

From: ["Mochrie, Paul" <Paul.Mochrie@vancouver.ca>](mailto:Paul.Mochrie@vancouver.ca)
To: ["Direct to Mayor and Council - DL"](#)
Date: 11/28/2023 4:31:52 PM
Subject: Upcoming news release Special Event Advisory Task Force (November 29, 2023)
Attachments: Special-Event-Advisory-Banner-1080x1080-A-Instagram-grid.jpg
Special-Event-Advisory-Banner-1200x1200-LinkedIn.jpg
Special-Event-Advisory-Banner-940x788-A-Facebook-and-Twitter.jpg

Dear Mayor and Council,

My apologies, I neglected to include the attached corresponding graphics for your use.

Best,
Paul

From: Mochrie, Paul
Sent: Tuesday, November 28, 2023 3:43 PM
To: Direct to Mayor and Council - DL
Cc: City Manager's Correspondence Group - DL
Subject: Upcoming news release Special Event Advisory Task Force (November 29, 2023)
Importance: High

Dear Mayor and Council,

I am writing to inform you that the City will be issuing the below news release on Wednesday, November 29 regarding the launch of recruitment for the Special Event Advisory Task Force. Please keep this news release embargoed until it goes live from the City media email account.

To recruit members, staff will be conducting targeted stakeholder outreach and a social media campaign via X (formally Twitter), Threads, Facebook, Instagram and LinkedIn. We invite you to reshare and amplify this social media campaign through your networks as you see fit.

If you would like to create your own unique posts, we have attached some corresponding graphics for your use and the following key messages to mix and match:

- Help shape the future of special events in Vancouver.
- Applications are now open for Vancouver's first Special Events Advisory Task Force.
- The City is seeking event organizers who want to help make it easier to host festivals and events in Vancouver.

- Staff are looking for people with a broad range of experience and expertise hosting everything from small grassroots community events to large-scale, complex events.
- Council directed staff to form the Special Event Advisory Task Force to help identify key challenges and opportunities to improve the current event permitting process, with a focus on reducing barriers for music and arts related events.
- The task force will also help strengthen the connection between the City and the event community.
- For more information and to apply, visit please visit vancouver.ca/special-event-task-force (note: the application link will be posted to this page on Wednesday to align with the launch of the news release)

Maria will reply to this email with the relevant Vancouver.ca link and social media links, once these are live, noting we will continue to post through the recruitment campaign period.

Best,
Paul

Paul Mochrie (he/him)
City Manager
City of Vancouver
paul.mochrie@vancouver.ca



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliwətał (Tsleil-Waututh) Nations.

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City of Vancouver
News release
November 29, 2023

Join Vancouver's first task force on special events

Applications are now open to join Vancouver's inaugural Special Event Advisory Task Force.

The City is seeking event organizers who want to help make it easier to host festivals and events in Vancouver. We are looking for people with a broad range of experience and expertise hosting everything from small grassroots community events to large-scale, complex events.

Council [directed staff](#) to form the Special Event Advisory Task Force to help identify key challenges and opportunities to improve the current event permitting process, with a focus on reducing barriers for music and arts related events. The task force will also help strengthen the connection between the City and the event community. In addition, council making it easier from a regulatory

“Events help support our local economy and create a vibrant and exciting city for residents and visitors alike,” said Mayor Ken Sim. “I look forward to the Special Event Advisory Task Force helping us make it easier for Vancouver’s iconic events, festivals, and cultural celebrations to continue to have a significant and positive impact on our city.”

The City is seeking individuals who represent Vancouver’s diverse events landscape and are actively seeking applications from community and industry professionals including those who are from the following groups:

- xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tseil-Waututh) and other Indigenous People
- Urban Indigenous People
- Black and people of colour
- People with disabilities
- LGBTQIA2S+ People
- Women, trans, nonbinary, and Two-Spirit people

Members of the Special Event Advisory Task Force will be appointed for a one-year term. The deadline for applications is January 10, 2024 at 11:59 PM PST. For more information, including how to apply, visit vancouver.ca/special-event-task-force.

A Special Event Advisory Task Force is one of several initiatives the City is pursuing to make it easier to host events and festivals in Vancouver. Earlier this month, [Council approved changes](#) to allow more flexibility for arts and culture organizations looking to host events at creative, unconventional locations that are not regularly licensed for events. Additionally, the City has implemented a low complexity event permit and has been taking steps to streamline the events permitting process between various departments and jurisdictions.

Civic Engagement and Communications
media@vancouver.ca



APPLY TO THE
**SPECIAL EVENT
ADVISORY TASK FORCE**



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