

From: "Mochrie, Paul" <Paul.Mochrie@vancouver.ca>

To: "Direct to Mayor and Council - DL"

Date: 8/6/2024 8:52:51 AM

Subject: Memo: 2024 NHL Playoffs Community Watch Activations

Attachments: CMO - Memo (Council) - 2024 NHL Playoffs Watch Activations (2024-08-06).pdf

Good morning Mayor and Council,

Please find attached a memo that provides information on the costs arising from the 2024 NHL Playoffs watch activations. Key points are below:

- The public had expressed a strong interest in opportunities to come together to watch and celebrate the Canucks' participation in the 2024 NHL Playoffs.
- In response to Council direction, City staff worked with partner agencies to develop a staged and flexible approach that anticipated increasing interest and attendance as the Canucks progressed through the playoffs.
- The Canucks were eliminated in game 7 of round 2, so plans for rounds 3 and 4 were developed but not implemented.
- Playoffs in the Park at Oak Meadows Park activated for five games and Community Living Rooms activated in nine parks and recreation facilities and two public library branches across the city for the same.
- The total costs for the City-led watch activations were: \$182,000.

Please do not hesitate to let me know if you have any questions, and I will ensure a response through the weekly Q&A.

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), Sḵw̓x̓w̓ú7mesh (Squamish), and səlilwətaʔ (Tsleil-Waututh) Nations.



OFFICE OF THE CITY MANAGER
Sandra Singh, Deputy City Manager

MEMORANDUM

August 6, 2024

TO: Mayor & Council

CC: Paul Mochrie, City Manager
Armin Amrolia, Deputy City Manager
Karen Levitt, Deputy City Manager
Katrina Leckovic, City Clerk
Maria Pontikis, Chief Communications Officer, CEC
Teresa Jong, Administration Services Manager, City Manager's Office
Trevor Ford, Chief of Staff, Mayor's Office
Mellisa Morphy, Director of Policy & Deputy Chief of Staff, Mayor's Office
Margaret Wittgens, General Manager, Arts, Culture and Community Services
Lon LaClaire, General Manager, Engineering Services

FROM: Sandra Singh, Deputy City Manager

SUBJECT: 2024 NHL Playoffs City-led Community Watch Activations

RTS #: N/A

PURPOSE

To provide a summary of the costs associated with the 2024 NHL Playoffs City activations.

BACKGROUND

In alignment with City's goals of creating vibrant public spaces, Council directed staff to implement a series of NHL Playoffs watch opportunities for local residents outside of the downtown core. An inter-agency team (City, VPB, VPD, PNE) worked in close collaboration to develop and implement a flexible, scaled approach to providing these watch opportunities.

DISCUSSION

Planning and responsibly budgeting for the activation of live public viewing sites given the number of factors outside of the planning team's control – e.g., unconfirmed future games schedule, weather, number of home and away games, crowd demographic, day of the week, availability of sites – was not without its challenges.

Staff worked to implement a staged and flexible approach that anticipated increasing interest and attendance as the Canucks progressed through the playoffs. Each playoff round's initiatives were built on the previous round's activations, which enabled both cost control and an increase in community participation capacity at each progressive stage.

Table 1 below outlines key initiatives and events that were planned using the guiding purpose of developing low- to no- cost family friendly initiatives/activations outside of the downtown core in order to create accessible opportunities for local residents to come together to watch and celebrate their home team.

The Canucks were eliminated in game 7 of round 2, so plans for rounds 3 and 4 were developed but not implemented.

TABLE 1. CITY LED CANUCKS PLAYOFFS INITIATIVES

PLAYOFFS ROUND 1	
1. City Illumination Program (DELIVERED)	<ul style="list-style-type: none"> • Light up City Hall, Burrard Bridge, Bloedel Conservatory in blue and green on game days
2. Canucks Flag Raising (DELIVERED)	<ul style="list-style-type: none"> • City Hall flag pole – north lawn
PLAYOFFS ROUND 2	
3. Community Living Rooms – indoor public viewing (DELIVERED)	<ul style="list-style-type: none"> • 7 community centres • 2 libraries • 2 golf clubhouses • Capacity: 900
4. Canucks Playoffs in the Park – outdoor public viewing (DELIVERED)	<ul style="list-style-type: none"> • 1 park – Oak Meadows • Outdoor watch event • Non-ticketed, unlicensed • Family friendly • Capacity: 2000+
PLAYOFFS ROUND 3	
5. Canucks Playoffs at the PNE	<ul style="list-style-type: none"> • Large scale - Outdoor watch event • Ticketed, licensed • All ages • Capacity: 5000+
PLAYOFFS ROUND 4	
6. If demand is proven, add 2-3 additional Canucks Playoffs in the Park locations	<ul style="list-style-type: none"> • 3 additional parks • Outdoor watch events • Non-ticketed unlicensed • Family friendly • Total Incremental capacity: 6000+

Implemented Activations

Playoffs in the Park: Larger capacity outdoor public viewing site; Oak Meadows Park

Playoffs in the Park was activated for five games and attracted between 400 and 800 spectators for each game, which took place every second evening from May 12 through May 20. The activation was intentionally set up to ensure the regular use of the sports field during the daytime, resulting in minimum impact to daytime programming and school use. Although there were some concerns prior to the first event from the surrounding neighbourhood, there were no incidents and minimal complaints arising from the five activations. The general feedback on *Playoffs in the Park* activations was positive. A note received by 311 related to the activations is available in Appendix 1 and images from *Playoffs in the Park* are available in Appendix 2.

Community Living Rooms: Smaller capacity indoor viewing at local community centres and libraries

Similar to activations during the 2010 Games, Community Living Rooms (CLRs) provided an opportunity for residents to gather and watch the playoffs in their own neighbourhoods. 11 Community Centres and two library branches indicated their interest to have the playoff games shown at their locations. Since this was activated during normal operating hours, the additional cost was negligible. The City ensured access to the TV feed and provided promotion and

marketing materials obtained from the Canucks. All locations and hours of operations were made public on the City's website. For each of the round 2 playoff games, between 70 and 110 people took advantage of this free viewing opportunity.

Playoffs at the PNE: Large scale, licensed, ticketed family friendly viewing

While this activation was not implemented as it was planned to activate for round 3, advance planning was required and the PNE incurred some costs to ensure readiness.

Financial Implications

As Council directed staff to deliver the Canucks NHL Playoffs initiatives within the existing operational budget, departments were asked to absorb and track incremental costs related to these initiatives with a year-end re-allocation of funds if necessary.

As the Canucks exited the NHL Playoffs after round 2, the costs were largely related to the five activations of *Playoffs in the Park*, with some sunk costs associated with the advance planning at the PNE. The total incremental costs for these five activations were:

ITEM	COST
AV rentals (screen/sound) incl. planning and operations	\$89,000
External event producer (incl.)	\$24,000
- Planning, coordination and event production	
- Temporary infrastructure rentals	
- First Aid	
External Event Security	\$10,000
Park Board	\$19,000
ENG – Sanitation and Traffic management	\$9,000
CEC - Signage	\$1,000
VPD - Traffic Management and policing	\$16,000
TOTAL	\$168,000

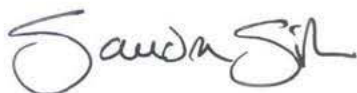
Note: Non-incremental staff time is not included in these numbers

Sunk costs incurred by the PNE to ready for Round 3 totalled \$14,000. VPD also incurred costs related to ensuring public safety in and around Rogers Arena for rounds 1 and 2 of the Playoffs. The total VPD costs for these activities were \$648,000.

FINAL REMARKS

With significant time pressure, staff from across City departments, Park Board, VPD, and the PNE came together as one team to rapidly plan and deliver a series of fun and safe community activations. I would like to express my appreciation to the staff and level of collaboration that was demonstrated to execute a successful event plan in a very short timeframe and with a significant number of unknown elements and conditions.

If Council requires further information, please feel free to contact me directly at sandra.singh@vancouver.ca and we will provide response through the weekly Council Q&A.



Sandra Singh
Deputy City Manager

APPENDIX 1

**311 COMMUNITY FEEDBACK RECEIVED
RE: PLAYOFFS IN THE PARK**

Originally submitted through Van311 with case 201001492068:
Thank You for Broadcasting Canucks Games in the Parks

Dear Sir or Madam,

I hope this email finds you well.

I am writing to extend my heartfelt gratitude for the city's initiative to broadcast Canucks games at Oak Meadows park. This gesture has truly been a wonderful addition to our community, providing an excellent opportunity for residents to come together and enjoy our beloved sport in a communal and vibrant atmosphere.

The outdoor screenings have not only allowed us to support the Canucks in a unique and engaging way but also significantly strengthened community bonds. It was heartwarming to see neighbors, families, and friends gather, sharing the excitement and camaraderie that only live sports can bring. Such events foster a sense of unity and pride among residents, making Vancouver an even more enjoyable and cohesive place to live.

Thank you once again for this fantastic initiative. Your efforts in enhancing community spirit through such events are greatly appreciated, and we look forward to more opportunities for communal gatherings in the future.

Warm regards,
(*Vancouver Citizen*)

APPENDIX 2

PICTURES FROM OAK MEADOWS PARK
PLAYOFFS IN THE PARK

