

# **CITY SUPPORT FOR SPECIAL EVENTS**

## COUNCIL UPDATE / JULY 2018



## CONTEXT: COUNCIL MOTION



- A. THAT Council approve June as Italian Heritage Month and be recognized with City of Vancouver Official Celebration and Observance designation;  
  
FURTHER THAT funding be provided by the City of Vancouver to Italian Day on The Drive to other events of similar size starting in 2019 and onward.
- B. THAT interim to the “Destination Special Event Strategy” final report and recommendations coming back to Council:
  - i. Council also confer the designation of “Official Celebration and Observance” and the benefits that go with that designation on Car Free Day, Greek Day on Broadway, Dragon Boat Festival, and the Khatsalano Street Party in 2018; and
  - ii. **Staff report back to Council by end of June 2018 on options for the City to support all free outdoor public events with attendance average 50,000 people or more to assist them in effectively responding to emerging security challenges, and to develop plans for financial and environmental sustainability.**

## CONTEXT: ALIGNMENT WITH CITY GOALS



Work on **Creative City Strategy** and **Special Event Policy** is underway



**Directions** to come forward in early 2019



**Early findings:** Reconciliation, equity and access, visibility and investment, and capacity



Special Event Policy research identifies **increased city support** as top issue



## CITY COST DRIVERS ARE COMPLEX





# EVENTS OF ALL SIZES EXPERIENCE RISING COSTS



Data indicates that events of all sizes have experienced **rising City costs**

- 25-30% increase between 2015-2017 is typical

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**Attendance data is self reported**, not a direct predictor of cost pressures

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**Route-based events** experience highest costs and increases



## LAYERS OF SUPPORT



**Layers of support  
to address needs of  
events of all sizes**



**Foster  
innovation through  
engagement and  
exchange**



**Provide near-term  
temporary financial  
relief**

## PROPOSED MEASURES

1. **Workshop series** to foster innovation wherein City staff and event organizers build capacity towards event financial and environmental sustainability



## PROPOSED MEASURES

### NEAR TERM RELIEF



1. **Workshop series** to foster innovation wherein City staff and event organizers build capacity towards event financial and environmental sustainability
2. **Increasing the current FEST** offset for eligible City services from the current \$1,000 to a proposed \$2,000, for those qualifying non-profit event organizers
3. **Establishing a new security** offset of up to \$1,000 per eligible event to address additional VPD costs for those events not eligible for FEST
4. **Mitigating unpredictable security increases** by ensuring that VPD costs billed to organizers for larger events do not increase by more than 10% annually, wherein:
  - Events with VPD charges greater than \$10,000 in previous year, that also experience an increase of 10% or more in the current year, are eligible
  - The maximum offset per event is \$5,000 annually.



# ASSUMPTIONS



**Support is retroactive** to date of motion May 2, 2018

Support continues to **May 2, 2020**

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Estimated financial impact of approximately \$430k over two years.

## RECOMMENDATIONS

- A. THAT Council approve staff to engage in exchange between the event industry and the City through a series of workshops, hosted by City staff or City-hired consultants/service providers within a two-year period, effective May 2, 2018. The workshops will build capacity and foster innovation towards event financial and environmental sustainability
- B. THAT Council approve the current FEST offset of \$1,000 established in 2004, be increased to \$2,000 for qualifying non-profit events for a two-year period, effective May 2, 2018.
- C. THAT Council approve new temporary security and policing offsets for a two year-period, effective May 2, 2018. These new temporary security offsets are as follows:
  - i. Up to \$1,000 per eligible event to offset City-provided policing and security costs, to aid events with security costs that do not qualify for the FEST offset.
  - ii. Additional offset support for events that have been billed more than \$10,000 in Vancouver Police Department (VPD) charges and who also experience more than a 10% increase in VPD charges over the prior year, after other offsets have been applied. These events may apply for additional financial relief for the variance over 10%, up to a maximum of \$5,000.

