



VANCOUVER
BOARD OF
PARKS AND
RECREATION

January 27, 2020

MEMO TO : Park Board Commissioners

FROM : Malcolm Bromley
General Manager, Vancouver Board of Parks and Recreation

SUBJECT : **SKOOKUM Music Festival 2020 Update – Board Briefing Memo**

Dear Commissioners,

The purpose of this memo is to inform you that the SKOOKUM Music Festival, a large scale urban music event held at Brockton Fields in Stanley Park, will not be proceeding as planned in 2020 due to changes in the festival's ownership and management structure.

On June 10, 2019, following the success of the inaugural event held in September 2018, the Park Board approved [adding SKOOKUM to the Annual Calendar of Major Special Events](#) starting in 2020. Based on the special event application from BRANDLIVE Group, a leading Vancouver-based event production and creative agency, it was expected that this three (3) day festival would once again take place in September 2020, and would feature a diverse mix of contemporary music, food and art, attracting up to 25,000 spectators daily.

Mr. Paul Runnals, a partner with BRANDLIVE who led the application process on behalf of the event's ownership and management group, has advised that BRANDLIVE is no longer associated or involved with the SKOOKUM Music Festival initiative in any capacity. He has expressed his gratitude and appreciation for the support provided by both the Park Board Commissioners and staff.

In response to this development, Park Board staff have released the dates reserved for the event at Brockton Fields, and those spaces will now be available for booking and use by other Park Board stakeholders and user groups. In the event that plans emerge for a future festival, the Board will be duly informed with relevant information shared as it becomes available.

Regards,

A handwritten signature in black ink that reads 'Malcolm Bromley'.

Malcolm Bromley
General Manager - Vancouver Board of Parks and Recreation

/os/clc

Copy to: PB Senior Leadership Team
PB Special Events
PB Communications