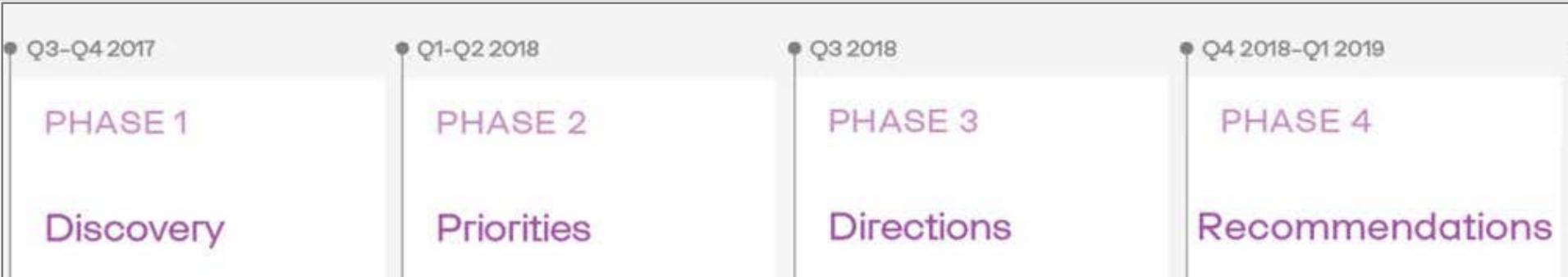


- Refine **application process**. (*tailor intake process to event type*)
- Establish **service level objectives and resources**.
- Improve **data collection and monitoring**.

Approach & Timeline — Creative City Strategy



CREATIVE CITY TIMELINE



SPECIAL EVENT POLICY TIMELINE

research and analysis

priorities and objectives

aligning resources / support

Deliverables

- Special Event Policy Framework,
 - Destination Event Strategy
 - Confirmed Event Categories

FASE process improvement

Deliverable: resource and system recommendations

Ongoing engagement with special event community and industry

- Initiative well received and supported by event community.
- Opportunity to build policy framework linked to Creative City Strategy.
- At same time, continue to test and deliver improvements in 2018.

THANK YOU