



February 29, 2024

MEMO TO : Park Board Commissioners

FROM : Steve Kellock, Director, Recreation

SUBJECT : **Park Board Sport Leagues Pilot – Update – Board Briefing Memo**

Dear Commissioners,

The purpose of this memo is to inform you that the launch of a pilot for Park Board VanSport Leagues, as per Think Big strategy, will be postponed until 2025.

For 2024, Volleyball BC will continue to have permits for the three hours of time on Mondays.

This postponement will allow staff time to prepare a comprehensive report for the Board that will be brought to Committee this spring for Board consideration and decision. The report will provide the Board with an outline of the proposed pilot approach for Board review and decision, and will include an outline of current state as well as existing issues. This report will also provide the Board with clarity in terms of how the proposed sport leagues will:

- Provide the ability to meet strategic programming objectives as outlined in the [Board-approved VanPlay Strategy](#) (i.e. accessibility);
- Improve asset management and maintenance;
- Address concerns around commercialization and unauthorized use of public assets; and
- Provide an opportunity to generate increased revenue for the Park Board by leveraging recreation infrastructure, as highlighted in the [Board-approved Think Big Strategy](#).

We understand you have received numerous inquiries on this topic, so we have provided some additional messaging below you are welcome to use in your responses. As always, if media have questions about the operational pieces of this story, we encourage you to have them reach out to pb.communications@vancouver.ca.

- Following discussion with Volleyball BC, Monday evenings were identified as having the least impact on the organization's existing operations at Spanish Banks. The decision was then made to launch the Park Board-led sports league, VanSport, via a Monday pilot beach volleyball co-ed 4s league, allowing volleyball enthusiasts to continue their participation in an organized league setting without disruption.
- The decision to reduce Volleyball BC's permit from 24 hours by three hours to 21 hours per week was not driven by a need to reduce league play for patrons, instead, the new VanSport League was intended to be accessible to more people through lower costs and a more equitable participation model.
- All revenue generated through VanSport Leagues would be redistributed directly back into services and infrastructure for the benefit of all those who live, work and play in



Vancouver. As our Park Board facilities age and the population of Vancouver steadily increases, additional revenue is needed to improve the level of services offered.

- Profits generated through VanSport would be significantly higher than revenue currently generated through rentals and ultimately provide much-needed additional funds towards improving services and infrastructure.

We are aware Volleyball BC has shared their concerns in writing with both Vancouver Park Board and Vancouver City Council. Park Board recreation staff are reaching out to Volleyball BC today to hear their concerns and to navigate a path forward.

Regards,

A handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke extending to the right.

Steve Kellock
Director, Recreation

SK/JT/VT

Copy to: PB Leadership Team
PB Communications