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To: "[Direct to Mayor and Council - DL](#)"  
Date: 11/28/2024 8:20:54 AM  
Subject: EMBARGOED Upcoming information bulletin: Are you Ready for it? Plan ahead to attend The Eras Tour (November 28, 2024)

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EMBARGOED THROUGH NOV. 28, 2024 @ 11 am

Dear Mayor and Council,

I am writing to inform you that the City along with BC Place, VPD and Translink will be issuing the below info bulletin on Thursday morning about preparations for the upcoming Eras Tour at BC Place on December 6-8. This will coincide with the multiparty technical briefing at BC Place that I updated you on earlier today.

### Operational Preparations

The City and partners have been working together closely in preparation for the tour and toward a safe and welcoming experience. In collaboration with partner agencies, the City of Vancouver and VPD have scalable procedures for coordinating emergency planning and response for major events in Vancouver. Preparations include:

- Ticketing and security checkpoints outside the stadium.
- Fencing and heavy vehicle barricades stationed in and around the stadium district.
- Additional portable washrooms added to select locations.
- The VEMA-led Emergency Operation Centre (EOC) will be activated on all concert nights.
  - The EOC will work in coordination with the BC Place-led Stadium Operation Centre (SOC) and VPD-led Department Operation Centre (DOC).
- FASE has worked to permit activations across the City as part of a vibrant public realm and fan experience.

Operational teams and partners are agile and will be making adjustments as needed as the tour progresses.

### Key Messages

Below are some City key messages, should you wish to use them:

- The City is excited to welcome Taylor Swift and her fans to Vancouver for the final shows of the Eras Tour, and show off our incredible city to fans from around the world.
- The City's focus is on public safety and smooth movement around these events, working with partners like PavCo, VPD and TransLink to ensure everyone can attend safely.
- More than half a million people are anticipated to be in downtown during those three days.
- Traffic impacts are anticipated with many visitors coming downtown for the concert as well as many other events, games and festivities.

- Walk, bike, roll, Mobi or take transit whenever possible.

- Give yourself plenty of time to get where you need to go, especially near BC Place.

- Various road closures will be in effect from noon until midnight on Friday, December 6, Saturday December 7 and Sunday, December 8.
- There will be three designated passenger pick-up and drop-off zones, which drivers, taxis and ride shares can use for up to three minutes.
  - These can be used by drivers, taxis and ride-hailing.
- Street access to hotels and residences in the area will be maintained but will be limited to local residents and hotel guests.
- Visit Destination Vancouver's website to learn about all the events and activations happening around downtown: [destinationvancouver.com/taylor-swift-eras-tour](https://destinationvancouver.com/taylor-swift-eras-tour)
- For more information, visit [bcplace.com/taylorswift](https://bcplace.com/taylorswift) (link will be live tomorrow)

Additionally, here are economic impact key messages from [Destination Vancouver and PavCo's recent report](#)

- This iconic event hasn't just captivated audiences around the world, it has translated into a huge economic boost for every city it has visited, and Vancouver is no exception. This tour is an incredible opportunity for our

- restaurants, hotels, transportation providers and local businesses, during what is typically a slower time of year for major events.
- Destination Vancouver and BC Pavilion Corporation (PavCo) estimate that the total economic impact in Vancouver of the three shows will be \$157 million.
- Of that, \$97 million is direct spending on such things as accommodation, food and beverage, retail and transportation—more than 70% of which will be spent by out-of-town visitors.

*(Source: Destination Vancouver / PavCo)*

Please keep this news release embargoed until it goes live from the City media email account. Maria will reply to this email with the relevant [vancouver.ca](http://vancouver.ca) link and social media links, once these are live. Staff will be working with partner organizations across the city over the next week to share, amplify and promote all the exciting activations around the tour underway.

We will follow up on this message next week with more planning details as we get closer to the concert dates. Should you have questions in the meantime, please do not hesitate to reach out.

Best,  
Paul

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the x̱m̱ ḵ y̱ m̱ (Musqueam), S̱ wx̱w̱7mesh (Squamish), and s̱ lilw̱ ta̱ (Tsleil-Waututh) Nations.



## Information bulletin November 28, 2024

### **Are you *Ready for it?* Plan ahead to attend The Eras Tour**

BC Place is *Enchanted* to welcome Taylor Swift and her fans to Vancouver for the last stop of The Eras Tour on December 6 to 8.

With thousands of Swifties expected to attend the final three concerts BC Place is working with partners including the City of Vancouver, Vancouver Police Department (VPD), and TransLink to create a safe and enjoyable experience for everyone.

Those attending the concert or other events downtown are reminded to *Stay Stay Stay* prepared: plan ahead and allow for extra time to get where they need to go. Anticipate delays especially near BC Place, Rogers Arena and Concord Pacific Place. Whenever possible walk, bike, roll, or take transit to and from downtown.

#### **Event Access:**

- BC Place and its surrounding areas will be strictly limited to ticket holders. Fans without tickets are strongly advised to avoid the stadium vicinity on event nights.
- Ticket holders are encouraged to enter through the gate stated on their mobile ticket. Anyone who downloaded a ticket onto their mobile device before November 16 is asked to please repeat the download process to ensure their ticket has the most up-to-date information.
- Friendship bracelet exchanges are encouraged. However, all bracelets must be worn into the stadium or carried in a bag that abides by the bag policy. Check BC Place's [website](#) for the bag policy, full prohibited items list and lots of additional 'know before you go' information.
- Merchandise sales will be available at an offsite location to both ticketed and non-ticketed fans on December 5-8, 2024. The location will be released next week.

### **Traffic Impacts:**

If travelling in, around and out of downtown on the weekend of December 4-6, get ready to *Shake it Off* as traffic impacts are anticipated with many visitors coming downtown for the concert as well as many other events, games and festivities. Please note, various road closures will be in effect from noon until midnight on Friday, December 6, Saturday December 7 and Sunday, December 8.

- 700 and 800 blocks of Beatty Street between Smithe Street and West Georgia Street
- Pacific Boulevard from the Cambie Bridge off-ramp to Pat Quinn Way
- Northbound Cambie Street Bridge off-ramp
- 100 block of Robson Street between Cambie Street and Beatty Street.

### **Street access and passenger zones:**

- Cambie and Hamilton streets from Smithe Street to West Georgia Street, along with Pacific Boulevard between Pat Quinn Way and Quebec Street will be designated passenger pick-up and drop-off zones, which drivers, taxis and ride shares can use for up to three minutes
- Street access to hotels and residences in the area will be limited to hotel guests and residents
- Mobi by Rogers is helping to make biking to the events easier by ensuring dock availability near BC Place at the Dunsmuir and Beatty, Expo & Smithe and Carrall & Seawall stations

### **Event day tips:**

- Dress warmly – bring a *Cardigan* or coat and plan for cool and wet weather
- Walk, bike, roll, Mobi or take transit whenever possible
- Give yourself plenty of time to get where you need to go
- Stay ahead of road closures at [vancouver.ca/road-closures](https://vancouver.ca/road-closures)

- Follow all detours and abide by “No Parking” signs in the area
- You’re not *On Your Own Kid*; together everyone can keep Vancouver clean by disposing of waste in the nearest garbage or recycling bin or taking it home
- Be considerate of the community, and keep noise to a minimum when leaving events

**Stay updated:**

- More information on The Eras Tour in Vancouver from [BC Place](#)
- Check out all the [Nice! activations](#) happening around downtown
- Visit [translink.ca/erastour](https://translink.ca/erastour) or sign up for personalized [Transit Alerts](#)
- Contact TransLink Customer Information Desk at 604.953.3333 (available in 300+ languages) from 6:30 a.m. until midnight on concert nights
- Download the free [Alertable app](#) to get alerts and instructions phone in the event of an emergency
- X: [@BCPlace](#) [@CityofVancouver](#)  
[@VancouverPD](#) [@TransLink](#) [@VanFireRescue](#) [@TransitPolice](#)

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