

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

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

**CC:** "City Manager's Correspondence Group - DL"

"Impey, Patrice" <Patrice.Impey@vancouver.ca>

"Bromley, Malcolm" <Malcolm.Bromley@vancouver.ca>

"Shelley Frost \(\sfrost@pne.ca\)" <sfrost@pne.ca>

**Date:** 10/30/2019 2:26:50 PM

**Subject:** Memo - PNE Amphitheatre Partnership RFEOI

**Attachments:** HP-PNE Master Plan Program - Amphitheatre - Partnership Memo to Mayor an....pdf

Dear Mayor and Council,

Please see the attached memo from Shelley Frost, President and CEO of the Pacific National Exhibition. A brief summary is as follows –

- As we look to continue our efforts on the multi-year redevelopment of the Hastings Park-PNE Master Plan, the attached memo summarizes an intention to canvass market interest for potential partnership opportunities for the Amphitheatre site as recommended by the project team.
- The Request for Expression of Interest (RFEOI) will enable the City and PNE to evaluate whether the desired outcomes of the City and PNE can be met through any type of partnership agreement.
- The results of the RFEOI, business case and appropriate funding model is expected to be presented to Council in Q2 2020.

Should you have any questions, please contact me or Shelley Frost at 604.252.3628 or [sfrost@pne.ca](mailto:sfrost@pne.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 Tseil-*

October 29, 2019

**MEMO TO** : Mayor and Councillors, City of Vancouver

**FROM** : Shelley Frost, President and CEO, Pacific National Exhibition

**SUBJECT** : PNE Amphitheatre Partnership RFEOI

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Dear Mayor and City Council,

I am writing to provide you with an update on our efforts to explore partnership opportunities for the proposed redevelopment of the Pacific National Exhibition (“PNE”) Amphitheatre concert venue.

**Background and Context**

In December of 2010, Vancouver City Council (“**Council**”) adopted the [HP-PNE Master Plan](#) (“Master Plan”), which is a multi-year redevelopment program that aims:

- To create a green, more active, year-round destination, one that will see the renewal of the annual PNE Fair and Playland
- To provide amenities that support a mix of community and commercial uses on the site
- To improve connections to the waterfront at New Brighton Park and surrounding community
- To create a cultural hub with year round festivals, events and performances. This would be complimented with new park space (planned total of 76 acres from a current total of 27 acres)

The Master Plan was the result of several years of public consultation and planning and will guide the long-range redevelopment of Hastings Park and the PNE.

A key component of the Master Plan is creating a celebration area within Hastings Park called the “Heart of the Park”. This area is envisioned as the home of flexible, programmable spaces suitable for festivals, events, and day-to-day usage to form a new active, urban destination. The “Heart of the Park” is centred on a renewed Amphitheatre, Festival Plaza, and Livestock Building. Current Master Plan implementation efforts are focused on upgrading the aging Amphitheatre venue into a world-class event space.

**Benefits of a Redeveloped Amphitheatre**

A redeveloped Amphitheatre venue supports key City priorities including the City’s [Music Strategy](#), [Healthy City Strategy](#), and [Culture | Shift: Blanketing the City in Arts and Culture / Making Space for Arts and Culture](#) with the goal of developing both a world class commercial venue and a flexible, successful environment for arts, culture and music within Vancouver.

An upgraded Amphitheatre venue will provide the following benefits:

- **Increase Vancouver’s Cultural Event Space:** The proposed redevelopment will increase the venue capacity and extend the operating season to meet the market demand for venues in Vancouver.

- **Maximize Economic Development:** Increased venue capacity, improved guest amenities and an extended operating season will deliver improved financial results for the City and PNE.
- **Increase Access for Community and Non-Profit Groups:** Permanent structures, covered stage and seating, flexible size configurations and an extended operating season will lower the obstacles for community and non-profit groups to utilize the facility.
- **Minimize Community Impact:** Improved sound management technology and physical buffers will minimize impact to the surrounding neighborhood and allow events to continue to meet and exceed City of Vancouver by-laws related to sound.
- **Improve Guest Amenities:** Guest experience will be improved through permanent facilities (back-of-house, concessions, washrooms, VIP spaces, and flexible spaces), improved site accessibility, utility infrastructure, and covered seating.

### **Current State**

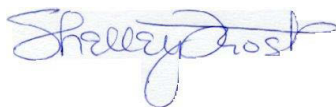
In 2019, market research conducted by the City and PNE revealed that a redeveloped Amphitheatre venue would fill a gap in the local venue market, increase available community arts and culture performance space, and showed potential to host a strong and diverse event calendar. Potential benefits of a third-party partner include providing external funding sources to help implement the project.

Research also revealed market interest for potential partnership opportunities from several private sector companies. As such, further exploration of potential partnership opportunities related to the Amphitheatre was recommended by the project team and a Request for Expression of Interest (RFEOI) process has been initiated through Supply Chain Management. This process will enable the City and PNE to evaluate whether the desired outcomes of the City and PNE can be met through any type of partnership agreement.

Once the RFEOI results are evaluated by the City and PNE, the business case and appropriate funding model will be presented to Council in Q2 2020 for decisions.

Please let me know if you have any questions.

Regards,



Shelley Frost  
President and CEO  
Pacific National Exhibition

### **CC:**

Sadhu Johnston, City Manager  
Paul Mochrie, Deputy City Manager and PNE Board Member  
Patrice Impey, General Manager, Finance, Risk and Supply Chain Management, and PNE Board Member  
Malcolm Bromley, General Manager, Park Board, and PNE Board Member  
Harry Khella, Manager, Strategic Business Advisory, Business Planning and Project Support  
John Brodie, Program Manager, Hastings Park/PNE Master Plan, PNE