

Special Event Policy Framework and Update

Council Presentation
September 10, 2019

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Background

Special Event Policy Framework Focus



- Establish a Special Event Policy Framework
- Review financial support for special events
- Focus: outdoor free public events on streets, sidewalks and public plazas
- Next Phase: Private and commercial marketing events

Alignment with Culture Shift



- Arts and Culture at the Centre of City Building
- Reconciliation and Decolonization
- Cultural Equity and Accessibility
- Affordable, Accessible, Secure Spaces
- Collaboration and Capacity

Special Events Bring People Together



Special Events Get People Outside and Active



Millions of People Participate in Free Events



Events Draw Locals and Visitors to New Places



Events Engage Volunteers and Build Community



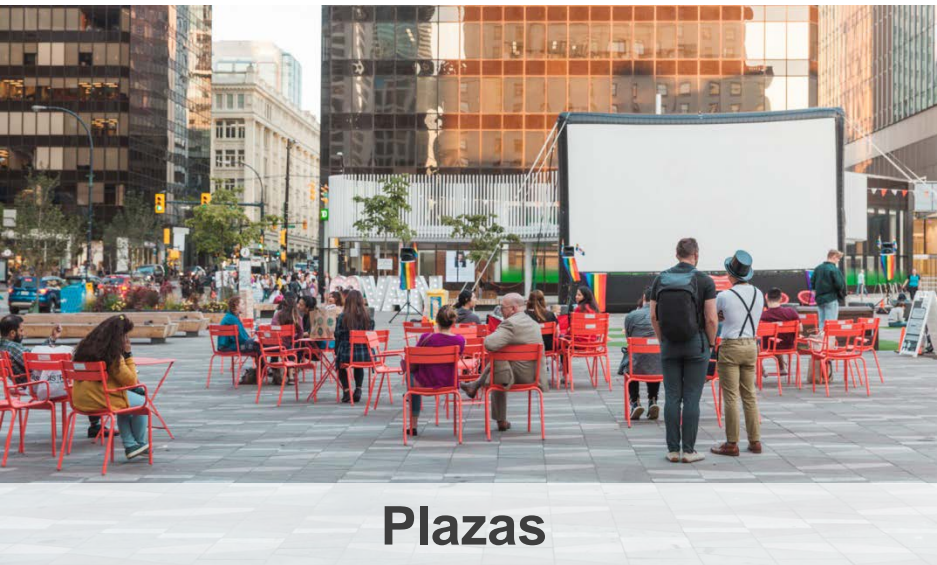
Free Outdoor Public Events Take Place In...



Streets and Lanes



Parks



Plazas



Private Property

Variety of Events Spread Across the City

600+

special events
annually



35 festivals



185 community
celebrations



200 block parties



10 parades



60 sporting
recreation

Positive Citizen Support for More Free Events

- More free activities and events

~Downtown Places for People, Survey and Engagement

- High attendance and interest
- Ticket price the largest barrier

~ Culture Tracks, Nanos Survey

- Make streets vibrant through art and innovative installations

~ Engineering Services, Public works Satisfaction Survey



Event Process Could Be Improved

Examples:

- Unnecessary polling requirements for annual recurring block parties
- One-size fits all application process
- Multiple application form requirement



Rising City Service Costs Impact Large Events

In the media:

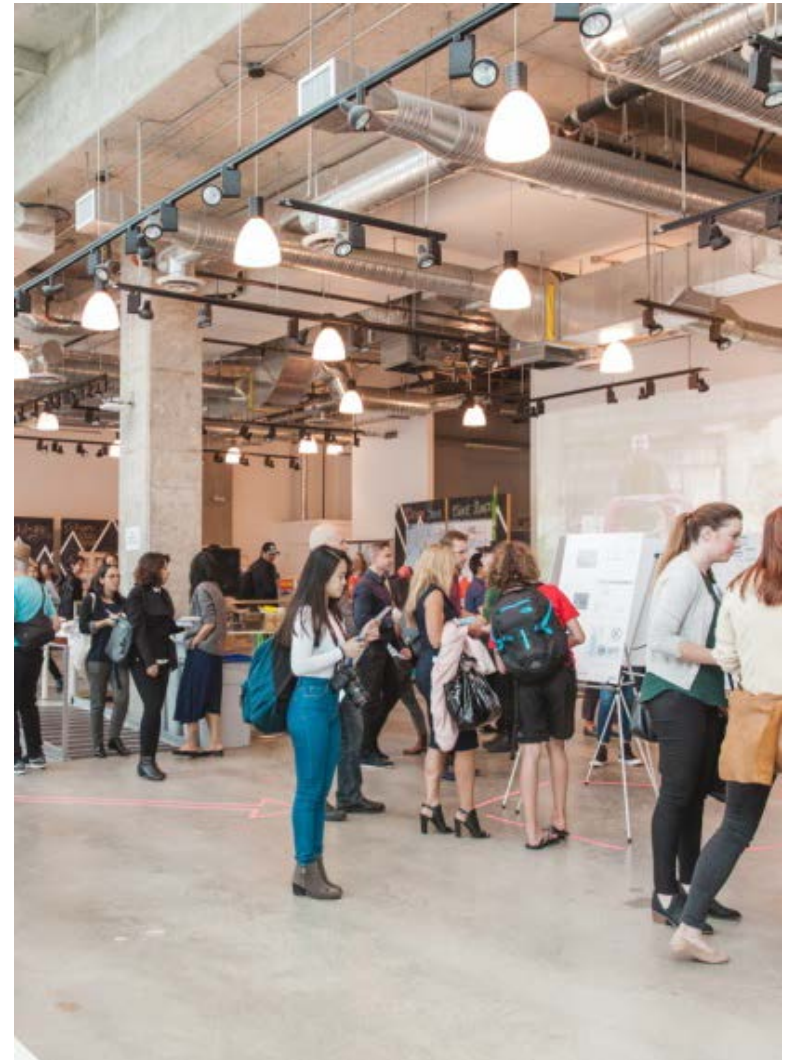
- “Vancouver could lose more public events from rising policing costs”
- “Street festivals in Vancouver face uncertain future as operating costs rise”
- “Organizers say rising security costs threaten event’s future”
- “Soaring police costs impact event”



Public Engagement

Who We Talked To

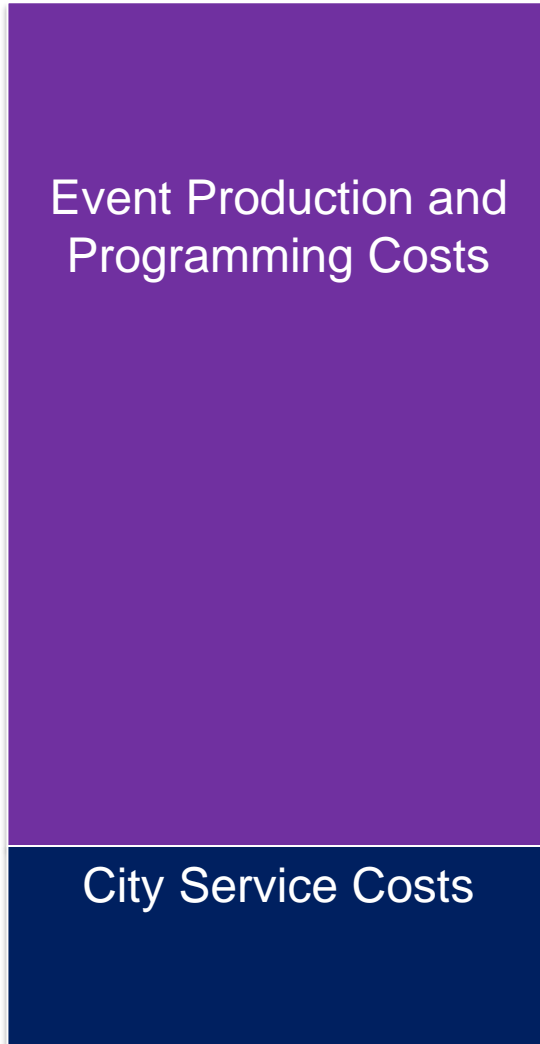
- General public
- Block Party organizers
- Community Groups
- Non-profit organizations
- Event producers
- Local business



Financial Analysis

Event Cost and Financial Support

Event Organizer - Costs



City - Financial Support

Cultural Grants

City Service “offsets”

Example of a Typical Street Festival

Event Organizer - Costs



Total cost \$300,000

City - Financial Support

Cultural Grants
\$8,000

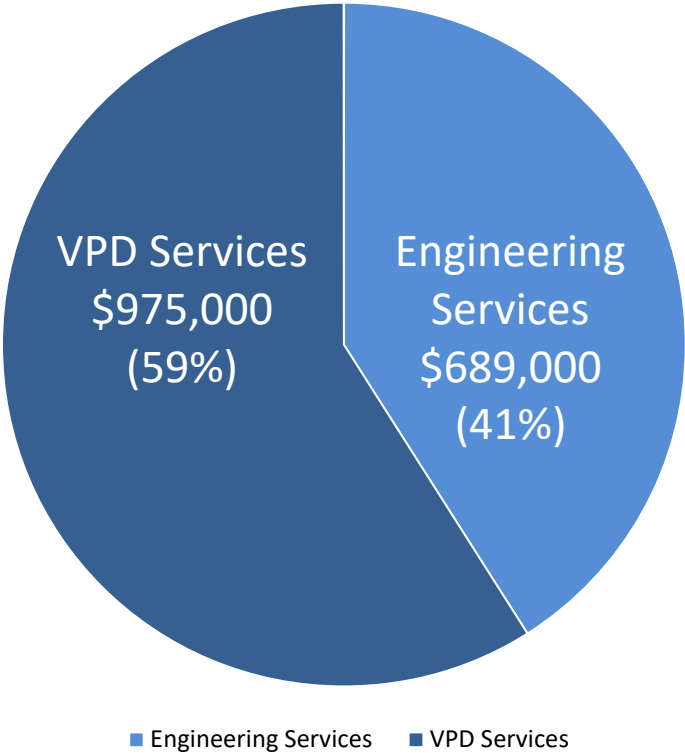
City Service "offsets"
\$2,000

Total support \$10,000

Today's Recommendations are Focused on City Costs and Offsets

City Service Costs

City Services Totaled \$1.66 Million in 2018



Total \$1,664,000

Note: HCOL and Remembrance Day not included

Wide Range of City Services to Support Events

Operations

- VPD Traffic Control (TAs)
- VPD Foot Patrol & Crowd Patrol
- VPD Liquor License
- Engineering Traffic Ops
- Engineering Sanitation
- Parks Operations – Rangers
- Emergency Response Zone
- Vancouver Fire & Rescue Service
Flaggers/ Traffic Control Personnel
- FASE Application and Permit Fees
- Park Board Permit Fees
- Engineering Operations admin fees

Public Safety

- VPD Public Safety Unit
- VPD Heavy Vehicle Barrier Minders
- VPD C8 Rifle Ops
- VPD Marine
- Engineering Operations Heavy
Vehicle Barrier Tandems and Drivers
- Engineering Sanitation
- Engineering Transit Queuing and
Crowd Management
- Joint Operations Centre Deployment
- International Protected Person
- Engineering – public safety work
orders

Wide Range of City Services to Support Events

Operations

85%

Public Safety

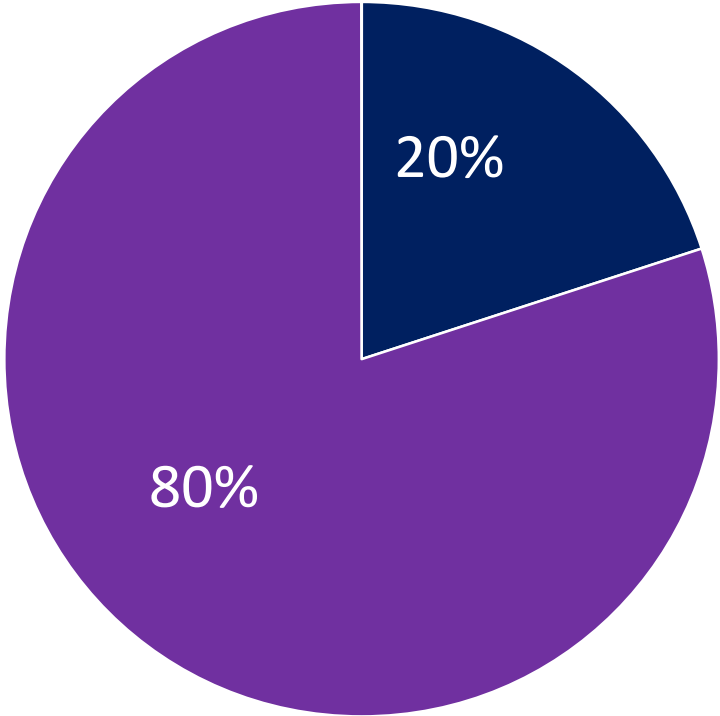
15%

City Offsets

Current City Services “offsets”

- Flat rate offset
- Civic Parade

City covers \$334,000 in city services “offsets”



Event organizers pay \$1,330,000 in city services

Note: Civic Events (HCOL and Remembrance Day) not included

Smaller events have most costs covered



Large events have limited costs covered



Vancouver Offsets Lower Than Comparable Cities



Calgary, Seattle and New York cover roughly 80-100% of city service costs for free public special events

Directions and Recommendations

Process and Operations

- New online application system
- Event and permitting handbook
- Event planning timelines
- Cost estimates and invoicing



Financial Support

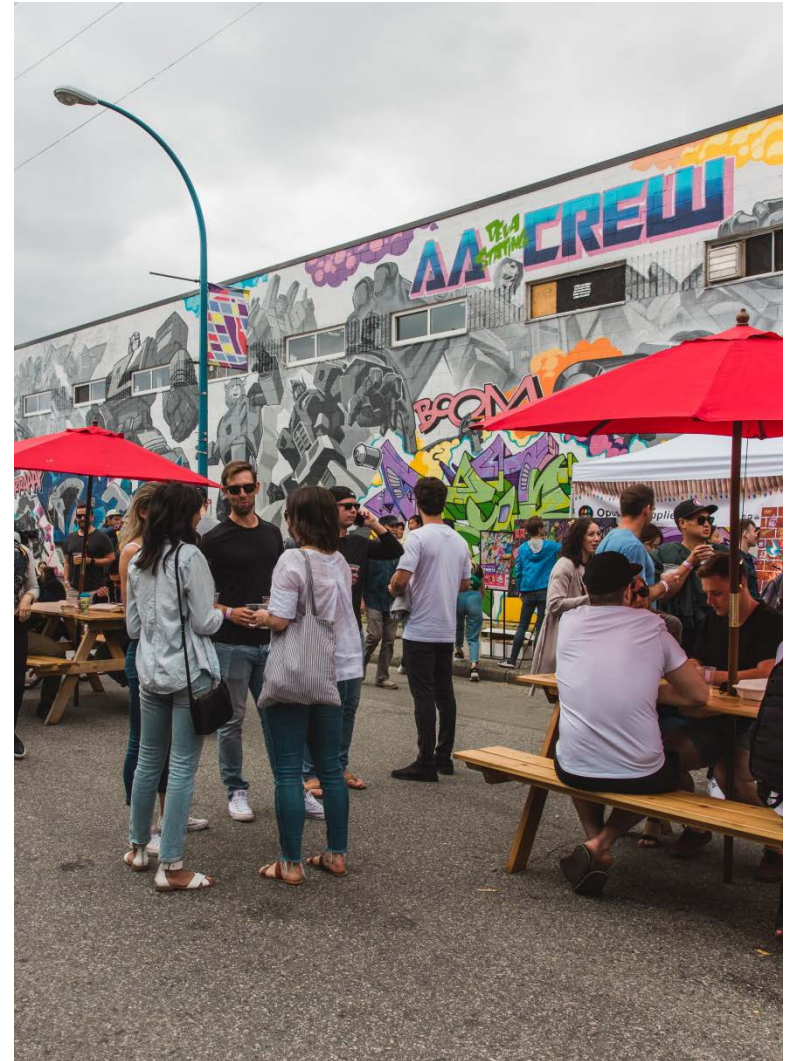
- Establish a city budget for **Event Public Safety**
- Increase the City **offset for City service costs**
 - City continues to pay 100% of event costs for city services up to \$1,000
 - Above \$1,000 the City pays 75% of city service costs up to a maximum per event of \$75,000



Supportive Programs and Amenities

Capacity Building Workshops

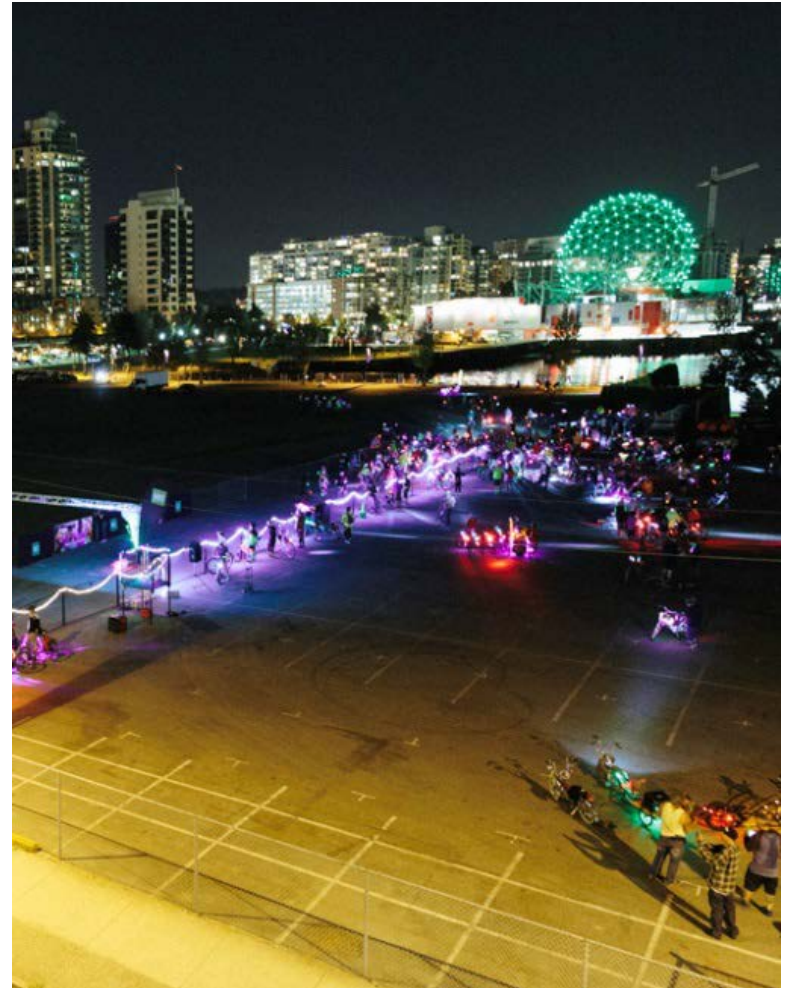
- Public safety planning
- Traffic management planning
- Sustainable event planning
- Event permitting 101



Supportive Programs and Amenities

Large Event Space

- Further evaluation of the need for large event space in the context of the City-Wide Plan
- Lack of long-term space for large events
- Redevelopment resulting in loss of space (e.g., Larwill Park, Concord Pacific)
- NEFC park design includes additional capacity for events



Supportive Programs and Amenities

Green Power Plans

- Develop requirements for the provision of green power plans
- Green power plan requirements for city service offsets
- Target of more than 50% reduction in reliance on generators within 5 years



Supportive Programs and Amenities

Sponsorship and Donations

- Recognition of need for more funding sources
- City can receive unsolicited donations
- Update the City website with information
- Explore opportunities for sponsorship of specific City assets according to City Sponsorship Policy



Recommendations

A. THAT Council approve the new special events policy framework (the “New SEP”) as generally described in this report and that the City Manager be authorized to settle and approve the detailed policy document required to implement the New SEP on such terms and conditions as are outlined in this report and on such other terms and conditions as are considered satisfactory to the City Manager, including the sub-delegation of authority to other officials and staff to approve or execute application forms, guidelines, and legal agreements.

B. THAT, subject to approval of Recommendation A, Council direct staff to bring forward a proposal for funding of \$730,000 for consideration in the 2020 budget process to support the New SEP.

C. THAT, subject to the approval of Recommendations A and B, Council approve in principle the allocation of the \$730,000 as follows:

- a) \$300,000 for special event public safety, subject to review annually so that public safety measures outlined in this report are not invoiced to event organizers, and
- b) \$430,000 to increase the City operational funding for special events (as defined in this report), currently \$2,000 for qualifying events, to be 75% of City costs up to a maximum of \$75,000 for qualifying events, as outlined in this report.

D. THAT, subject to the approval of Recommendations A, B and C,

- a) the City Manager complete the documentation and implementation of the New SEP so as to be reported back to Council by the end Q4 2019 and take effect for special events starting January 1, 2020.
- b) the New SEP be structured so as to ensure that the City’s Operational and Public Safety Costs with respect to special events does not exceed the annual budget amount approved by Council subject to annual review.

E. THAT Council direct staff to review the green events program to develop requirements for the provision of green power plans for special events beginning January 2020, in order to work toward eliminating reliance on generators, and to include these in the policy document in Recommendation A.

Next Steps

Next Steps

- Policy Document
- Implementation Policy Framework
- Private and Marketing Event Pilot and Policy
- Coordination with Park Board
- Deliver Workshops



Thank you!

Extra Slides

Early Implementation



Establish a Project Manager for public safety plans (2017)



Interim increase in offsets (2018)



Expand offsets to green event program equipment (2018)



Streamlined block party process (2019)



New application form underway (2019)



Launched Share the Square pilot (summer 2019)