

**From:** "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>

**To:** "Direct to Mayor and Council - DL"

**CC:** "City Manager's Correspondence Group - DL"  
"Dobrovolny, Jerry" <jerry.dobrovolny@vancouver.ca>

**Date:** 6/11/2019 3:59:19 PM

**Subject:** Memo - Pride Society - Davie Street Promenade Event - August 2 to August 4, 2019

**Attachments:** Memo - Pride Society - Davie Street Promenade Event - August 2 to August....pdf

Dear Mayor and Council,

Please see the attached memo from Jerry Dobrovolny. A short summary of the memo is as follows:

- Pride Promenade is a three day street festival on Davie Street between Thurlow and Jarvis during Vancouver Pride Week on August 2 to 4.
- The Vancouver Pride Society received \$1 million over two years from the Federal Government's new Canadian Experiences Fund to grow tourism.
- The event will require the closure of Davie Street and rerouting of busses. Combined with the Celebration of Lights on Saturday and the Pride Parade on Sunday, the West End will experience significant traffic and transit delays over the long weekend.
- Leading up to the event there will be focused effort by the City, The Pride Society, and Coast Mountain Bus Company to communicate traffic and transit route impacts.

If you have any questions, please feel free to contact Jerry Dobrovolny at 604-873-7331 or [jerry.dobrovolny@vancouver.ca](mailto:jerry.dobrovolny@vancouver.ca).

Best,  
Sadhu

**Sadhu Aufochs Johnston** | City Manager  
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Pronouns: he, him, his



*The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.*

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## MEMORANDUM

June 11, 2019

TO: Mayor and Council

CC: Sadhu Johnston, City Manager  
Paul Mochrie, Deputy City Manager  
Lynda Graves, Administration Services Manager, City Manager's Office  
Rena Kendall-Craden, Civic Engagement and Communications Director  
Katrina Leckovic, City Clerk  
Neil Monckton, Chief of Staff, Mayor's Office  
Alvin Singh, Communications Director, Mayor's Office  
Anita Zaenker, Chief of Staff, Mayor's Office  
Adam Palmer, Chief Constable, Vancouver Police Department  
Darrell Reid, Fire Chief and General Manager, Vancouver Fire and Rescue Services  
Gil Kelley, General Manager, Planning, Urban Design and Sustainability  
Malcolm Bromley, General Manager, Park Board  
Sandra Singh, City Librarian, Vancouver Public Library

FROM: Jerry Dobrovolny  
General Manager, Engineering Services

SUBJECT: Pride Society – Davie Street Promenade Event – August 2 to August 4, 2019

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The purpose of this memo is to provide information on an event titled the "Davie Street Promenade" organized by Vancouver Pride Society as part of Vancouver Pride Week.

The Davie Street Promenade would expand the Pride Week celebration by providing a week-end long multi-block street festival from Thurlow to Jervis including stages, restaurant patio extensions, art installations, a beer garden, street entertainers and vendors. This event is, in part, possible due to the Vancouver Pride Society receiving \$1 million in Federal funding through the new Canadian Experiences Fund which is intended to help grow the Canadian tourism sector.

In evaluating this event proposal, the City's Festival Expediting Staff Team (FEST) committee acknowledged that there will be significant impact on traffic and transit routes in and out of the West End over the three day long weekend. However, it also recognized that the additional road closures for this event actually only fill the gaps between three other events traditionally held in the area on that long weekend – The Davie Street Party (Friday afternoon and evening), Celebration of Light (Saturday afternoon and evening), and the Pride Parade (Sunday morning and afternoon).

In order to allow commuters to plan ahead, leading up to the event there will be a focused effort by the City, The Pride Society and Coast Mountain Bus Company to communicate traffic and transit route impacts through various communication channels, including traditional and social media.

If you have any questions, please do not hesitate to contact me directly.



Jerry W. Dobrowolny, P.Eng., MBA  
General Manager, Engineering Services

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