

**DEMAND ANALYSIS STUDY FOR CULTURAL  
PERFORMANCE / EVENT SPACES**

**Northeast False Creek and Hastings Park**

**December 1, 2010**

**Final Report**

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## 1. EXECUTIVE SUMMARY

This report summarizes the Demand Analysis Study for Cultural Performance / Event Spaces, the goal of which is to answer the basic question of what demand exists for outdoor cultural performance and event spaces in the City of Vancouver. The report includes an inventory of existing outdoor venues in the City of Vancouver, a demonstration of the demand for outdoor performance and event spaces, an analysis of the current gaps found within Vancouver's inventory of venues, an overview of comparable venues found in other regions, and a preliminary consideration of facility requirements to fill the gap.

To consider the issue, John Donnelly & Associates:

- Inventoried and assessed existing outdoor venues in the City of Vancouver and region.
- Reviewed and summarized relevant material on demographics and trends.
- Completed an online survey of a cross-section of Vancouver cultural performance and event organizers and producers.
- Interviewed organizers and producers currently utilizing outdoor event spaces in Vancouver.
- Researched comparable venues in other communities.

The online survey received 173 responses from performance organizations and event producers drawn from an estimated sector of 350 local organizations and companies who were invited to partake in the study, achieving an approximate 50% participation rate.

### *Existing Supply*

An inventory and evaluation of local outdoor facilities was completed in order to understand the existing supply and to identify gaps and opportunities. Fourteen local and regional facilities were profiled. These fourteen venues were identified as high usage sites in desirable locations. Location, available amenities, current users, current volume and type of usage, and feedback from survey respondents and venue producers operating at each site are included.

### *Demand*

The demand for outdoor performance and event space was determined by reviewing demographic data and trends, by completing an online survey of a diverse cross-section of organizers and producers, and by interviewing key organizers and producers.

The demand is characterized primarily by:

- A growing population in Vancouver and the Metro Vancouver region combined with consistent or increasing attendance at, and interest in, performing arts activities, festivals, and sport or leisure activities. The combination of these factors leads to increased absolute numbers of attendees and a strong market for outdoor performances and events.
- 64% of survey respondents indicate an increase in attendance at performances and events over the past five years. Of the respondents who noted an increase in audience size of the past five years, there was a nearly 40% increase overall.
- 70% of survey respondents project an increase in attendance at their performances or events in the next ten years.

### *Gap Analysis*

When demand research and user responses are combined with the inventory of existing outdoor venues in the City of Vancouver, the following gaps are demonstrated:

#### **1. There is a need for development of new performance and event specific venues in order to meet growing demand by audiences and organizers.**

- Growth in demand is demonstrated through: projected population increases, trends in attendance and participation, and demonstrated and projected increases in attendance shown by organizers through the online survey.
- The existing supply of venues considered suitable for outdoor performances and events exhibits high usage and has limited availability to absorb the future growth.
- Given that 64% of outdoor events in Vancouver have enjoyed increases in attendance over the past five years, and 70% of survey respondents fully expect their events will continue to grow in size over the next 10 years further reinforces the demand that additional outdoor venues are required.

#### **2. The capacity need for new venues is highest in the range of 1,000 to 3,999.**

- Of existing events and performances, 33% of survey respondents have peak daily attendance numbers in this range.
- There is also high demand for events that have a peak daily attendance of less than 1,000 people, as 29% of survey respondents indicated this level of attendance.
- A venue built to satisfy a capacity range of 1,000 to 3,999 will also be usable by events or performances with attendance of less than 1,000 people, particularly if designed for scalability.

- The existing venues which serve capacities ranging from 1,000 to 3,999 are either fully booked or are limited in availability due to site management policy which seeks to mitigate impacts on neighbourhoods, wildlife, overuse and availability for community and sport use
- Event producers who have long-running events in this capacity range are generally satisfied with their current space as their events and booking dates are secure, however any producers searching for space for new or expanded events are generally dissatisfied with the available venue options.

**3. There is also a demonstrated demand for new venues in the range of 4,000 to 6,999.**

- Outdoor venues that serve capacities ranging from 4,000 to 6,999 have a high rate of usage, yet there are only seven existing venues currently supplying this capacity, therefore this category has the lowest supply of venues.
- Given the growing population in Vancouver and the projected rate of growth for the majority of events in the next 10 years leading to an increased absolute numbers of attendees, it is expected that many of the over 3,000 annual events currently being staged in venues in the 1,000 – 3,999 range will outgrow their current venue size in coming years.
- Responses during the one-on-one interviews with producers strongly indicated demand for venues with capacities in the range of 3,000 to 6,000 people, overlapping considerably with the demand stated in the online survey for 1,000 to 3,999 and 4,000 to 6,999 categories.

**4. There is a substantial need to install infrastructure common to all events in the venues that have the highest event use annually and in any future outdoor performance and event venues to be developed.**

- The most desired infrastructure includes: power, water, public washrooms, and site access. Further, outdoor venues with a covered stage, which have partial cover for the audience and have the ability for scalable ticketing will be most regularly used by event producers and cultural organizations.

Developing new facilities at Northeast False Creek (NEFC) and/or Hastings Park could potentially fill the above gaps. In presenting the two options of NEFC or Hastings Park, 62% of respondents would consider staging their events at NEFC while 44% expressed interest in Hastings Park.

Comparable outdoor venues in other cities were reviewed in order to locate examples of venues that would fill the above gaps. Amphitheatre style venues with covered stages that provide a mix of fixed and/or covered seating with expanded lawn seating options, parks and festival plazas, along with other municipally owned facilities were the primary venues reviewed.

## 2. PURPOSE

The purpose of this project is to review and advise the City of Vancouver on the following:

- a) What audience markets exist within the City of Vancouver for cultural performances and outdoor events in general?
- b) What the projected demand is for the two (2) proposed spaces including current and future demand, timing, volume, size and type of demand?
- c) How do these two (2) identified sites fit within the context of other performance/event spaces within the city?
- d) Are there similar facilities operating successfully in other cities, which might serve as a model for these two sites?
- e) What attributes will these spaces require to ensure they will be functional, multi-use, dynamic and sustainable?
- f) What operational models exist for cultural performance and event spaces and what might be the recommended model for these two sites?

### 3. METHODOLOGY

This demand analysis study for outdoor performance and event spaces was accomplished by undertaking:

- An inventory and evaluation of existing venue assets.
- An assessment of demand that included: demographic and trend research, an online survey of venue user organizations, and in-person interviews with key venue users.
- A comparison of existing supply to projected demand in order to identify gaps that may exist in the venue supply.
- A review of comparable venues in other communities in order to identify models that may be used as examples for outdoor performance and event spaces in Vancouver.

The inventory and evaluation of existing venue assets provides an understanding of what events are currently taking place, the types of users, the amenities available, and the quality of the facilities. The inventory and evaluation was accomplished through a review of City of Vancouver background information, discussions with venue operators, visits to venues, and feedback received from venue users through the online survey and during the in-person interviews.

To assess demand for outdoor performance and event spaces and their features, a threefold process was completed. First, research on local demographic trends and national user participation trends was undertaken. Second, John Donnelly & Associates conducted an online survey, which was responded to by 173 cultural presenters, event and concert producers, multi-cultural and ethnic-based cultural organizations, artists, and event managers. Third, Donnelly conducted in-person and telephone interviews with 30 key organizations.

The online survey was conducted between July 21 and August 9, 2010. Survey Monkey was utilized as the web-based survey tool. John Donnelly & Associates collected and thoroughly evaluated all responses. Survey Monkey employs multiple layers of security to make sure that the data is kept private and secure.

In our effort to ensure a fair and balanced report, Donnelly set out to hear from an equal mix of cultural organizers and event producers representing small, medium and large-scale companies and organizations. The full list of survey respondents is attached as Appendix A. The range of events staged by the survey respondents is included as Appendix B.

John Donnelly & Associates contracted Lana Porter Group Inc. to assist with survey design and analysis. The survey, consisting of 42 questions related to demand for outdoor performance and event space within the City of Vancouver is attached as Appendix C. Lana Porter Group was tasked with creating a code manual to manage and review the data tabulations to ensure that all elements of the survey were thoroughly explored and that the results presented were accurate and balanced.

Donnelly also conducted in-person and telephone interviews with 30 key organizations during July and August 2010. Interviews were held with leading producers, executive directors, and artistic directors representing a mix of Vancouver's largest cultural events, as well as independent producers and event organizers representing a mix of small, medium and large-scale companies and organizations. These conversations and interviews provided direct insight into the needs of the industry for outdoor performance and event spaces in Vancouver. The goal of these interviews was to assess existing demand from the perspective of the producers, as well as anticipated future market demand, and to comment on the kinds of infrastructure support and governance/operational models needed to support outdoor performance and event activities.

The goal in selecting the survey and interview candidates was to achieve a balance, which represented both cultural organizations and event producers who create small, medium and large-scale events. Interview candidates were selected in consultation with City of Vancouver Cultural Services staff, Engineering / Film and Special Events staff, and Parks Board staff after reviewing lists of current users of outdoor city parks and event spaces. The complete list of interview candidates is attached as Appendix E, together with interview notes.

This study provides feedback from a strong 50% representative sample of the performance and event sector in Vancouver. The intent was to have a fair representation from small, medium and large organizations, therefore an equal representation of these size groups was targeted resulting in a response rate of 173 organizations from a database of approximately 350 known performance and event organizations in Vancouver, demonstrating a random and fair sampling.

A gap analysis was completed by comparing the inventory and evaluation of the existing supply of outdoor spaces within Vancouver and region to the findings of the demand study.

Research on comparable venues in other communities was further conducted in order to identify and evaluate models of governance, operations and amenities that may be applicable to outdoor performance and event spaces in the City of Vancouver, including a review of previous studies by Robert Eberle (2008), Peter Giles (2007) and ERA AECOM (2009).

#### 4. ANTICIPATED USES OF STUDY AREAS

The **anticipated uses** for the proposed performance and event spaces at NEFC and Hastings Park include, but are not limited to:

- a) Festivals
- b) Cultural performances (music, theatre, dance and other cultural events);
- c) Event productions (concerts, sporting, corporate, environmental, or other events);
- d) Civic gatherings and celebrations;
- e) Races, walks, cycling and other events, and
- f) Day-to-day reoccurring passive or un-programmed use such as casual walking, sitting, socializing and recreation.

\* Note, the study did not seek to measure or project passive or day-to-day usage.

The **goals** for cultural performance and event spaces at NEFC and Hastings Park are:

- a) Sociable, inviting, accessible spaces that provide a year-round destination and access for all;
- b) Spaces that enable dynamic programming and use;
- c) Spaces that are flexible, multi-use (ie: work well for a variety and scale of activities; passive, active and programmed) and multi-disciplinary (ie: used by a broad range of community groups from cultural to sport, environmental and other);
- d) Spaces that support community and professional events and activities, including free as well as scalable-ticketed access;
- e) Sustainable operations, environmentally and organizationally, with key support infrastructure such as power, water, sewer/washrooms, storage and other appropriate back-of-house systems; and
- f) Spaces that positively impact surrounding spaces, neighbourhoods and communities.

## 5. DEMOGRAPHIC OVERVIEW AND ATTENDANCE TRENDS

The population size and potential growth of Vancouver and area, along with trends in performing arts and sport and leisure events were examined in order to reach conclusions about the demand for outdoor performance and event spaces.

### Population Growth

Understanding the demographic characteristics of the local neighbourhoods, the City of Vancouver and the surrounding Metro Vancouver region is important in projecting space needs. Populations are not static entities and their evolution over time has changing implications for performance and event space demand. Population projections to 2041 are presented in Table 1.

Population projections have been provided in the *Metro Vancouver 2040 – Background: Metro 2040 Residential Growth Projections (November 2009)* and by Andy Coupland, *City of Vancouver, Planning Department Research and Data Services*.

**Table 1 - Projected Population Growth**

|  | <b>2006</b> | <b>2021<br/>(projected)</b> | <b>2031<br/>(projected)</b> | <b>2041<br/>(projected)</b> | <b>% growth<br/>(2006 to<br/>2041)</b> |
|--|-------------|-----------------------------|-----------------------------|-----------------------------|--|
| <b>Downtown Peninsula</b>                        | 87,975      | 105,000                     | 120,000                     | 130,000                     | 47.8%                                  |
| <b>Northeast False Creek</b>                     | 0           | 5,000                       | 7,200                       | 7,200                       | n/a                                    |
| <b>Hastings-Sunrise</b>                          | 33,130      | 36,600                      | 37,600                      | 38,600                      | 16.5%                                  |
| <b>City of Vancouver<br/>(census equivalent)</b> | 578,000     | 656,100                     | 677,800                     | 709,600                     | 22.8%                                  |
| <b>Metro Vancouver</b>                           | 2,195,000   | 2,780,000                   | 3,129,000                   | 3,400,000                   | 54.9%                                  |

### Northeast False Creek (NEFC) and the Downtown Peninsula:

Northeast False Creek does not currently contain residential housing units. The *Northeast False Creek High Level Review: Directions for the Future* report projects the addition of 7,200 residents to the area through future development. It is estimated that this addition will be complete by 2031. *The Directions for NEFC* report envisions 4 million square feet of residential development and 1.8 million sq ft of job space (non-residential or commercial floor area). The area includes BC Place, Rogers Arena, and a new civic plaza. There is an expectation that, as an entertainment district, high noise levels and traffic congestion will occur at certain times. The *Directions for the Future* report projects that the units will appeal to a sector of the population interest in living in a vibrant and energetic neighbourhood.

The surrounding population within the Downtown Peninsula is expected to grow from 87,975 in 2006 to approximately 105,000 by 2021 and to 130,000 by 2041. These projections are based upon current policies, available space and existing plans for development. As additional residential capacity is realized in the downtown core, there will be a corresponding increase in demand for festivals and other special events.

Transit improvements to the Downtown Peninsula, such as the completion of the Canada Line, increase accessibility for residents throughout the region. Performances and events held within the downtown region are able to draw audiences from a much larger area than the surrounding neighbourhood.

### **Hastings Park:**

The population within the Hastings-Sunrise neighbourhood, the area surrounding Hastings Park, is not projected to grow significantly in the years up to 2041. The population grew by only 0.2% between 2001 and 2006. Moderate growth may occur through increased densification such as laneway houses but unless there is a dramatic change to zoning there is unlikely to be a large increase in population. According to the City's planning department it is realistic to estimate slightly higher growth in the upcoming decades. It is estimated that the population in Hastings-Sunrise neighbourhood will increase from 33,130 in 2006 to 36,600 in 2021 and to 38,600 by 2041.

While Hastings Park has a local function in serving residents of the Hastings-Sunrise neighbourhood, Hastings Park should be considered a destination park. The PNE Fair, as well as additional events hosted on the site, attracts visitors from other areas of Vancouver, throughout Metro Vancouver and from other regions. Approximately 85% of the Fair's visitors originate within Metro Vancouver. The other 15% are from a radius further than 100 km. Overall attendance at the Fair has averaged 956,000 since 1993.

During Playland's operational season daily attendance levels have reached 7,750. Annual attendance at Playland averages over 300,000. The majority of Playland attendees (85%) are teens and young adults. Fright Night events at Playland take place for 20 days during the month of October. Top daily attendance at Fright Nights in 2007 reached over 9,000. Total attendance at Fright Night increased from 43,700 in 2003 to 83,000 in 2008.

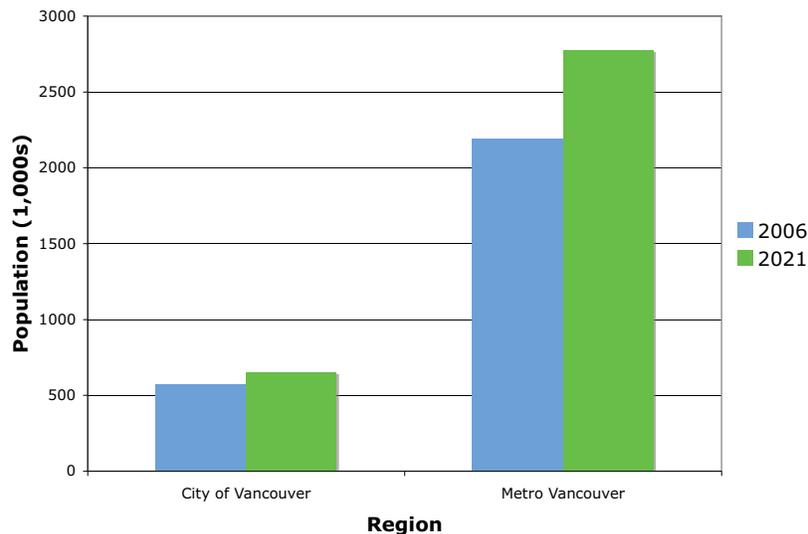
According to the *Hastings Park/PNE Master Plan Phase I Inventory and Analysis* report the average number of non-community events held per year, over five operating years, is 220 over 1,216 days. Of these events, 123 utilize indoor building facilities while the balance occur outdoors on grounds, lots and other areas. Vancouver Giants games held at the Coliseum make up approximately 40 of the indoor

events, attracting 120,000 visitors to the park during hockey season. There is a further estimate of 680 activities taking place annually at the park, including community uses for which the PNE does not generate revenue.

### City of Vancouver and Metro Vancouver:

Any events held within the City of Vancouver are likely to draw participants from the surrounding region, both from other areas of the City and from the Metro Vancouver region. The Metro Vancouver region is expected to grow from a population of 2.2 million people in 2006 to 2.8 million in 2021 and to 3.4 million people by 2041. The City of Vancouver is projected to take 12% of this growth, growing from a population of 578,000 in 2006 to 656,100 in 2021 and to 709,600 by 2041 (Figure 7).

**Figure 7 – Projected Regional Population Growth (2006-2021)**



### Event and Performance Trends in Demand by Residents

It is important to understand national and provincial cultural performance and event attendance and participation trends in order to compare that information to the local market. The following key findings summarize data from the event and performance attendance trend analysis.

#### Key findings:

- The percentage of Canadians attending live concert or performing arts events remained relatively stable between 1992 and 2005.

- Absolute numbers of British Columbians attending performing arts events increased between 2006 and 2008. The number of performances offered increased by 14.1% during this time period.
- Operating revenue earned by Performing Arts companies in British Columbia also increased annually during this period.
- In British Columbia, the average household expenditure on admissions to live performing arts events increased from \$68 per household in 1997 to \$115 per household in 2008.
- Participation in active leisure amongst Canadians rose from 20.9% 1992 to 24.3% in 2005.
- Running events showed significant growth in 2009. In the United States there was an increase in marathon finishers of nearly 10% and a growth of 24% in half-marathon finishers.

These general statistics are further supported by observations from City staff that all health events are seeing the greatest increases, particularly in cycling and run events.

### *Attendance Indicators - Cultural and Performance Activities:*

One method to assess demand is to measure attendance and participation. With respect to cultural activities, the percentage of Canadians attending at least one live concert or performing arts event has remained relatively stable since 1992.

According to Hill Strategies Research in *A Profile of the Cultural and Heritage Activities in 2005* the percentage of Canadians attending any live performance was 41.2% (Table 2). The figures are based on Statistics Canada's General Social Surveys of 1992, 1998 and 2005. The figures do not take into account whether the events are held in indoor or outdoor venues.

**Table 2 – Performing Arts Attendance**

(% of Canadians 15 years of age or older, attending at least one live concert or performance by professional artists of music, dance, theatre, or opera, excluding cultural festivals)

|  | <b>1992</b> | <b>1998</b> | <b>2005</b> |
|--|-------------|-------------|-------------|
| <b>Attend any live professional music, dance, theatre or opera performance (excluding festivals)</b>     | 42.4        | 37.6        | 41.2        |
| <b>Attend theatrical or stage performance in drama, musical theatre, dinner theatre or comedy</b>        | 24.3        | 21.7        | 22.6        |
| <b>Attend a symphonic or classical music performance</b>   | 8.4         | 9.0         | 9.5         |
| <b>Attend a popular music performance in pop/rock, jazz, blues, folk, and country and western genres</b> | 24.0        | 21.3        | 23.8        |

Similar to the Hills Strategies' report, a 2007 study by Phoenix Strategic Perspectives Inc. indicates that arts attendance in Canada remained fairly steady over time from 2000 to 2007. The Department of Canadian Heritage commissioned Phoenix to conduct a report on a 1200 person telephone survey in 2007. The report, *The Arts and Heritage in Canada: Access and Availability 2007*, found that 85% of surveyed Canadians attended at least one type of arts or cultural event or activity in the past year, with the most popular events being live performances (69%), craft shows (58%) and festivals (53%). Half of these Canadians (51%) attended a live performance at least two to three times in the year preceding the survey and 30% attended arts and cultural festivals at least two to three times. The 2007 results are similar to the findings of past years.

Survey respondents were slightly more likely to have attended an event based on non-European cultures and traditions, 31% attended a performance or event focusing on culturally diverse traditions. The survey also found that 90% of Canadians feel that live performance spaces in their communities contribute to their quality of life.

In British Columbia, the absolute number of patrons attending events, along with the number of events is on the increase. The total number of performances offered by non-profit organizations within British Columbia increased by 14.1% between 2006 and 2008 according to the *2008 Annual Survey of Service Industries: Performing Arts Bulletin from Statistics Canada*. Total attendance also saw an increase of over 425,000 during the same time period (Table 3).

**Table 3 - Total number of performances, attendance and average attendance per performance, in not-for-profit establishments, British Columbia**

|             | <b>Total Performances</b> | <b>Total Attendance</b> | <b>Average attendance per performance</b> |
|-------------|---------------------------|-------------------------|---|
| <b>2006</b> | 5,786                     | 2,016,356               | 348                                       |
| <b>2008</b> | 6,604                     | 2,443,062               | 370                                       |

### **Attendance Indicators - Sporting Events and Leisure Activities:**

Recent participation and attendance rates indicate a growth in popularity of a number of sporting events and leisure activities. Certain sport organizers are direct users of performance and event spaces in the City of Vancouver, requiring similar venues and infrastructure for the festival components of their start/finish lines. These events include runs, walks, cycling races, triathlons, dragon boat festivals, and rowing events. Other sport and recreational activities, such as soccer, baseball, volleyball, tennis, rugby and football, do not generally require the same infrastructure necessary for performances and events.

Nevertheless, these groups are users of many of the same outdoor spaces, increasing demand pressure on venues, primarily in the case of parks.

Statistics Canada's *Canadian Social Trends: Who participates in active leisure? (February 17, 2009)* indicates that participation in active leisure amongst Canadians rose from 20.9% in 1992 to 24.3% in 2005. Active leisure choices include sports, exercise, walking and jogging, cycling, and outdoor expeditions. Although there is a fairly stable trend of leisure sports participation, the mix of sports has changed. Field sports, racquet sports and lane and table sports activities are on the decline with a smaller proportion of Canadians playing these sports. Research has shown that participation in soccer and volleyball are individually on the rise. Canadians with more leisure time are more likely to participate in active leisure. In 2005, Canadians in British Columbia and Quebec were more likely to participate in active leisure than those living in the Prairie Provinces. British Columbia may experience higher active leisure participation because the milder climate on the West Coast reduces barriers for active leisure throughout the year.

The *Sport Participation in Canada, 2005* report, from the Culture, Tourism and the Centre for Education Statistics department of Statistics Canada provides a number of statistics related to sport participation by Canadians. In this study, *sports* are defined as mainly team or organized activities such as hockey, baseball, basketball, golf, competitive swimming, soccer, downhill skiing, volleyball and tennis. Many popular recreational physical activities are excluded, including: bicycling for recreation, dancing, fitness classes, and jogging. The Canadian participation rate in sports, when defined in this manner, exhibits a drop from 34.2% in 1998 to 28.0% in 2005. Despite lower overall participation, the proportion of Canadians regularly active in sport that participated in organized tournaments and competitions continued to grow. About 39% of adults did so in 2005, up from 36% in 1998. More active males participated in competitive sports than active females. However, the gap between them narrowed from a 12-percentage-point spread in 1998 to 10 points in 2005. Also, the number of adult Canadians involved in amateur sport as spectators reached 9.2 million in 2005. This level is 20.3% higher than reported in 1998.

According to Running USA's *State of the Sport 2010 Report*, growth in most running events was demonstrated in 2009. Although international statistics are not directly comparable to Canada, the trend here is generally demonstrated to be similar. The United States saw record or sold-out events across the country. The number of finishers in the sport increased dramatically as evidenced by a record 467,000 marathon finishers, nearly a 10% increase over the previous year, and more than 1.1 million half-marathon finishers, a 24% growth in 2009. Female participation has increased significantly. Females now

account for over 5.4 million finishers nationwide and represent 53% of race fields compared to only 23% in 1989.

Triathlon is also growing in popularity. Triathlon Canada indicates that provincial memberships in the sport grew from 4,589 in 1998 to 11,691 in 2008, indicating significant growth in the number of people competing in triathlon events.

The aging population will influence participation in amateur sporting events. As baby boomers age the number of athletes competing later in life will be on the rise. Age group events will become the new challenge. A Master Athlete is anyone over the age of 35 and competitive.

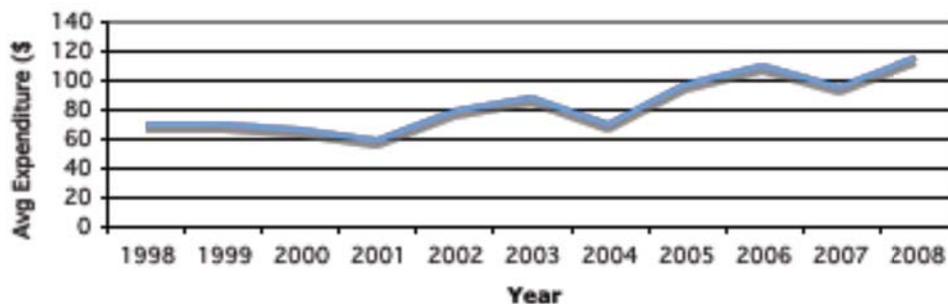
Reviewing the listing of events currently being staged in outdoor venues controlled by the Parks Board demonstrates that (with the exception of Malkin Bowl and Vanier Park which have seasonal tenants) sport and recreational activities particularly dominate the list of current users of Vancouver's outdoor parks facilities.

### **Economic Indicators – Cultural and Performance Activities:**

Another method of assessing demand is to monitor economic behaviour, such as the amount of money spent on attending cultural events or the amount earned by organizers and promoters of events.

In British Columbia, the average household expenditure on admissions to live performing arts events, for example, plays, concerts and dance performances, increased from \$68 per household in 1997 to \$115 per household in 2008 (Figure 8).

**Figure 8 - Average Annual Household Expenditures on Performing Arts in British Columbia**



Operating revenue earned by Performing Arts companies in British Columbia has increased annually from \$99.4 million in 2004 to \$128.1 million in 2007 according to Statistics Canada (*Table 361-0009 - Performing arts, summary statistics, by North American Industry Classification System*).

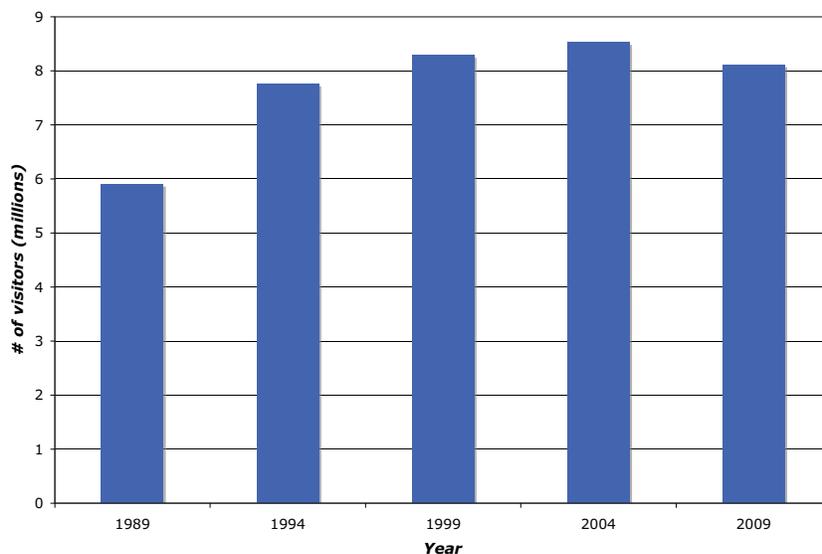
Some of the increases in household expenditures and operating revenue can be explained by increases to ticket prices and admissions rather than completely attributed to an increase in demand. For the purposes of our study the above figures are also limited in that they do not indicate whether performances were indoors or outdoors, nor do they account for attendance at free events and performances. Notwithstanding these limitations, the figures do indicate an increase in demand for performing arts products.

### *Performance and Event Trends in Demand by Non-Residents*

#### **Number of Visitors**

The tourism sector in Vancouver grew consistently until 2008. Tighter border restrictions, the declining value of the US dollar and the current economic climate resulted in a decrease in the number of visitors to the Metro Vancouver region in 2009. Tourism Vancouver statistics indicate a drop in overnight visitors from 8.6 million in 2008 to 8.1 million in 2009 (Figure 9).

**Figure 9 - Overnight Visitor Volume to Metro Vancouver**



The international exposure experienced through high-profile events such as the 2010 Olympic and Paralympic Winter Games, the 2009 World Police & Fire Games, the 2011 Grey Cup, the annual Pride Parade and Vancouver 2011 North American Outgames are expected to help increase visits to the City significantly in future years.

The real tourism impact of the Olympic Games is anticipated to occur in the years following the Games, according to Tourism British Columbia's Tourism 2010 Resource Centre. Post-Games research shows that the Games increased awareness and interest in B.C. as a tourism destination. With effective marketing this will result in increased visitor volumes this summer and over the next few years.

### **Visitor Activities:**

Tourism Vancouver profiles of overnight visitors to Metro Vancouver indicate that in 2007 and 2008 approximately 10% of visitors attended a performance while visiting Vancouver. Slightly less than 6% of overnight visitors attend a festival or fair. Approximately 5% of visitors attended a sports event as a spectator (Table 4).

**Table 4 - Overnight Visitors to Vancouver - Visitor Profile - Trip Activities<sup>1</sup>**

| <b>Trip Activities:</b>                    | <b>2007</b> | <b>2008</b> |
|--|-------------|-------------|
| Total Visitors                             | 8,912,525   | 8,629,103   |
| Attend performance such as play or concert | 9.7%        | 10.1%       |
| Attend festival or fair                    | 5.7%        | 5.8%        |
| Attend sports event as a spectator         | 4.8%        | 5.3%        |

The 2006 Travel Activities and Motivations Survey (TAMS) was a comprehensive survey of North American households designed to examine the recreational activities and travel habits and behaviours of Americans and Canadians over the previous two-year period. A number of reports have been produced based on the survey results. *Travel Activities and Motivations of Canadian Residents: An Overview 2007* indicates that approximately 43% of Canadians participate in performing arts or festival related activities when traveling. More specifically, 17% of Canadian travelers attend a free outdoor performance in a park setting.

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<sup>1</sup> Long-term trends cannot be extrapolated from the Overnight Visitor Profiles as Statistics Canada changed their survey methodology prior to 2007 and again following 2007.

According to the *Travel Activities and Motivations of Canadian Residents: Activity Profile, Attending Amateur Sport Tournaments While on Trips*, 8.4% of Canadians participated in an amateur sport tournament or competition while on a trip. Overall, British Columbia was perceived by individuals who participate in amateur sport tournaments while traveling, as the most appealing Canadian destination.

*Travel Activities and Motivations of U.S. Residents: An Overview*, indicates that 38.5% of US residents are likely to participate in Performing Arts related activities when traveling and 41.5% attend festivals or events when traveling. Attending a free outdoor performance in a park setting is an activity for 13.6% of US Residents. For approximately 15% of both Canadian and US residents, participation in these activities is a main motivator for their trip. Although these reports apply to all trips and are not specific to visitors to Vancouver or British Columbia, they do demonstrate that many people are motivated to attend events when traveling.

## 6. EXISTING SUPPLY OF OUTDOOR PERFORMANCE AND EVENT SPACES

### 6.1 Inventory

The mandate for this study included a review and assessment of existing outdoor performance and event spaces available to users. Sites were assessed to identify what infrastructure or amenities are in place and available for use by event organizers, who is currently using the sites, how many people are attending events at the sites, overall site availability and capacity.

Fourteen venues were evaluated to provide basic information about their use and functionality for performance and event operations. These sites were selected from an overall list of 54 sites and were determined to be of the greatest relevance to the study as noted below:

- ★ Lumbermen's Arch – Stanley Park
- ★ Ceperley Meadow – Stanley Park
- ★ Malkin Bowl – Stanley Park
- ★ Vancouver Art Gallery (Georgia Street Plaza)
- ★ Jack Poole Plaza – foot of Thurlow Street
- ★ Vanier Park – 1100 Chestnut Street and White Avenue
- ★ David Lam Park – Pacific Boulevard and Drake Street
- ★ Jericho Beach Park – 3900 Point Grey Road
- ★ Creekside Park – Pacific Boulevard and Quebec Street (Parks Board area)
- ★ Trout Lake / John Hendry Park – 3300 Victoria Drive
- ★ Granville Street – between 500 and 900 blocks
- ★ Granville Island – False Creek (outdoor sites)
- ★ Deer Lake Park – Burnaby
- ★ Holland Park, Surrey

In order to select the appropriate venues for analysis, the authors reviewed an inventory of sites provided in the City of Vancouver background information and in the *Cultural Facility Master List - Outdoor*. Following discussions with Film and Special Events staff and Vancouver Park Board staff, eight sites were initially selected to undergo a detailed assessment. These sites were chosen as they exhibited high outdoor performance and event usage and are located in accessible locations. Two further sites included following consultation with Cultural Services staff. This list was then cross-referenced with survey responses to ensure that sites that are frequently used were included in the review. Following cross-referencing two further sites were included to bring the number of assessed sites located within the City of Vancouver to twelve (Figure 1).

Two comparative venues within the Lower Mainland, Deer Lake Park in Burnaby and Holland Park in Surrey are also included in the assessment although outside the parameter of the map in Figure 1. Considering the accessibility and the amenities offered these two regional sites are feasible venue options for local performance and event organizers to consider.

**Figure 1 – City of Vancouver Outdoor Performance and Event Venues Included in Analysis**



The fourteen venues were evaluated to provide basic information about their use and functionality for event operations. A summary of the assessment is included on the following pages (Figure 2). Detailed descriptions of the venues are provided in Appendix G.

It should be noted that a new plaza exists at the Olympic Athletes' Village in Southeast False Creek (SEFC). Although this site is a likely venue for future outdoor performances and events the plaza is not included in the following summary as it was only completed in Summer 2010 and no historical usage data exists to make an evaluation possible. The SEFC Plaza is approximately 16,000 sq ft with an additional Plaza Extension of approximately 8500 sq ft. These are footprint areas and do not take into account features that use up some of this area. The Plaza has a stage with electrical outlets and programmable lighting. There are also electrical outlets of 120 volt, 15 amps at every tree. This site is to be managed by the Vancouver Park Board.

**Figure 2 - Summary of Existing Venue Supply**

| Site                          | Jurisdiction                              | Management                                     | Description and Considerations  |
|-------------------------------|---|--|---|
| Malikin Bowl                  | Vancouver Park Board                      | TUTS   | Malikin Bowl is located in Stanley Park, next to the Stanley Park Dining Pavilion. In May 2010 the Vancouver Park Board granted Theatre Under the Stars (TUTS) a five-year operating agreement with a further five-year option to occupy Malikin Bowl year-round. TUTS has the option to sublet the venue to other organizations, and has executed an agreement with Live Nation Concerts Canada to stage music concerts at the venue. TUTS is a non-profit society that produces musical theater shows. In October 2010 renovations will begin in order to winterize the bandshell.  |
| Creekside Park                | Vancouver Park Board                      | Vancouver Park Board                           | Creekside Park currently consists of a 2.53-hectare park located next to Telus World of Science on the False Creek waterfront. A further extension to the park, located on Concord Pacific lands, is yet to be developed. The lands that comprise Creekside Park are part of the legacy of Expo '86. The park includes a section of the seawall, a playground, numerous benches, and a grassy berm for sitting. The park annually hosts the Alcan Dragon Boat Festival in June and community festivals.   |
| VAG Plaza North (Georgia St)  | Province of BC lease to City of Vancouver | Engineering Services / Film and Special Events | The Georgia Street Plaza is located on the north side of the Vancouver Art Gallery, facing Georgia Street. The Plaza is located between Hornby and Howe Streets. The Georgia Street Plaza is available for non-commercial events although unscheduled use by protest groups is quite high.  |
| Ceperley Meadow               | Vancouver Park Board                      | Vancouver Park Board                           | Ceperley Meadow is located in Stanley Park, on the southwest side of the park near Second Beach. This is one of the preferred locations that the Vancouver Parks Board recommends for event producers to use and has been an effective location for walks, runs and sport events.   |
| Jack Poole Plaza              | BC Pavilion Corporation (PavCo)           | Vancouver Convention Centre                    | The Jack Poole Plaza (formerly Thurlow Plaza) is located next to the Vancouver Convention Centre, at the foot of Thurlow Street in Downtown Vancouver. The Plaza has a view of the North Shore Mountains and Burrard Inlet. The Plaza honours former 2010 VANOC (Vancouver Olympic Committee) Chairman Jack Poole. The 2010 Olympic Cauldron will remain on the Plaza as a symbol of the 2010 Olympic Winter Games.<br>The Plaza is available a maximum of three days per month for community use by eligible users. The \$10,000 daily rental fee is waived for legitimate Community Users with a not-for-profit number registered in British Columbia. It is possible to fence the Plaza area and limit entrance to ticket-holders as long as fire code restrictions are met. |
| Lumbermen's Arch              | Vancouver Park Board                      | Vancouver Park Board                           | Located in Stanley Park, just north of the Vancouver Aquarium, Lumbermen's Arch was erected in 1952 to honour British Columbia's lumber industry. The Arch is located where the village of Klwiyakway once stood. Community-focused and sport events make up the majority of the events hosted here.  |
| David Lam Park                | Vancouver Park Board                      | Vancouver Park Board                           | David Lam Park is located on the waterfront in the Downtown neighbourhood, with close proximity to Yaletown. The park contains an open lawn, a soccer field, seawall access, tennis courts, basketball courts, and a playground. As a component of hosting the 2010 Olympic Winter Games celebration site, LiveCity Yaletown, a permanent power supply system was installed at David Lam Park but most components were removed following the Games.   |
| Trout Lake (John Hendry Park) | Vancouver Park Board                      | Vancouver Park Board                           | Located in the Kensington-Cedar Cottage neighbourhood, John Hendry Park contains Trout Lake Community Centre, baseball diamonds, picnic sites, playgrounds, soccer fields, tennis courts, an off-leash dog area, jogging trails and a swimming beach. For many years Trout Lake hosted the annual Illuminares Lantern Festival.   |

**Figure 2 - Summary of Existing Venue Supply**

| Site             | Jurisdiction                  | Management                                     | Description and Considerations  |
|------------------|-------------------------------|--|---|
| Vanier Park      | Vancouver Park Board          | Vancouver Park Board                           | Vanier Park is located on the waterfront in the Kitsilano neighbourhood. The park contains an open lawn, seawall access, ponds, and a pathway. Civic buildings located on the park grounds include the Planetarium and Vancouver Museum and the City of Vancouver Archives. Bard on the Beach is the main tenant at Vanier Park. The popular series has been operating for over 20 seasons. Daily performances are shown in two tents, the Mainstage tent seats 520 and the Douglas Campbell Studio Stage seats 240. Performances are staged from early-June through late-September.  |
| Jericho Beach    | Vancouver Park Board          | Vancouver Park Board                           | Jericho Beach Park is located on the waterfront in the West Point Grey neighbourhood, off West 4 <sup>th</sup> Avenue and Trimble. The park contains grassy fields, sport fields, tennis courts, baseball diamonds, ponds, and tree areas. Jericho Beach Park annually hosts the Vancouver Folk Music Festival, which has been held on this site for over 30 years. Numerous community runs and walks are also held at this venue.  |
| Granville St     | City of Vancouver             | Engineering Services / Film and Special Events | Following construction of the Canada Line, Granville Street underwent a redesign process. There are increased public seating options and business patios have been extended. During Summer 2010, Granville Street was closed to buses and vehicle traffic between Hastings Street and Smith Street. The street re-opened to bus traffic on September 7, 2010. Trolley bus lines have been installed at a height of 17 feet to provide additional clearance for set up of event tents.   |
| Granville Island | Canadian Mortgage and Housing | CMHC (Canadian Mortgage and Housing)           | The City, in partnership with the Downtown Vancouver Business Improvement Association (DVBIA) and other groups, has been testing Rediscover Granville 2010 ( <a href="http://www.rediscovergranville.com">www.rediscovergranville.com</a> ). A number of concerts, sport activities, festivals and other events have taken place on the street. Community groups and cultural organizations have been encouraged to host events and enliven the street. The focus for events has been on the 700-block between Georgia and Robson Streets. This block has few trees, a gentle curb and wide sidewalks. A power supply is being installed.   |
| Deer Lake Park   | City of Burnaby               | Shadbolt Centre for the Arts, City of Burnaby  | Managed by CMHC on behalf of the Government of Canada, Granville Island is located in False Creek, across from the Downtown Peninsula. Previously an industrial area, it is now a major tourist destination that includes a daily public market, a marina, Emily Carr University, a hotel, False Creek Community centre, and numerous craft studios, retail stores and restaurants.   |
| Holland Park     | City of Surrey                | Special Events, City of Surrey                 | A number of festivals, cultural performances and events take place outdoors on Granville Island at one of seven main outdoor venues (Ron Basford Park, Public Market Courtyard, Triangle Square, Ocean Art, Picnic Pavilion, Island Plaza, and Performance Works Outdoor Stage). Events and performances are also staged at seven smaller, less frequently used venues (Rallsipur Alley Park, Rallsipur Alley, Under the Bridge, Under the Crane, Lot 73, Docks, and Streets).  |
|                  |                               |  | The Festival Lawn is located within Deer Lake Park, next to the Shadbolt Centre in Burnaby, British Columbia. The venue has recently undergone renovations to improve the space for performance related use. The Festival Lawn is municipally owned by the City of Burnaby. Live Nation Concerts Canada has an ongoing venue use agreement.   |
|                  |                               |  | A natural amphitheatre, the venue hosts the annual Burnaby Folk and Blues Festival, Live Nation concerts, and community events. The venue also hosts a free annual performance by the Vancouver Symphony Orchestra, Symphony in the Park.   |
|                  |                               |  | With its new Spirit Square Plaza, Holland Park is a special event hub designed to host festivals, markets, cultural events, and community celebrations. Opened in 2008 when Surrey was declared the Cultural Capital of Canada, Holland Park was completely renovated to feature sculptured walkways, large open green space areas, shady hills and a water feature. The City of Surrey's multicultural Fusion Festival was designated as the unveiling of the new park, which attracted over 60,000 people. This led to a second phase of upgrades including two new community plazas to mark the entries, power installation in three locations, potable water, grey water disposal lines, and a washroom building. Located close to the King George Skytrain station, Holland Park is within easy reach of event and performance attendees from Vancouver and other regional cities. |

**Figure 2 - Summary of Existing Venue Supply**

| Site                          | Size                                     | Capacity <sup>1</sup> | Power      | Water     | Public Washrooms | Parking                    | Transit Access <sup>2</sup>      | Proximity to Residential Buildings | # of days in use 2009 (event or performance) <sup>3</sup> |
|-------------------------------|--|-----------------------|------------|-----------|------------------|----------------------------|----------------------------------|------------------------------------|---|
| Malikin Bowl                  | 0.12 ha<br>13,105.00 ft <sup>2</sup>     | 2,200                 | Available  | Available | None             | Limited pay parking        | Some Transit                     | 670 m                              | 56  |
| Creekside Park                | 1.65 ha<br>177,518.00 ft <sup>2</sup>    | 7,500                 | None       | Available | None             | Limited pay parking        | Rider's Paradise                 | 115 m                              | 33  |
| VAG Plaza North (Georgia St)  | 0.32 ha<br>34,033.00 ft <sup>2</sup>     | 4,000                 | None       | None      | None             | Commercial lots nearby     | Rider's Paradise                 | 65 m                               | 78 <sup>4</sup>   |
| Ceperley Meadow               | 0.56 ha<br>5,558.00 ft <sup>2</sup>      | 7,500                 | None       | None      | Dawn to Dusk     | Limited pay parking        | Good Transit                     | 580 m                              | 76  |
| Jack Poole Plaza              | 0.04 ha<br>46,995.23 ft <sup>2</sup>     | 5,750                 | Available  | Available | None             | Available pay parking      | Rider's Paradise                 | 125 m                              | 15 <sup>5</sup>   |
| Lumbermen's Arch              | 0.61 ha<br>66,120.00 ft <sup>2</sup>     | 7,500                 | None       | None      | Dawn to Dusk     | Limited pay parking        | Some Transit                     | 1010 m                             | 35  |
| David Lam Park                | 4.34 ha<br>467,153.71 ft <sup>2</sup>    | 7,500+                | None       | Available | Dawn to Dusk     | Limited pay parking        | Rider's Paradise                 | 110 m                              | 40 <sup>6</sup>   |
| Vanier Park                   | 2.12 ha<br>228,348.00 ft <sup>2</sup>    | 10,000                | None       | None      | None             | Limited pay parking        | Good Transit                     | 250 m                              | 201   |
| Trout Lake (John Hendry Park) | 27.31 ha<br>2,939,623.93 ft <sup>2</sup> | 11,000                | None       | None      | Dawn to Dusk     | Limited                    | Excellent Transit                | 150 m                              | 175   |
| Jericho Beach                 | 46.71 ha<br>5,027,822.55 ft <sup>2</sup> | 20,000                | None       | None      | Dawn to Dusk     | Limited pay parking        | Good Transit                     | 300 m                              | 127   |
| Granville Street              | Varies by # of blocks                    | Various               | In process | None      | None             | Commercial lots nearby     | Rider's Paradise                 | 215 m                              | 31  |
| Granville Island              | 14 venues (7 major, 7 smaller)           | Various               | Available  | Available | Yes              | Limited pay & free parking | Excellent Transit                | 150 m                              | Up to 300 per month                                       |
| Deer Lake Park                | 0.72 ha<br>77,766.00 ft <sup>2</sup>     | 10,000                | Available  | Available | None             | Limited                    | 2 km to SkyTrain (no Walkscore)  | 110 m                              | 30  |
| Holland Park                  | 8.18 ha<br>880,974.00 ft <sup>2</sup>    | 30,000                | Available  | Available | Yes              | Available                  | 325 m to SkyTrain (no Walkscore) | 200 m                              | 20  |

<sup>1</sup> Standing room in primary event area

<sup>2</sup> Transit Score™ is a measure of how well a location is served by public transit on a scale of 0-100. Scores are provided by www.walkscore.com. Rankings are: Rider's Paradise (90-100), Excellent Transit (70-89), Good Transit (50-69), Some Transit (25-49), Minimal Transit (0-24). To calculate a Transit Score, a "usefulness" value is assigned to nearby transit routes based on the frequency, type of route (rail, bus, etc.), and distance to the nearest stop on the route. The "usefulness" of all nearby routes is summed and normalized to a score between 0 - 100.

<sup>3</sup> Number of days the venue is in use includes days when venue is unavailable due to load-in or load-out and days when a multi-day event is dark. The average number of days in use does not include sport or recreational events that are held in the venue on a recurring basis (soccer, softball, bootcamp, rugby, cricket, Ultimate Frisbee, etc).

<sup>4</sup> 78 events total (23 permitted events)

<sup>5</sup> Jack Poole Plaza numbers are estimates because 2009 data was not the norm due to preparing for the 2010 Vancouver Olympic Winter Games.

<sup>6</sup> David Lam Park numbers are estimates because 2009 data was not the norm due to preparing for the 2010 Vancouver Olympic Winter Games.

## **6.2 Evaluation of Existing Venue Supply**

The existing supply of outdoor venues within the City of Vancouver can be evaluated in terms of capacity, availability, governance, location, and amenities.

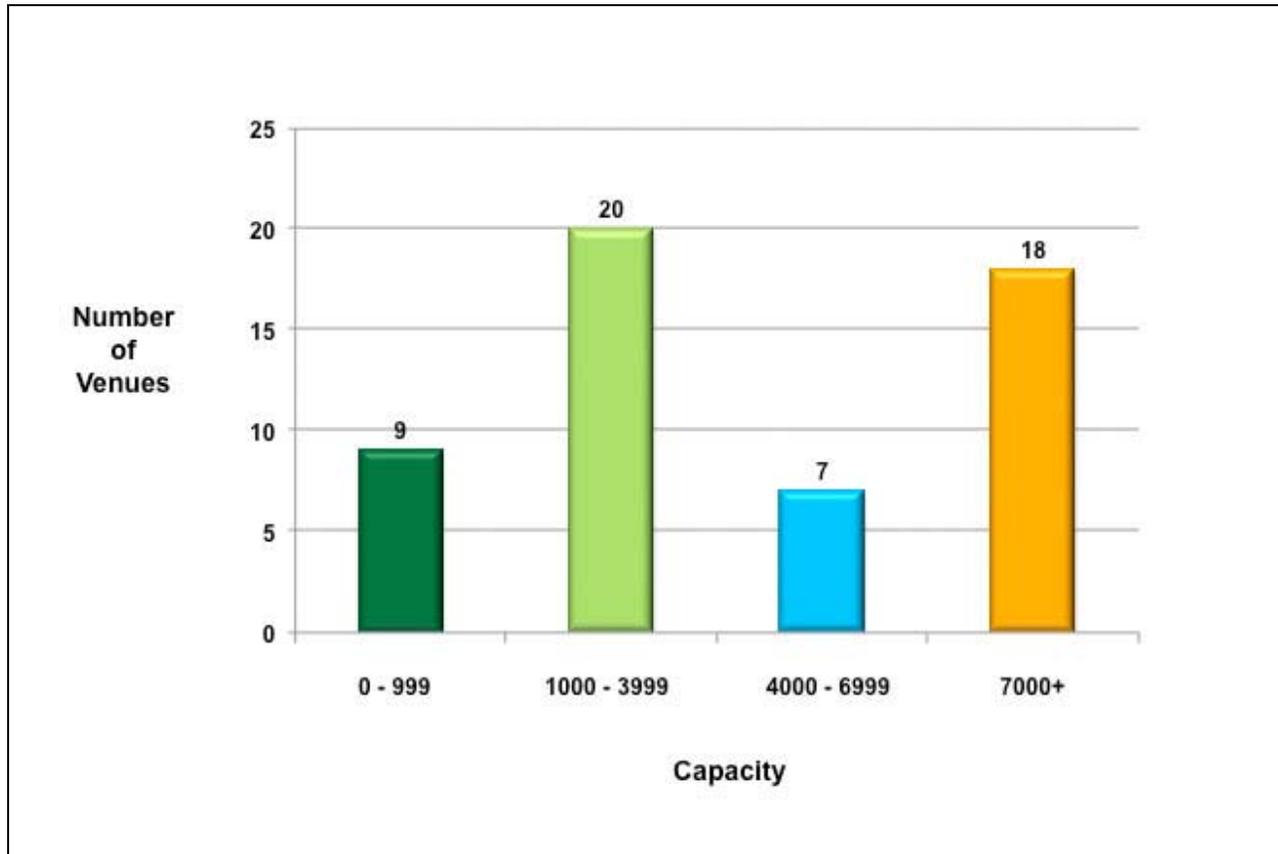
The evaluation of existing supply is based on the summary of the fourteen frequently utilized venues along with data on other venues identified as significant in the City of Vancouver Outdoor Venue Background Information (Appendix F). The background information supplied by the City contained data on 56 outdoor venues, initially compiled in 2005. This information was updated to reflect the changes that had occurred to venues and to usage. Updates to the matrix included:

- Removing Festival Park and 1<sup>st</sup> and Ontario as venues, thereby decreasing the available number of venues to 54.
- Updating the number of days in use for each venue to reflect usage for 2009. Usage data for 2010 was not utilized as the Olympic Games resulted in many venues being used for events that did not reflect average annual usage and in other cases annual events were canceled due to the Games.
- Adding a Filming and a Closure category to the Days of Usage section as the research proved these categories to involve a significant number of usable days at many venues.
- Adding Jack Poole Plaza to include the new outdoor performance and event space at the new Vancouver Convention Centre, west side.

**Venue Capacities:**

The 54 commonly utilized outdoor performance and event venues identified in the City of Vancouver background information can be categorized according to capacity (Figure 3):

**Figure 3 - Outdoor Venue Capacities**



BC Place Stadium, with a capacity of 60,000 is currently undergoing renovations and is expected to open in 2011 with a retractable roof. This will increase the large venue inventory to nineteen sites.

**Venue Availability:**

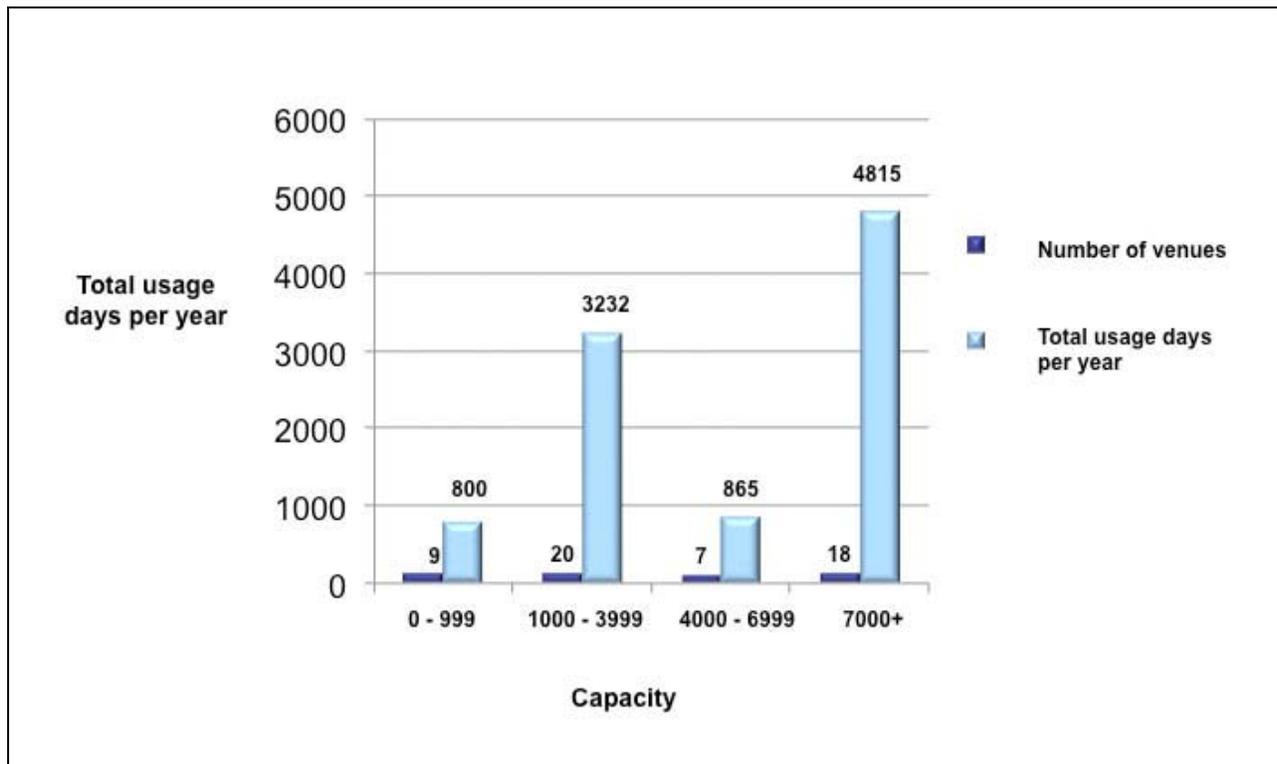
Many of the outdoor venues commonly used in Vancouver for performances and events include sports fields or courts as part of their infrastructure. These fields are used on a frequent basis throughout the year for recurring or programmed recreational sports, limiting availability for other performance or event usage. Of the 54 venues identified in the City of Vancouver background information, 19 (35%) have more than 100 permitted sport or recreational activities taking place annually. Although in some cases more

than one sport activity may occur on the same day, therefore heavy usage and limited availability is indicated for these venues.

With further respect to availability, it is important to note that Malkin Bowl, with a capacity of 2,500, and Vanier Park, with a capacity of 7,500, have seasonal tenants each year and as a result the venues are largely unavailable to other users.

The City of Vancouver background information demonstrates frequency of use of the existing outdoor venues based on capacity (Figure 4). In this figure days in use includes: performances, events, filming, community usage and sport activities.

**Figure 4 - City of Vancouver Outdoor Venue Usage by Capacity (2010)**



As many sports activities take place year round this chart provides an overview of how busy venues are outside of the summer season.

- Venues with a capacity of 1 to 999 people are in use an average of 89 days per year.
- Venues with a capacity of 1,000 to 3,999 people are in use an average of 162 days per year.
- Venues with a capacity of 4,000 to 6,999 people are in use an average of 124 days per year.
- Venues with a capacity of 7,000 + people are in use an average of 268 days per year.

Venues with a capacity of 1 – 999 have the least number of average days of use per year, therefore small events (less than 1,000 people) have a relatively readily available venue supply. On further review, 95% of all respondents who require venues for less than 1000 people said they can book their preferred venue all or some of the time (See Figure 19 – page 41).

Although venues with capacities 7,000+ have the highest average usage it should be noted that the majority of the use of venues with 7,000+ capacity is community use and sporting events. Large capacity venues such as Jericho Park have multiple playing fields and often host more than one event simultaneously.

Venues with a capacity of 1,000 – 3,999 have the second highest average rate of use demonstrating a venue supply gap.

With 70% of survey respondents projecting an increase in attendance at their events in the next 10 years, it is expected that many of the 3,232 events currently being held at the 20 outdoor venues in the 1,000 – 3,999 capacity range will outgrow their current venue size in coming years, thereby requiring venues in the 4,000 – 6,999 range to accommodate their group. Currently there are only seven venues with 4,000 – 6,999 capacity. This capacity category has the least supply of venues. This demonstrates that there is a projected supply gap to support future demand for outdoor venues that can accommodate 4,000 – 6,999 people. If venues are not built to accommodate events with a capacity of 4,000 – 6,999 a critical demand state may be reached in future years.

**Figure 5 – Summer Season Bookable Days<sup>21</sup>**

| <b>SUMMER SEASON BOOKABLE DAYS</b>  |                        |                        |                         |              |
|---|------------------------|------------------------|-------------------------|--------------|
| <b>MAY 1 – SEP 30</b>   |                        |                        |                         |              |
| <b>69 Days</b>  |                        |                        |                         |              |
|   | <b>May 1 – June 30</b> | <b>July 1 – Aug 30</b> | <b>September 1 - 30</b> | <b>Total</b> |
| Total Weekend Days / Holiday Days*<br>(Friday, Saturday Sunday)   | 27                     | 29                     | 13                      | 69           |
| Average # of Weekend Days /<br>Holiday Day that are Rain Days<br>in Time Period<br>(Environment Canada) | 9.68                   | 5.48                   | 3.44                    | 18.6         |
| Total Bookable Days That Are<br>Rain Free Days  | 17.32                  | 23.52                  | 9.56                    | 50.4         |

*\*Based on the 2010 calendar*

<sup>1</sup> While the sporting event season starts in mid-April and extends to mid-October, the main event/performance season may be seen as May 1 – September 30.

**Figure 6 – Supply Venue Usage**

| Site                          | Total Possible Bookable Days May 1 – Sep 30 | Total Possible Bookable Rain Free Days May 1 – Sep 30 | # of days in use 2009 (event or performance) <sup>1</sup> | Available       | % of Use                   | Venue Capacity |
|-------------------------------|---|---|---|-----------------|----------------------------|----------------|
| Malikin Bowl                  | 69  | 50.4  | 56  | 13              | 95%                        | 2,200          |
| Creekside Park                | 69  | 50.4  | 33  | 36              | Close to 100%              | 7,500          |
| VAG Plaza North (Georgia St)  | 69  | 50.4  | 78  | 46              | 90 - 100% <sup>2</sup>     | 4,000          |
| Ceperley Meadow               | 69  | 50.4  | 76  | - 7             | Close to 100%              | 4,500          |
| Jack Poole Plaza              | 69  | 50.4  | 15 <sup>3</sup>   | 54 <sup>3</sup> | 22% <sup>3</sup>           | 5,750          |
| Lumbermen's Arch              | 69  | 50.4  | 35  | 34              | 80%                        | 7,500          |
| David Lam Park                | 69  | 50.4  | 40 <sup>4</sup>   | 29 <sup>4</sup> | Close to 100% <sup>4</sup> | 7,500+         |
| Vanier Park                   | 69  | 50.4  | 201   | - 132           | Close to 100%              | 7,500          |
| Trout Lake (John Hendry Park) | 69  | 50.4  | 175   | - 106           | Close to 100%              | 11,000         |
| Jericho Park                  | 69  | 50.4  | 127   | - 58            | Close to 100%              | 20,000         |
| Granville Street              | 69  | 50.4  | 31  | 38              | 45%                        | Various        |
| Granville Island              | 69  | 50.4  | Up to 300 per Month                                       | Not Available   | Close to 100%              | Various        |
| Deer Lake Park                | 69  | 50.4  | 30  | 39              | 43%                        | 10,000         |
| Holland Park                  | 69  | 50.4  | 20  | 49              | 29%                        | 30,000         |

<sup>1</sup> Number of days the venue is in use includes days when venue is unavailable due to load-in or load-out and days when a multi-day event is dark. The average number of days in use does not include sport or recreational events that are held in the venue on a recurring basis (soccer, softball, bootcamp, rugby, cricket, Ultimate Frisbee, etc).

<sup>2</sup> VAG Plaza at 90 – 100% capacity for large events with amplification, stage, tents, etc. Note, many users of VAG plaza are not permitted and count estimates for these users are approximate.

<sup>3</sup> Jack Poole Plaza and David Lam Park numbers are estimates because 2009 data was not the norm due to the 2010 Vancouver Olympic Winter Games.

<sup>4</sup> Many sites are listed at close to 100% capacity due to site management policy which seeks to mitigate impact on neighbourhoods, wildlife and overuse.

### 6.3 Other Considerations

#### **Governance:**

The Vancouver Park Board manages scheduling of Special Events at all Parks sites. The Park Board evaluates event applications and approval is determined by:

- ★ Compatibility with Park Board's Mandate
- ★ Suitability of the site to accommodate the event
- ★ Consultation with stakeholders and staff

Most events held within City of Vancouver parks are sponsored by non-profit societies. Limited approval is granted to events that limit access to the general public (by physical or financial barriers) or that impact the use of the park by the general public. According to Parks Board staff, the mandate is to enable local community use and protect park assets, and therefore limitations on both sport and event use are in place to mitigate impact on neighbourhoods and wildlife.

The City of Vancouver Engineering/Film and Special Events office manages approval and scheduling of Special Events on all City owned property, streets and sidewalks.

#### **Venue Location – Transit Access:**

Frequent transit significantly increases the appeal of a venue to an audience outside of the immediate neighbourhood. The Expo, Millennium and Canada Line SkyTrains, in particular, have the ability to move large numbers of riders to Vancouver's Downtown Peninsula area and to other sites along the SkyTrain lines. On average the Expo and Millennium lines carry 240,000 passengers daily. These two lines move passengers within and between the communities of Surrey, New Westminister, Burnaby, Coquitlam, and Vancouver. The Canada Line, opened in August 2009, moves a daily average of more than 90,000 passengers within and between Richmond, South Vancouver and the Downtown Peninsula.

#### **Venue Location – Proximity to Residential Housing:**

A number of the primary venues for outdoor performance and event usage within the City of Vancouver are located less than 300 meters from residential housing and/or hotels. This proximity can be an issue in relation to the City Noise Control Bylaw. For events with residential proximity, approved through the Special Events office and/or Park Board, a noise reading of 75 decibels, measured at the surrounding sidewalks, is the accepted maximum. The guideline for events held at Vancouver Parks Board locations is based on the recommendations of the City Noise Bylaw Officer and the City Noise Control Bylaw Office.

The generally accepted level is 90 decibels, measured at the soundboard. The generally accepted minimum for performance and event producers is 95 decibels, measured at the soundboard, as audio program content produced in an ambient environment should be at least 10dB louder than the background sound. Anything less than a 10dB difference will generally result in the ambient sound “masking” the program audio producing a loss of clarity and precision in key audio attributes. Event and performance producers indicate that this minimum decibel level is necessary in order to overcome the ambient sounds of the area such as vehicular traffic, neighbouring events, construction sounds, and general conversations.

In recognition that residential buildings in Northeast False Creek will be constructed in close proximity to event venues and exposed to higher levels of event noise, the City is pursuing policy changes to clarify expectations about noise levels in the area. The changes will include more stringent design requirements to ensure that new residential buildings mitigate event noise and changes to the Noise Control Bylaw that will recognize NEFC as an Entertainment District (2005 Council Policy) and is a high-energy and urban hub for the city with many events that produce higher daytime noise levels.

#### **Venue Amenities:**

Most existing outdoor venues in the City of Vancouver do not provide amenities such as power, water, public washrooms, or stage infrastructure that are important to the presentation of many events and cultural performances. The requirements to supply this infrastructure add significantly to the performance or event cost for any producer and underpin the site environmental and user/organization’s sustainability.

No outdoor venues provide weather cover for the audience thereby limiting the length of the season. One venue within the City of Vancouver that previously provided a stage and covered audience area was the Plaza of Nations, with a capacity range from 3990 (licensed) to 5,000 (standing room). This venue saw a peak of 81 performances in one year, generally averaging 30 to 50 performances or events between 1986 and 2006. Following January 2007, and the removal of the roof, the Plaza is now utilized for less than 10 event days per year.

## 7. DEMAND

### 7.1 Online Survey Results

#### *Overview of Respondents*

An online survey was conducted in order to gauge the level of demand for outdoor facilities on the part of cultural performance organizers, event producers and other potential users. Some of the questions provide insight into the perceptions held by cultural performance organizers and event producers in regards to demand, current and future venue requirements. The survey was distributed to cultural performance organizations from the City of Vancouver's Cultural Services client list, Film & Special Events client list, Parks Board contact list as well as key organizers of commercial events. A total of 173 event producers, comprising not-for-profit cultural groups and service organizations, private businesses, educational institutions and suppliers to the event industry responded to the survey, conducted between July 21 and August 9, 2010 (Appendix A). This is from a sector identified at approximately 350 indicating a strong response rate of approximately 50%+.

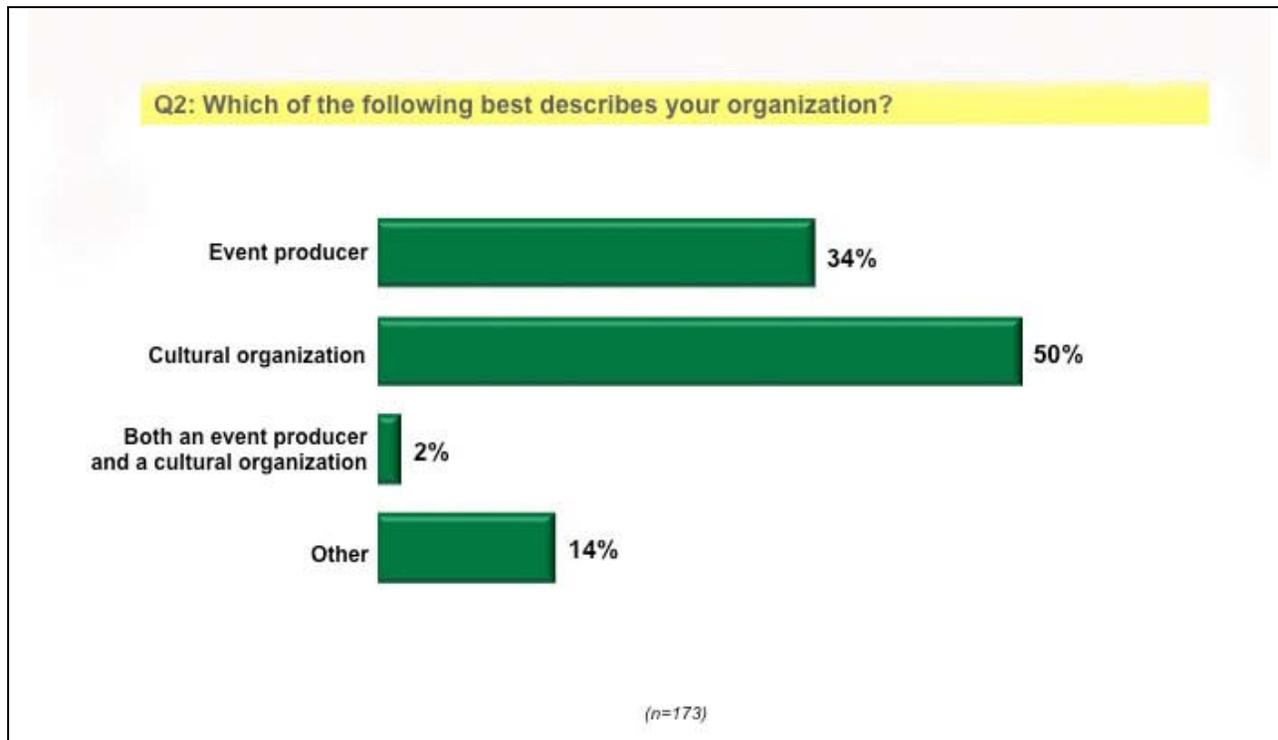
It should be noted that not all respondents replied to each question and certain questions utilized skip-logic functions. Therefore the total base size on certain questions is less than 100, particularly when looking at subgroups. This information should be reviewed with this in mind, but has been included as it still provides good directional insights.

In addition to survey questions about demand, other questions, related to perceptions of existing supply have been included in this section and will be utilized in the gap analysis evaluation.

The respondents represent groups from a wide range of disciplines and cultural interests, and their comments provide insight into the demand for outdoor performance and event spaces in Vancouver.

The following figures characterize the survey respondents and the performances or events they organize based on the type of organization (Figure 11), legal structure (Figure 12), type of performance or event presented (Figure 13), size of performance or event presented (Figure 14), and number of annual events presented (Figure 15).

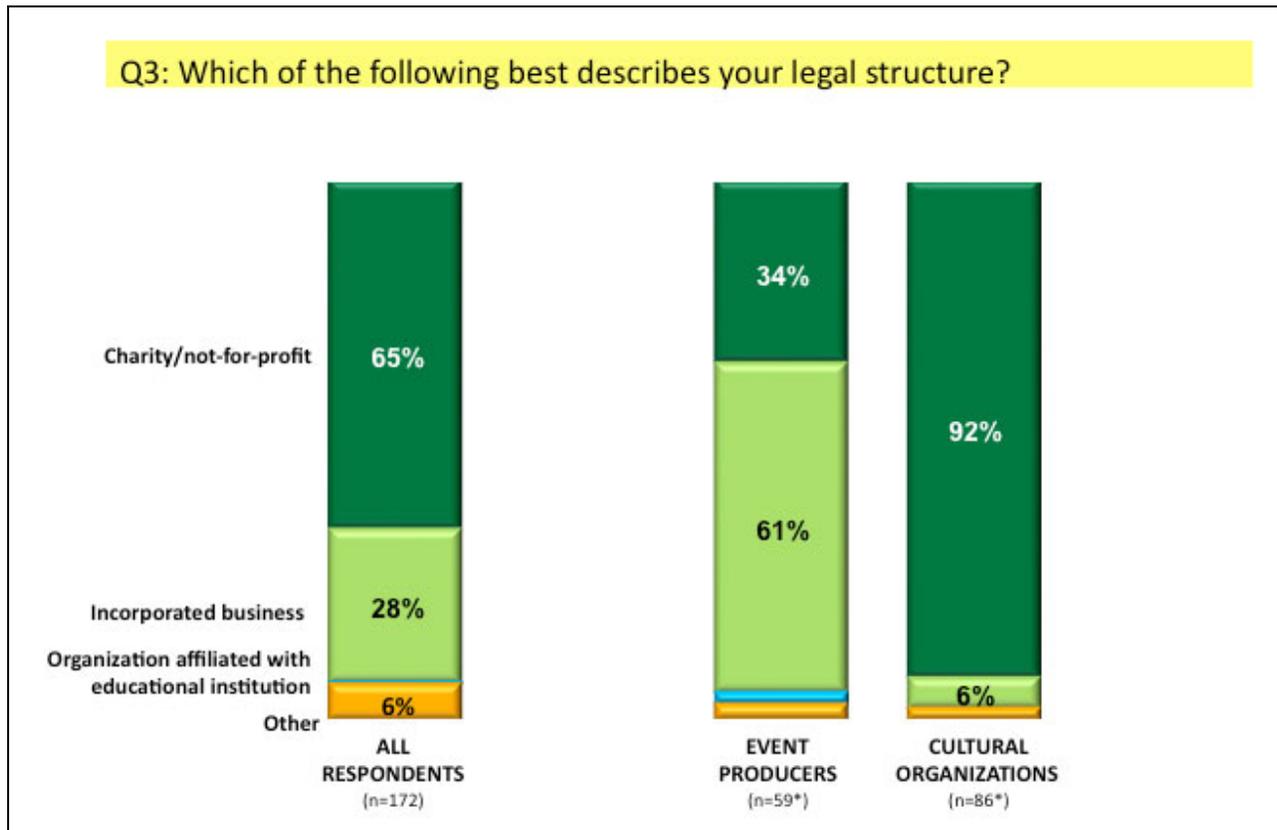
**Figure 11 – Organization Type**



Cultural organizations include festivals, music, theatre, dance and other cultural events. Event producers include concerts, sporting, corporate, environmental or other events.

Respondents to 'Other' category include audio-visual companies, booking agencies and industry associations.

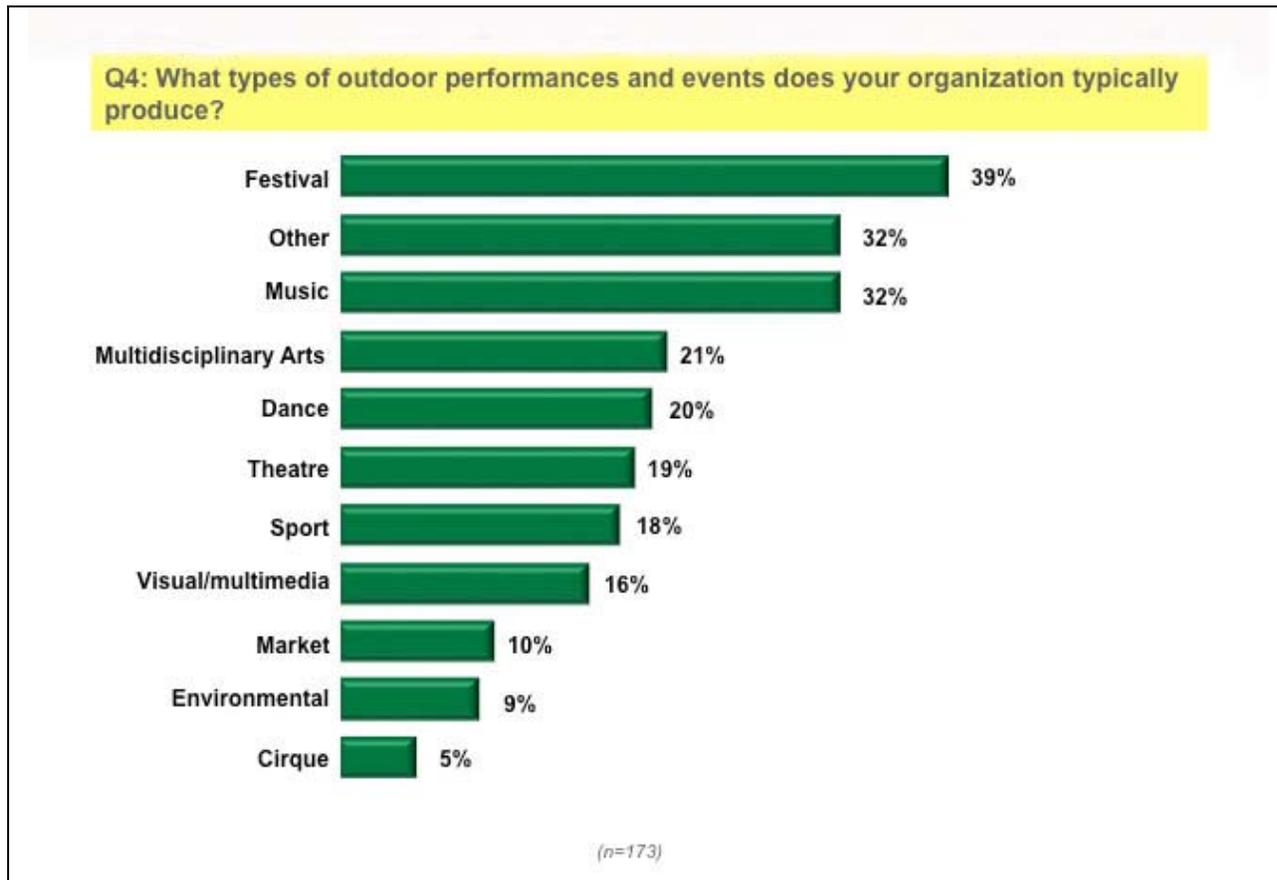
**Figure 12 – Organization Legal Structure**



The majority of cultural organizations have charity / not-for-profit status, while more event producers are incorporated businesses.

Responses to 'Other' category include: Crown Corporation representative (Granville Island); incorporated business contracted by not-for-profit; incorporated business acting as a not-for-profit; educational institutions.

**Figure 13 – Types of Outdoor Events Typically Produced**



The most common outdoor events are categorized as festivals, followed by music, although music forms a large part of most festivals. Festivals, music and sporting events are the primary events produced by incorporated businesses

Responses to 'Other' category include private events such as: weddings, religious events and industry association events.

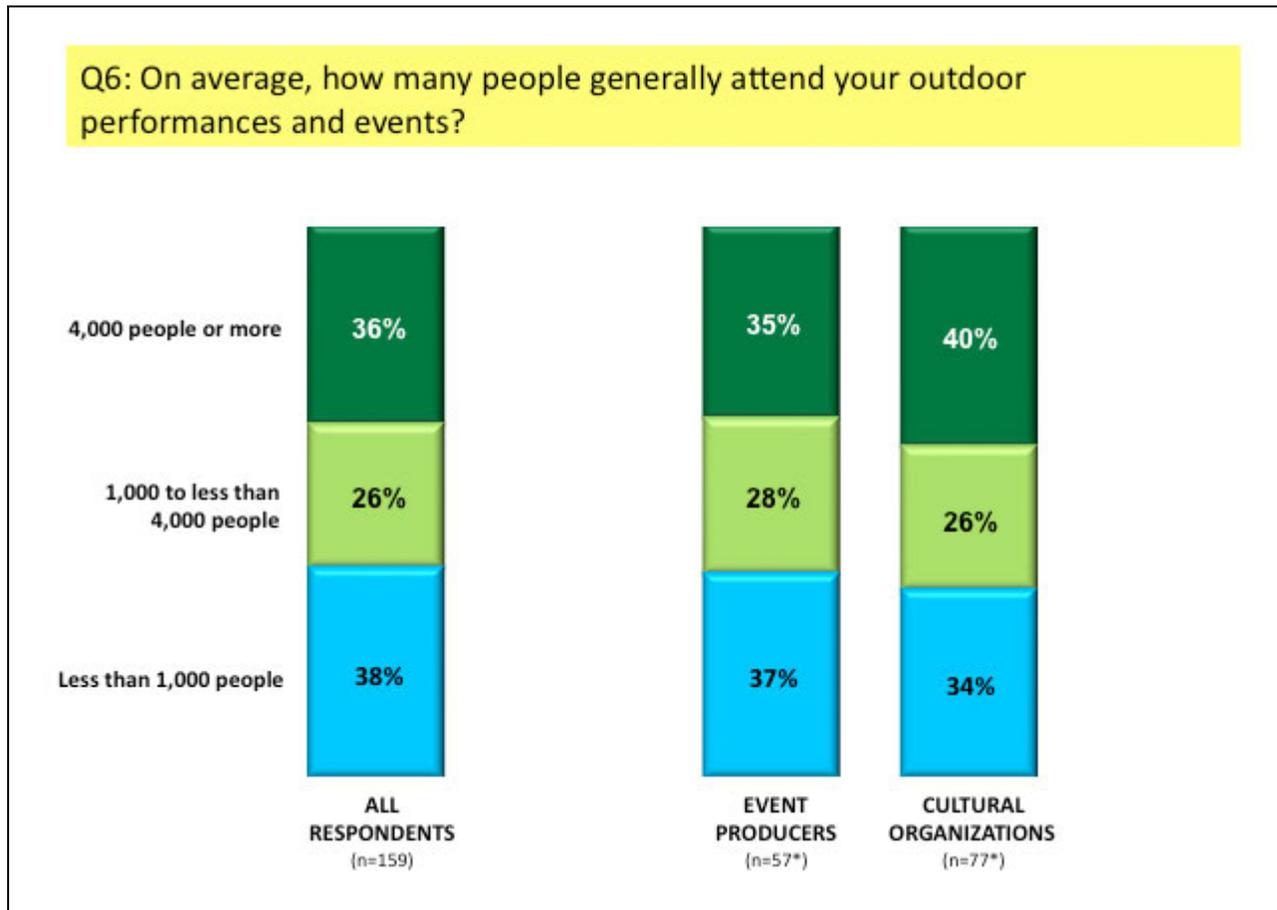
Additional responses to 'Other' category included corporate picnics, outdoor-themed corporate events, marketing/promotional events including experiential, interactive displays, test-drives and trade shows.

Community and public events such as storytelling, fireworks, fashion shows, fundraising/pledge events, comedy, motorcycle displays, community awareness, parades, installations, fairs, community kitchen and discussions groups were included.

Within the responses to 'Other' category: 40% produce events with less than 1,000 people, 26% produced events with 1,000 – 4,000 people and 34% produce events with 4,000 people or more.

For the purpose of this study "performances" include: music, dance, theatre, media/film, interdisciplinary, cirque, festivals. All other categories are classified as "events" including sport, market, environmental.

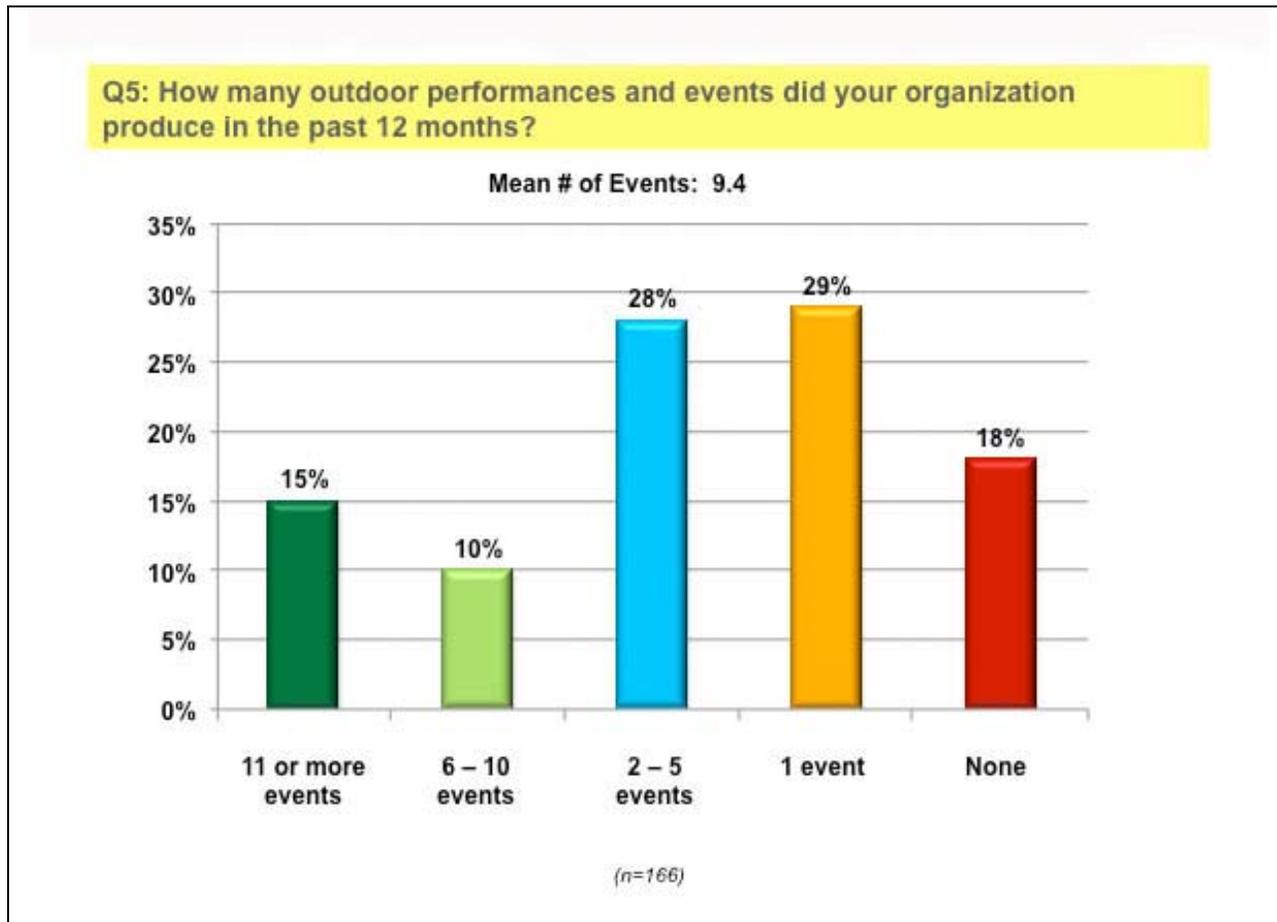
**Figure 14 – Typical Attendance at Outdoor Events**



This study received responses from a relatively equal amount of organizations that produce small (less than 1,000 people), medium (1,000 – 3,999 people) and large (4,000 people or more) events.

This question had 159 survey respondents. With approximately 350 known cultural organizations and event producers in Vancouver this represents a strong response rate.

**Figure 15 – Number of Outdoor Events in the Past Year**



Most organizations produce between 1 – 5 outdoor events each year, although the average skews higher due to a small group of planners who produce more than 50 events per year.

Small cultural organizations and event producers (event attendance less than 1,000 people) on average produce 5.6 events annually.

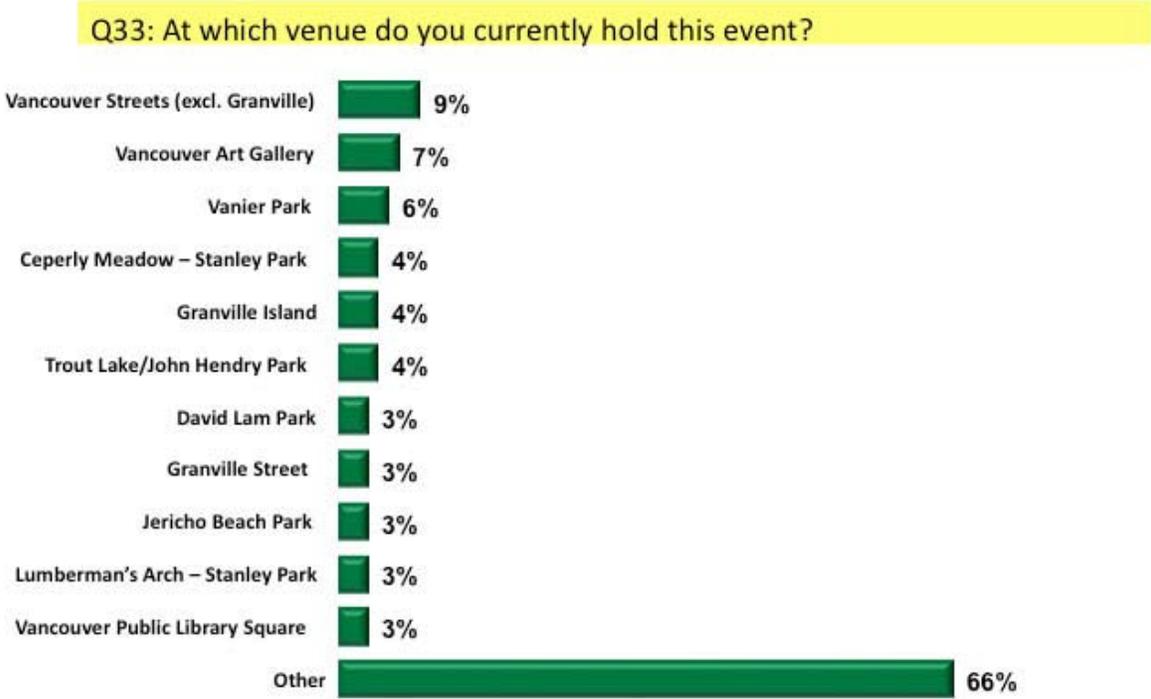
Medium cultural organizations and event producers (event attendance 1,000 – 3,999 people) on average produce 8.8 events annually.

Large cultural organizations and event producers (event attendance 4,000+ people) on average produce 12.1 events annually, although not all events require large capacity.

*Current Use of Vancouver Outdoor Venues*

The following figures provide an overview of how the existing outdoor venues are currently being utilized within the City of Vancouver. The figures indicate the outdoor venues utilized by organizers and producers for their primary event (Figure 16) along with general awareness and usage of outdoor venues (Figure 17) and other venues considered for their primary event (Figure 18). The figures also demonstrate the ability to book a performance or event at the organizer’s preferred venue (Figure 19), reasons for having difficulties booking their preferred venue (Figure 20), and organizers’ perceptions of the variety of venue sizes (Figure 21) and perceived suitability of the venues (Figure 22).

**Figure 16 – Current Venue for Organization’s Primary Event**



The most commonly used of all the listed venues are Vancouver Streets (other than Granville Street), Vancouver Art Gallery and Vanier Park; however, many event planners host their event at venues other than those listed.

Responses to 'Other' included: Concord Pacific Site 2%, Strathcona Park 2%, VanDusen Botanical Gardens 2%, Grandview Park 2%.

Venues receiving one response: Dr. Sun Yat-Sen Classical Chinese Garden, New Brighton Park, UBC Thunderbird Stadium, Queen Elizabeth Park, Renfrew Park, Slocan Park, Hastings Mill Park, Trimble Park, CBC Studio 700, Roundhouse Community Arts Centre Turntable, Sutcliffe Park, Cooper's Park, Emery Barnes Park, Leg-in-Boot Square, Parking Lot at 150 Cordova Street, Spanish Banks West Extension Beach.

Events currently held on Vancouver Streets (other than Granville Street) include: sporting events, parades, festivals and dance events.

Responses received from planners of events currently held on Vancouver Streets other than Granville Street:

- 50% of respondents have been producing their event for over 15 years.
- 62% of producers using city streets have 4,000 people or more attend their largest event.
- 87% of respondents have experienced attendance increases at their largest annual event in the past 5 years (average increase is 54%).
- 75% of producers using city streets expect an increase in attendance in the next 10 years.
- 75% said they are very/somewhat likely to change venues in the next 10 years due to changes in event attendance.

In the past 5 years, 43% have used Plaza of Nations as a venue, 50% have used Vancouver Art Gallery (Georgia Street Plaza) as a venue and 25% have used the Concord Pacific Site.

- Respondents stated in comment fields that finding a space that is large enough to host their event is a major challenge.
- 62% are very/somewhat likely to consider Northeast False Creek for their event.
- 50% are very/somewhat likely to consider Hastings Park for their event.

**Figure 17 – Outdoor Venue Usage and Awareness**

Q16: How many times have you used each of the following Vancouver performance and event venues for your outdoor performances and events in the past 5 years?

|  | 1-2 times | 3-5 times | More than 5 times | Never | Not aware of event space |
|--|-----------|-----------|-------------------|-------|--------------------------|
| Ceperly Meadow - Stanley Park                | 5%        | 7%        | 4%                | 65%   | 19%                      |
| Creekside Park                               | 7%        | 2%        | 3%                | 69%   | 19%                      |
| David Lam Park                               | 15%       | 2%        | 1%                | 76%   | 6%                       |
| Easy Park Lot (Georgia St. & Cambie St.)     | 7%        | 0%        | 0%                | 67%   | 26%                      |
| Grandview Park                               | 6%        | 6%        | 2%                | 75%   | 11%                      |
| Granville Street                             | 15%       | 1%        | 1%                | 74%   | 9%                       |
| Hastings Park (PNE)                          | 12%       | 6%        | 1%                | 75%   | 6%                       |
| Jericho Beach Park                           | 10%       | 7%        | 4%                | 76%   | 3%                       |
| Lumberman's Arch - Stanley Park              | 7%        | 3%        | 3%                | 79%   | 8%                       |
| Malkin Bowl - Stanley Park                   | 2%        | 2%        | 1%                | 90%   | 5%                       |
| Oppenheimer Park                             | 4%        | 1%        | 1%                | 87%   | 7%                       |
| Plaza of Nations                             | 17%       | 4%        | 3%                | 73%   | 3%                       |
| Second Beach Park                            | 6%        | 3%        | 4%                | 80%   | 7%                       |
| Sunset Beach - English Bay                   | 8%        | 5%        | 0%                | 81%   | 6%                       |
| TD Plaza (Granville St. & Georgia St.)       | 8%        | 0%        | 2%                | 73%   | 17%                      |
| Thurlow Plaza (Jack Poole Plaza)             | 2%        | 0%        | 0%                | 82%   | 16%                      |
| Trout Lake/John Hendry Park                  | 10%       | 7%        | 5%                | 74%   | 4%                       |
| Vancouver Art Gallery (Georgia Street Plaza) | 21%       | 5%        | 5%                | 65%   | 4%                       |
| Vancouver Streets (other than Granville)     | 12%       | 14%       | 14%               | 55%   | 5%                       |
| Vancouver Public Library Square              | 20%       | 3%        | 4%                | 71%   | 2%                       |
| Vanier Park                                  | 9%        | 3%        | 3%                | 81%   | 4%                       |
| Other  | 30%       | 26%       | 24%               | 18%   | 2%                       |

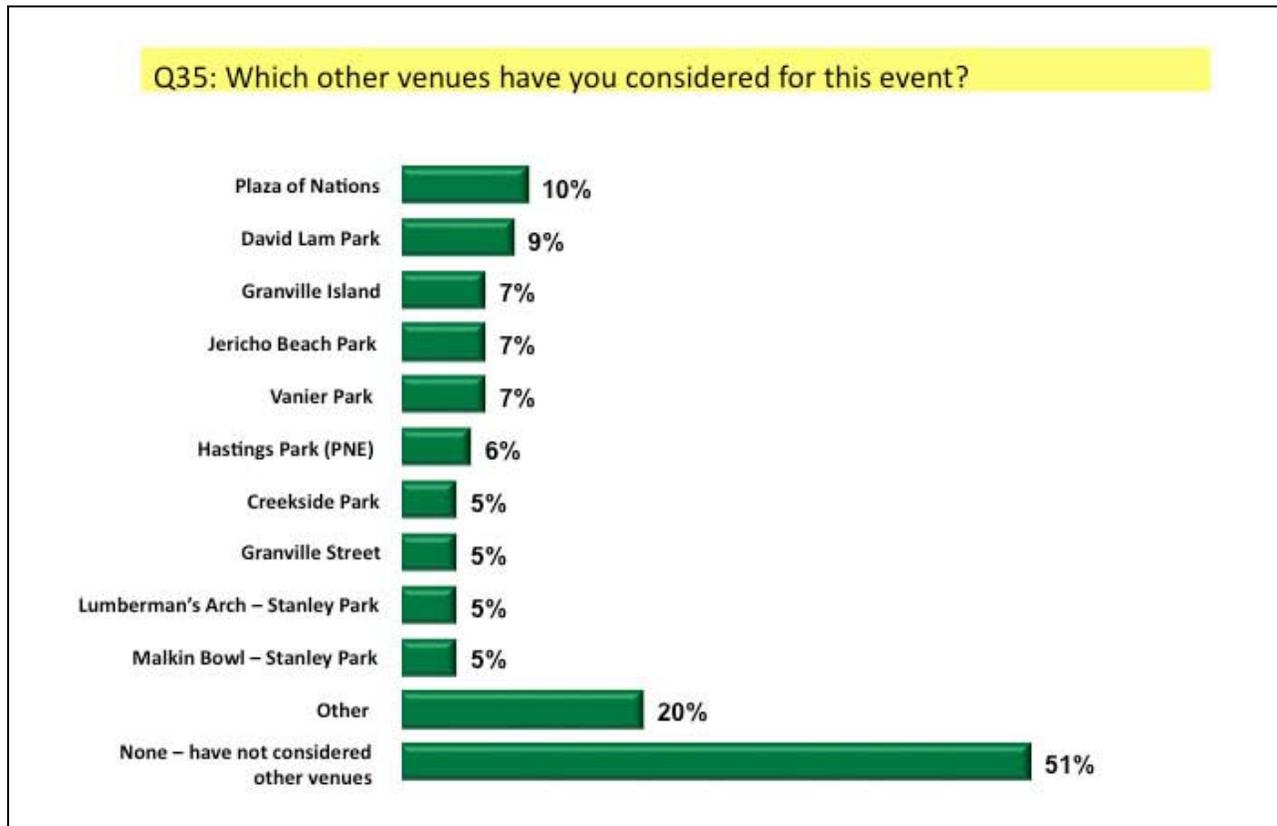
40% of respondents have used Vancouver Streets (other than Granville Street) for event venues.  
*Note: Malkin Bowl and Vanier Park both have seasonal tenants.*

Other highly used venues include: Vancouver Art Gallery (Georgia Street Plaza) (31%), Vancouver Public Library Square (27%), Plaza of Nations\* (24%), Trout Lake / John Hendry Park (22%), Jericho Beach Park (21%), Hastings Park / PNE (19%), David Lam Park (18%) and Granville Street (17%).

Responses to 'Other' include: Granville Island, Thunderbird Stadium and Concord Pacific Site.

*\*None of the organizations that used Plaza of Nations in the past five years are using the venue currently.*

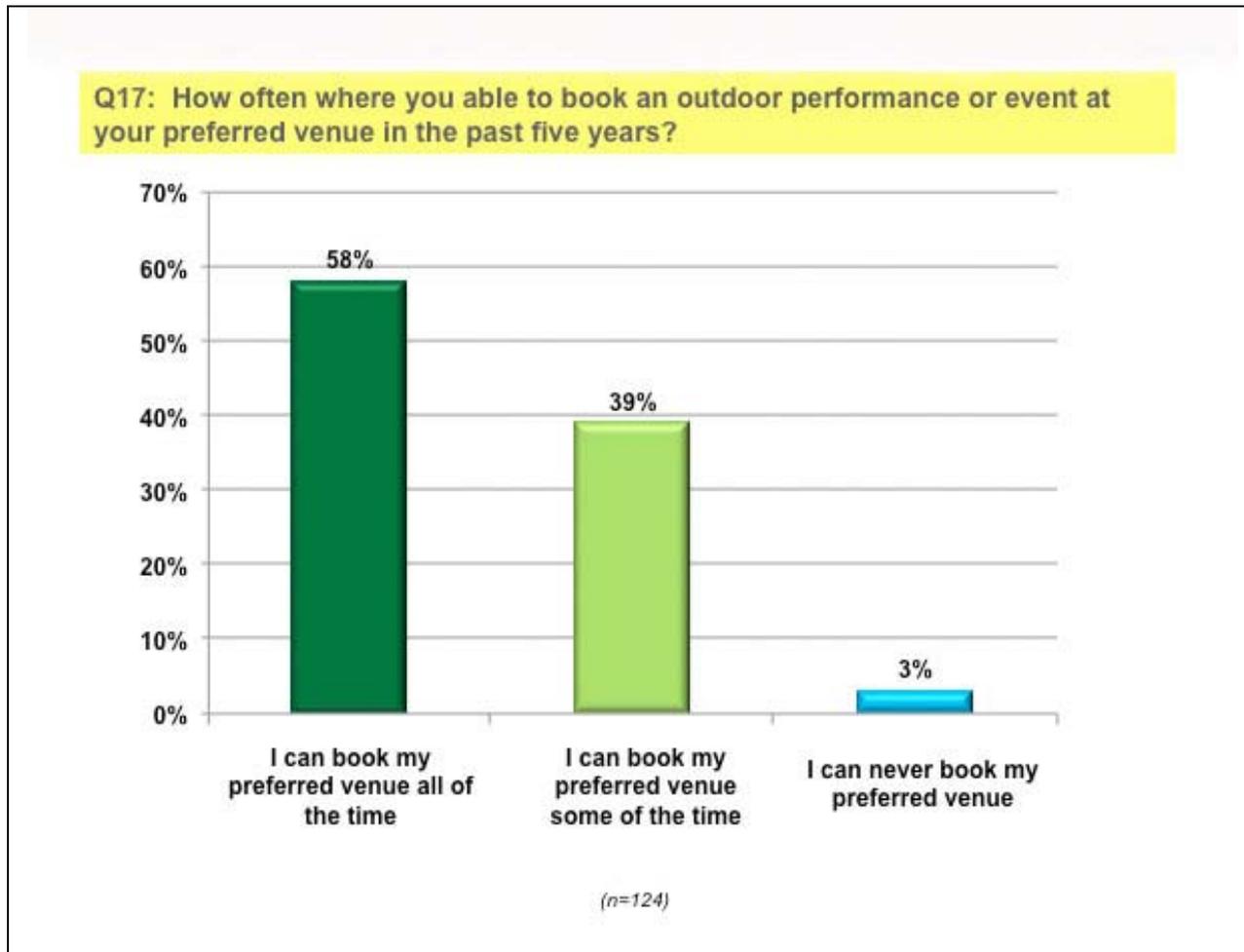
**Figure 18 - Other Venues Considered for this Event**



Just over half of event planners have not considered another venue for their outdoor performance or event, while Plaza of Nations and David Lam Park top the list of venues of interest for the other event planners.

Responses to 'Other' category include: Crab Park, Queen Elizabeth Park and Spanish Banks.

**Figure 19 – Ability to Book Preferred Venue**



Approximately two-thirds of planners were able to book their preferred venues for their existing events; of these 73.3% of respondents who have produced events that have existed 15+ years said that they can book their preferred venue all of the time.

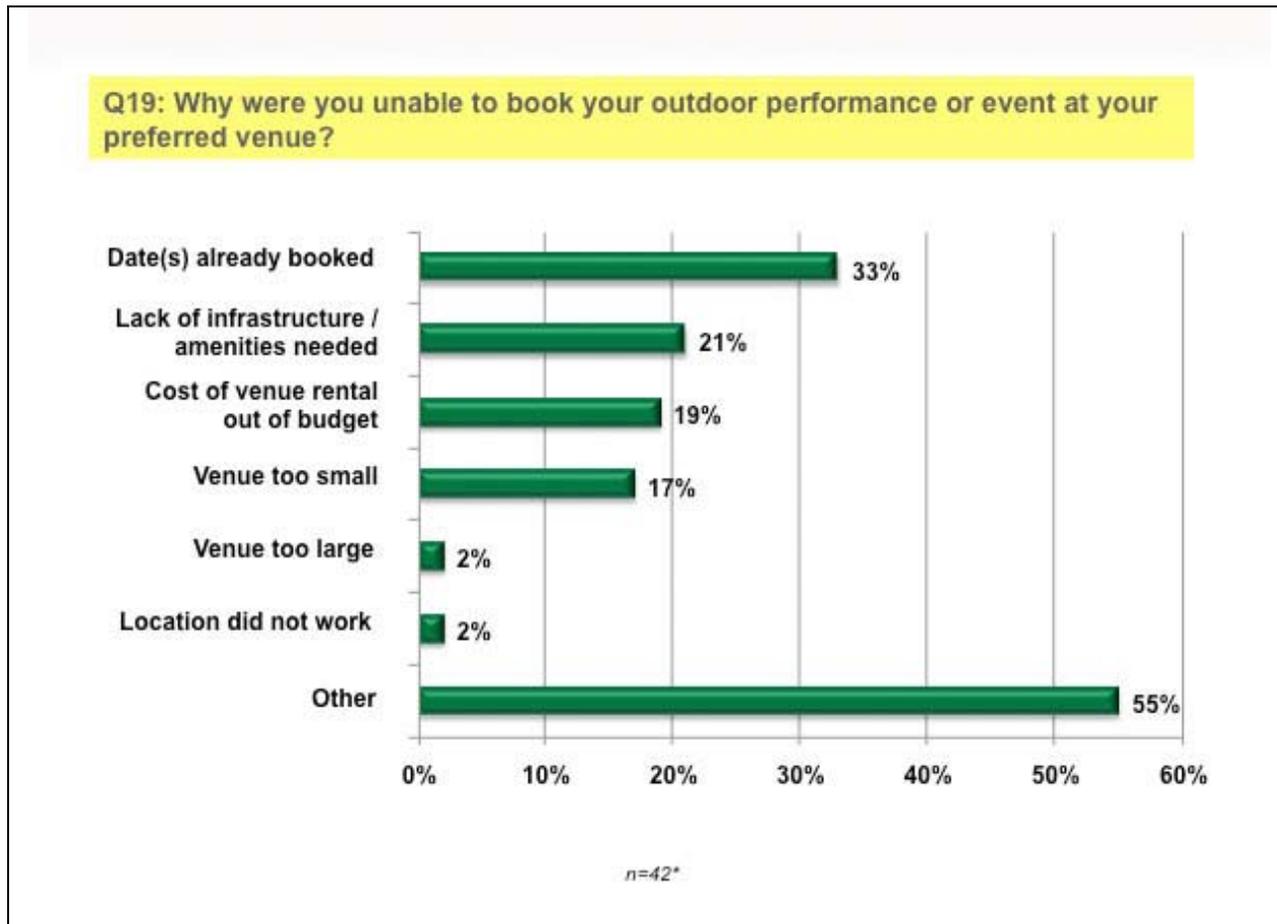
20% of events that have been running 2 years or less stated that they can never book their preferred venue.

*NOTE: This study did not survey the ability for new events to be booked in preferred venues. The survey respondents are producers of established events.*

**Q18: Please tell us which venue(s) you have had difficulty booking your performance or event in the past five years?**

Venues, which were listed as difficult to book tend to be large venues. Venues include David Lam Park, Empire Stadium, Jericho Beach, Stanley Park, Plaza of Nations, Vancouver Art Gallery, Georgia Street Plaza, Trout Lake, Malkin Bowl, Ceperley Meadow, Vancouver Streets, TD Plaza, Crab Park, Vanier Park, Creekside Park, Cathedral Square and Oppenheimer Park.

**Figure 20 – Reason for Inability to Book Preferred Venue**



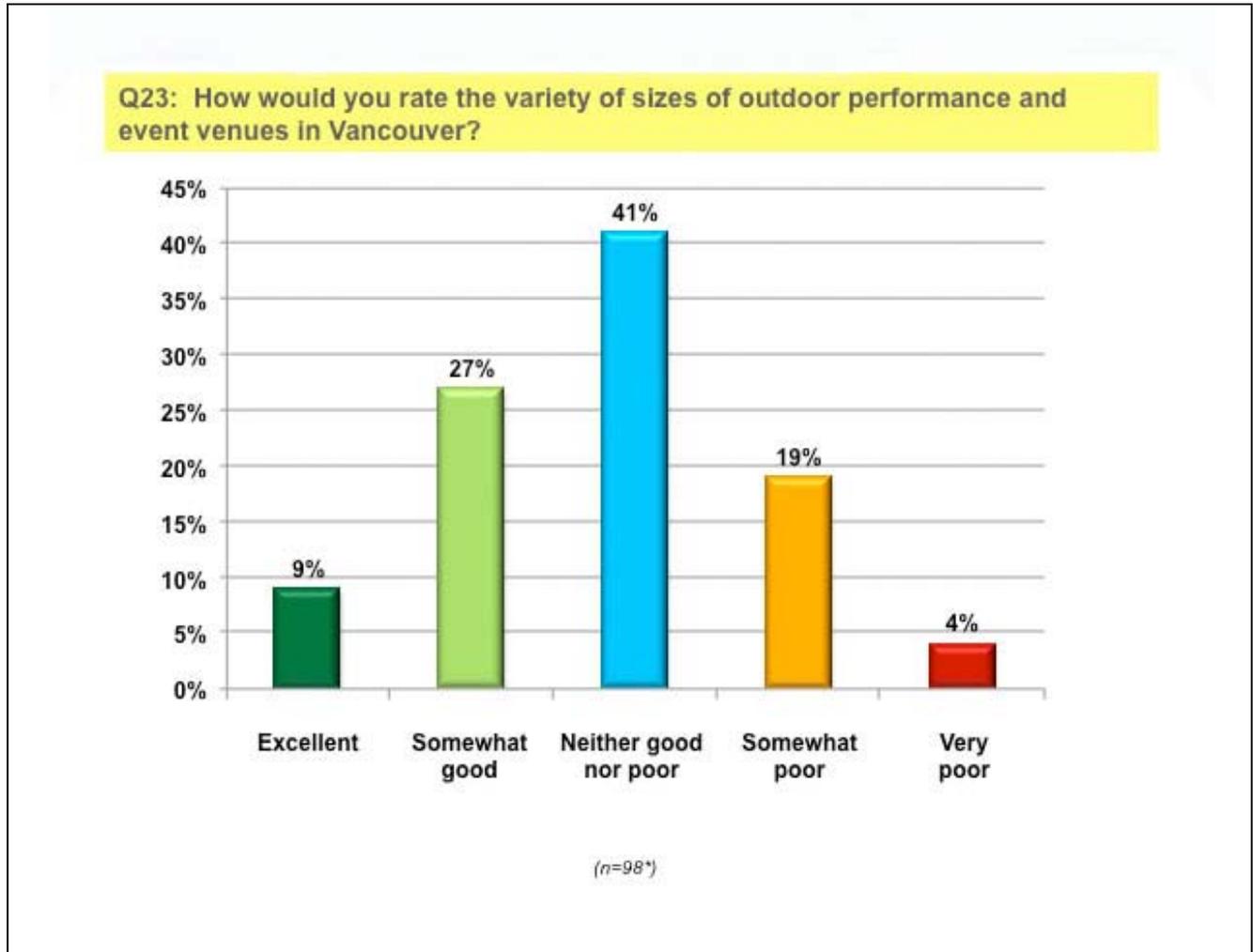
The most common reason for inability to book a preferred venue is venue availability

50% of Large organizations (4,000 + event attendees) were unable to book their preferred venue because of high usage.

38.5% of Small organizations (less than 1,000 event attendees) were unable to book their preferred venue because the cost of setting up the event in a space with no infrastructure was too high.

Reasons listed as 'Other' by respondents primarily fall into the following categories: venue under construction, difficulty in gaining City approval, noise restrictions, insufficient lead time to obtain permits, venue management reluctant to host particular type of event as well as particular dates (ie. New Years Eve)

**Figure 21 – Variety of Outdoor Venue Sizes**



36% of respondents stated that the current variety of sizes is excellent/somewhat good.

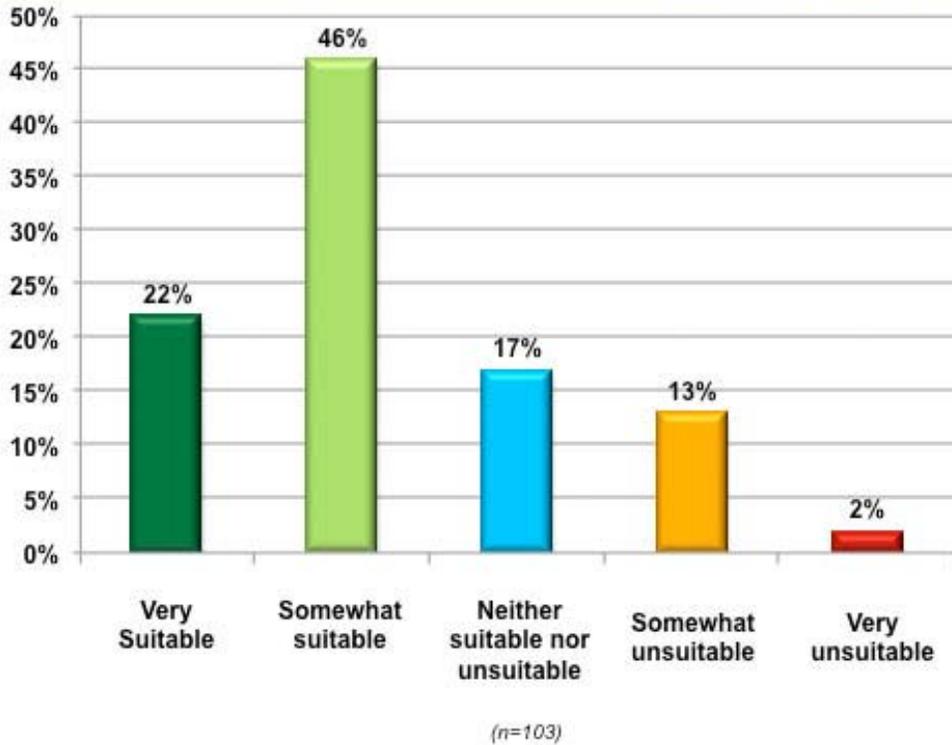
23% of respondents stated that the current variety of sizes is poor/somewhat poor.

34.2% of producers of large events (4,000+) stated that the variety of sizes is very/somewhat poor. The respondents who were dissatisfied with the variety of venue sizes were an equal mix of cultural organizations and event producers.

In cross-referencing this question to review the number of years the event had been produced, 56% of producers who have been running their events for 5 years or more are satisfied with the variety of sizes. 42.9% of respondents who have been running their events for less than 5 years are somewhat dissatisfied with the variety of venue sizes available.

**Figure 22 – Suitability of Current Venues**

**Q20: All factors considered, how suitable do you feel the current outdoor performance and event spaces in Vancouver are for your group to operate?**



68% indicate that current venues are very/somewhat suitable.

15% state the venues are very/somewhat unsuitable.

44.3% of respondents whose events have been running 10 – 14 years stated that their current venue is very suitable.

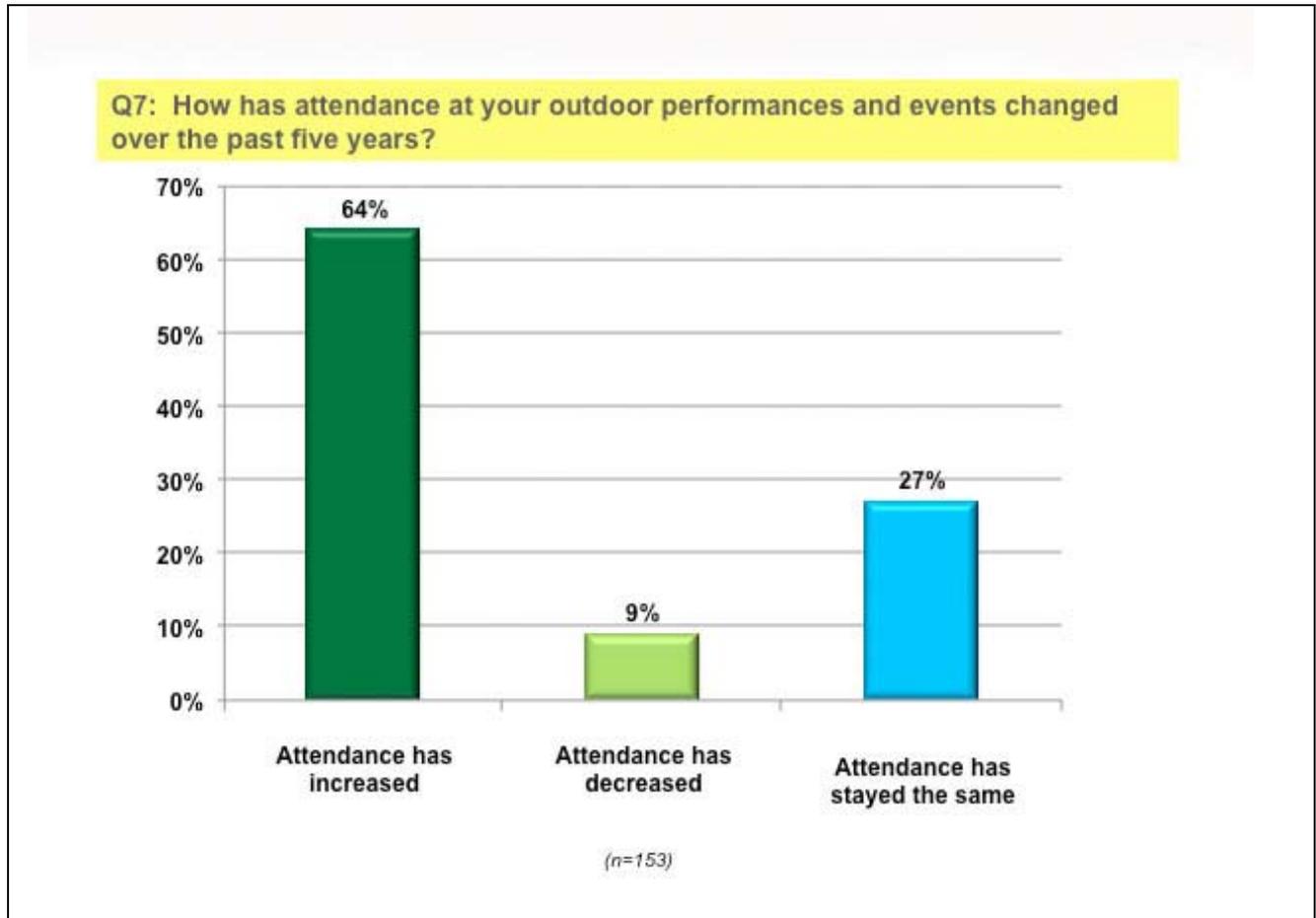
30% of respondents whose events have been running 1 year stated that their current venue is somewhat unsuitable.

28.6% of respondents whose events have been running 5 years stated that their current venue is somewhat unsuitable.

## Demand

The following figures demonstrate the demand for outdoor performance and event space. The figures indicate previous changes in attendance levels at events (Figure 23), percentage growth in attendance over the past five years (Figure 24) and anticipated growth over the next 10 years (Figure 25).

**Figure 23 – Current Attendance Trends**



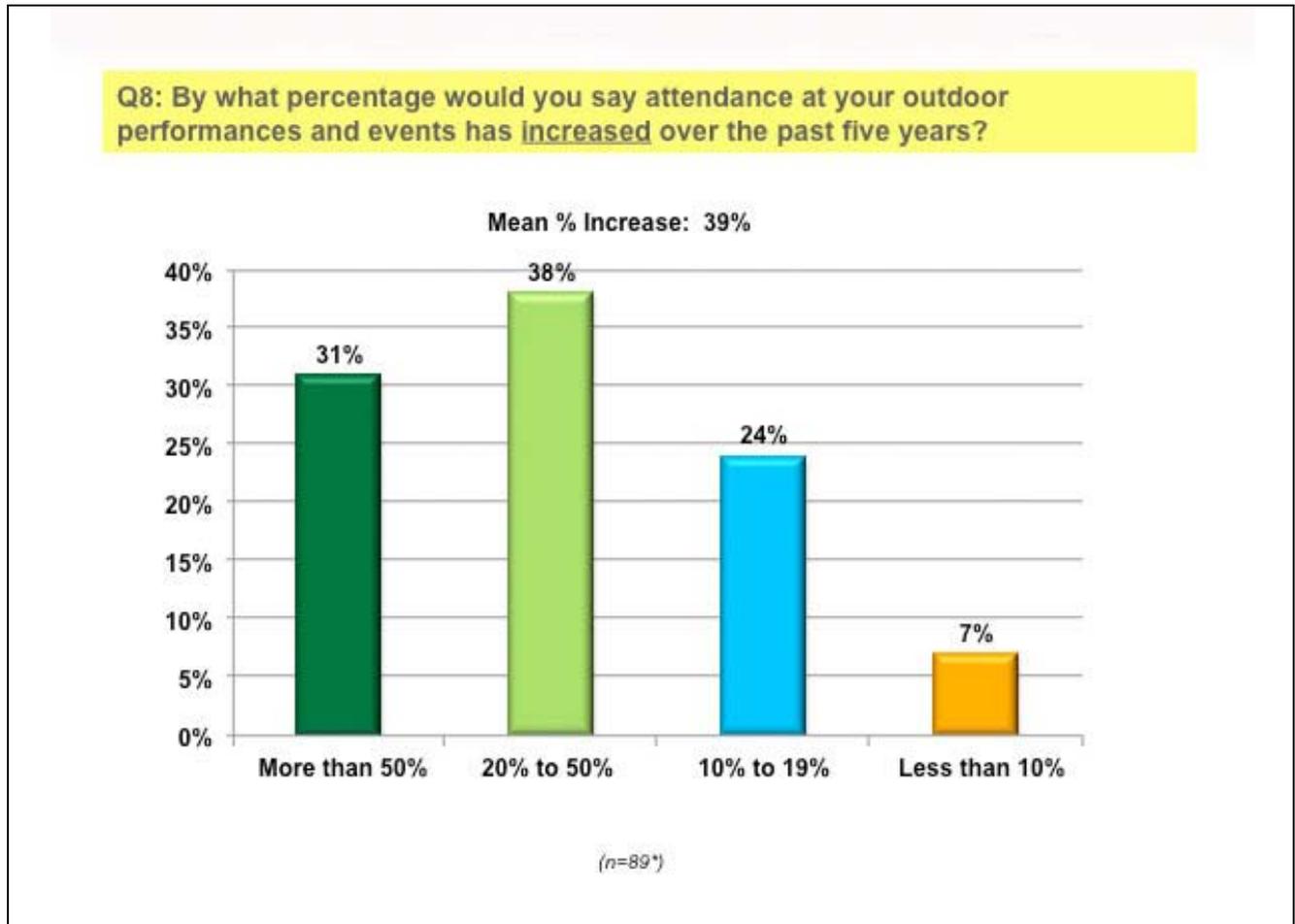
69.2% of medium sized performances and events experienced an increase in attendance.

74.1% of large performances and events experienced an increase in attendance.

85.7% of performances and events that have been running 10 – 14 years experienced an increase in attendance.

80% of performances and events that have been running 2 years or more experienced an increase in attendance.

**Figure 24 – Current Attendance Trends - Increases**

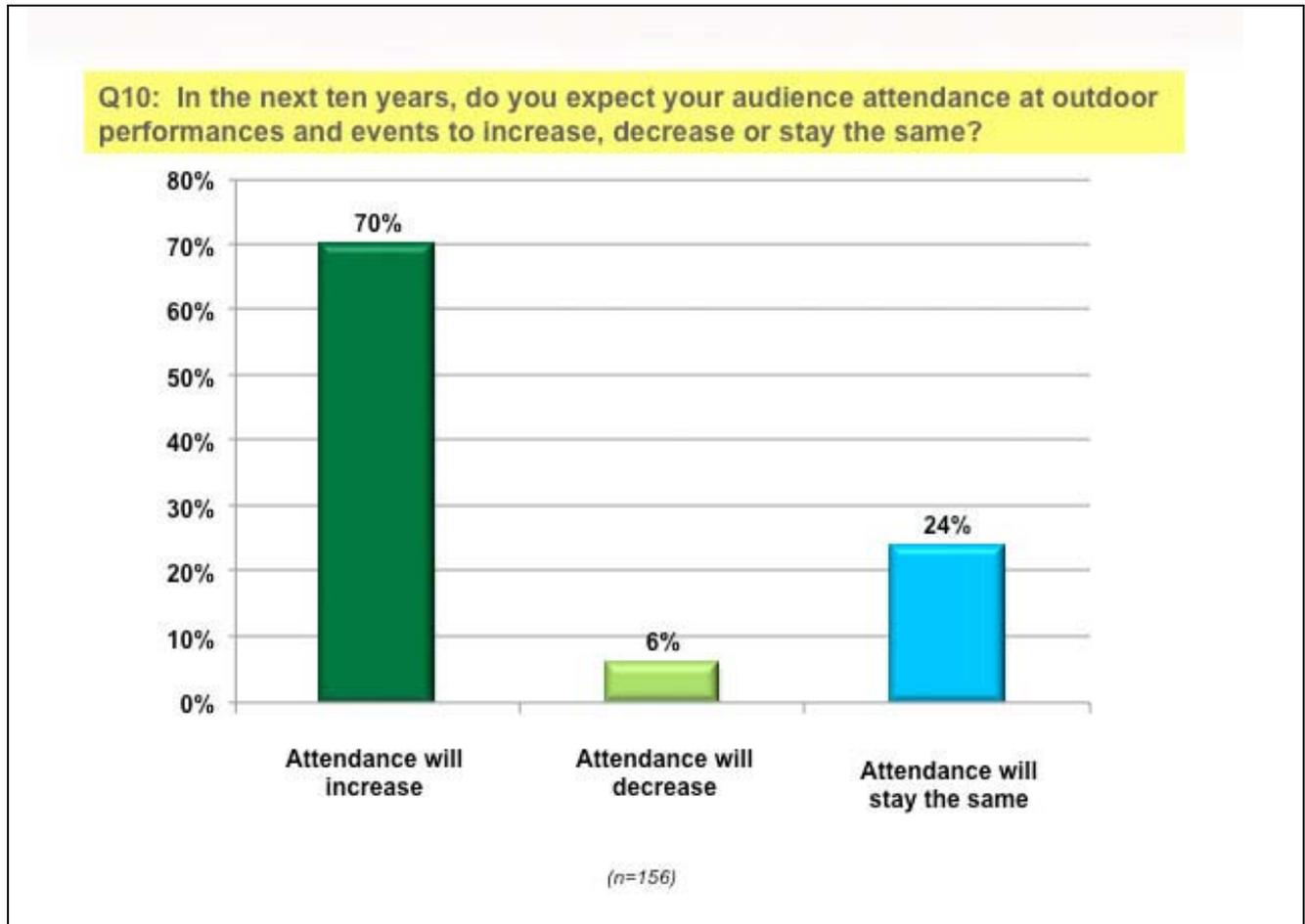


Of those respondents who have noted an increase in audience size over the past five years, there has been a nearly 40% increase overall.

| <b>Event/Performance Size <sup>1</sup></b> | <b>Average % Attendance Increase Over the Past 5 Years</b> |
|--|--|
| <b>Small</b>                               | 39.66%   |
| <b>Medium</b>                              | 51.04%   |
| <b>Large</b>                               | 69.5%  |

<sup>1</sup> Small event/performance is less than 1,000. Medium is 1,000 – 4,000 people. Large is more than 4,000 people.

**Figure 25 - Anticipated Future Attendance Trends**



70% of respondents believe that attendance will increase at outdoor performances and events over the next ten years.

Q11: Why do you expect your audience attendance at outdoor performances and event to increase in the next 10 years?

*“The City of Vancouver continues to grow and as the economy continues to recover, people will continue to go out more.”*

*“Growing community. Improved organization. Increased interest from the general population will result in increased attendance.”*

*“Immigration is increasing and the ethnic market is becoming larger”.*

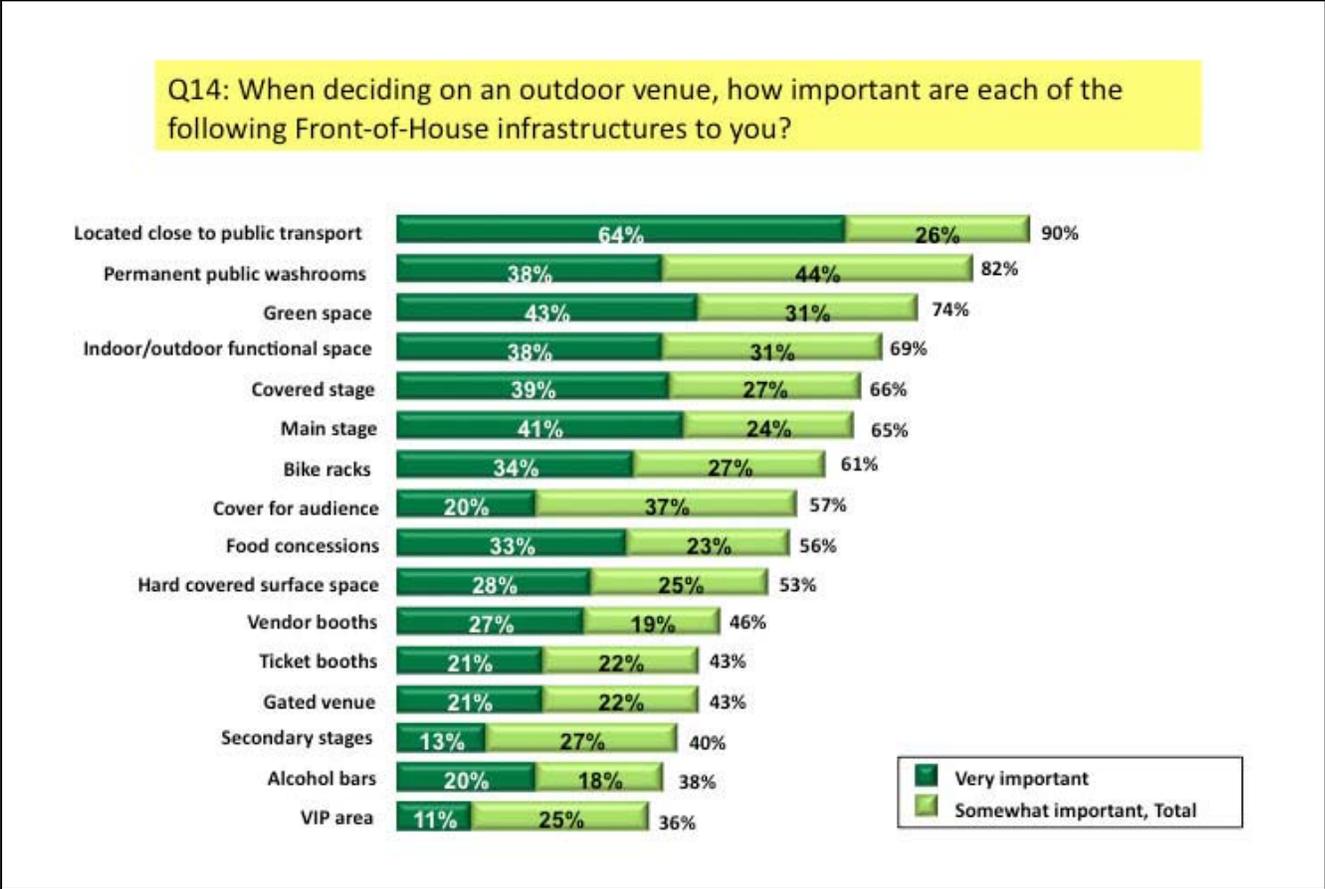
*“We are looking to increase the number of performances and would certainly do so if a permanent structure became available”.*

*“Good festivals become more popular as time goes on...”*

*Venue Infrastructure*

Two survey questions focused directly on how respondents rated the importance of different Front-of-House infrastructure (Figure 26) and Back-of-House infrastructure (Figure 27).

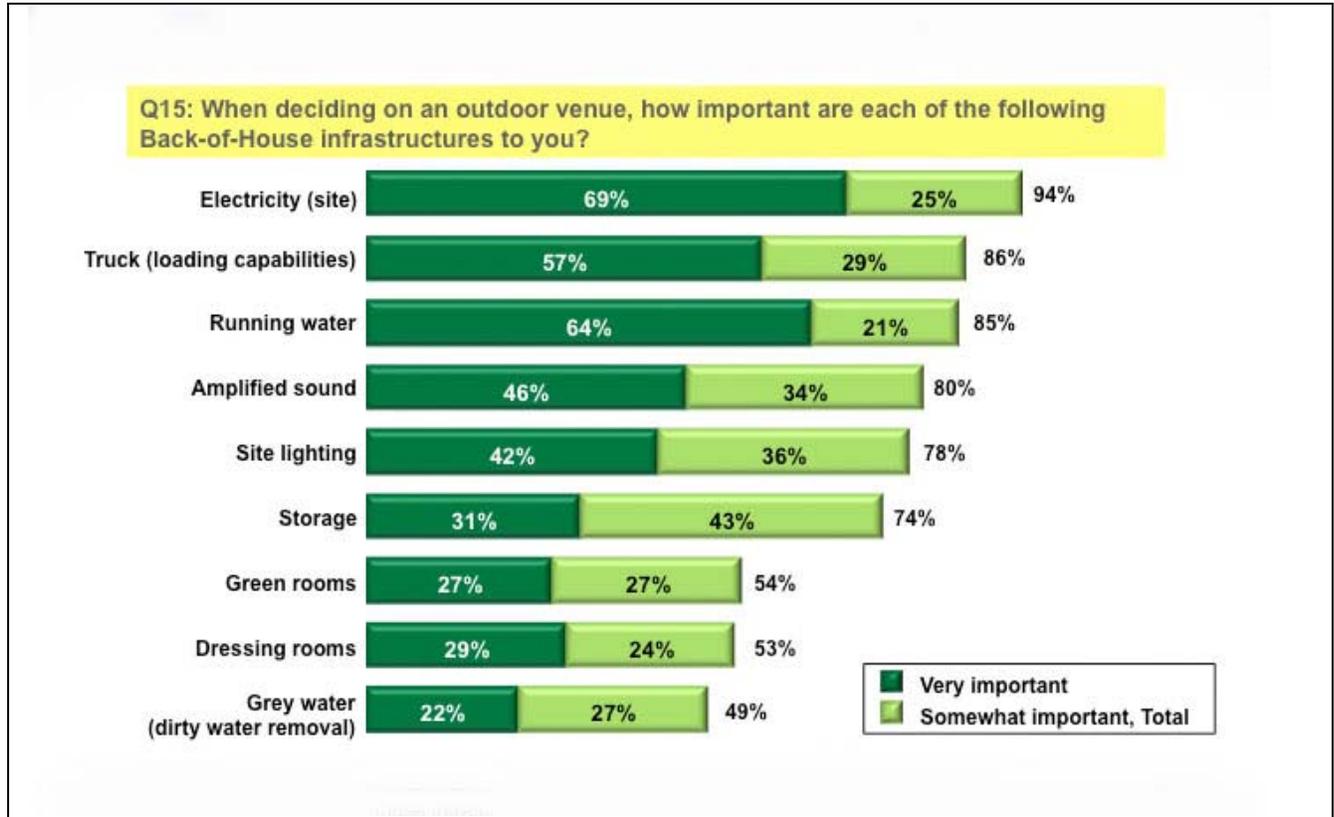
**Figure 26 – Front of House Infrastructures**



Having venues located close to public transport was rated as the most important venue attribute.

Permanent public washrooms, green space and indoor/outdoor functional space were all considered important features.

**Figure 27 – Back of House Infrastructures**

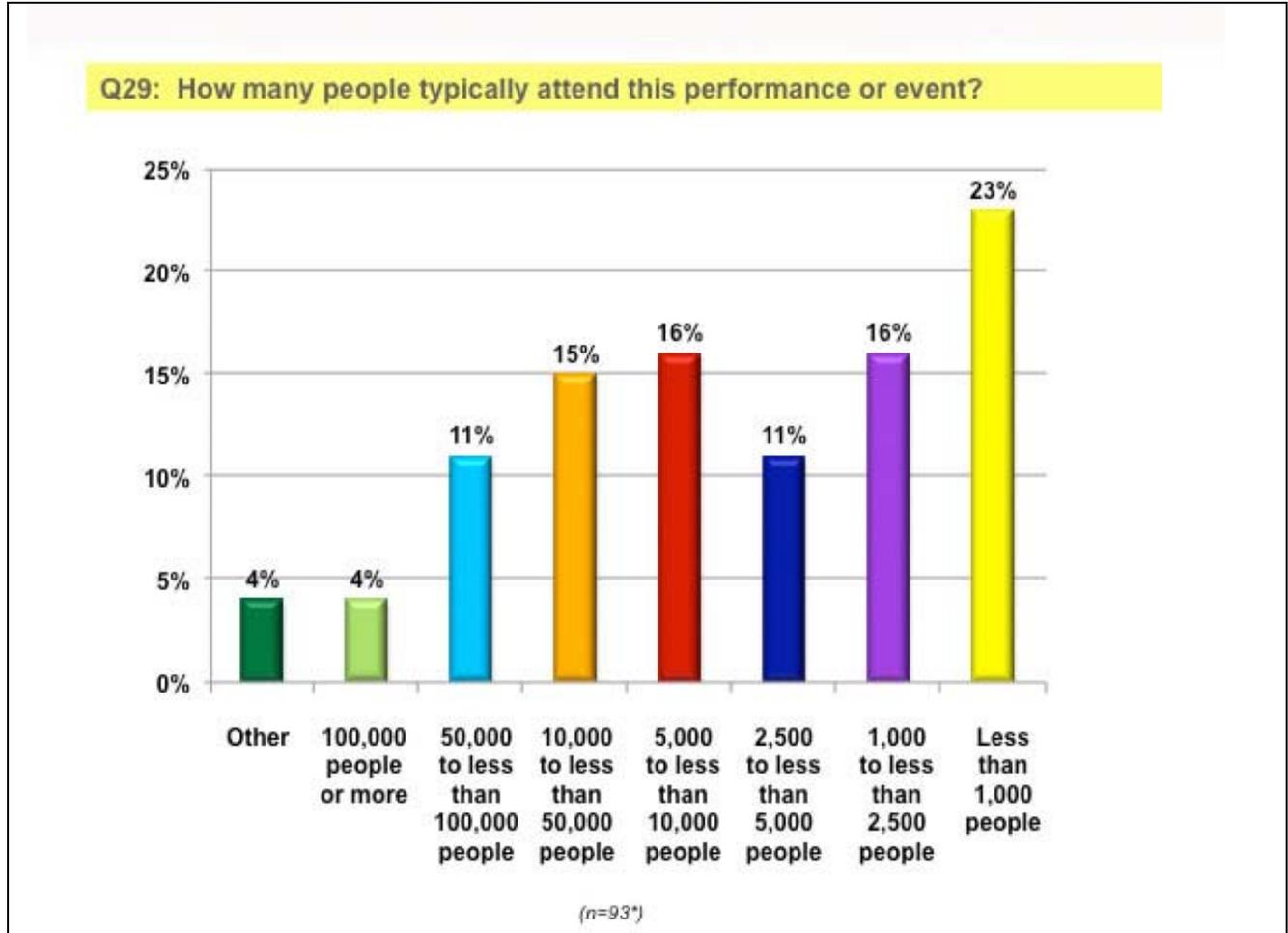


The most important features are site electricity, truck loading, running water and allowable amplified sound.

## Venue Size

The following figures demonstrate venue size considerations.

**Figure 28 – Average Attendance for this Event**

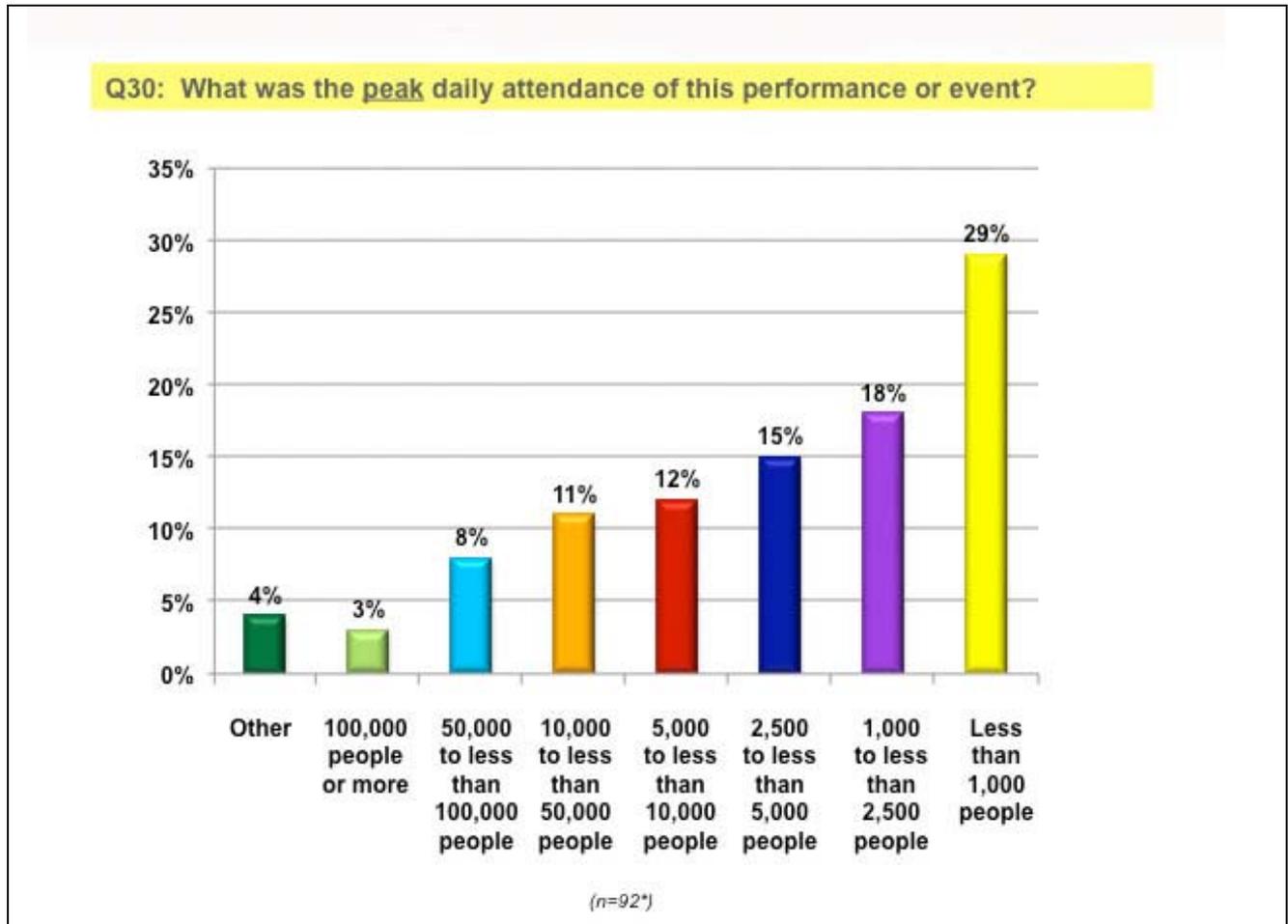


66% of all events require capacity from 0 – 10,000.

*NOTE: The events listing 50,000 people or more were generally multi-day events. See peak daily attendance (Figure 25). "Other" included events where attendance was unknown, such as seawall and street viewing at a race event.*

Events that attracted up to 1,000 people comprise the highest total at 23%

**Figure 29 – Peak Daily Attendance for this Event**



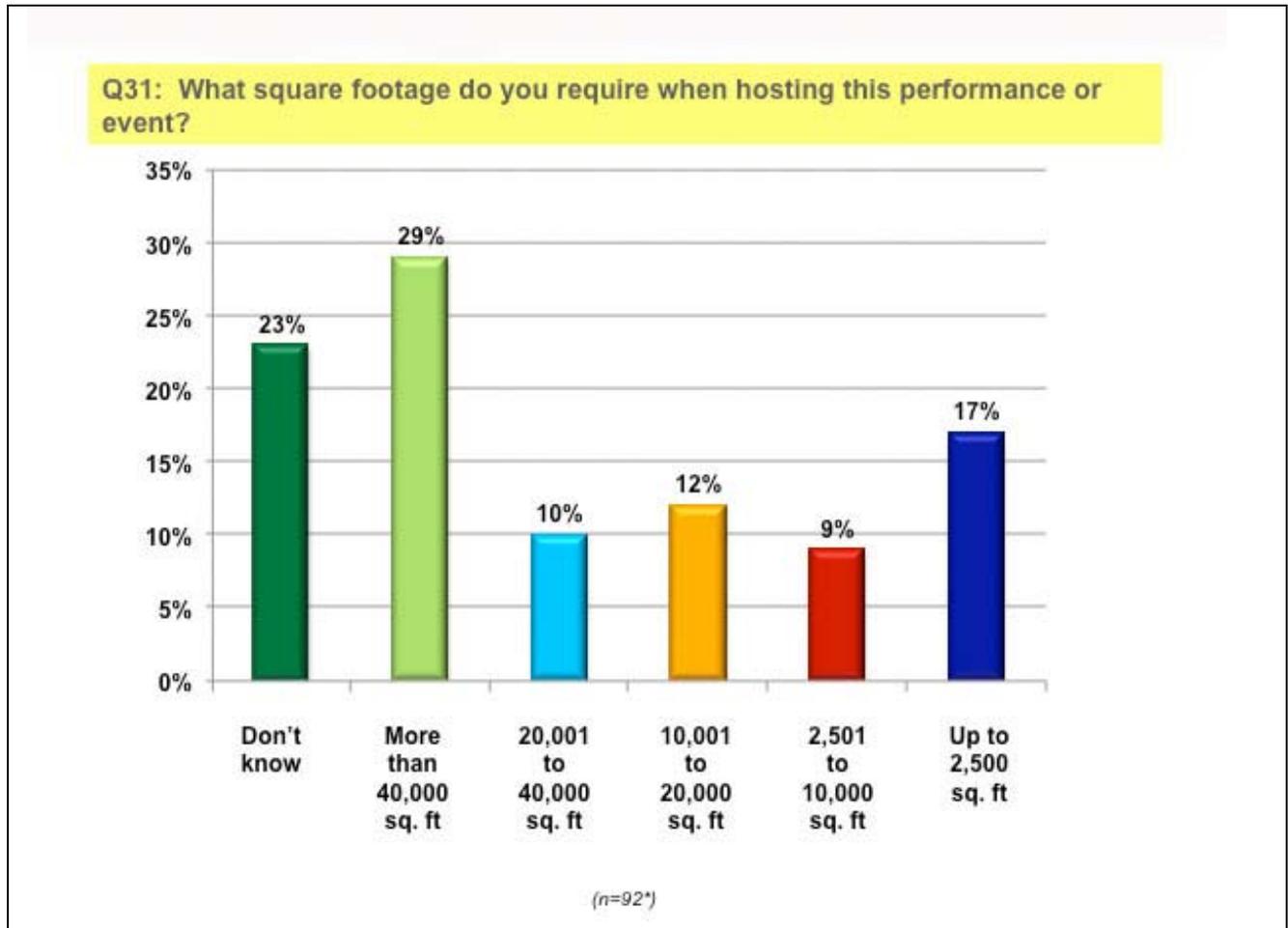
Many of the large cultural events are free. Attendance figures are estimated by a combination of producer estimates and tracking by service providers such as Vancouver City Police and event security firms.

*29% of performances and events saw peak attendance up to 1,000 people.*

*33% of performances and events saw peak attendance ranging from 1,000 to less than 5,000 people.*

*34% of performances and events saw peak attendance of 5,000 or more.*

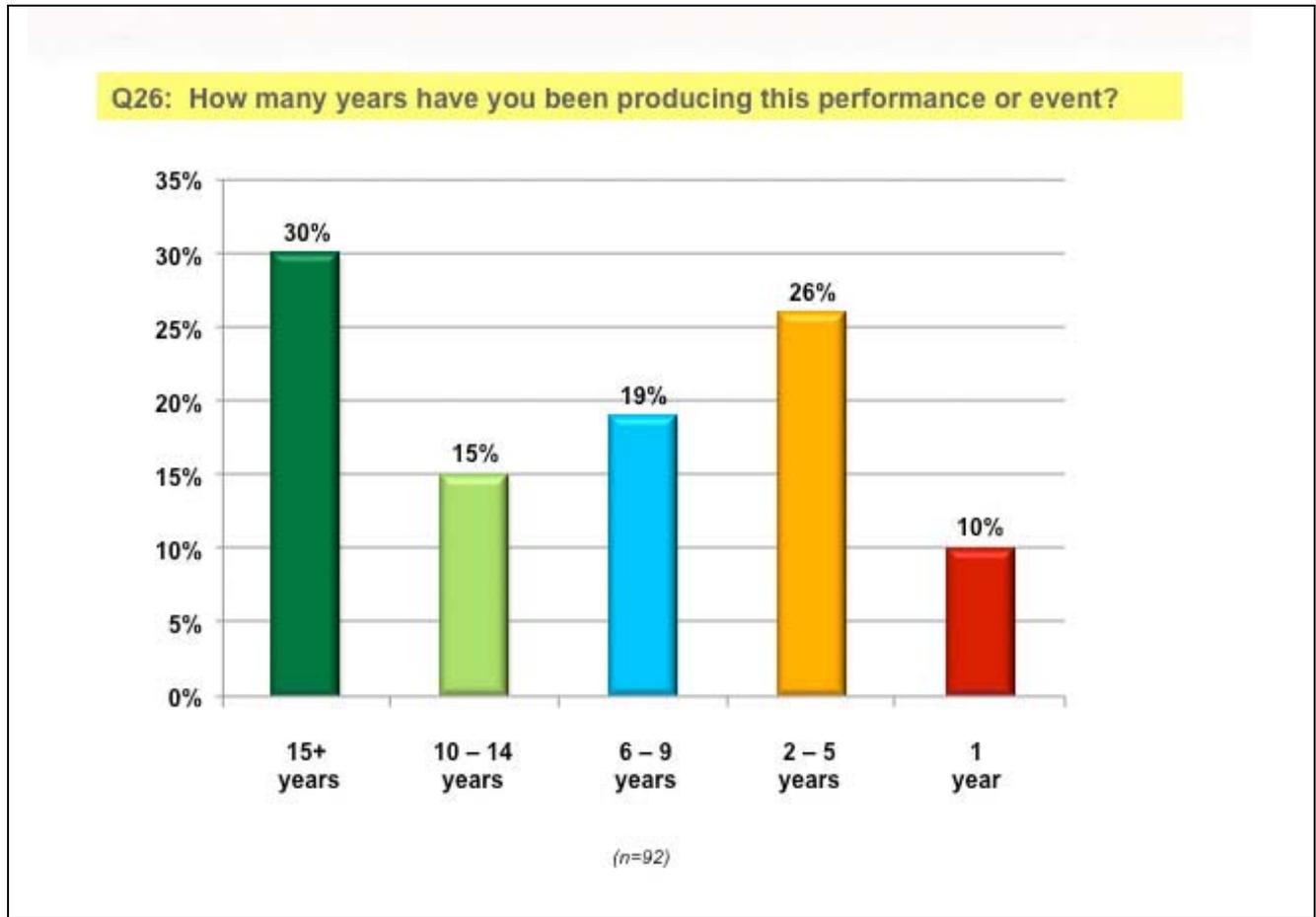
**Figure 30 - Square Footage Required for this Event**



29% of respondents require a space that is more than 40,000 square feet.

Many of the respondents were not aware of the square footage requirements for their largest outdoor events.

**Figure 31 – Number of Years Producing this Event**

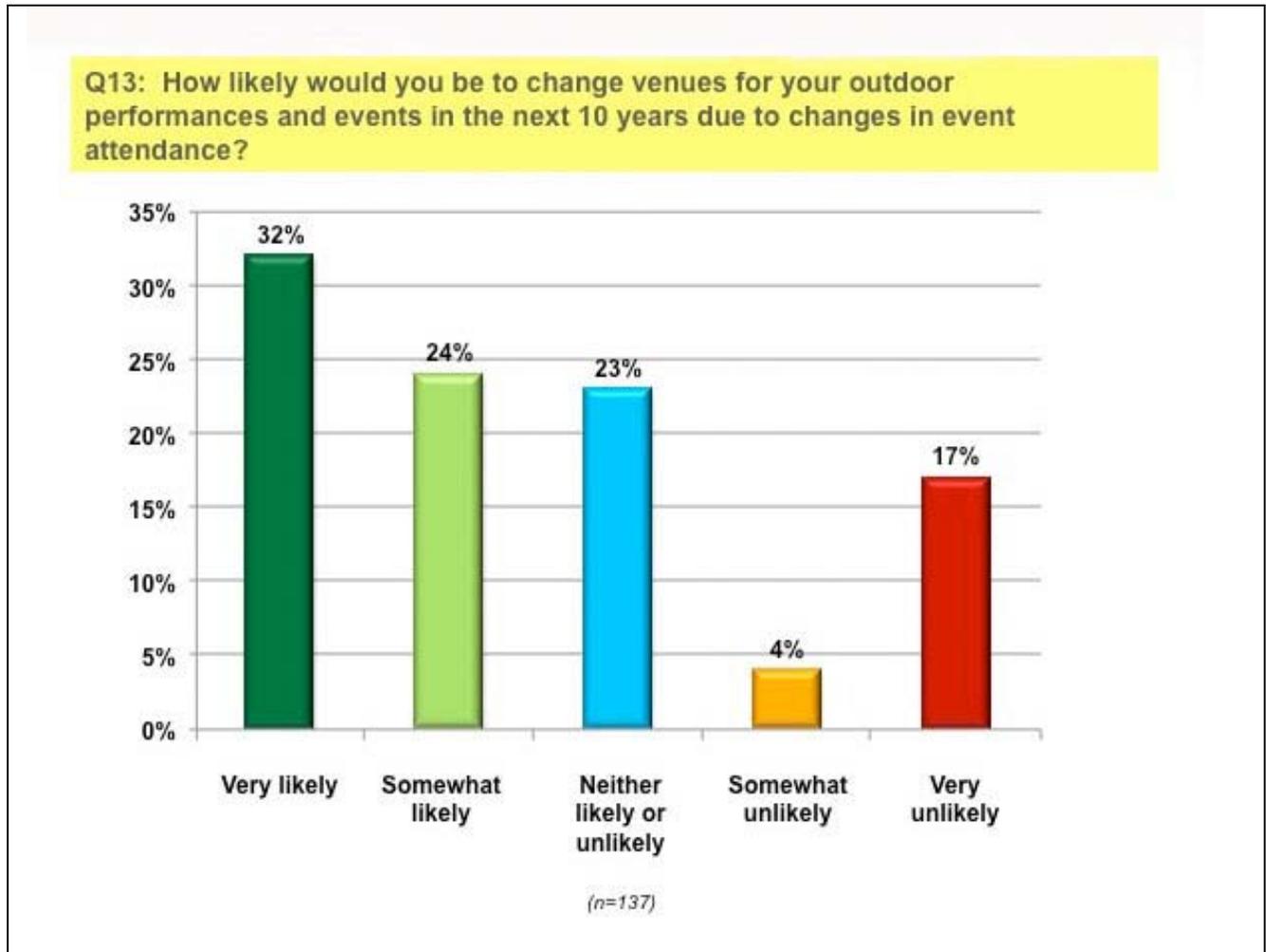


64% of respondents have been producing their largest event for 6 years or more.

30% of respondents have been producing their largest event for 15 years or more.

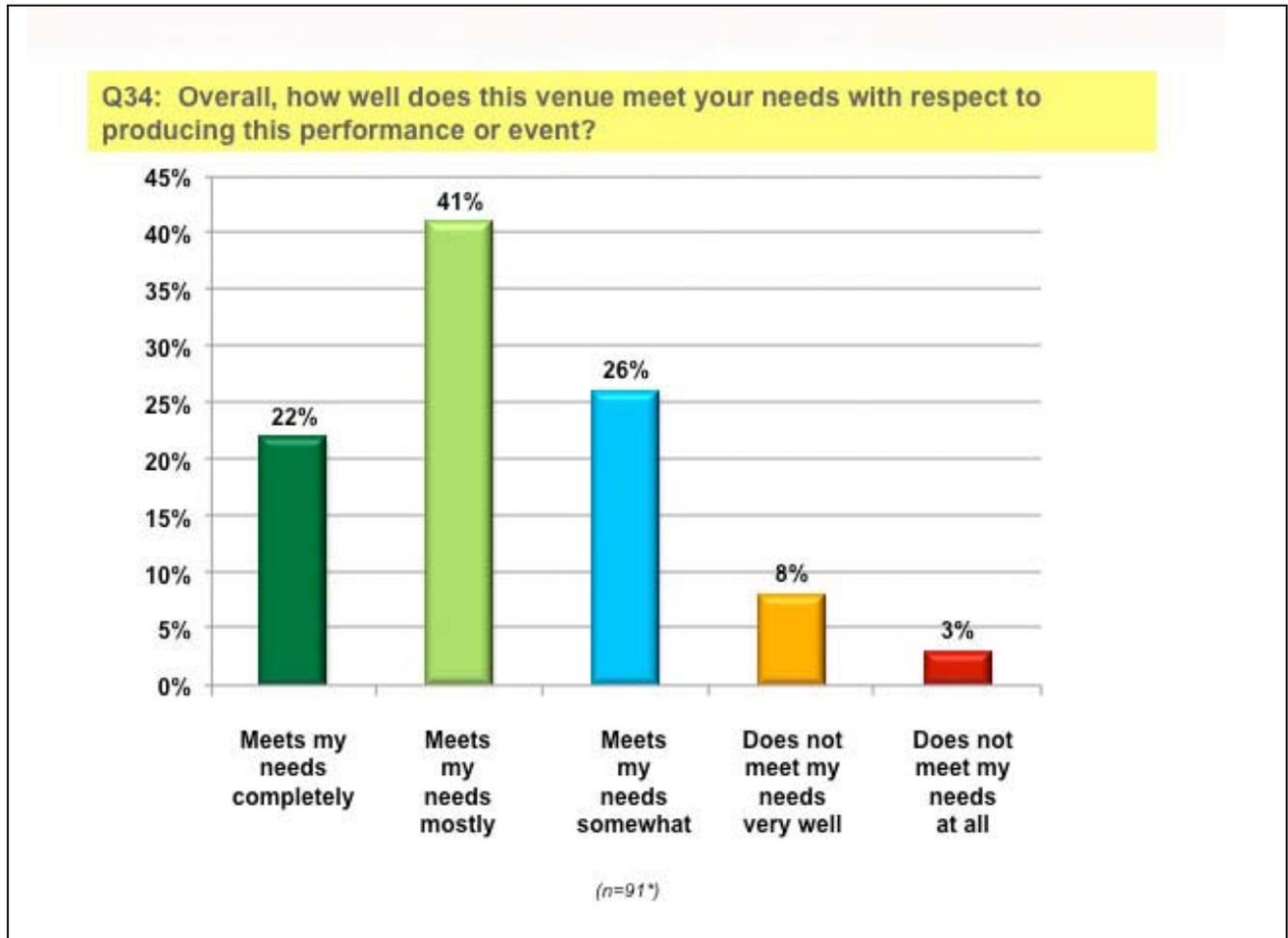
Most planners of events which have taken place for 15 years or more do not have difficulty booking their venue and are satisfied with the available venue options.

**Figure 32 – Likelihood of Venue Change due to Attendance Trends**



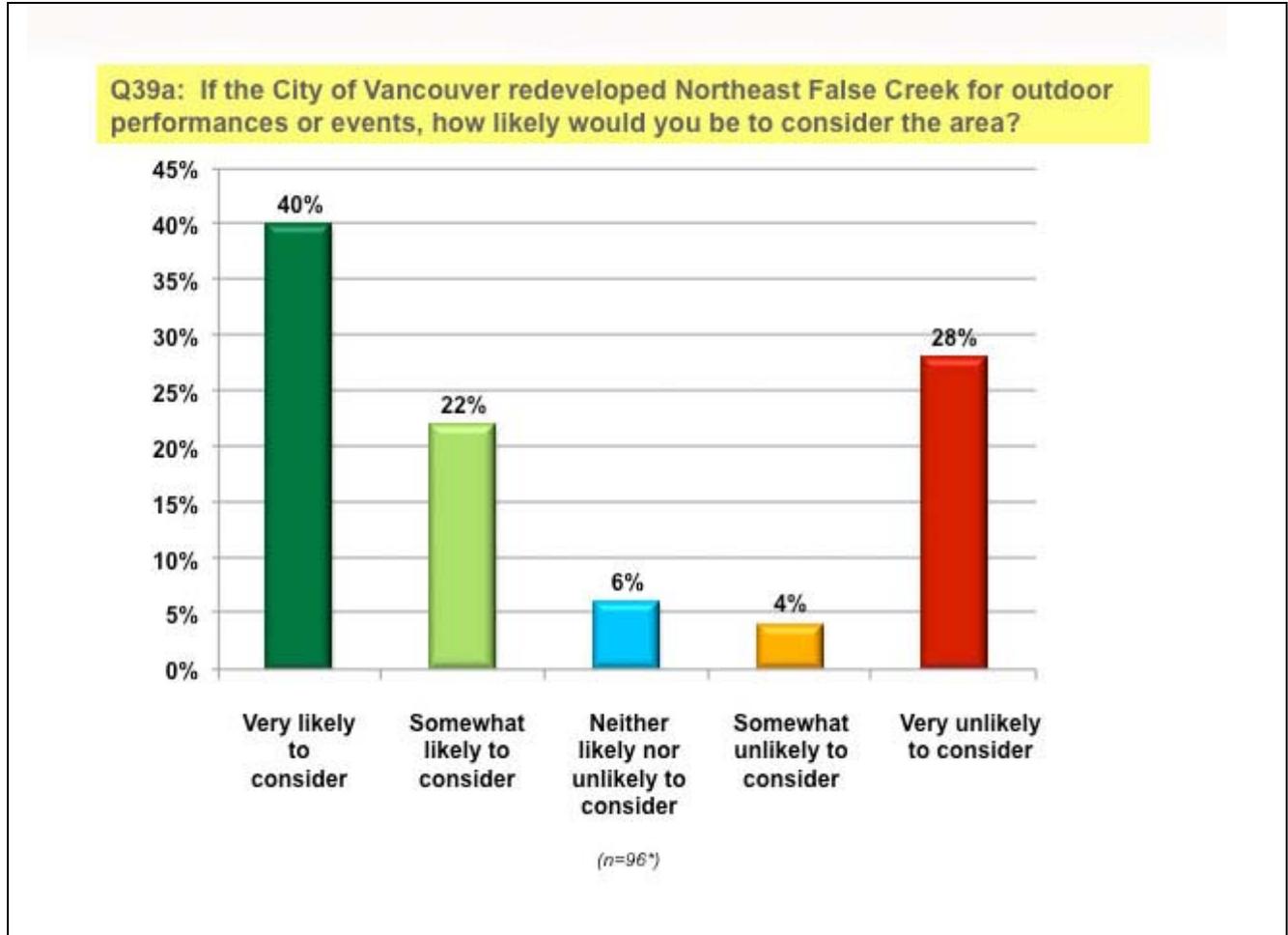
56% of all respondents are very/somewhat likely to change venues in the next 10 years due to changes in event attendance.

**Figure 33 – Satisfaction with Current Venue for this Event**



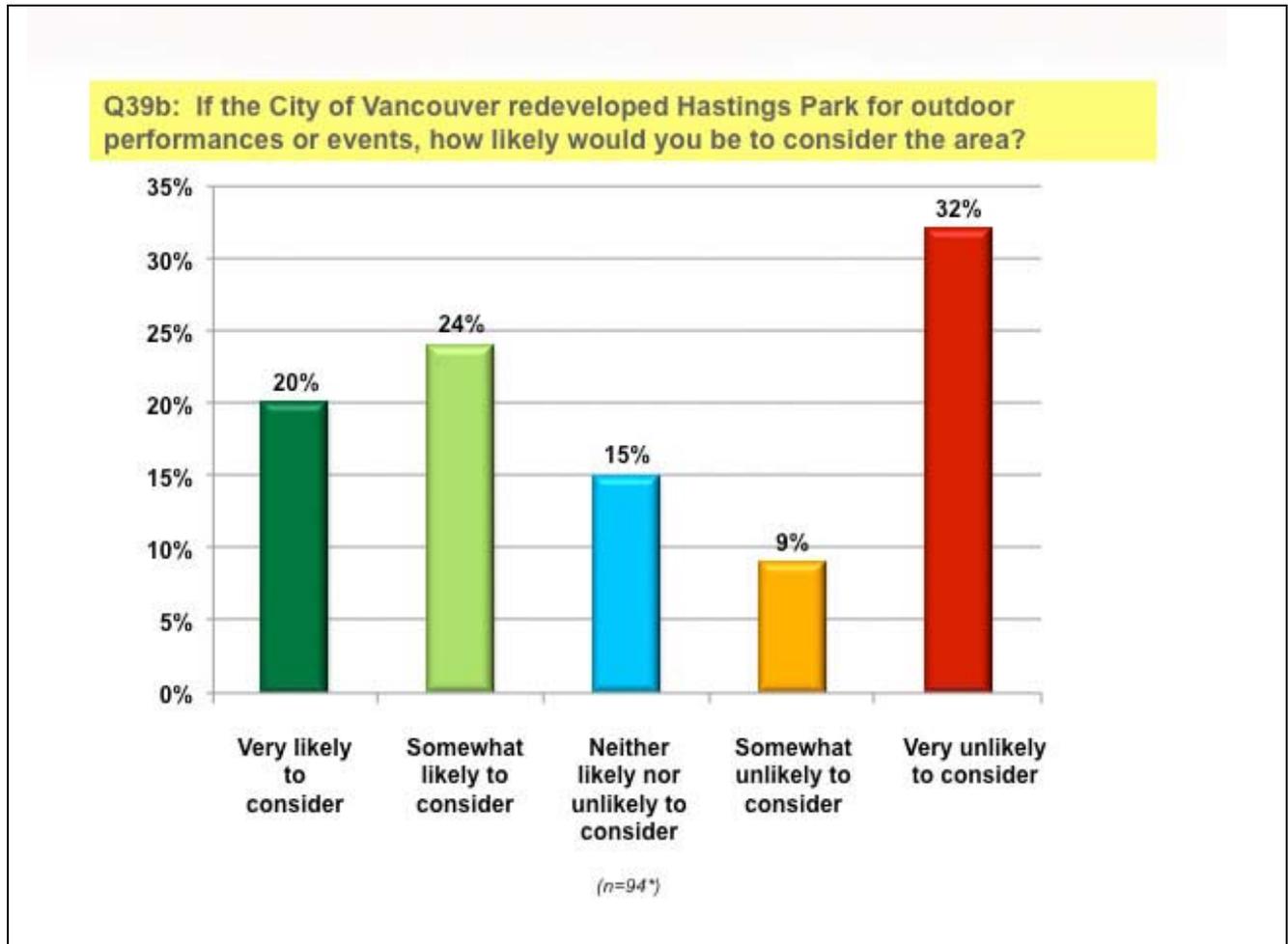
Respondents consider that their current venue meets their needs at least somewhat, including 63% who consider that their current venue meets their needs completely/mostly.

Figure 34 - Interest in Northeast False Creek



62% of all respondents would be interested in a new permanent outdoor performance or event space at Northeast False Creek.

**Figure 35 - Interest in Hastings Park**



44% of all respondents are likely to consider using Hastings Park for their performance or event.

## *7.2 Direct Interviews with Cultural Performance and Event Producers*

### *Overview of Respondents*

As a third source of demand information, the authors contacted key individuals from event and cultural organizations and companies and arranged for a series of in-person interviews and discussions during July and August 2010. The goal was to have a direct conversation with these producers to solicit their comments and opinion, and determine their long-term needs.

From the initial list of over 350 event producers, cultural groups, service organizations, and private businesses contacted to participate in this study, 30 key producers / cultural organization leaders were selected and invited to participate in in-depth personal interviews and discussions with the authors. These groups represent a wide range of cultural interests and diversity, encompassing both not-for-profit and commercial industries, with company sizes ranging from small to large. These conversations and interviews provided direct insight into the needs of the event industry for outdoor performance and event spaces in Vancouver.

Consideration was given to meet with organizations and companies who had staged events in the past at Plaza of Nations and Hastings Park, as well as cultural and event groups of all sizes and Vancouver commercial producers.

Of the 30 interview participants, 66% represented cultural performance organizers, while 33% were event producers.

The complete list of interview participants is attached as Appendix E.

### *Key Themes and Observations*

One focus of the conversations with the event producers was to benefit from their experience and observations concerning both the supply of existing venues and future demand. In addition, the interviews provided insight from the users perspective on infrastructure and functionality with the outdoor venues currently available for use in Vancouver. Following are key themes and observations that emerged during the conversations.

**Venue Infrastructure:** A universal theme among producers was that none of the outdoor performance or event spaces have any infrastructure support, and as such venues require complete installations of power, staging, water, fencing, tents, potties, concessions, ticket booths etc. This infrastructure comes at a substantial cost for each event.

**Venue Size and Supply:** It became clear in these conversations, that producers perceive a lack of available outdoor performance space in Vancouver for events that attract audiences in the range of 3,000 to 6,000 people. This is supported by the fact that the City's current venues that range from 1,000 - 4,000 and 4,001 to 7,000 capacity are heavily booked and/or not suitable for events or performances.

**Table 5 – Interview Comments - Venue Capacity Gap Commentary**

| <b>Organization</b>                                 | <b>Capacity Gap</b>   |
|---|---|
| 2011 Vancouver OutGames                             | 4,000 – 5,000   |
| Asian-Canadian Special Events Association           | 3,000 - 5,000   |
| BC Lions Football Club                              | 3,000 flat floor, multipurpose, covered   |
| BMO Vancouver Marathon                              | 10,000+   |
| brandLIVE   | 3,000 – 6,000   |
| Canadian International Dragon Boat Festival Society | 3,500 – 6,000 venue with audience cover   |
| Coastal Blues and Jazz Festival                     | 10,000 + singular space   |
| Filipino Canadian Cultural Society                  | 2,500 – 4,000   |
| Ismaili Council for BC                              | 5,000 – 15,000  |
| Live Nation   | 4,000 - 6,000 with seating, scalability for ticketing, partial infrastructure and a permanent stage and roof. |
| Patrick Roberge Productions                         | 4,000 – 6,000   |
| Public Dreams                                       | 25,000 – 35,000   |
| PuSH International Performing Arts Festival         | 2,000 +   |
| Rocky Mountain Sound                                | 3,000+  |
| Sawan Mela (South Asian Family Association)         | 5,000   |
| Timbre Productions                                  | 3,000 – 5,000   |
| Vancouver Chinese Cultural Festival                 | 4,000   |
| Vancouver Farmers Market                            | 2,000   |
| Vancouver International Bhangra Celebration Society | 5,000   |
| Vancouver Multicultural Society                     | 4,000   |
| Vancouver Sun Run                                   | 5,000 – 10,000  |
| Vancouver Symphony Orchestra                        | 3,000 – 5,000 with stage and audience cover   |

One of the main factors mentioned by producers was the lack of suitable venues in this size for events that use amplified sound.

**Lack of Mid-Size Venues:** Events up to 2,200 people can be staged at Malkin Bowl but this venue has a seasonal tenant which runs from June through to the end of August, and an agreement with Live Nation which enables them to book dates at this venue. Live Nation's bookings are done early in the season for shows in May, June and September leaving limited availability for other use. Other venues such as Jack Poole Plaza and Vancouver Art Gallery are available but with numerous restrictions and barriers to use, including high cost.

There is no outdoor venue supply in Vancouver that can accommodate mid-size events and performances. From 1986 to 2007, Plaza of Nations served events with capacities ranging from 2,000 to 5,000, and since the removal of the roof, no venue has been made available to replace the functioning event space at Plaza of Nations.

This venue and stage hosted an average of 30 to 50 major events or performances each year from 1987 to 2006. The expansive roof structure that covered the audience and stage areas, allowed shows to be produced over an extended summer season, which lasted six months each year, from May to October.

**Anticipated Growth:** Looking forward, all producers were planning for increased number of performances and events and increased attendance. While the available space has declined, attendance at concert events held in Malkin Bowl has nearly doubled this year from an attendance of 17,148 at 10 shows in 2009 to 32,879 at 15 shows projected for 2010. The producers of large-scale events also claimed that given the loss of UBC Thunderbird Stadium as a venue for concerts and performance events, there is no suitable outdoor venue in Vancouver for commercial events, which attract 20,000 people or more.

**Noise Concerns:** Another recurring theme for producers arranging outdoor events was noise concerns. Most organizations producing festivals or performance events require amplified sound and the perception is that the City of Vancouver is unwilling to allow amplified sound near any city parks. The reality is that amplified sound is allowed, however in fulfilling the Park Board mandate, staff endeavors to be sensitive to neighbour and wildlife issues and therefore will limit total usage in secluded parks.

**Approval Process:** Cultural organizations and producers also expressed concerns about the difficulty in securing approvals from the City and Parks Board to stage outdoor events. This points to a perception issue, wherein approvals are readily available for those sites suitable for the requested event.

**Requirement for Cover:** The interview respondents strongly indicated a need for a covered outdoor venue. Vancouver Symphony stated that their outdoor events were subject to cancellation in the event of rain. Primarily, the cost to install a professional stage with a steel structure roof or any roof capable of handling the elements and withstanding sizeable winds, or a covered stage of any size (for smaller organizations) was a

major factor in determining if an event will be affordable. Given that Vancouver's annual precipitation averages 166 rainy days each year, the need for cover from the elements is further exemplified. There was consensus that if the cost of installing a stage and cover could be amortized across the summer season and shared with multiple events, then producers would be more likely to stage larger events and performances.

### **7.3 Overall Demand Summary**

Demand is indicated in a number of ways:

- ◆ The population of the City of Vancouver and the surrounding Metro Vancouver region is projected to continue to grow significantly until 2040. This population growth, combined with a rate of attendance that appears consistent, will lead to a growth in absolute numbers of event attendees and demand for additional events.
- ◆ International success of Vancouver 2010 Winter Olympic and Paralympic Games will stimulate increase in cultural and sport tourism
- ◆ 64% of events staged by survey respondents have enjoyed increases in attendance over the past five years. There has been a 40% increase overall.
- ◆ 70% of survey respondents expect their events will continue to grow in size over the next 10 years. Only 6% of respondents believe that attendance will decrease.
- ◆ 56% of all respondents are very/somewhat likely to change venues in the next 10 years due to changes in event attendance.
- ◆ 40% of respondents have used Vancouver Streets (other than Granville Street) for event venues.
- ◆ 50% of organizers of large events (4,000+ event attendees) have been unable to book their preferred venue because of high usage.
- ◆ 62% of all respondents would be interested in a new permanent outdoor performance or event space at Northeast False Creek. 44% of all respondents are likely to consider using Hastings Park for their performance or event.

Other attributes identified in the Demand Analysis include:

- ◆ Top Front-of-House Attributes identified are: located close to public transport, permanent public washrooms, green space and indoor/outdoor functional space, covered stage, main stage, bike racks, cover for audience, food concessions and hard covered surface.
- ◆ Top Back-of-House Attributes identified are: site electricity, truck loading, running water, amplified sound, site lighting, storage, green rooms, dressing rooms and grey water (drain water removal)

## 8. GAP ANALYSIS

### Summary of Existing Supply:

Twelve key venues were identified by City of Vancouver staff and by survey respondents as receiving the most frequent use and as being most suitable for outdoor events and performances. Two additional non-Vancouver sites were included for comparison purposes. Of these venues many exhibit high rates of usage and therefore have limited or no availability. Other venues have some availability but additional considerations such as restrictions on use limit their availability to performance or event organizers.

- ◆ Ten of the venues demonstrate almost 100% usage and zero availability during the outdoor event season of May to September. These venues are: Ceperley Meadow, Vanier Park, Jericho Park, John Hendry Park (Trout Lake), Granville Island, Malkin Bowl, Creekside Park, Lumberman's Arch, Vancouver Art Gallery North Plaza and David Lam Park.
- ◆ A key performance venue, Malkin Bowl, exhibits close to 100% usage; this venue has a full-time tenant (Theatre Under the Stars) who has an agreement with Live Nation Canada for concert use, thereby restricting access for other organizations (although some booking dates are available, they are very limited in number).
- ◆ Vancouver Art Gallery Georgia Street Plaza was not built as an event space and faces considerations such as neighbourhood noise concerns, high costs for setup/repair and unplanned use by non-permitted events.
- ◆ Two of the venues, Deer Lake Park and Holland Park, with approximate usage rates of 43% and 29% respectively, are located outside of the City of Vancouver, in Burnaby and Surrey. These venues have some availability and may appeal to certain producers but will not be appropriate for events or performances specific to Vancouver.
- ◆ The remaining venues appear to be available 40% or more of the time but have other considerations that may be limiting use. For example:
  - ★ Jack Poole Plaza is limited by a \$10,000 rental fee and high rates for site servicing as well as by the presence of the Olympic Cauldron in the centre of the venue.
  - ★ Granville Street was closed to vehicle traffic during the summer of 2010 but this was a pilot test only and future use is not guaranteed.

Furthermore, the majority of outdoor venues within the City of Vancouver are not equipped with the appropriate Front-of-House and Back-of-House amenities required to host performances and to host the types of events that require performance-like infrastructure including: site power, water, public washrooms, and a covered stage. Therefore, high cost becomes a factor that reduces viability.

### **Summary of Demand:**

The following demographic and industry trends, as well as survey and interview responses, indicate that overall demand for outdoor performance and event spaces in Vancouver has increased in the last five years and is projected to continue to increase over the next ten years:

- ◆ The population of the City of Vancouver and the surrounding Metro Vancouver region is projected to continue to grow significantly until 2040. This population growth, combined with rates of attendance and participation that appear consistent, will lead to a growth in absolute numbers of event attendees and demand for additional events.
- ◆ Transportation improvements have increased the ability of citizens of the growing Metro Vancouver region to attend events and performances in the Downtown core. Furthermore, cultural and sport tourism to the city from outside the Lower Mainland will be stimulated due to the international success of the Vancouver 2010 Winter Olympic and Paralympic Games.
- ◆ 64% of events staged by survey respondents have enjoyed increases in attendance over the past five years. There has been a 40% increase overall.
- ◆ 70% of survey respondents expect their events will continue to grow in size over the next 10 years. Only 6% of respondents believe that attendance will decrease.

It should be noted that all survey response figures are based on existing events only, of which 64% have been running for 6 years or longer. When newer events alone are considered (those running for five years or less) the dissatisfaction with the variety of venue sizes increases to 43%. This issue of a lack of outdoor space available for new events was also noted in the interviews. Existing events do not have as much difficulty in booking venues because as established events they hold first right of refusal for their annual event dates at their respective venues.

The online survey indicates a general satisfaction with the current outdoor performance and event venues in the City of Vancouver for existing events. 68% of producers find current venues very or somewhat suitable and 58% are able to book their preferred venue all of the time.

However, additional analysis of the survey responses indicates that demand for certain venue capacities is high. While 36% of survey respondents feel the current variety of sizes of performance and event venues is excellent or somewhat good, 23% of respondents find the current variety of sizes to be somewhat or very poor. Survey respondents indicate a demand for specific venue capacities:

- ◆ There is a large demand for venues suitable to host events requiring up to 1,000 capacity. 29% of survey respondents have peak daily attendance of less than 1,000 people.
- ◆ The largest demand is for venues suitable to host events for 1,000 to 3,999 people. 33% of survey respondents have peak daily attendance numbers in this range.
- ◆ There is a supply gap for venues in the range of 4,000 to 6,999 as there are only seven venues which operate in this capacity yet over 70% of survey respondents are projecting an increase in attendance over the next 10 years, therefore many will be required to move to larger facilities in the future.
- ◆ Responses during one-on-one interviews strongly indicated demand for venues with capacities in the range of 3,000 to 6,000 people, overlapping considerably with the demand for venues suitable for 1,000 to 3,999 and 4,000 to 6,999 people.

Despite general satisfaction with the existing venues, survey and interview respondents indicate significant demand for specific Front-of-House and Back-of-House infrastructure at outdoor performance and event venues:

- ◆ Top Front-of-House attributes identified are: a location close to public transport, permanent public washrooms, green space, indoor/outdoor functional space, covered stage, main stage, bike racks, cover for audience, food concessions and hard covered surface.
- ◆ Top Back-of-House attributes identified are: site electricity, truck loading, running water, amplified sound, site lighting, storage, green rooms, dressing rooms and grey water (dirty water removal).
- ◆ One challenge indicated by survey and interview respondents, both non-profit and commercial, is the high cost of transforming any site, whether it's an outdoor park or street, or any non-traditional venue into a functioning event space. This requires a substantial investment to bring in a covered stage, power, water, fencing, potties, tents, and concessions. These costs add up to tens of thousands of dollars and severely reduce the viability of the outdoor space, especially if the cost is incurred for one single event. Site access to bring in the required infrastructure is often an additional challenge.

In addition to demand for infrastructure, survey and interview respondents indicate demand for the following with respect to outdoor event and performance venues:

- ◆ A location with easy access to the public, primarily indicated by a location close to public transit. Respondents indicate that this allows for high visibility and significant walk-by traffic.
- ◆ The ability to control food revenues and to set up their own vendor areas.
- ◆ The ability to secure liquor licensing for certain outdoor events.
- ◆ A simplified booking process and quick response time from the City of Vancouver with respect to booking city-owned sites.
- ◆ Venues that have scalability for ticketing, and provide a quality customer experience.

### **Gap Analysis Conclusions:**

When demand, as indicated by survey and interview responses along with demographic and trend research, is measured against the existing supply of outdoor performance and event spaces the following gaps in outdoor venues in the City of Vancouver are demonstrated:

#### **1. There is a need for development of new performance and event specific venues in order to meet growing demand by audiences and organizers.**

- Growth in demand is demonstrated through: projected population increases, trends in attendance and participation, and demonstrated and projected increases in attendance shown by organizers.
- The existing supply of venues considered suitable for outdoor performances and events exhibits high usage and has limited availability to absorb the future growth.
- Given that 64% of outdoor events in Vancouver have enjoyed increases in attendance over the past five years, and 70% of survey respondents fully expect their events will continue to grow in size over the next 10 years further reinforces the demand that additional outdoor venues are required.

#### **2. The capacity need for new venues is highest in the range of 1,000 to 3,999.**

- Of existing events and performances, 33% of survey respondents have peak daily attendance numbers in this range.
- There is also high demand for events that have a peak daily attendance of less than 1,000 people, as 29% of survey respondents indicated this level of attendance.
- A venue built to any capacity in the range of 1,000 to 3,999 will also be usable by events or performances with attendance of less than 1,000 people, particularly if designed for scalability.
- The existing venues which serve capacities ranging from 1,000 to 3,999 are either fully booked or they have environment or community access issues which limit use for events and performances.

- Event producers who have long-running events in this capacity range are generally satisfied with their current space as their events are secure, however any producers searching for space for new events are generally dissatisfied with the available venue options and require new venues to meet the needs for new events.

**3. There is also a clearly demonstrated demand for new venues in the range of 4,000 to 6,999.**

- Outdoor venues that serve capacities ranging from 4,000 to 6,999 have a high rate of usage, yet there are only seven existing venues currently supplying this capacity, therefore this category has the lowest supply of venues.
- Given the growing population in Vancouver and the projected rate of growth for the majority of events in the next 10 years leading to an increased absolute numbers of attendees, it is expected that many of the 3000 events currently being staged in venues in the 1,000 – 3,999 range will outgrow their current venue size in coming years.
- Responses during the one-on-one interviews with producers strongly indicated demand for venues with capacities in the range of 3,000 to 6,000 people, overlapping considerably with the demand stated in the online survey for 1,000 to 3,999 and 4,000 to 6,999.

**4. There is a substantial need to install infrastructure common to all events in the venues that have the highest event use annually and in any future outdoor performance and event venues to be developed.**

- The most desired infrastructure includes: power, water, public washrooms, and site access. Further, outdoor venues with a covered stage, which have partial cover for the audience and have the ability for scalable ticketing will be most regularly used by all groups.
- Outdoor venues that permit amplified sound and do not have associated neighbourhood concerns or noise issues are not readily available and are in high demand.

## 9. COMPARATIVE VENUES

Research on comparable venues in other communities was conducted in order to identify and evaluate models of governance, operations and amenities that may be applicable to outdoor performance and event spaces located in the City of Vancouver.

Best practices for performance and gathering spaces were reviewed previously in reports provided as background for this study. Comparative venues were identified in Northeast False Creek reports by Eberle and Thompson, *North East False Creek Performance and Gathering Spaces* (2008) and by Peter Giles, *North East False Creek – High Level Review: Public Space Research* (2007) and in the Hastings Park/PNE Master Plan Phase I document, *Inventory and Analysis: PNE, Fair and Playland* (2009). Venues that were considered most relevant to the study sites were researched further and are included along with information on site features and amenities. As noted in these reports, it is difficult to locate existing sites that completely share the unique characteristics of the study sites.

In addition to the venues reviewed in past reports, additional comparable venues were identified and reviewed. These venues were included based on recommendations from survey respondents and interviewees.

The comparable venues summary is included in Figure 36 on the following pages. Additional information on venues not found in previous reports is included in Appendix H.

Figure 36 – Comparative Venues

| Site                         | Location   | Type of Venue                                | Capacity  | Brief Description   | Management  | Operational Considerations   | Technical Notes   |
|------------------------------|--|--|---|---|---|--|---|
| Sidney Myer Music Bowl       | Kings Domain Gardens (36 ha)<br>Melbourne, Australia | Amphitheatre within Urban Park               | 2,150 (fixed seating) plus 7,500 to 28,000 (sloping lawns)  | Built in 1959, the Sidney Myer Music Bowl is a major outdoor venue. The Bowl hosts a variety of concerts as well as an annual Carols by Candlelight fundraiser.   | Operated by Victorian Arts Centre Trust (VACT), a statutory authority of the Arts Portfolio, Arts Victoria.   | Security and first aid personnel are required and will be supplied by venue but charged to presenter.  | <b>Stage:</b> 27.4m wide x 19.5 m deep<br><b>Washrooms:</b> available for crowds of 5,000 or less, larger crowds require additional facilities.   |
| Molson Canadian Amphitheatre | Ontario Place (39 ha)<br>Toronto, Ontario            | Amphitheatre located in mixed use urban park | 16,000 covered seats, 3,500 open air seats and 7,000 seating on grass bowl                                  | Opened in 1985, the Molson Canadian Amphitheatre is located on the grounds of Ontario Place, home to the Canadian National Exhibition, along the waterfront of Lake Ontario. Ontario Place also includes a marina, IMAX theatre and a waterpark. Proposals for a major development are currently being accepted (September 2010). | Live Nation Canada has a leasing agreement to operate the Amphitheatre. Ontario Place is operated by Ontario Place Corporation, an agency of the Ministry of Tourism and Culture. | Seasonal: open May to September  | Video system provides all audience members with view of performers on stage.  |
| Harbourfront Centre          | Waterfront (4.05 ha)<br>Toronto, Ontario             | Two Covered Stages on Urban Waterfront       | Sirius Stage (1,300 seats plus 2,000 standing)  | The site contains multiple performance and festival spaces including two outdoor covered stages (Sirius Satellite Radio Stage and Redpath Stage), three buildings, and a rink. Outdoor stages are for Harbourfront programming only.  | Operated by Harbourfront Centre, a non-profit charitable arts organization.   | Summer outdoor programming is dominated by Harbourfront Centre's own World Routes Summer Festivals series, leaving little or no availability to other users. | <b>Stages:</b> both covered, Sirius Satellite stage has audience cover  |
| Millennium Park              | Chicago, Illinois (10 ha)                            | Urban Park with two outdoor venues           | Pritzker Pavilion Concert Venue (4,000 fixed seats, 7,000 on Great Lawn)<br>Chase Promenade (3 blocks long) | Millennium Park is located near Chicago's Lake Michigan waterfront in the downtown area. The Pritzker Pavilion hosts major music and theatre events as well as local fitness and cultural events. Chase Promenade is commonly used for ethnic festivals and exhibitions.  | Chicago Department of Cultural Affairs  | <b>Pritzker Pavilion:</b> built partially above Harris Theater for Music and Dance, shares backstage facilities with Harris                                  | <b>Pritzker Pavilion:</b> glass and steel doors allow the stage to be closed and used year-round, washrooms are located on both sides of pavilion<br><b>Chase Promenade:</b> permanent tent anchors for easy installation |
| Federation Square            | Melbourne, Australia (3 ha)                          | Urban Plaza                                  | 10,000 (The Square)   | Federation Square is bordered on one side by the Yarra River. The site hosts two museums, restaurants, cafes and shops. Includes a variety of event spaces with the Main Square and Stage being the largest outdoor venue.  | Operated by Fed Square Pty, a company wholly owned by the State Government of Victoria.   | Fed Square Pty supplies AV, security, cleaning and labour at a charge to the event presenter.  | Public washrooms available.   |
| Confederation Park           | Ottawa, Ontario                                      | Urban Park                                   | 7,000   | Centrally located near prominent buildings and the Rideau Canal. Confederation Park is one of the Capital's main event parks hosting Winterlude, Canada Day and the Jazz Festival.  | Managed by the National Capital Commission  | Operates all seasons   | Electrical and water source available.  |

Figure 36 - Comparative Venues

| Site                      | Location   | Type of Venue                                       | Capacity  | Brief Description   | Management   | Operational Considerations   | Technical Notes   |
|---------------------------|--|---|---|---|--|--|---|
| Nathan Phillips Square    | In front of City Hall (1.7 ha)<br>Toronto, Ontario | Urban Plaza   | Currently under renovations (to be completed by 2012) | Events held on Nathan Phillips Square are free and open to the public. Hosts events including civic activities, Farmers Market, Jazz Festival, Cavalcade of Lights  | City of Toronto  | Use for commercial purposes is prohibited. All events must be free and open to the public.   | Electrical and water available.<br>New Theatre Stage will include Back of House management offices, washrooms, loading area, technical support rooms, dressing rooms and Green Rooms. |
| Pioneer Courthouse Square | Downtown (0.4 ha)<br>Portland, Oregon              | Urban Plaza   | 8,000   | Includes coffee shops, food vendors, and information centre for transit.<br>Integration with Portland's light rail system is one of the Square's main assets.   | Pioneer Courthouse Square Inc  | Hosts over 300 events a year ranging from large-scale concerts to cultural festivals.  | Stairs double as seating.<br>On-site services include equipment, sound, lighting, labour and publicity support.   |
| Bryant Park               | New York City, New York (2.3 ha)                   | Urban Park with multiple event & performance venues | various   | Includes multiple venues. The Upper Terrace, The Lawn, and the Fountain Terrace all host concerts and other events.<br>Events include: fashion shows, Jazz Festival, lunchtime concerts by Juilliard students, movie series, circus, and private events | Owned by New York City Parks Department<br>Operated by Bryant Park Corporation   | Over 600 public performances, events and activities take place each year.<br>The Lawn venue may be unavailable during wet weather. | Electricity is available at most venues.<br>WiFi spot offering free wireless internet   |
| Campus Martius            | Detroit, Michigan (0.9 ha)                         | Urban Plaza   | n/a   | Hosts concerts, outdoor movies and city events, including the Jazz Festival.  | A public/private sector partnership between the City of Detroit and the Detroit 300 Conservancy Non-profit organization. | A skating rink is installed in the park from November to March.  | Two hydraulic stages that recess & portable canopy available.<br>Sound and lighting system.<br>WiFi available.  |
| Washington Square         | San Francisco, California (1 ha)                   | Urban Plaza   | n/a   | Located in a high density urban neighbourhood, surrounded by cafes and restaurants.   | Managed by the San Francisco Recreation and Parks Department.  | Fee to use is \$3,200 for commercial uses and \$1,600 for non-profit groups (plus a % of gate sales for ticketed events)           | Power available.<br>Public Washrooms open to the public from 8am to 8pm.<br>Heritage Wardens are on-site at all times to provide security.  |
| Trafalgar Square          | London, England (0.9 ha)                           | Urban Plaza   | 8,000 (North Terrace)<br>12,000 (Main Square)         | Located adjacent to the National Gallery. Hosts performance events, festivals, demonstrations, rallies and film shoots.   | Managed by the Greater London Authority.   | A reduced fee is offered to charities and student activities.<br>Events must be accessible to all visitors.                        |   |

Figure 36 - Comparative Venues

| Site                     | Location                      | Type of Venue                            | Capacity   | Brief Description   | Management  | Operational Considerations  | Technical Notes  |
|--------------------------|-------------------------------|--|--|---|---|---|--|
| Tivoli Gardens           | Copenhagen, Denmark (8.26 ha) | Mixed Use Urban Park (fee for admission) | Pantomime Theatre (120 seated, 1,000 standing)         | Tivoli Gardens is located in the centre of Copenhagen. The park contains the second-oldest amusement park in the world along with a concert hall, restaurants and cafés. Tivoli Gardens plays an active part in the cultural scene in Copenhagen.                                   | Managed by a publicly owned company, Tivoli A/S.  | The park is open from May to September and again for the Halloween and Christmas seasons.   | The Pantomime Theatre is specifically designed for the art of pantomime but is also used as a venue for ballet and modern dance. |
| Seattle Center           | Seattle, Washington (29.9 ha) | Mixed Use Urban Park                     | Mural Amphitheatre (5,000)                             | Seattle Center includes a fairground and an entertainment centre. The park includes the Space Needle, theatres, museums, sports arena, soccer stadium, skate park, amphitheater, and fountains. Seattle Center hosts many cultural, music and arts festivals.                       | Managed by City of Seattle staff. Fundraising by Seattle Center Foundation.   | Three areas of programming:<br>1. Commercial<br>2. Non-profit resident organization offerings<br>3. Seattle Center Productions events, free to the public | n/a  |
| Orange County Great Park | Irvine, California (545 ha)   | Mixed Use Municipal Park                 | Promenade (35,000 sq ft)<br>Plaza (32,300 sq ft)       | Previously a Marine airfield, Orange County Great Park is currently under development and will include a canyon, lake, botanical gardens, urban farm, performing arts venues, a cultural terrace (museums and library), a sports park, a golf course, and a wildlife corridor.      | Orange County Great Park Corp, a non-profit, is responsible for design, construction and maintenance. The Board consists of all 5 City of Irvine council members and 4 independent directors. | Some portions of the site are available for rental during development process.  | Currently being developed  |
| Prater                   | Vienna, Austria (614 ha)      | Mixed Use Urban Park                     | Kaiserwiese Gathering Place                            | Prater includes a planetarium, a museum, horse racing track, rides, attractions, restaurants, cafés, beer gardens, natural landscape and hiking/cycling trails. It was the site of a World Expo in 1873. The Kaiserwiese hosts the Prater Film Festival, concerts and other events. | Managed by Prater Service GmbH, a company owned by the City of Vienna.  | Operates seasonally from March 15 to October 31.  | n/a  |
| Stampede Park            | Calgary, Alberta (55.4 ha)    | Urban Fairground                         | Grandstand (17,000 seating, 8,000 additional standing) | Stampede Park is located close to the centre of Calgary, close to transit. The park grounds include an arena, grandstand area and other buildings. Annually hosts the 10-day Calgary Stampede and Exhibition.   | Managed by Calgary Stampede and Exhibition Ltd.   | IATSE staff must be used for performances.  | The Grandstand offers indoor club and lounge settings.   |

**Figure 36 - Comparative Venues**

| Site                             | Location                        | Type of Venue                        | Capacity                               | Brief Description  | Management  | Operational Considerations  | Technical Notes  |
|----------------------------------|---------------------------------|--------------------------------------|--|--|---|---|--|
| LA County Fair / Fairplex        | Pomona, California (225 ha)     | Urban Fairground (fee for admission) | Grandstand (seating for 10,000)        | The Fairplex site includes: hotel, RV Park, horse racing track, exhibit halls and museum. The site hosts a 30 day agricultural fair, including midway, September.  | Owned by the City of Los Angeles but leased to and governed by a non-profit organization, the LA County Fair Association. | Exclusive vendors must be used for catering, electrical and security.                         | n/a  |
| Western Washington State Fair    | Puyallup, Washington (64.7 ha)  | Urban Fairground                     | NW Concert Center (seating for 10,368) | The Western Washington State Fair site includes a permanent midway and rodeo, gardens and plazas. The site hosts a 17 day agricultural fair each summer and a 4 day spring fair, concerts, and other events.             | Managed by the Western Washington Fair Association, a non-profit organization.  | Exclusive concession vendors must be used.  | <b>Stage:</b> covered 88'w x 66'd x 5'h<br><b>BoH:</b> dressing rooms<br>Adjacent buildings for concessions and vendor setup |
| Fair Park                        | Dallas, Texas (112.1 ha)        | Suburban Fairground                  | Fair Park Bandshell (4,500)            | The State Fair of Texas site is located 2 miles east of downtown Dallas. The site includes a midway, gardens, lawns, plazas, a bandshell, the Cotton Bowl stadium and museums. The site hosts a 24 day fair each autumn. | Managed by City of Dallas Fair Park Administration Office (Parks and Recreation Department)                               | Exclusive concession vendors must be used.  | <b>Stage:</b> 30' deep<br><b>BoH:</b> dressing rooms<br>Adjacent buildings for concessions and vendor setup                  |
| Kentucky Exposition Center (KEC) | Louisville, Kentucky (161.9 ha) | Urban Fairground/ Exhibition Centre  | Planning for a future amphitheatre     | The Kentucky Exposition Centre includes midway rides, attractions, an indoor arena, and indoor exhibition space. The site hosts the 11 day Kentucky State Fair along with other major events.                            | Managed by the Kentucky State Fair Board, an agency of the Kentucky Tourism, Arts and Heritage Cabinet.                   | The KEC offers electrical, concession, cleaning, labour, equipment, and air & water services. | Planning for a future amphitheatre.  |

Figure 36 - Comparative Venues

| Site                   | Location                                       | Type of Venue                      | Capacity  | Brief Description   | Management  | Operational Considerations  | Technical Notes  |
|------------------------|--|------------------------------------|---|---|---|---|--|
| Whistler Olympic Plaza | Whistler, BC                                   | Urban Plaza                        | 650 (covered)<br>1,000 (standing)<br>5,000 (extended)   | A legacy to the 2010 Olympic and Paralympic Winter Games the site will be a public gathering and event space.   | Resort Municipality of Whistler   | Expected to be completed by late summer 2011.   | Power: 1200 amps<br>Concessions: two 5000 sq ft pads<br>BoH infrastructure:<br>storage, dressing rooms<br>Washrooms: permanent facilities  |
| Yonge-Dundas Square    | Toronto, ON                                    | Urban Plaza                        | Ranges from 1,000 (seated) to 12,000 (no seating & temporary street closure)                                    | Yonge-Dundas Square is a public open space and event venue that accommodates a variety of community and cultural festivals, theatrical events, concerts, receptions and promotions.   | City of Toronto owned, operated by a Board of Management appointed by City Council.   | The facility may be booked for commercial, charitable or community events but admission to events is primarily free.  | <b>Stage:</b> 10m wide x 20m deep<br><b>Power:</b> 15 amps on each column<br><b>Security:</b> 24 hour staffing<br>Washrooms: available<br><b>WiFi:</b> free<br><b>Support services:</b> available on a fee basis |
| Artpark                | Lewiston, New York                             | Park containing performance venues | 2,400 capacity theatre that can be extended by 2,000 with open walls<br>20,000<br>3-tiered outdoor amphitheatre | Artpark is located along the Niagara River Gorge in the village of Lewiston. The park is a purpose-specific venue for performing and visual arts.   | Artpark Company and Inc manages the park on behalf of the New York State Office of Parks, Recreation and Historic Preservation. | Volunteers are used in the capacity of ushers, ticket takers, bus greeters and other administrative tasks.  | <b>Washrooms:</b> available<br><b>Power:</b> fully equipped  |
| Dell Music Theatre     | East Fairmount Park Philadelphia, Pennsylvania | Park containing performance venue  | 5,300 reserved seats<br>1,600 lawn seating  | The Dell Music Center is an open-air amphitheatre located within East Fairmount Park. East Fairmount Park is located along the Schuylkill River. The park also includes historic buildings, a playground and green space.   | Managed by the City of Philadelphia Parks and Recreation Department   | In addition to Department of Recreation programs being presented here, the amphitheatre is available for rent to non-profit groups and to professional promoters. | <b>Washrooms:</b> available<br><b>BoH:</b> green rooms under the stage<br><b>Power:</b> available  |
| Heritage Amphitheatre  | William Hawrelak Park Edmonton, Alberta        | Amphitheatre within Urban Park     | 1,100 covered seating<br>2,900 festival seating on grassy slopes  | The Heritage Amphitheatre is a music, theatre and festival venue with a covered stage and seating. The Heritage Amphitheatre is located within William Hawrelak Park (130 ha), in Edmonton's river valley. The park hosts a number of major festivals and events. | City of Edmonton Community Services Department  | Season runs May to September.   | <b>Stage:</b> 2,200 sq ft, covered<br><b>BoH:</b> green room, dressing rooms, kitchen, loading area for semi<br><b>FoH:</b> box office, concrete vendor pads with electrical, 2 pads with water                  |

## 10. ANALYSIS OF VENUE INFRASTRUCTURE REQUIREMENTS

### 10.1 Infrastructure Requirements based on Survey Respondents

Certain questions in the study focused on an analysis of venue infrastructure requirements as to what items or venue features are required for outdoor performance and/or events, and which amenities are common to all events types.

An initial review of the responses has identified that a covered stage with some cover for the audience, site electricity, potable water and grey water disposal, hard ground space for concessions, and storage are all common requests.

Given the high cost of transforming any outdoor site into a functioning event space, it would be beneficial to all producers and cultural organizations if certain infrastructure items could be provided as part of the capital construction of the site, or if the infrastructure could be installed on a seasonal basis with the costs amortized and shared across multiple events (this second option would likely satisfy larger established producers only). Provision of permanent infrastructure would help make most events affordable for non-profit organizations and viable for commercial event producers, thus allowing the sites to be used more frequently.

As noted in the online survey, the Front-of-House Infrastructure (Question 14) rated as follows:

**Table 6 – Front-of-House Infrastructure**

| <b>Infrastructure</b>               | <b>Percentage of Respondents Considering it Very or Somewhat Important</b> |
|-------------------------------------|--|
| Located Close to Public Transport   | 87.4%  |
| Permanent Public Washrooms          | 81%  |
| Green Space (Park)                  | 71.8%  |
| Indoor and Outdoor Functional Space | 66.6%  |
| Covered Stage                       | 64.8%  |
| Main Stage                          | 64.2%  |
| Bike Racks                          | 58.1%  |
| Cover for Audience                  | 57.9%  |
| Food Concessions                    | 55.4%  |
| Hard Covered Surface Space          | 51.2%  |

|                  |       |
|------------------|-------|
| Vendor Booths    | 46%   |
| Ticket Booths    | 42.7% |
| Gated Venue      | 42.5% |
| Secondary Stages | 38.9% |
| Alcohol Bars     | 38%   |
| VIP Area         | 36.7% |

Back-of-House Infrastructure (Question 15) responses were as follows:

**Table 7 – Back-of-House Infrastructure**

| <b>Infrastructure</b>        | <b>Percentage of Respondents Considering it Very or Somewhat Important</b> |
|------------------------------|--|
| Electricity (site)           | 94%  |
| Truck (loading capabilities) | 86.9%  |
| Running Water                | 85.5%  |
| Amplified Sound              | 80.8%  |
| Site Lighting                | 78.9%  |
| Storage                      | 74.7%  |
| Green Rooms                  | 55.6%  |
| Dressing Rooms               | 54.9%  |
| Grey Water                   | 50.4%  |

## **10.2 Infrastructure Requirements for Current High-Usage Sites**

In considering the basic requirements that are consistent from all groups, and taking into account the comments from users, the following items could be considered for the following select high-usage sites:

**Malkin Bowl** – Venue improvements are currently underway via TUTS. Currently there is enough power on-site for a small production, and limited power for vendors and concessions. Upgrades required include permanent washrooms, improved power service, relocation of potable water and installation of grey water disposal.

**Creekside Park** – This site has a hill and seawall thoroughfare, which is well used. One of the challenges with this site is the close proximity to City Gate residential towers who have an actively engaged Residents Association. This park also has a weight load limitation which restricts the type of set-up permitted on site.

**Vancouver Art Gallery (Georgia Street Plaza)** – Needs to have permanent power source installed, (ideally 400 amps x 3-phase power which is broken down into one x 200 amp service, and two x 100 amp services) and would also benefit from installing a potable water line and grey water disposal line. This site is not applicable for any ticketed events and the high-volume vehicle traffic in the immediate vicinity creates issues for production access and public safety.

**Ceperley Meadow** - Needs to have permanent power source installed (600 amps x 3-phase), with hose bibs added to provide access to potable water at two locations and grey water disposal line. An access road would protect the grass and reduce costs of installing plywood highways for each event. This site is long and narrow with extremely limited vehicle access and is at times subject to nature issues such as nesting season restrictions. Reroutes of the seawall cycling / walking paths need to be taken into consideration when hosting events at this location.

**Jack Poole Plaza** – This site was developed with power and water installations, so there is basic infrastructure available, however the immediate vicinity of hotels and apartment complexes built prior to the plaza has set a requirement for low volume events. The permanent installation of the 2010 Olympic Games Cauldron, with its natural gas service installation and fountain have reduced the available space for events. Operation by the Vancouver Trade & Convention Centre at the current rental rates will preclude any major use of the site.

**Lumbermen's Arch** – Installation of a power source (600 amps x 3-phase), and water would benefit all events at this location. This site is used for community sports and walking events as well as major festivals and community celebrations. Events hosted at this site also need to consider concurrent programming occurring at adjacent venues ie. Malkin Bowl, Stanley Park Dining Pavilion, Miniature Train and Vancouver Aquarium. Multiple events may result in conflicting noise and parking issues.

**David Lam Park** – This site had power, water and grey water disposal lines installed for the 2010 Olympic Games, but these services were removed when the park was renovated back to green space. The power is still available on the site, but there is no distribution line onto the park. The grey water access lines were removed. In keeping with the Parks Board mandate for community use and local school access, David Lam Park is limited in availability.

**Vanier Park** - Needs to have permanent power source installed, and would also benefit from installing a potable water line and grey water disposal line. This site is generally not available for other events due to the ongoing performances of Bard on the Beach during the months of May – October.

**Jericho Park** – Would benefit from having two 600-amp services installed, one near the main stage and one near the food service area. Water lines need to be extended onto the festival site, with hose bibs installed in multiple locations. There is a sanitation line running into the park but there is no access point available for grey water disposal. There are a number of ponds on the site, and these need to have small permanent bridges built to protect them. This park would also benefit from an installation of permanent bike racks, as these would get used all summer long. Presence of wildlife requires some restrictions on use.

**Granville Street** – Needs to have a power source installed as most events are currently bringing in generators. Ideally this site needs 800 amps x 3-phase power on the 700 block, and 400 amps x 3-phase on the 800 block. Granville Street saw 31 events staged this summer during the Rediscover Granville promotion that encouraged event use. These events were all free to the public with limited special occasions liquor licenses granted. Significant barriers to use on Granville include maximum of 14.5 ft for tent height due to trolley lines and impacts of bus re-routing. Any additional use of Granville will require Transit approval.

### **10.3 Cost Comparisons from Other Venues**

One method to help forecast the capital cost of venue development and infrastructure installations is to look at the construction and installation costs of other venues.

Whistler has posted their total construction costs for the Whistler Olympic Plaza at \$13,671,000. This included \$6,245,000 expended before the Vancouver 2010 Winter Olympics, leaving a balance of \$7,426,000 to complete the transition from paved Winter celebration site to the new Great Lawn design for permanent ongoing use. VANOC's contribution was \$4 million, leaving \$9,671,000 as Whistler's share of the expense, which was raised through a \$5 million grant from the Government of Canada, revenue sharing from the Whistler Hotel tax, and private donations. This total cost equates to \$130/sq ft for the site, which is estimated at 1 hectare in size.

Other cities building amphitheatres have posted certain development plans and costs:

City of Washington, NC has posted their plans to build a new 5,000 capacity amphitheatre, with their costs estimated at \$4 million.

Draper City, UT built their outdoor amphitheatre in 2006 for 2,200 capacity for \$2.050 million for the pavilion structure, which included the covered stage, restrooms, storage, stage prep area, dressing rooms, and concessions pavilion encompassing a 5,500 sq ft area for the structure. The seating areas were not covered, so if the total cost is allocated to the structure alone, it equates to \$372/sq ft.

Another financial consideration is the cost estimate for simple infrastructure upgrades. As each site is different, the actual costs to install power or water will vary depending on supplier, length of line, distance from source, size of installation, etc. As there are no details available for installations at this site, the authors can only provide limited information about the cost of similar installations at other sites.

The City of Burnaby invested \$1 million at Deer Lake Park in Burnaby in 2006 to install power and gravel pads in the stage area to service the production requirements, as well as installing level work areas, power, water and grey water disposal for food vendor and concession areas.

The City of Surrey did not include power for performance areas, nor grey water disposal lines when Holland Park was originally constructed. Therefore, to add 600 amps of power in two locations in the park, the City of Surrey invested approximately \$40,000 for power service from BC Hydro, plus a further \$58,000 to install conduit lines and electrical distribution across the site. A further \$55,000 was expended to install access to the City's sanitation lines to provide grey water disposal lines.

## 11. SUMMARY REGARDING STUDY AREAS

With respect to the Hastings Park and Northeast False Creek study areas; the response to developing them as venue sites was positive.

- ◆ A full 56% of all respondents would consider moving their event to a new venue over the next 10 years due to changes in event attendance.
- ◆ In presenting the two options of NEFC or Hastings Park, 62% of respondents would consider staging their events at NEFC while 44% expressed interest in Hastings Park.
- ◆ Of the respondents who are very interested in Hastings Park:
  - ★ 30% are commercial event producers and 43% are cultural organizations
  - ★ From this group, 30% produce small events (up to 1,000); 36.4% produce mid-size events (1,000 – 3,999); and 34.1% produce large events (4,000 or more)
  - ★ 57% have been unable to book their outdoor performance or event at their preferred venue because the venue was too small.
  - ★ 71% of this group stated their peak attendance will reach a maximum of 5,000 people. The remainder stated peak attendance of 7,500 to 10,000 (10.3%); 10,000 to 25,000 (10.3%); 25,000 and larger (5.1%); and other (3%).
  - ★ 54.6% stated providing cover for the audience is very / somewhat important
  - ★ 38% of these planners have used Vancouver Art Gallery in the past five years and would therefore be willing to move outside of the downtown corridor.
  - ★ 58% stated they require more than 40,000<sup>3</sup> sq ft for their event.

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<sup>3</sup> For the purposes of evaluating potential site capacity, Vancouver Fire Department confirmed that a ratio of 0.4 m<sup>2</sup> (4.33 ft<sup>2</sup>) per person is the current formula used for standing space at outdoor events with chairs or no liquor service. If liquor service is to be provided, then a separate enclosed space must be set aside allowing for 1.2 m<sup>2</sup> (12.91 ft<sup>2</sup>) per person in the licensed area. An area of 40,000 ft<sup>2</sup> will allow for a legal capacity of approximately 5,000 people after factoring in an allowance of space for staging, operational areas, licensed area and equipment.

## *Northeast False Creek*

The local event industry and cultural performance producers were interested in hosting events at NEFC but repeatedly expressed concerns about the planned high density of residential developments on this site and potential impact on noise levels. Note: this area is designated an entertainment district and will be built to mitigate noise impacts.

The former space at Plaza of Nations, encompassing the immediate stage area and seating area, was approximately 20,000 ft<sup>2</sup>. This space could be expanded with temporary fencing to create a 40,000 ft<sup>2</sup> space that served an audience capacity ranging up to 4,500 people. The total area of the Plaza of Nations former site from edge to edge inclusive of circulation paths etc. was 90,000 sq ft.

In the course of researching this study, the authors have determined that many of the 30 to 50 shows that were staged at Plaza of Nations would return to the venue if available for rental and if cost-effective.

Upon closer evaluation of the 62% of respondents who stated they would consider staging their events at NEFC, 59% of the events that this group produced attracted up to 4,000 people in attendance. 65% indicated their events have a peak daily attendance of up to 5,000 people. 70.5% from this group are very/somewhat likely to change venues in the next 10 years due to increase in event attendance.

Further, 50.1% of these producers have used the Vancouver Art Gallery (Georgia Street Plaza) in the last 5 years. 42% of the group used Plaza of Nations in the last five years, and 36.8% were unable to book their preferred venue because the venue was already booked for another performance or was unavailable.

51% of these producers stated they require venues for capacities between 1,000 and 10,000, while 42% of these events have peak capacities of 1,000 – 5,000 people. 48.2% stated they require up to 40,000 ft<sup>2</sup> when hosting their performance or event.

## *Hastings Park*

Recurring themes and comments from cultural groups and event producers regarding the new Hastings Park/PNE Master Plan and the development of new outdoor performance spaces on this site include:

- The proposed plan to develop five new outdoor performance spaces at Hastings Park will work well for the PNE, which encompasses the entire site and presents opportunities for multiple stages and events taking place simultaneously each day. This is certain to add programming benefits for the Fair.
- For specific cultural festivals or commercial concerts, the immediate comments were directed more specifically towards infrastructure, physical access for lawn-based areas and cost concerns.
- The producers and cultural event organizers generally felt the new Master Plan for Hastings Park / PNE is truly exciting and certain to provide tremendous value to the City, the PNE and their respective organizations.
- Upon introducing the plans that multiple spaces are currently being designed for outdoor performance and event space the response was consistent that producers would like to see at least one location established with full infrastructure including a roof that partially covers the audience and the stage and is complete with power, water and full infrastructure support.

It should be noted that online respondents were not provided with descriptions or data on the new proposed performance spaces as outlined in the Hastings Park Master Plan, and that interview participants were given a brief, general overview of the project.

After reviewing the Hastings Park Master Plan and comparing the attributes of the five live performance spaces currently being planned for the park against the feedback of the local producers as outlined in the online survey and interview sessions, the following points could be considered for Hastings Park:

**Figure 37 – Hastings Park Future Performance / Event Spaces**



**Table 8 – Hastings Park Future Performance / Event Spaces Capacities**

| Legend | Venue            | Actual Size                 | Functional Area                        | Space for Staging      | Capacity (Standing)        | Capacity (Seating)    | Capacity (Partial Licensed Area) | Total |
|--------|------------------|-----------------------------|--|------------------------|----------------------------|-----------------------|----------------------------------|-------|
| 1      | Amphitheatre     | 174,928.075 ft <sup>2</sup> | 70,000 ft <sup>2</sup>                 | 20,000 ft <sup>2</sup> | 2,500<br>in front of stage | 3,200<br>in bleachers | 1,000<br>enveloped areas         | 6,700 |
| 2      | Festival Plaza   | 58,907.437 ft <sup>2</sup>  | 25,000 ft <sup>2</sup>                 | 5,000                  | 4,600                      | 2,000                 | 1,500                            |       |
| 3      | Festival Meadows | 150,049.557 ft <sup>2</sup> | North Meadow<br>50,000 ft <sup>2</sup> | 20,000 ft <sup>2</sup> | 7,000                      | 3,000                 | 2,000                            |       |
|        |                  |                             | South Meadow<br>70,000 ft <sup>2</sup> | 20,000 ft <sup>2</sup> | 10,000                     | 5,000                 | 3,900                            |       |
|        |                  |                             | Combined<br>120,000 ft <sup>2</sup>    | 40,000 ft <sup>2</sup> | 17,000                     | 8,000                 | 6,400                            |       |
| 4      | The Green        | 90,894.119 ft <sup>2</sup>  | 70,000 ft <sup>2</sup>                 | 20,000 ft <sup>2</sup> | 10,000                     | 5,000                 | 3,900                            |       |
| 5      | The Parade       | 109,604.594 ft <sup>2</sup> | 100,000 ft <sup>2</sup>                | 20,000 ft <sup>2</sup> | 18,000                     | 8,000                 | 6,200                            |       |

## The Amphitheatre:

Site 1 on Figure 37 – Hastings Park / PNE Master Plan

Proposed Size: 61,100 ft<sup>2</sup> to 99,500 ft<sup>2</sup> depending on area boundaries

Capacity (Standing): 9,558 to 18,488

Capacity (Seating): 4,021 to 7,778

Capacity (Partial Licensed Area): 3,186 to 6,162

Following are considerations and recommendations for The Amphitheatre:

- The key criteria for the design of this site should be as a performance venue with access for passive park and pedestrian use when not being used for events or performances
- Design for a diversity of use in terms of genre, style and performance types
- Provision for ease of access for local community groups and commercial concert producers will ensure high utilization.
- Pricing structures for facility rentals should include a two-tiered pricing level to allow lower price access for qualified not-for-profit community associations.
- Of the five venues being contemplated under the Hastings Park Master Plan, a focus should be placed on The Amphitheatre as an integral, premiere facility for Hastings Park. Understanding there are limited resources to develop these venues, The Amphitheatre holds the most promise for on-going use, especially if the venue design includes cover above the audience seating (bleachers) area.
- The operational area included in the Amphitheatre footprint should include the Festival Plaza. This area can then be used to service the Amphitheatre audiences including food and beverage sales, merchandise sales, washroom access, in-gress and e-gress routes, vendors and other use
- Packaging the rental of the amphitheatre stage area combined with the Festival Plaza to create a festival area for vendors, exhibitors and sponsors to serve the Amphitheatre audience will create an optimal rental package for producers
- Certain events may benefit from other package pricing, such as including Playland access and ride passes (in season) to complete the customer experience for festival and community events.

Basic site development and construction can include:

- Construct a large stage, ideally 40' wide x 32' deep x 4' high which faces towards bleachers

- Install a roof over stage only with trim height of 25 feet, and rigging points for loads up to 4000 lbs per point
- Consideration should be given to the view impact in the design of The Windermere Belvedere area, although 25' trim height is considered a minimum standard even for community theatre stage and lighting requirements
- Build a backstage area with dressing rooms, storage and production workspace in the back

Ideal site development and construction can include:

- Construct a large stage, ideally 60' wide x 40' deep x 5' high which faces southeast towards bleachers
- Install a roof over the entire area, to cover the audience as well as the stage. This will not only serve to protect the audience, it will increase the length of the season and provide an important sound baffling element
- Build a backstage area with dressing rooms, storage and production workspace in the back
- Stage roof will require a trim height of 25 feet with structural and rigging points for loads up to 4000 lbs per point
- Install communications, video capabilities and power service. This site will require 1200 amps 3-phase for sound, lighting and video, plus an additional 400 amps for the vendors
- Install a set of permanent washrooms along the south side of the area, behind the bleachers

Potential site issues may include:

- Noise from Playland rides operating during quiet concert moments
- When re-designing Playland ride locations, consideration should be given to placement of lower noise activities near concert area.

**Capital cost range:** Budgets will range to a great degree depending upon multiple factors such as design, style, size, and amenities. With a budget of \$5 million, this site could have a roof covering the entire site, plus backstage facilities and power. Increasing the budget can allow for acoustical paneling, quality seating in bleachers, more washrooms, storage and production workspace.

**Cost range per square foot:** This site has a proposed site size range from 61,100 ft<sup>2</sup> to 99,500 ft<sup>2</sup> depending on area boundaries, therefore the cost per sq ft range is quite wide, from \$50/ft<sup>2</sup> to \$81/ft<sup>2</sup>.

#### **Examples of Construction Costs at Similar Venues:**

- Whistler Olympic Plaza – Cost to complete stage structure and park setting - \$7.4 million
- Draper City, UT – Cost to construct 2,200 capacity amphitheatre - \$2.05 million
- Washington, NC – Cost to construct 5,000 capacity amphitheatre - \$4 million

#### **Festival Plaza:**

*Site 2 on Figure 37 – Hastings Park / PNE Master Plan*

*Proposed Size: Approx. 15,000 ft<sup>2</sup>*

*Capacity (Standing): 3,488*

*Capacity (Seating): 1,467*

*Capacity (Partial Licensed Area): 1,162*

Following are considerations and recommendations for Festival Plaza:

- The key criteria for the design of this area should be as an outdoor exhibit space for food vendors, merchandise vendors and exhibitors during Fair Time. Other events that could take place in this area include festivals, action sports (Skateboard/BMX), 3-on-3 basketball, kids zones.
- This area will also serve as adjacent space for Amphitheatre events, and as an adjacent space for events taking place in the Livestock building
- The flat paved area, with immediate access to the major roadways leading into the grounds will ensure ease of access for this event space.
- This area can then be used to service the Amphitheatre audiences or Livestock building audiences, including food and beverage sales, merchandise sales, washroom access, in-gress and e-gress routes, vendors and other use
- An example of use for a cultural event would see the cultural performances taking place on the Amphitheatre stage, while the food service, art exhibits, crafts, book fair, face painting and kids activities take place at the Festival Plaza.
- Pricing structure for the Festival Plaza operational area should be designed to consider clients who rent the Amphitheatre, such as discounted combination pricing for multiple facilities.

- Pricing structures should also include a two-tiered pricing level to allow lower price access for qualified not-for-profit community associations.

Basic site development and construction can include:

- Install power and water service on east and west side of Plaza concourse to allow vendors and exhibitors access to power and water. To service the vendors with power, an average of 50 amps single-phase per vendor would provide a good estimate for maximum power requirements for this area.
- Consider allocating space in the Livestock building to provide dressing rooms, production office and storage area for Amphitheatre support area, and to service festivals which encompass both Amphitheatre and Festival Plaza

**Capital cost range:** The infrastructure contemplated for this site, beyond paving and landscaping is installation services for power and water. The main sewer lines, water service and power conduits are located nearby, so the connection/installation costs will be minimal. Budget range from \$5/sq ft to \$10/sq ft for infrastructure only

### **Festival Meadows:**

*Site 3 on Figure 37 – Hastings Park / PNE Master Plan*

*Proposed Size: Festival Meadow North – 54,142 ft<sup>2</sup> , Festival Meadow South – 84,066 ft<sup>2</sup>*

*Capacity (Standing): North Meadow 7,940; South Meadow 14,899; Combined 22,839*

*Capacity (Seating): North Meadow 3,340; South Meadow 6,268; Combined 9,609*

*Capacity (Partial Licensed Area): North Meadow 2,646; South Meadow 4,966; Combined 7,613*

Following are considerations and recommendations for Festival Meadows:

- The key criteria for the design of this area should be as park green space for the majority of the year. Ideally, this area will provide multi-purpose use with its priority as green space for community use, having the flexibility to convert to event or performance space with the installation of temporary infrastructure.
- During the Summer concert season, this area can be converted to a concert, event or performance site by installing a mobile stage and bringing in temporary food vendors, exhibitors, attractions and other festival features.

- The natural environment and grass lawn framed with trees and vegetation along the sanctuary edge is a unique setting, different from the other venues, which will create a wonderful environment for special cultural and music performances.
- In their interview, Live Nation stated the growth of their Malkin Bowl concert series was due in part to the natural setting of the venue: green space with trees, lawn areas and a beautiful park environment creates a wonderful setting for concert performances. Therefore, the addition of a green space performance venue at Hastings Park will be highly desirable for producers.
- To establish this site with forethought for production of events and cultural performances, the site should be constructed with distinct areas for stage placement, FOH placement, and vendor installations. This can be accomplished simply with the installation of a gravel pad or similar reinforced flooring material, plus power, water and grey water disposal in selected locations.
- These areas can then be used to service the stage performances, food and beverage sales, merchandise sales, washroom access, in-gress and e-gress routes, vendors and other use
- Pricing structures for facility rentals should include a two-tiered pricing level to allow lower price access for qualified not-for-profit community associations.
- The sites can be combined for shows which require a larger capacity within the green space

Basic site development and construction can include:

- Install 5000 sq ft reinforced pads near pathway and access road for mobile stage and vendor placements to ensure turf or lawn areas are not damaged through production use, and that these areas have sufficient strength to withstand weight of staging and infrastructure during wet weather.
- Install service road leading to backstage and vendor / concession areas
- Install water and power service, plus communications hub. This site could safely use 600-amps 3-phase power to serve the stage and vendors in the immediate area.
- Define area for fencing, site entry point for audience and emergency access routes
- Utilize grass product or turf designed for large audience and some driving on grass

|  |
|--|
| <p><b>Capital cost range:</b> For ground work, power and water only, budget range \$5 - \$10 per sq ft</p> |
|--|

## The Green:

Site 4 on Figure 37 – Hastings Park / PNE Master Plan

Proposed size: 110,100 ft<sup>2</sup>

Capacity (Standing): 20,953

Capacity (Seating) 8,816

Capacity (Partial Licensed Area): 6,984

Following are preliminary recommendations for The Green:

- The key criteria for the design of this area should be as park green space for the majority of the year. Ideally, this area will provide multi-purpose use with its priority as green space for community use, having the flexibility to convert to event or performance space with the installation of temporary infrastructure.
- During the Summer concert season, this area can be converted to a concert, event or performance site by installing a mobile stage and bringing in temporary food vendors, exhibitors, attractions and other festival features.
- The grass-covered lawn framed with trees and bushes along the sanctuary edge will create a wonderful environment for special performances.
- To establish this site with forethought for production of events and cultural performances, the site should be constructed with distinct areas for stage placement, FOH placement, and vendor installations. This can be accomplished simply with the installation of a gravel pad, power and water in selected locations.
- These areas can then be used to service the stage performances, food and beverage sales, merchandise sales, washroom access, in-gress and e-gress routes, vendors and other use
- Pricing structures for facility rentals should include a two-tiered pricing level to allow lower price access for qualified not-for-profit community associations.

Basic site development and construction can include:

- Install 5000 sq ft reinforced pads near pathway and access road for mobile stage and vendor placements
- Install service road leading to backstage and vendor / concession areas
- Install water and power service, plus communications hub
- Define area for fencing, site entry point for audience and emergency access routes
- Utilize grass product designed for large audience and some driving on grass

**Capital cost range:** For ground work, power and water only, budget range \$5 - \$10 per sq ft

### The Parade:

*Site 3 on Figure 37 – Hastings Park / PNE Master Plan*

*Proposed size: 128,198 ft<sup>2</sup>*

*Capacity (Standing): 25,162*

*Capacity (Seating): 10,586*

*Capacity (Partial Licensed Area): 8,387*

- As this site is paved, the only requirements for planning are to install services along the roadway for vendor use during the fair or festivals.
- This site will be used for vendors and exhibitors during Fair time.
- Other events that could work in this area include Show 'n Shines, farmer's markets, night market, car shows...

**Capital cost range:** The infrastructure contemplated for this site, beyond paving and landscaping is installation services for power and water. Budget range from \$5/sq ft to \$10 sq/ft for installation of lines only

### Comparable Operation and Governance Models:

Given the PNE Administration staff includes a facilities management team, one option is that all of these venues could be managed and operated by PNE Facilities Department. Permanent washrooms can be maintained by PNE grounds service and janitorial department, and these will serve the venue year-round.

Currently, any events taking place on PNE property are subject to the ongoing year-round labour agreements with IATSE and CUPE. These agreements are generally designed for commercial events with rates and terms based on high-volume for-profit events at the Pacific Coliseum. To facilitate community events at a lower cost, PNE has an existing policy granting 20% discount on rental fees only to qualified community groups and not-for-profit cultural organizations. This discount rate could be revisited to encourage more not-for-profit and community use.

### **Municipally Owned Venues with Two-Tiered Pricing:**

These venues all offer a Commercial Users Rate as well as discounted rates for qualified charities and not-for-profit groups. Discounted rates range from 25% - 75% of Commercial rates. Some venues such as Yonge-Dundas Square further break down their discounted rates between charities and non-profits (40% charity discounts / 25% non-profit discounts).

Standard fees are based on daily rental rates though some venues offer half-day or hourly rates. Seasonal rate structures are common as most outdoor venues are open seasonally. Further discounts are offered for multi-date bookings. In some cases for community and City-sponsored events when permit fees are waived, minimum fees to cover event support services occur, as is the case for Yonge-Dundas Square which charges \$775 for a 3-hour minimum.

Services included in venue costs tend to include basic staff supervision of facility, staff parking and vehicular access, limited promotional assistance (basic advertising on signs/street banner poles), consultation on staging events, house sound/lights, use of green rooms, dressing rooms and box office, basic power, water, washrooms, ladder, flatbed and dolly use. Some venues also include an onsite coordinator, supervisors, concessions support, internet usage, public parking, kitchen use, cleaning and basic furnishings and equipment.

Venues charge additional fees for support services such as Production Managers, sound and lighting technicians, stagehands, riggers, electricians, police, medical, ticket sellers, ticket takers, ushers, security, overnight security, cleaners and waste management.

Ticketing set up and box office staff fees are applicable when the venue has an exclusive contract with a ticketing company. Charges are applicable for equipment rental for audio visual equipment, tents, barricades, podiums, tables, chairs, linens, electricity, generators, portable toilets, forklift, boom, scissor lift. These are all generally rented to the event producer at additional rates.

Most venues require organizers and producers to use in house catering. Buyouts and fees are applicable if using and outside food and beverage provider. For example, Koka Booth Amphitheatre has a catering buyout of \$2500 or \$500 per additional vendor with use of an in-house food and beverage provider. Venues such as Roberta Bondar Tent pavilion charges 5% of gross sales for alcoholic beverages and 10% of gross sales for non-alcoholic beverages and food.

Most of these venues are City owned and some are Province or State owned. These venues are operated either by the City, operated by a Board of Directors appointed by the City, operated by a company owned by the province / State or operated by a private facility management company.

**Table 9- Municipally Owned Venues with Two-Tiered Pricing**

| Facility  | Brief Facility Description  | Commercial Rate and Rate Structure   | Not-for-profit Rate and Rate Structure   |
|---|---|--|--|
| Heritage Amphitheatre, Edmonton, AB               | 1,100 covered fixed seating<br>2,900 festival seating on grassy slopes                          | Usage charged @ \$170 + GST hourly, with 3 hour minimum.   | Usage charged 75 % of commercial rate<br>\$127.50 + GST hourly, with 3 hour minimum  |
| Fred Anderson Stage, Peterborough, ON             | Stage and open lawn area in park setting  | \$720 + GST for 5 hours or less  | 3 non-profit rates based on length of event and attendance<br>-\$220 + GST for under 5 hours and under 500 patron, -\$295 + GST for under 5 hours and over 500 patrons<br>-\$430 + GST for 5 hours +                               |
| Roberta Bondar Tent Pavilion, Sault-Ste-Marie, ON | Stage with 14,000 sq ft covered area with capacity of 1,750 & amphitheatre with seating for 250 | -Part-day at \$270 + GST<br>-Full-day at \$520 + GST   | Non-profits charged at 25 – 30% of commercial rate<br>-Part-day at \$85 + GST<br>-Full-day at \$270 + GST  |
| Yonge-Dundas Square, Toronto, ON                  | Ranges from 1,000 (seated) to 12,000 (no seating & temporary street closure)                    | -\$3400/day + GST (7 am – 2 am) Mar. 15 – Jan. 1<br>-\$1450/day + GST (7 am – 2 am) Jan. 2 – Mar. 14 | Registered Charities 40% discount, Non-Profit Organizations 25% discount<br>Charity \$2040/day + GST<br>Non-Profit \$2550/day + GST Mar. 15 – Jan. 1<br>Charity \$870/day + GST<br>Non-Profit \$1087.50/day + GST Jan. 2 – Mar. 14 |
| Koko Booth Amphitheatre, Cary, North Carolina     | 7,000 capacity  | \$5,000 per 8 hours  | \$3,000 per 8 hours  |
| Federation Square, Melbourne, Australia           | 10,000 (the square)   | \$3,100 per day<br>\$3,300 per day including stage   | \$1,600 per day<br>\$2,750 per day including stage   |

**Table 10- Operational Models for Government Owned Cultural Facilities**

| Model   | Description  | Examples   | Strengths   | Considerations  |
|---|--|--|---|---|
| Managed by a non-profit organization (society governance, with or without professional staff) | An independent entity, operated by a board of community leaders the non-profit group manages all aspects of the venue. Funding often comes from a combination of donations, rental and support fees charged to users, and event sponsorships.  | <ul style="list-style-type: none"> <li>Harbourfront Centre (Toronto, ON)</li> <li>Pioneer Courthouse Square Inc (Portland, Oregon)</li> </ul>  | <ul style="list-style-type: none"> <li>mission-oriented</li> <li>goal is to serve constituents</li> <li>able to include educational components</li> <li>limited public funds are required to operate the facility</li> <li>can be operated with non-union labour</li> <li>strong fundraising potential can allow performances and events to be offered free to the public</li> </ul>                              | <ul style="list-style-type: none"> <li>no secured, dedicated funding</li> <li>may be tempted to book more commercial events in order to recover costs at the expense of community users who pay less</li> <li>requires a broadly representative board</li> <li>must be transparent with ongoing reporting and communication to employees, facility users and the community at large</li> <li>the operator may have unrealistic expectations of what the facility owner is expected to maintain</li> </ul> |
| Managed by an existing government department (reports to City Council)                        | An existing department, often Parks and Recreation, Engineering, or a Cultural department, is responsible for all aspects of venue operations. This includes the physical maintenance of the venue as well as administrative functions related to programming.   | <ul style="list-style-type: none"> <li>Enmax Energy Stage at Prince's Island Park (City of Calgary Recreation/Arts and Culture)</li> <li>Heritage Amphitheatre (City of Edmonton Community Services)</li> <li>Whistler Olympic Plaza (Resort Municipality of Whistler)</li> </ul>  | <ul style="list-style-type: none"> <li>safety net of public funding sources</li> <li>able to create efficiencies of scale with other facilities and departments (eg/share maintenance staff)</li> <li>decreases the risk of commercial interests dominating the use of the space</li> <li>decreases the risk of conflict between venue users and other users if the venue is located in a public space</li> </ul> | <ul style="list-style-type: none"> <li>must abide by cost and purchasing constraints (eg/union labour) although an agreement could be reached where non-union crews were able to operate the facility</li> <li>may be limited in their programming flexibility due to municipal policies</li> <li>multiple departments may need to provide consent, leading to delays in approval for booking the space</li> <li>staff may not be specialists in the area of events or performances</li> </ul>            |
| Managed by a purpose-specific government agency or government-owned company                   | An organization specifically created by government manages operations at the venue. This organization may report directly to the government body or may operate as a separate entity.  | <ul style="list-style-type: none"> <li>Sidney Myer Music Bowl (Victorian Arts Centre Trust - Melbourne)</li> <li>Yonge-Dundas Square (Board of Management appointed by Toronto City Council)</li> <li>Fed Square Pty Ltd (wholly owned by State Government of Victoria, Melbourne)</li> </ul>                                    | <ul style="list-style-type: none"> <li>the local government retains control of programming</li> <li>safety net of public funding sources</li> <li>able to create efficiencies of scale with other facilities and municipal departments</li> <li>onsite staff are likely to have or gain specialized expertise in event and performance presentations</li> </ul>   | <ul style="list-style-type: none"> <li>may be limited in their programming flexibility due to municipal policies</li> <li>may be required to abide by cost and purchasing constraints (eg/union labour) although an agreement could be reached where non-union crews were able to operate the facility</li> </ul>   |
| Managed by a private commercial operator  | A private commercial operator manages all aspects of the venue. Community use agreements may be a part of the lease agreement in order to ensure lower rates for non-profit and community groups.  | <ul style="list-style-type: none"> <li>Plaza of Nations (operated by Edgewater Casino)</li> <li>Molson Canadian Amphitheatre (operated by Live Nation - Toronto, ON)</li> <li>Koko Booth Amphitheater (operated by SMG - Cary, North Carolina)</li> </ul>  | <ul style="list-style-type: none"> <li>benefits from expertise in operation, maintenance and promotion of cultural facilities and their programming</li> <li>often have an existing arrangement with professional staff, potential users and audiences</li> <li>limited public funds are required</li> </ul>  | <ul style="list-style-type: none"> <li>commercial operators are primarily concerned with earning a profit so community users are not their first priority. Community use agreements could be built into the arrangement.</li> <li>the commercial operator may not properly maintain the venue or may not promote events and performances that are in conflict with other company goals.</li> </ul>  |
| Managed by a joint venture  | A joint venture may take different forms including: government/non-profit, government/commercial, two commercial operators, or non-profit/commercial. In some cases one partner will manage the physical aspects of the venue while the other partner will manage promotions, programming, and administration. | <ul style="list-style-type: none"> <li>Wolf Trap National Park for the Performing Arts (Wolf Trap Foundation &amp; the National Park Service - Virginia)</li> <li>Chastain Park Amphitheater (Atlanta VSO &amp; LiveNation - Atlanta Georgia)</li> <li>Campus Martius (City of Detroit &amp; Detroit 300 Conservancy)</li> </ul> | <ul style="list-style-type: none"> <li>benefits from resources of multiple organizations</li> <li>often leads to lively programming schedule and active venues</li> </ul>   | <ul style="list-style-type: none"> <li>partnership can have tensions, friction between missions of joint venture partners</li> <li>there may be conflicts on dates the venue is available</li> <li>an administrative/programming partner may have unrealistic expectations of what a facility owner/physical venue partner is expected to maintain</li> </ul>   |

***Appendix A – List of Survey Respondents***

## Appendix A - Survey Respondents

| Company                                     | Name                   |
|---|------------------------|
| 2011 Grey Cup - BC Lions Football Club      | Scott Ackles           |
| Access Pro Bono Society of BC               | Annie Baric            |
| Aeriosa Dance Society                       | Julia Taffe            |
| African Stages Association of BC            | Comfort Adesuwa Ero    |
| Arcadian Productions Inc.                   | Ross Powell            |
| Arts Umbrella                               | Lucille Pacey          |
| Artspeak                                    | Melanie O'Brian        |
| Asian-Canadian Special Events Association   | Daniel Liang           |
| Association for Mineral Exploration BC      | Shannon Norris         |
| Autumn Studios                              | Mark Fenster           |
| Bard on the Beach                           | Robert Barr            |
| BC Persons With AIDS Society                | Stephen Macdonald      |
| BC Randonneurs                              | Danelle Laidlaw        |
| Beracah Productions                         | Ed Wilson-Liu          |
| Bill Reid Gallery of Northwest Coast Art    | Deborah Loren          |
| BMO Vancouver Marathon                      | Daryl Doyle            |
| brand.LIVE management group Inc.            | Paul Runnals           |
| Brauer                                      | Celia                  |
| Bright Ideas Events                         | Sharon Bonner          |
| Calypso Hut Dance Society                   | Orvis Noel             |
| Canadian Breast Cancer Foundation           | Jill McClurg           |
| Canadian Int'l Dragon Boat Festival         | Ann Phelps             |
| Canadian Music Centre                       | Bob Baker              |
| Canadian Society for Asian Arts             | Yue Zhang              |
| Cantrav Services                            | Tahira Endean          |
| Cause + Affect Design Ltd.                  | Jane Cox               |
| CauseForce, Inc                             | Ashley Kroening        |
| CelticFest Vancouver Society                | Rita Albano            |
| Centre A                                    | Hank Bull              |
| Chinese Benevolent Association of Vancouver | Jun Ing                |
| CircusWest Performing Arts Society          | Robyn McGuinness       |
| Coastal Jazz                                | Fatima Amarshi         |
| Community Arts Workshop Society             | Dan Vie                |
| Croatian Cultural Centre                    | Josie Anderson         |
| Culinary Capers Catering                    | Carla Felicella        |
| Dave Cressman                               |                        |
| Diwali Celebration Society                  | Sean Devine            |
| Donnelly & Associates                       | John Donnelly          |
| Downtown Eastside Neighbourhood House       | Joyce Rock             |
| Dr Sun Yat-Sen Chinese Garden               | Kathy Gibler           |
| DVBIA                                       | Barbara Fairbrother    |
| Eastside Culture Crawl                      | Jeffrey Boone          |
| Effective Event Management Ltd.             | Eileen Bistrisky, CSEP |
| Electric Company                            | Kim Collier            |
| Elektra Women's Choir                       | Bernice Slemko, GM     |
| Epic Production Technologies                | Steve Matthews         |

Eric Staal  
Executive Event Production Inc  
False Creek Rowing Club  
FarmFolkCityFolk Society  
Filip Gorecki  
Filipiniana Communications  
Fireworks Marketing Group  
Four Seasons Hotel  
Fringe Festival  
Gastown Show N Shine  
Geograpihc/Concepticon Inc.  
Granville Island  
Great Northern Way Scene Shop / Elia Kirby Productions Ltd  
Greek Orthodox Community of East Vancouver  
GREEKDAY - HCCBC  
Hangman Productions  
Hastings North Community Partners Group  
Heart and Stroke Foundation  
HT Sport Services  
independent  
ISKCON  
ISMAILI COUNCIL FOR BC  
ITSAZOO Productions  
James Cowan Productions  
Just Here For The Beer Ltd  
Juvenile Diabetes Research Foundation  
Karen Jamieson Dance  
Kathie Madden Events  
kitsilano neighbourhood house  
La Maison de la Francophonie de Vancouver  
Langara College  
Latinos in Action Soc  
Leaky Heaven  
LimeLight Event Marketing Inc  
LINK Dance Foundation  
Lions Gate Road Runners  
little mountain neighbourhood house  
LIVE Biennale  
Live Nation  
Lower Mainland Christmas Bureau  
m4 ideas inc.  
Mandala arts and culture  
Marketplace Events  
Marpole Museum & Historical Society  
Minerva Foundation for BC Women  
Mortal Coil Performance  
MOVE: the company  
Mr.Fireworks  
MS Society of Canada

Heather Angeard  
Simon Litherland  
Bonita Magee  
Filip Gorecki  
Marilen dela Cruz  
Tom Stulberg  
Hamish Reid  
David Jordan  
Adele Tompkins  
Tameem Barakat  
Lisa Ono  
Elia Kirby  
Eleni Angelopoulos  
Jenny Siormanolakis  
Andrew Markey  
Pamela Buck  
Meredith Eades  
Tim Hopkins  
Naomi Steinberg  
Patricia Flynn  
NOORDIN KARMALI  
Chelsea Haberlin  
James Cowan  
Rick Mohabir  
Sacha Chin  
Pamela Tagle  
Kathie Madden  
Emily Palmer

Clayton Munro  
Ana David  
Steven Hill  
Lorien Henson  
Gail Lotenberg  
Roger Brownsey  
joel bronstein  
Randy Gledhill  
Kerri  
Chris Bayliss  
Michele Matthews  
Jai Govinda  
Jill Proseilo  
Marilyn Dacher  
Carrie-Ann Goodfellow  
Marietta Kozak  
Josh Beamish  
Raymond Greenwood  
Jason Hulbert

Multisportscanada  
Music on Main  
MVKA Productions  
New Forms Media Society  
New Orchestra Workshop Society  
New Works  
newworld theatre  
Nisga'a Ts'amiks Vancouver Society  
Olio Festival  
on/beh. of South Asian Family Association  
Point Grey Fiesta  
Prince George Community Arts Council  
Proximity arts  
Public Dreams Society  
PuSh International Performing Arts Festival  
Radix Theatre  
reFresh Events  
Rocky Mountaineer Vancouver Station Ltd.  
Royal Scottish Country Dance Society - Vancouver Branch  
S.U.C.C.E.S.S. Foundation  
Safe Amplification Site Society  
Science Fair Foundation of British Columbia  
Secret Lantern Society  
Sistahood Celebration / Under the Volcano, others  
Smak  
Still Moon Arts Society  
Strathcona Health Society  
Taiwanese Canadian Cultural Society  
The Butler Did It Catering Co  
The Carnival Band  
The Dance Centre  
The Finer Details Event Planning  
The Legion of Flying Monkeys Horn Orchestra  
The Old Hastings Mill Store Museum  
The Only Animal Theatre Society  
The Underground Circus  
The Union Ltd.  
Theatre Under the Stars  
Touchstone Theatre  
Transformation Projects  
True North Performance  
True North Sports & Entertainment, Ltd  
Turner Music and Events  
unite Productions Inc.  
Upintheair Theatre  
Vancouver Adapted Music Society  
Vancouver Ballet Society  
Vancouver Cherry Blossom Festival  
Vancouver Chinese Cultural Festival

Trevor Soll  
David Pay  
Tony Talarico  
Malcolm Levy  
Coat Cooke  
Joyce Rosario  
Marcus Youssef  
Richard FitzZaland  
Dani Vachon  
Nina Sohi-Brar  
Richard Alexander  
Wendy Young  
Heidi Taylor  
Samantha Jo Simmonds  
Norman Armour  
Andrew Laurenson  
Andy Boniface  
Stephen Andrews  
Frances Caruth  
Helen Chan  
Alex Hawkins  
Robert G. Carveth  
Naomi Singer  
Anna Hilliar  
Sylvie Gohl  
Carmen Rosen  
Stephen Learey  
Shya-fen Tsai  
Erin Avantini  
Wayne Worden  
Mirna Zagar  
Jenna Bayuk  
David Gowman  
E. Lockhart  
Eric Rhys Miller  
Peter Boulanger  
Harvey Cohen  
James Cronk  
Louise Bentall  
Andrea Curtis  
Catherine Lee  
Kevin Donnelly  
Petrice Brett  
paul kelly  
Daniel Martin  
David Ostro  
Leslie Nadon  
Linda Poole  
Ricky Li

Vancouver Farmers Markets  
Vancouver Folk Music Festival Society  
Vancouver International Bhangra Celebration  
Vancouver International Dance Festival/Kokoro Dance  
Vancouver Kids, Folk & Push Festivals  
Vancouver Moving Theatre  
Vancouver Playhouse  
Vancouver Pride Society  
Vancouver Pro Musica  
Vancouver Sport Network  
Vancouver Symphony Society  
Vancouver Wooden Boat Festival  
Variety The Children's Charity  
vfw management inc  
Yaletown Grand Prix/Mark James Group  
Yoko Tomita

Tara Mc Donald  
Linda Tanaka  
  
Crystal Kwon  
David Kerr  
Terry Hunter  
Chelsea McPeake  
Ken Coolen  
John Baker  
Greg White  
Jeff Alexander  
Jan Bellamy  
Chris Graham  
Jamal Abdourahman  
Paul Done

## ***Appendix B – Range of Events***

## Appendix B – Range of Events

The events listed below are in response to Question 24 of the Online Survey and indicate the Largest, Second Largest and Third Largest events planned by the respondents:

|   |   |
|---|---|
| Aaron Carpenter's work on video boards at Granville and Robson                | Chinese New Year Parade                             |
| Alice Fest  | Chinese New Year Public Day                         |
| Althea Thauberger's Carrall Street (single performance, will not be repeated) | Christian Heritage Day                              |
| Annual S.U.C.C.E.S.S. Walk with the Dragon                                    | Citytv's Taste of the City                          |
| Bard on the Beach   | Community Picnic                                    |
| BC Colleges' Athletic Association League Games                                | Corporate inbound incentives                        |
| BC Colleges' Athletic Association Provincial Soccer Championships             | Corp Picnics-Team building                          |
| B.C. Highland Games   | Cultural Olympiad (one time)                        |
| BC Lions 2006 Grey Cup Victory Celebration                                    | Culture Fest  |
| BC Summer Games   | Dancing at Westminster Quay                         |
| BC Mining Week Community Fair   | Dancing in the Park (Dancing at Dusk) (10 evenings) |
| Big Bike  | Davie Street Dance Party                            |
| Bike the Blossoms   | Diwali Celebration                                  |
| BMO Vancouver Marathon  | Downtown Bhangra                                    |
| Boat for Hope   | Drumming  |
| Bridge to a Cool Planet   | Earth Day   |
| Bright Nights   | East Vancouver Farmers Market                       |
| Canada Cup of Beer  | Enchanted Evening Concert Series                    |
| Canada Day  | Fall Flatlander                                     |
| Canada Day Populaire  | Feast of Fields                                     |
| Canadian Breast Cancer Foundation   | Fireworks Competition                               |
| CIBC Run for the Cure   | Gastown Show N Shine                                |
| Canadian Colleges' Athletic Association National Soccer Championships         | Gaura Purnima 2000                                  |
| Car Free Days   | Gay Games   |
| CelticFest Vancouver  | Ghost Train   |
| Cherry Jam Downtown   | Greek Day Kick off - Granville Street               |
| Chinese New Year  | Greek Summer Festival                               |
|   | Grey Cup Festival Parade                            |
|   | Grouse Mountain Picnic                              |
|   | Gunner Shaw Cross Country Race                      |

|                                       |   |
|---------------------------------------|---|
| Head Race                             | Pandora Park Day                                |
| History walks                         | Parade of the Lost Souls                        |
| Illuminares                           | Picnic in the Park                              |
| Illuminating the Four Corners         | PMC Sierra Science Fair Fun Run                 |
| Inner City Art Market                 | Point Grey Fiesta                               |
| International Dance Day event         | Pride Parade                                    |
| International Womens Day forum        | Private Event                                   |
| Interspiritual Blessing of the Salmon | Pro Bono Going Public                           |
| Ismali Walk                           | Ratha Yatra Festival of India                   |
| James Cunningham Seawall Race         | Red Bull Flugtag                                |
| Janmastami                            | Red Bull Soapbox                                |
| Jericho Beach Park                    | Religious Celebration Mixed with Sports         |
| JunoFest                              | Renfrew Ravine Moon Festival                    |
| Justice Rocks (w/ Pivot Legal)        | Ride to Conquer Cancer                          |
| Kaboom at the PNE                     | Sakura Days                                     |
| Kitsilano Farmers Market              | Salmon Celebration                              |
| La Marea                              | Santa Claus Parade                              |
| Lagaluit                              | Sawan Mela & Bollywood under the Stars          |
| Large outdoor promenade play          | Scotiabank Dance Centre Open House              |
| Latin Summer Fest                     | Scotiabank Half Marathon                        |
| LIVE Performance Art Biennale         | Sea of Sand                                     |
| LM/RP Summer Festival                 | Shaughnessy Race (Kerrisdale Arena)             |
| LunarFest                             | Silent Summer Nights (now cancelled)            |
| Mid-Autumn Moon Festival Public Day   | Snow Jam  |
| Mid Forms                             | Sprint Races (< 1km)                            |
| Modulus Festival (1 concert)          | Stanley Park Concert (Lumberman's Arch)         |
| Moon Cake Festival                    | Storytelling                                    |
| MusicFest Vancouver                   | Street Closure- Vine Street between 6 & 7th Ave |
| Musicians in the Streets              | Summer Solstice Festival                        |
| New Brighton Cyclocross Classic       | Sunrise Summer Kickoff                          |
| New Forms Festival                    | Sunset Festival                                 |
| New Music in New Places               | TELUS TaiwanFest                                |
| NiX                                   | Terry Fox Run                                   |
| Norma's Brawl (single performance)    | Theatre Under the Stars                         |
| Other Freds                           | UGM Summer BBQ                                  |
| Pacific Populaire                     |   |

"Upaya" performed at Collingwood Days

"Upaya" performed at Moon Festival

Vancouver Caribbean Carnival

Vancouver Chinese Cultural festival

Vancouver Folk Music Festival

Vancouver International Children's Festival

Vancouver International Jazz Festival at  
David Lam Park

Vancouver International Jazz Festival at  
Granville Island

Vancouver Sun Run

Vancouver Wooden Boat Festival

Velopalooza

Walmart Walk For Miracles

Weekend to End Women's Cancers

Weddings

West End Farmers Market

Winter Farmers Market

Winter Solstice Lantern Festival

Wintersquared (2010 first year)

Winterruption

World Partnership Walk

World Police and Fire Games

Yaletown Grand Prix

Yuletide Celebration (Christmas)

## ***Appendix C – Survey Questions***

# Demand Analysis Study for Outdoor Performance and Event Space

## 1. General Information

Thank you for participating in this survey to assess the demand for outdoor performance and event space in the City of Vancouver. The survey is for organizations producing performances and events within the boundaries of the City of Vancouver only. It should take approximately 15 minutes of your time and we greatly appreciate your participation. The survey has been commissioned by the City of Vancouver Cultural Services as part of the Northeast False Creek and Hastings Park planning processes. It is intended to collect data that will help understand and document the demand for outdoor performance and event space in the City. We are interested in both cultural performances (dance, music, media, theatre, festival, cultural, multidisciplinary, etc.) and events (sporting, environmental, markets, etc.) The survey is being administered by John Donnelly & Associates. Any questions regarding this survey may be directed to Diana Hambrook at 604.654.2627 / diana@donnellyevents.com

### 1. To begin, please complete the following information:

***Please complete only one survey per organization. Contact names and companies are required in order to document the data and follow up as necessary. Surveys without contact information will not be included in the demand assessment.***

|                |                      |
|----------------|----------------------|
| Name:          | <input type="text"/> |
| Company:       | <input type="text"/> |
| Address 1:     | <input type="text"/> |
| Address 2:     | <input type="text"/> |
| City/Town:     | <input type="text"/> |
| Province:      | <input type="text"/> |
| Postal Code:   | <input type="text"/> |
| Country:       | <input type="text"/> |
| Email Address: | <input type="text"/> |
| Phone Number:  | <input type="text"/> |

### 2. Which of the following best describes your organization?

***Please select one response.***

- Event Organization/Producer (for concerts, sporting, corporate, environmental or other events)
- Cultural Organization/Producer (for festivals, music, theatre, dance, and other cultural events)
- Both an Event Producer and Cultural Organization
- Other - please specify:

# Demand Analysis Study for Outdoor Performance and Event Space

## 3. Which of the following best describes your legal structure?

**Please select one response.**

- Charity/not-for-profit
- Incorporated business/sole proprietor
- Organization affiliated with an educational institution
- Other - please specify:

*Now we'd like to ask you a few questions about performance and event planning in general. For the purposes of this survey, we'd like you to focus on outdoor performances and events within Vancouver only.*

## 4. What types of outdoor performances and events does your organization typically produce?

**Please select all that apply.**

- Cirque
- Dance
- Environmental
- Festival
- Market
- Multidisciplinary Arts
- Music
- Sport
- Theatre
- Visual/Multimedia
- Other - please specify:

## 5. How many outdoor performances and events did your organization produce in the **past 12 months?**

**Please enter a number in the box below.**

## Demand Analysis Study for Outdoor Performance and Event Space

6. On average, how many people generally attend your outdoor performances and events?

*Please select one response.*

- less than 1,000
- 1,000 - 4,000 people
- 4,000 people or more

7. How has attendance at your outdoor performances and events changed over the past five years?

*Please select one response.*

- Attendance has increased
- Attendance has decreased
- Attendance has stayed the same

Please explain why:

2.

8. By what percentage would you say attendance at your outdoor performances and events has increased over the past five years?

*Please enter a percent in the box below. Please do not use a percent sign.*

% Increase:

3.

9. By what percentage would you say attendance at your outdoor performances and events has decreased over the past five years?

*Please enter a percent in the box below. Please do not use a percent sign.*

% Decrease:

4.

## Demand Analysis Study for Outdoor Performance and Event Space

10. In the next 10 years, do you expect your audience attendance at outdoor performances and events to increase, decrease or stay the same?

*Please select one response.*

- Increase
- Decrease
- Stay the same

5.

11. Why do you expect your audience attendance at outdoor performances and events to increase in the next 10 years?

*Please write your response in the box below and provide as much detail as possible.*

6.

12. Why do you expect your audience attendance at outdoor performances and events to decrease in the next 10 years?

*Please write your response in the box below and provide as much detail as possible.*

7.

13. How likely would you be to change venues for your outdoor performances and events in the next 10 years due to changes in event attendance?

*Please select one response.*

- Very likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Very unlikely

# Demand Analysis Study for Outdoor Performance and Event Space

14. When deciding on a venue to host your outdoor performances and events, how important are each of the following Front-of-House infrastructures to you?

*Please select one response for each row.*

## Front-of-House Infrastructure

|                                     | Very important        | Somewhat important    | Neither important nor unimportant | Somewhat unimportant  | Very unimportant      | Other                 |
|-------------------------------------|-----------------------|-----------------------|-----------------------------------|-----------------------|-----------------------|-----------------------|
| Vendor Booths                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ticket Booths                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Food Concessions                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Alcohol Bars                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| VIP Area                            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Gated Venue                         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Permanent Public Washrooms          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Main Stage                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Covered Stage                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Secondary Stages                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Hard Covered Surface Space          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Green Space (Park)                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cover For Audience                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Indoor and Outdoor Functional Space | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bike Racks                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Located Close to Public Transport   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Other (please specify)

# Demand Analysis Study for Outdoor Performance and Event Space

15. When deciding on a venue to host your outdoor events, how important are each of the following Back-of-House infrastructures to you?

*Please select one response for each row.*

## Back-of-House Infrastructure

|                              | Very important        | Somewhat important    | Neither important nor unimportant | Somewhat unimportant  | Very unimportant      |
|------------------------------|-----------------------|-----------------------|-----------------------------------|-----------------------|-----------------------|
| Truck (loading capabilities) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> |
| Running Water                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> |
| Grey Water                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> |
| Site Lighting                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> |
| Electricity (site)           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> |
| Green Rooms                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> |
| Dressing Rooms               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> |
| Amplified Sound              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> |
| Storage                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> |
| Other                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             | <input type="radio"/> | <input type="radio"/> |

Other (please specify)

# Demand Analysis Study for Outdoor Performance and Event Space

**16. How many times have you used each of the following Vancouver performance and event venues for your outdoor performances and events in the past 5 years? If you were not aware that a particular space was available for outdoor performances and events, please select 'not aware'.**

**Please select one response for each row.**

|  | 1 - 2                 | 3 - 5                 | More than 5           | Never                 | Not aware             |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Ceperly Meadow - Stanley Park                | <input type="radio"/> |
| Creekside Park                               | <input type="radio"/> |
| David Lam Park                               | <input type="radio"/> |
| Easy Park Lot (Georgia St. & Cambie St.)     | <input type="radio"/> |
| Grandview Park                               | <input type="radio"/> |
| Granville Street                             | <input type="radio"/> |
| Hastings Park (PNE)                          | <input type="radio"/> |
| Jerico Beach Park                            | <input type="radio"/> |
| Lumberman's Arch - Stanley Park              | <input type="radio"/> |
| Malkin Bowl - Stanley Park                   | <input type="radio"/> |
| Oppenheimer Park                             | <input type="radio"/> |
| Plaza of Nations                             | <input type="radio"/> |
| Second Beach Park                            | <input type="radio"/> |
| Sunset Beach - English Bay                   | <input type="radio"/> |
| TD Plaza (Granville St. & Georgia St.)       | <input type="radio"/> |
| Thurlow Plaza (Jack Poole Plaza)             | <input type="radio"/> |
| Trout Lake / John Hendry Park                | <input type="radio"/> |
| Vancouver Art Gallery (Georgia Street Plaza) | <input type="radio"/> |
| Vancouver Streets (other than Granville)     | <input type="radio"/> |
| Vancouver Public Library Square              | <input type="radio"/> |
| Vanier Park                                  | <input type="radio"/> |
| Other  | <input type="radio"/> |

Other (please specify)

## Demand Analysis Study for Outdoor Performance and Event Space

17. How often were you able to book an outdoor performance or event at your preferred venue in the past five years?

*Please select one response.*

- I can book my preferred venue all of the time
- I can book my preferred venue some of the time
- I can never book my preferred venue

8.

18. Please tell us which venue(s) you have had difficulty booking for your performance or event in the past five years.

*Please write your response in the box below.*

19. Why were you unable to book your outdoor performance or event at your preferred venue?

*Please select all that apply.*

- Date(s) – venue was already booked for another performance or event or was unavailable
- Cost of renting the venue was out of the budget
- Venue was too small for the performance or event
- Venue was too large for the performance or event
- Location
- Lack of infrastructure/venue did not have amenities needed
- Other

Please specify:

9.

## Demand Analysis Study for Outdoor Performance and Event Space

**20. All factors considered, how suitable do you feel the current outdoor performance and event spaces in Vancouver are for your group to operate?**

***Please select one response.***

- Very suitable
- Somewhat suitable
- Neither suitable nor unsuitable
- Somewhat unsuitable
- Very unsuitable

**21. Please explain your response in Q20. How could your needs, with respect to outdoor performance and event spaces, be better met? This could be anything from size to cost to availability.**

***Please write your answer in the box below and provide as much detail as possible.***

**22. When planning an outdoor performance or event in Vancouver, how easy is it to find and book a suitable venue that meets your needs?**

***Please select one response.***

- Very easy
- Somewhat easy
- Neither easy nor difficult
- Somewhat difficult
- Very difficult

**23. How would you rate the variety of sizes of outdoor performance and event venues in Vancouver? Please use a scale from '1' to '5' where '1' means 'very poor' and '5' means 'excellent.' Please select one response for each statement.**

|                    | Very Poor<br>1        | 2                     | 3                     | 4                     | Excellent<br>5        |
|--------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Selection of sizes | <input type="radio"/> |

## Demand Analysis Study for Outdoor Performance and Event Space

24. Now we'd like you to think about the outdoor performances or events that your organization produces. What are the three largest outdoor performances or events that your organization currently produces? By largest, we mean the performances or events that draw in the biggest crowds. Please list the names of these three outdoor performances or events that your organization produces in order.

*Please write the names of each performance or event in the boxes below.*

Event 1 (Largest):

Event 2 (Second Largest):

Event 3 (Third Largest):

For the next set of questions, we'd like you to think about the largest outdoor performance or event that your organization produces (Event 1).

25. Please tell us a bit more about your largest performance or event including the purpose of this performance or event.

*Please write your answer in the box below and provide as much detail as possible.*

26. How many years have you been producing this performance or event?

*Please select one response.*

- 1 year
- 2 years
- 3 years
- 4 years
- 5 years
- 6-9 years
- 10-14 years
- 15+ years

27. When did this performance or event most recently take place?

*Please enter the start and end dates and times in the boxes below.*

|                 | MM                   | DD                   | YYYY                 | HH                   | MM                   | AM/PM                |
|-----------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Start Date/Time | <input type="text"/> |
| End Date/Time   | <input type="text"/> |

## Demand Analysis Study for Outdoor Performance and Event Space

**28. What is the average admission that you charge for this performance or event?**

***Please select one response.***

- No charge/Free
- By donation
- Less than \$10
- \$10 to \$19
- \$20 to \$29
- \$30 to \$39
- \$40 to \$49
- \$50 or more

**29. How many people typically attend this performance or event?**

***Please select one response.***

- Less than 1,000 people
- 1,000 - 2,500
- 2,500 - 5,000
- 5,000 - 7,500
- 7,500 - 10,000
- 10,000 - 25,000
- 25,000 - 50,000
- 50,000 - 100,000
- 100,000 and more
- Other - please specify:

# Demand Analysis Study for Outdoor Performance and Event Space

## 30. What was the peak daily attendance of this performance or event?

*Please select one response.*

- Less than 1,000 people
- 1,000 - 2,500
- 2,500 - 5,000
- 5,000 - 7,500
- 7,500 - 10,000
- 10,000 - 25,000
- 25,000 - 50,000
- 50,000 - 100,000
- 100,000 and more
- Other (please specify)

## 31. What square footage do you require when hosting this performance or event?

*Please select one response.*

- Up to 2,500 sq ft (approximately 250 person capacity)
- 2,501 to 10,000 sq ft (approximately 250 to 1,000 person capacity)
- 10,001 to 20,000 sq ft (approximately 1,000 to 2,000 person capacity)
- 20,001 to 40,000 sq ft (approximately 2,000 to 4,000 person capacity)
- More than 40,000 sq ft (approximately 4,000 or more person capacity)
- Don't know

## 32. How long does it take to set up and take down this performance or event?

*Please select one response for each row.*

|           | Less than 1 day       | 1 to 3 days           | 4 to 7 days           | more than 7 days      |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|
| Set up    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Take down | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

# Demand Analysis Study for Outdoor Performance and Event Space

## 33. At which venue do you currently hold this event?

*Please select all that apply.*

- Ceperly Meadow - Stanley Park
- Creekside Park
- David Lam Park
- Easy Park Lot (Georgia St. & Cambie St.)
- Grandview Park
- Granville Island
- Granville Street
- Hastings Park
- Jericho Beach Park
- Lumberman's Arch - Stanley Park
- Malkin Bowl - Stanley Park
- Oppenheimer Park
- Plaza of Nations
- Second Beach Park
- Sunset Beach - English Bay
- TD Plaza (Granville St. & Georgia St.)
- Thurlow Plaza (Jack Poole Plaza)
- Trout Lake / John Hendry Park
- Vancouver Art Gallery (Georgia Street Plaza)
- Vancouver Streets (other than Granville)
- Vancouver Public Library Square
- Vanier Park
- Other - please specify:

# Demand Analysis Study for Outdoor Performance and Event Space

**34. Overall, how well does this venue meet your needs with respect to producing this performance or event? Please use a scale from '1' to '5' where '1' means it 'does not meet your needs at all' and '5' means it 'meets your needs completely'.**

***Please select one response.***

|                  | Does not meet my<br>needs at all | 2                     | 3                     | 4                     | Meets my needs<br>completely |
|------------------|----------------------------------|-----------------------|-----------------------|-----------------------|------------------------------|
|                  | 1                                |                       |                       |                       | 5                            |
| Meets your needs | <input type="radio"/>            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |

**35. Which other venues have you considered for this performance or event? If you have never considered any other venue, please select 'none'.**

***Please select all that apply.***

- Ceperly Meadow - Stanley Park
- Creekside Park
- David Lam Park
- Easy Park Lot (Georgia St. & Cambie St.)
- Grandview Park
- Granville Island
- Granville Street
- Hastings Park
- Jericho Beach Park
- Lumberman's Arch - Stanley Park
- Malkin Bowl - Stanley Park
- Oppenheimer Park
- Plaza of Nations
- Second Beach Park
- Sunset Beach - English Bay
- TD Plaza (Granville St. & Georgia St.)
- Thurlow Plaza (Jack Poole Plaza)
- Trout Lake / John Hendry Park
- Vancouver Art Gallery (Georgia Street Plaza)
- Vancouver Streets (other than Granville)
- Vancouver Public Library Square

# Demand Analysis Study for Outdoor Performance and Event Space

- Vanier Park
- None – have not considered any other venues
- Other - please specify:

## 36. What is your overall budget for this performance or event?

**Please select one response.**

- Less than \$25,000
- \$25,000 to less than \$50,000
- \$50,000 to less than \$100,000
- \$100,000 to less than \$250,000
- \$250,000 to less than \$500,000
- \$500,000 to less than \$750,000
- \$750,000 to less than \$1,000,000
- More than \$1,000,000

## 37. What are you currently paying to rent the venue in order to hold your event there?

**Please do not include additional venue expenses paid directly to the venue (e.g., labour, cleaning fee, etc)?**

**Please select one response**

- Less than \$1,000
- \$1,000 to less than \$2,500
- \$2,500 to \$5,000
- \$5,000 to less than \$10,000
- \$10,000 and over
- Other (please specify)

# Demand Analysis Study for Outdoor Performance and Event Space

**38. What are you currently paying for additional venue expenses paid directly to the venue (e.g., labour, cleaning fee, etc.)?**

**Please select one response.**

- Less than \$1,000
- \$1,000 to less than \$2,500
- \$2,500 to less than \$5,000
- \$5,000 to less than \$10,000
- \$10,000 and more

**39. If the City of Vancouver redeveloped the following areas for outdoor performances or events, how likely would you be to consider the area for an outdoor performance or event?**

**Please select one response for each area.**

|                       | Very likely to consider | Somewhat likely to consider | Neither likely nor unlikely to consider | Somewhat unlikely to consider | Very unlikely to consider |
|-----------------------|-------------------------|-----------------------------|---|-------------------------------|---------------------------|
| Northeast False Creek | <input type="radio"/>   | <input type="radio"/>       | <input type="radio"/>                   | <input type="radio"/>         | <input type="radio"/>     |
| Hastings Park         | <input type="radio"/>   | <input type="radio"/>       | <input type="radio"/>                   | <input type="radio"/>         | <input type="radio"/>     |

**40. What are the pros and cons of the event space that you currently use for your largest performance or event in Vancouver?**

**Please list in the space provided.**

Pros

Cons

**41. Is there a performance or event space in the Metro Vancouver region that you would prefer to use for performances or events?**

- Yes
- No

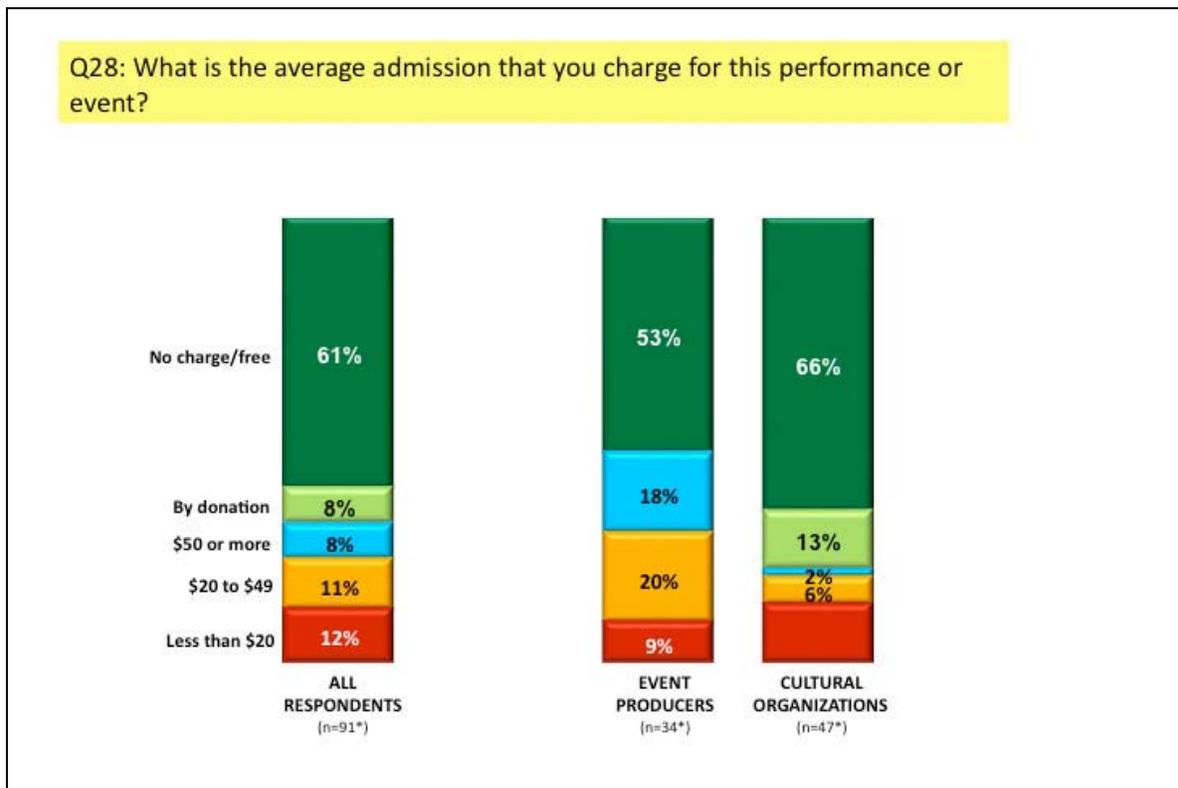
Please Specify (Which venue and why you prefer this venue )

**42. Do you have any further thoughts or suggestions with respect to outdoor performance and event space in Vancouver that has not been covered in the survey?**

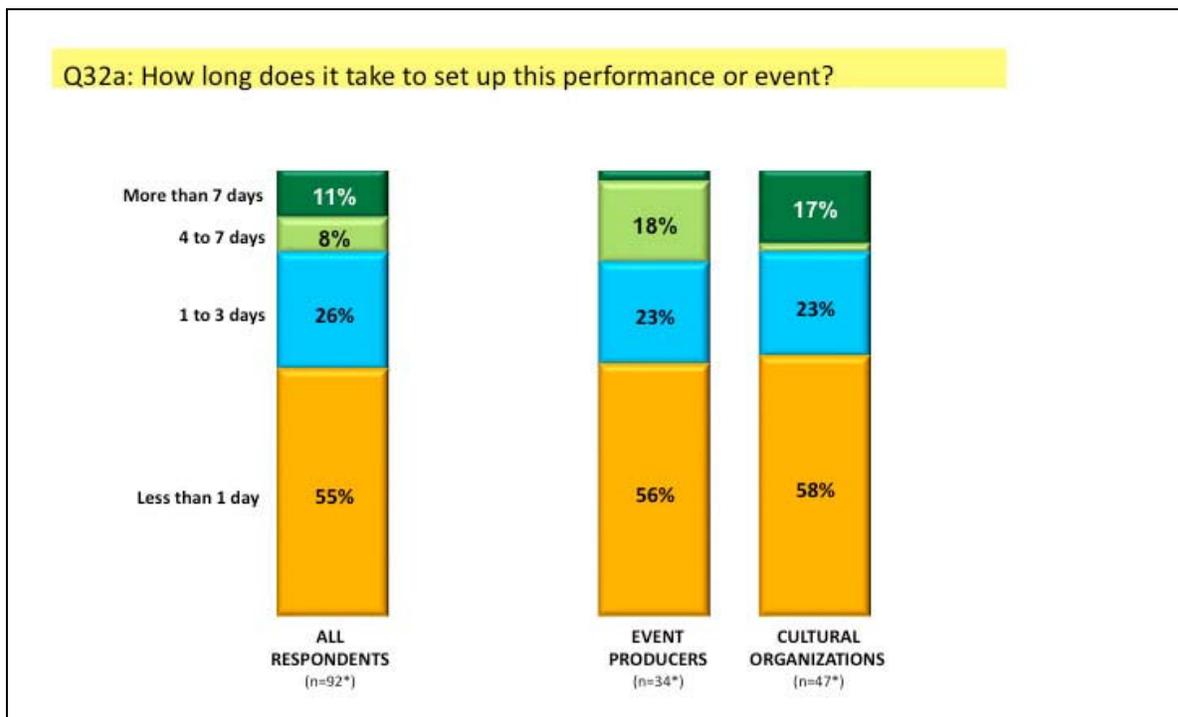
***Appendix D – Additional Survey Response Charts***

## Appendix D – Other Survey Charts

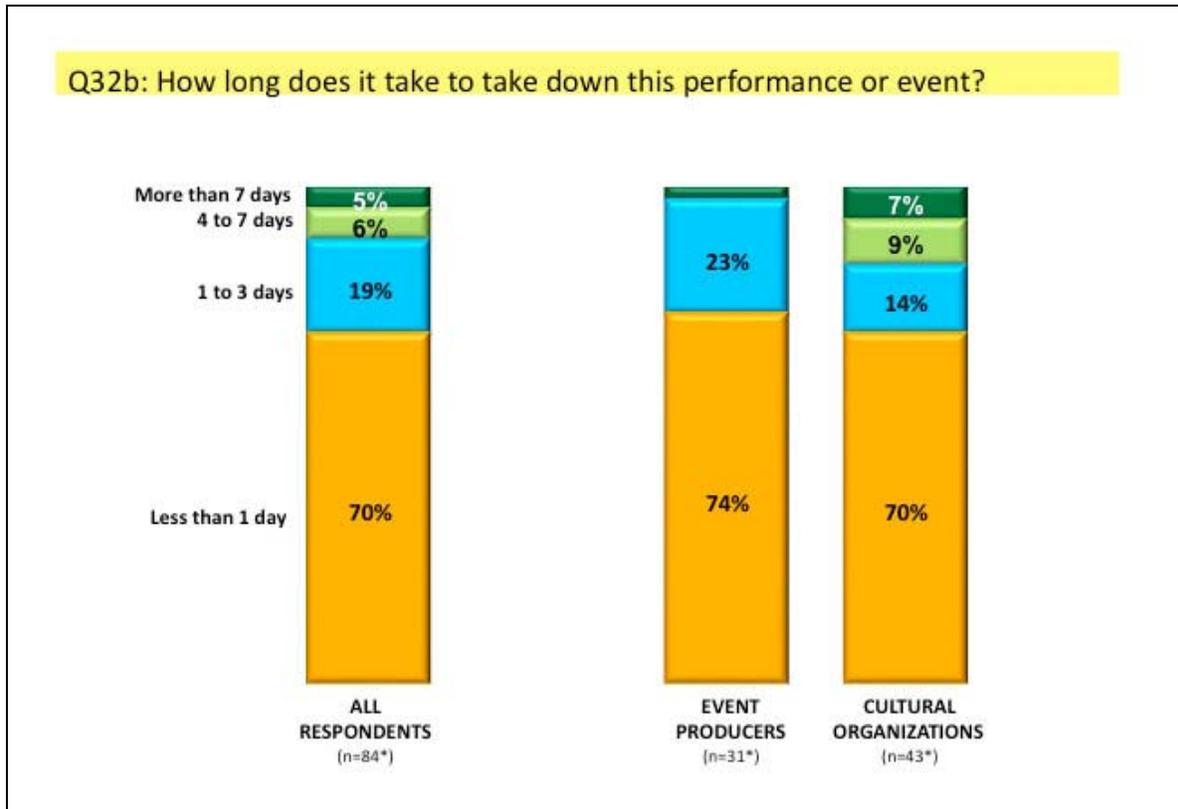
**Figure 1 – Average Admission for this Event**



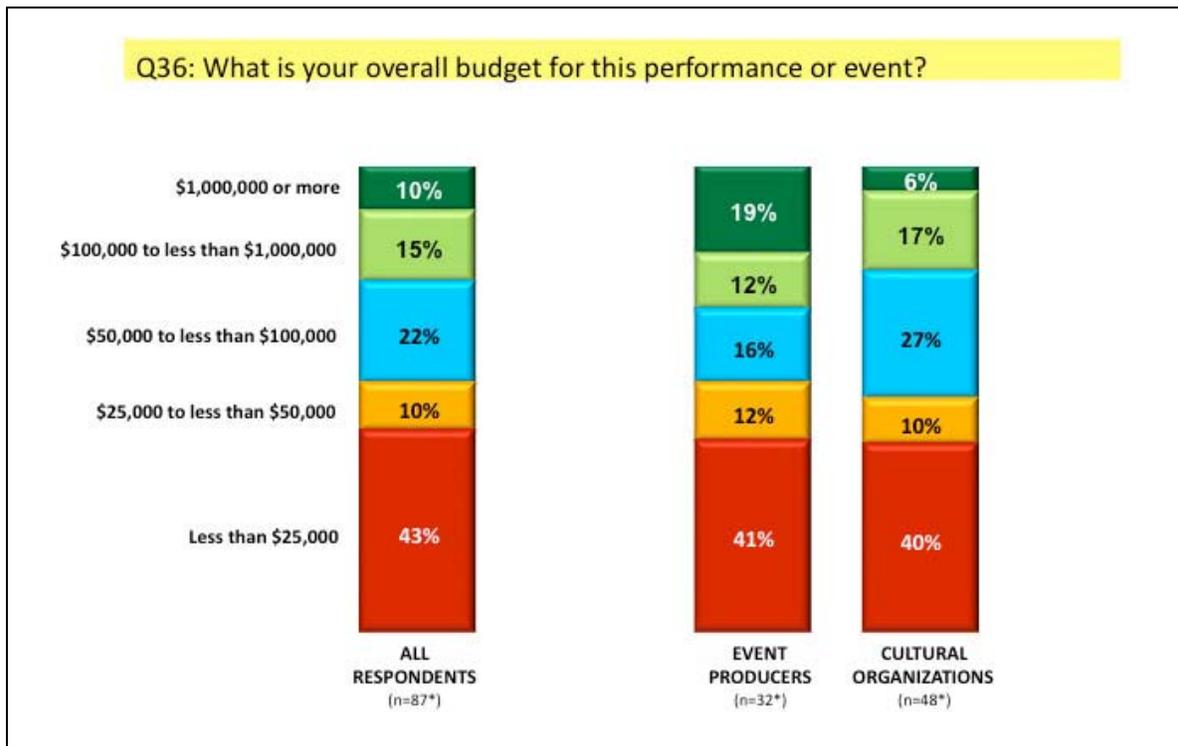
**Figure 2 – Set-up Time Required for this Event**



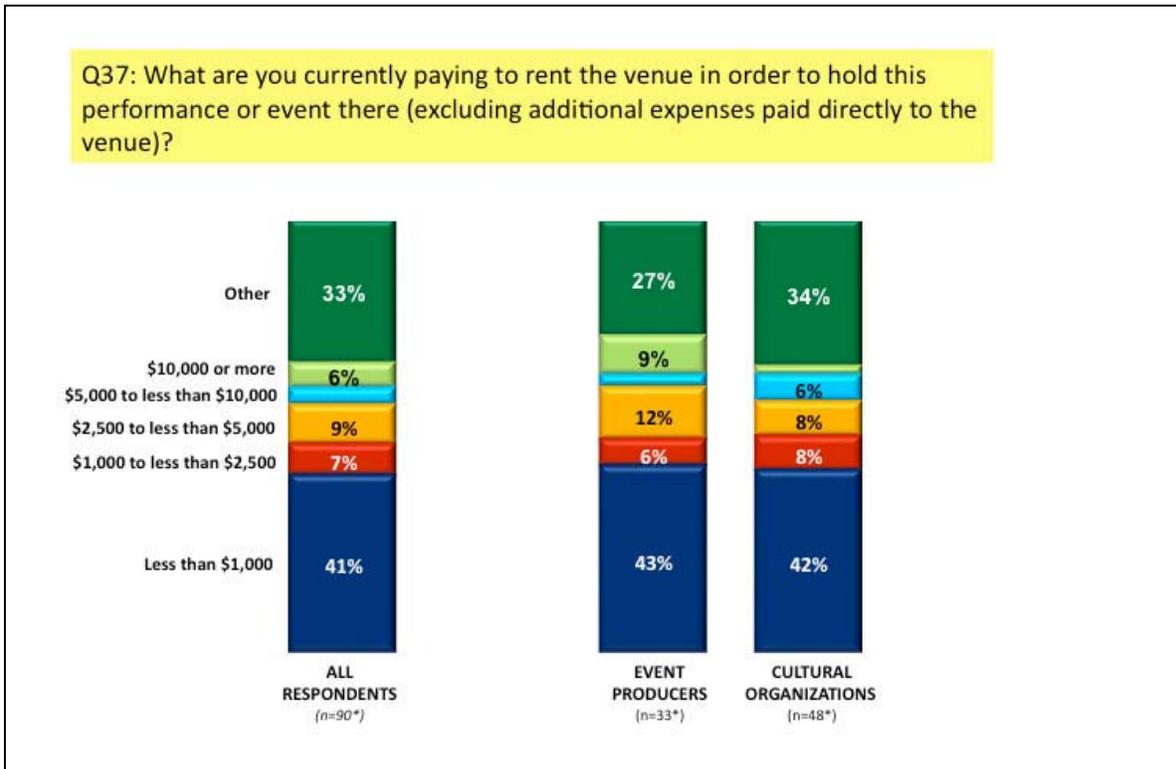
**Figure 3 – Take Down Time Required for this Event**



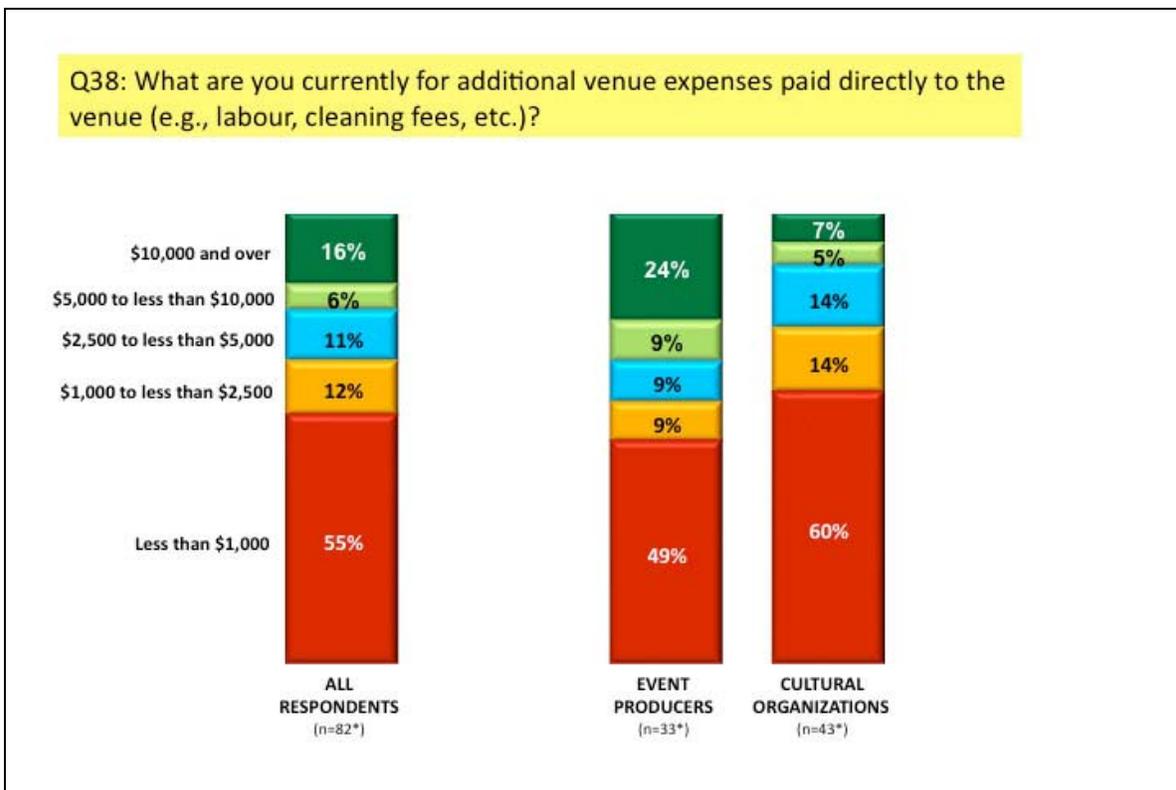
**Figure 4 – Overall Budget for this Event**



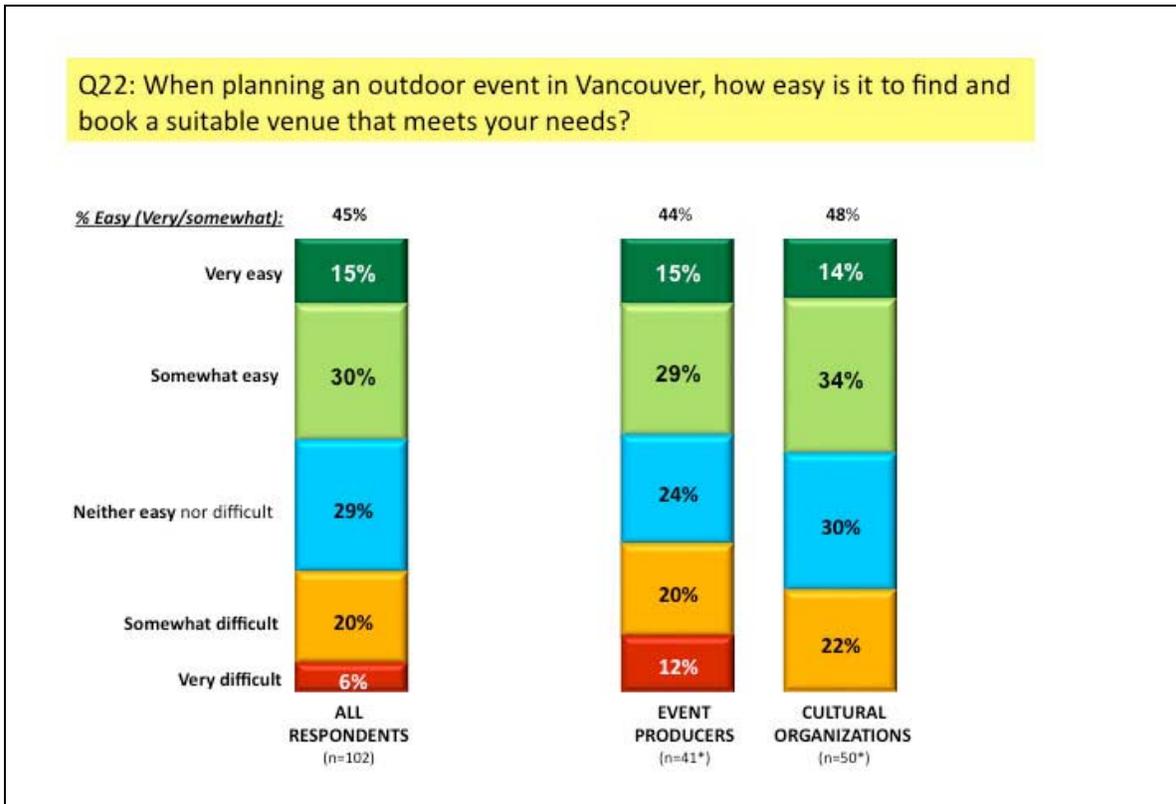
**Figure 5 – Current Venue Rent for this Event**



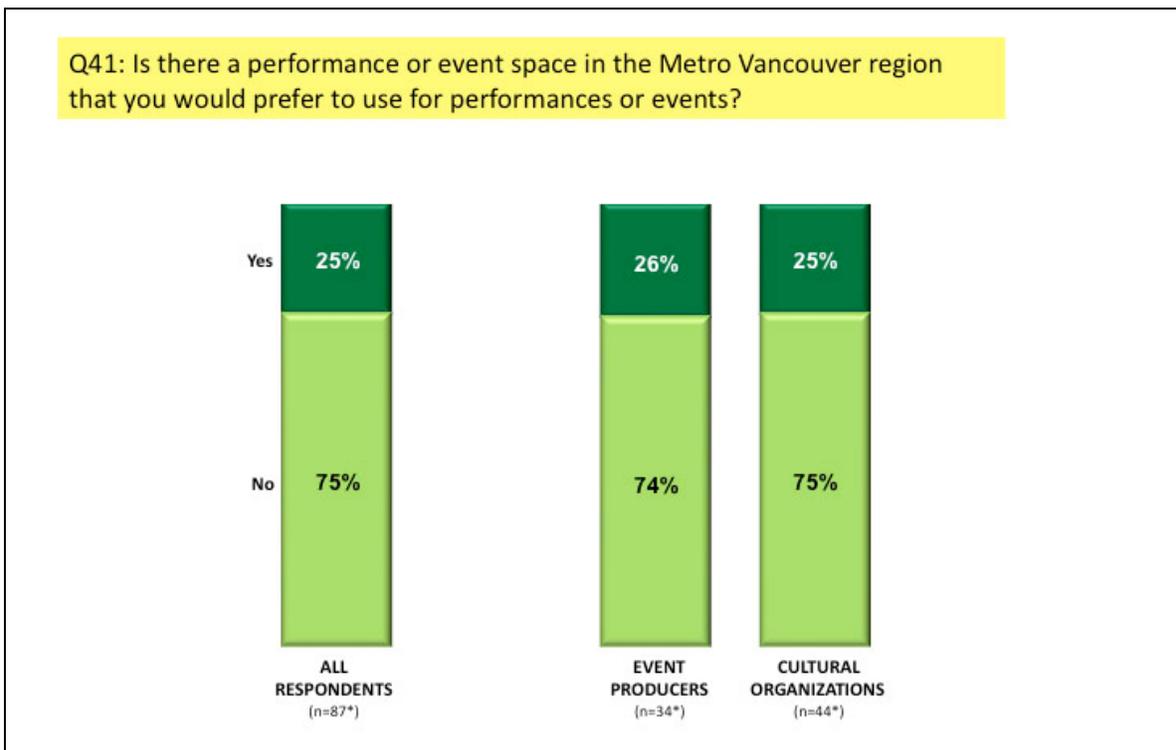
**Figure 6 – Additional Venue Expenses for this Event**



**Figure 7 – Ease of Finding Suitable Outdoor Venues**



**Figure 8 – Interest in Other Performance and Event Spaces**



***Appendix E – List of Interviewees and Interview Notes***

## Appendix E - Interview Participants

|                      |   |
|----------------------|---|
| Scott Ackles         | BC Lions Football Club                              |
| Jeff Alexander       | Vancouver Symphony Orchestra                        |
| Fatima Amarshi       | Coastal Blues and Jazz Festival                     |
| Norman Armour        | PuSH International Performing Arts Festival         |
| John Boychuck        | 2011 Out Games                                      |
| Merilen Delacruz     | Filipino Canadian Cultural Society                  |
| Manpreet Dhillon     | Vancouver International Bhangra Celebration Society |
| Paul Haagensen       | Live Nation   |
| John Halani          | Vancouver Multicultural Society                     |
| Tim Hopkins          | Vancouver Sun Run                                   |
| Noordin Karmali      | Ismaili Council for BC                              |
| Tom Keogh            | BMO Vancouver Marathon                              |
| Roberta LaQuaglia    | Vancouver Farmers Market                            |
| Ricki Li             | Vancouver Chinese Cultural Festival                 |
| Daniel Liang         | Asian Canadian Special Events Association           |
| Robin McGuinness     | CircusWest Performing Arts Society                  |
| Kevin McKeown        | Alliance for Arts and Culture Society               |
| Fred Michael         | Rocky Mountain Sound                                |
| Ann Phelps           | Canadian International Dragon Boat Festival Society |
| Hamish Reid          | Terry Fox Special Event                             |
| Patrick Roberge      | Patrick Roberge Productions                         |
| Catherine Runnals    | brandLIVE   |
| Samantha Jo Simmonds | Public Dreams                                       |
| Nina Sohi-bar        | Sawan Mela (South Asian Family Association)         |

### Additional Information Provided by:

|                     |   |
|---------------------|---|
| Rae Ackerman        | Vancouver Civic Theatres                            |
| Barbara Fairweather | Downtown Vancouver Business Improvement Association |
| Daisen Gee-Wing     | Canadian Metropolitan Properties                    |
| Peter Male          | Hastings Park / PNE                                 |
| John Mang           | CBC   |
| Peter McCulloch     | Timbre Productions                                  |
| Dani Vachon         | Olio Festival Society                               |

# APPENDIX E

## CITY OF VANCOUVER DEMAND ANALYSIS STUDY Interview Candidate Notes

**SCOTT ACKLES, General Manager**  
**BC Lions / 2011 Grey Cup**  
**Ph: 604-930-548**  
**Email: [sackles@2011greycup.ca](mailto:sackles@2011greycup.ca)**

Scott is the Executive Producer / General Manager for the 2011 Grey Cup which is a 4-day festival celebrating the CFL Championship.

Incorporated business – producing a celebratory festival and sporting events

Festival budget is over \$2 million, with total event budget approx \$5 million

This event will draw 125,000 people with over 30,000 visitors coming from outside BC

Total Tourism economic impact is projected at \$100 million

CFL is still gaining momentum, with festival audiences growing each year and economic impact is increasing year over year.

- Vancouver 2005 Grey Cup saw \$70 million spent in the city during the weekend
- Calgary 2009 Grey Cup saw \$82 million generated in Calgary
- \$100 million projected for Vancouver 2011

CFL audience make-up is generally 70/30 M/F split, but the league is targeting families and growing new fans. They are still increasing season ticket sales by 5% or more each year

Their festival will require a large 2 or 3 block street area with locations for 3 – 4 stages, plus locations for 2000 – 3000 capacity beer gardens, Fanfest site for 7500, and 2 miles of street for a parade.

Their venue needs to be close to the stadium, close to hotels, and ideally is part of the Downtown entertainment core area.

They need a large area for public gathering that is ideally on the doorstep of the hotels, with lots of activity.

The top challenge they are facing in Vancouver is trying to get their celebration site into one location. There is no space for a gala over 1000 people except the Convention Centre which has other events scheduled.

They would consider the Jack Poole Plaza but are concerned about noise levels and the direction of the stage. The Convention Centre has enough space but it is a convention centre, so they need to flow from bars to street party to hotels etc.

Their ideal scenario is to host their event at the foot of Robson at Beatty Street, and have a connection around BC Place to Plaza of Nations area using the waterfront, plaza deck, and connect the two sites. They would also consider David Lam Park.

Hastings Park is too far out for their requirements to connect to the stadium.

The gap in his view is finding a venue which is close to the stadium, and is covered as his event takes place in November. He would like to use the Robson corridor from Granville to Beatty.

The venue gap for size is 30,000 sq feet of flat floor multi-purpose space that is covered.

If the City were to develop a new space, it should be covered, with a stage, power, water, backstage support areas, that is easily accessible and ideally is close to the stadiums and hotels.

---

**JEFF ALEXANDER, President & Chief Executive Officer**

**Vancouver Symphony Orchestra**

**601 Smithe Street**

**Vancouver, BC V6B 5G1**

**Tel: 604-684-9100 x 224**

**Email: [jeff@vancouverSymphony.ca](mailto:jeff@vancouverSymphony.ca)**

Vancouver Symphony Orchestra is a not-for-profit cultural organization and Jeff has been with the organization for 10 years.

VSO produces 150 events annually, with one major outdoor event each year staged at Deer Lake Park in Burnaby. This free concert has taken place annually for 21 years, and attracted 10,000 people in July 2010.

The VSO collects various data on its subscribers and donors, and has seen a 14% increase at their 2009 year end over 2008. Over the past 10 years, their audience base has increased slightly each year.

The demographic base of the VSO is considerably younger than other symphonies in other major cities. There has been an increase in their visible ethnic audience base which they attribute to increased immigration in BC.

Looking ahead 10 years, VSO expects their growth will continue as they continue to improve their marketing technologies and land international guest performers and conductors.

Important note re: outdoor venues. VSO's position is that their Summer Season is non-existent in Vancouver due to the lack of a permanent covered outdoor performance space. In addition to one show at Deer Lake Park, they perform every 3-4 years at Stanley Park or Whistler, but beyond that, they have no summer season.

If VSO had a place to perform where they weren't faced with the high cost of installing a stage, roof, sound & lights, fencing, chairs etc., ie: a permanent outdoor facility with infrastructure, then they would do more summer performances.

Cover for the stage is mandatory. Cover for the audience is ideal, as they will cancel shows if there is rain.

The amenities VSO needs at an outdoor performance space include: covered stage, power, sound & lights, dressing rooms, parking, water, fencing (if ticketed) and seating.

The single main challenge facing the VSO in terms of addressing their venue needs for outdoor performances is the lack of a permanent space. In Jeff's opinion, Vancouver has the perfect

climate for a strong outdoor summer performance season, but simply lacks the venue to host the performances.

VSO would choose a location at Hastings Park over NEFC due to the proximity to the Orpheum. They feel that they would draw many new audience members from a Hastings Park location, whereas at NEFC they would draw from their own existing downtown audience and risk depleting their regular subscriber base.

The gap is 2000 to 5000 capacity, covered outdoor space.

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**FATIMA AMARSHI**

**Executive Director**

**DIANE BLUNT**

**Director of Operations**

**COASTAL JAZZ**

**2<sup>nd</sup> Floor, 295 West 7<sup>th</sup> Avenue**

**Vancouver, BC V5Y 1L9**

**Tel: 604-872-5200**

**Email: fatima@coastaljazz.ca**

Coastal Jazz and Blues Society is a community-based, non-profit, charitable arts organization located in Vancouver, British Columbia. Since 1986 Coastal Jazz and Blues Society has contributed vigorously to the local, national and international jazz scene as producers of the TD Vancouver International Jazz Festival.

Now in its 25<sup>th</sup> year, Coastal Jazz is committed to actively supporting year-round programming initiatives that strengthen links with a diverse range of arts presenters in Vancouver.

The 2010 Jazz Festival featured almost 400 shows, with 80 shows taking place at outdoor venues including marquis events at David Lam Park, Gastown, Canada Place, Capilano and Granville Island.

The festival location at David Lam Park attracts almost 10,000 people daily, as the audience sizes have grown steadily over the past 10 years. These performances are tied to workshops and smaller events happening simultaneously at the Roundhouse Community Centre.

The event infrastructure all has to be brought into the park, including generators, staging, and water is arranged for food vendors by running hoses from a local business on Drake Street.

The Jazz Festival is one of the largest cultural events in Vancouver, attracting 500,000 people. There was a big jump in attendance 5 years ago, and it has been steady at 500,000 – 520,000 people, but the producers do anticipate continued growth over the next 10 years.

Their goal is to keep the event in the downtown core, vs splitting the audience by having sites located in other districts. Hastings Park is not really a viable option for them given their main core of downtown venues.

They are continually looking for new sites as their success and growth depends on how viable their sites area. They would love to have one large coherent space to create a singular experience for people to enjoy all day long.

There are numerous hurdles in working to secure outdoor sites, such as liquor licensing and various rules or conditions imposed at various park locations.

One venue they would like to explore is English Bay, if it could be set up properly.

The gap that is missing for Vancouver International Jazz Festival is 10,000 capacity and up. It would make more sense to them to have one large space vs going onto more city streets, as they have reduced level of control on the streets.

The ideal outdoor venues for Coastal Jazz will have easy accessibility, truck and loading access, close to transit, power, stage, permanent washrooms, green space, running water and is mainly a flat or level surface.

The Jazz Festival in Montreal sees tremendous support from the City of Montreal, and the parameters from that event should be considered as potential models for Vancouver.

Coastal Jazz is willing to look at a new outdoor venue NEFC so long as it is event friendly and there are no neighbourhood issues. The City needs to relax the rules to allow more outdoor events.

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**NORMAN ARMOUR, Executive Director**  
**DANI FECKO, Associate Producer**  
**PuSh International Performing Arts Festival**  
**Ph. 604.605.8284**  
**Email: [norman@pushfestival.ca](mailto:norman@pushfestival.ca) | [dani@pushfestival.ca](mailto:dani@pushfestival.ca)**

PuSh is a cultural non-profit organization that produces in excess of 100 events each year. Up to 24,000 people attend the festival. The multiple venues (up to 16) around the city that are used for PuSh are currently operating at a 74 – 80 % capacity. This event has been rapidly growing and is now at a *'tipping point'*. PuSh holds their events at various locations including; Gastown, Granville Island, Roundhouse Community Center area, Vancouver Arts Gallery (Georgia Street Plaza), Robson Square, Vancouver Library and SFU Woodward's.

Attendees at PuSh were once predominantly dedicated arts patrons and young professionals. Over time the audience has diversified every year in terms of age, location and background. The audience is now a wider more mainstream group predominantly living downtown and will likely diversity and grow exponentially.

PuSh produces more indoor events than outdoor events due to the time of year that their festival is held, performance type and cost of tenting. The future direction of PuSh is to include outdoor performances. With the upcoming Vancouver 125<sup>th</sup> birthday, PuSh plans to have a number of feature outdoor performances as part of their festival. They would like to access new public profile and visibility, relevance, meaning and connection from work and everyday city life and create more free and accessible programming.

PuSh has experienced a 30% increase in attendance each year this trend is expected to continue. The rapid increase in attendance is accredited to marketing and an increase in a sense of cultural pride in the city. This group feels that the recent Cultural Olympiad assisted in this process and has led to an increase in the perception of Vancouver as a cosmopolitan city.

The ideal venue for this group takes into consideration the space/venues affect on the performance piece. They must consider their ability to adapt to public space. They seek an urban space rather than a park and look for places which are accessible in regards to the easy with which they can obtain the necessary permits.

Requirements include power, water, accessibility, secure storage, phone, internet and dressing rooms/green rooms, ease of permitting, nearby public amenities (food & beverage, washrooms), covered space and /or proximity to indoor space and venue profile (ensure that the public is aware of the space). PuSh would like to see more express busses and additional busses and trains after large productions are held in the city.

Challenges faced by PuSh have been working with the City Engineering Department to obtain permits for venues that are underused, security, weather and rental costs. Approval of permits for performance in audience-related structures is the key concern. An example of this is when PuSh was challenged with the process of obtaining approval from engineers to adapt a small space on a temporary basis. Event producers should be given access to the same spaces that film companies are.

PuSh is more inclined to produce shows at Northeast False Creek than they would be at Hastings Park due to its central location, visibility, hard surface and accessibility. They look for venues are a public space in addition to an event space. Pedestrian traffic is important for this group. Limitations mentioned about Hastings Park include accessibility, grass surface and infrastructure required. This group feels that gap in Vancouver venues is the lack of event space and infrastructure at Hastings Park. The concept of Festival Plaza is good because of the similarity to Deer Lake Park.

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**JOHN BOYCHUK, Chair**  
**Vancouver 2011 North America Outgames**  
**Tel: 604-339-1265**  
**Email: [johnboychuk@live.ca](mailto:johnboychuk@live.ca)**

Vancouver 2011 North America Outgames is an international event coming to Vancouver for the first time in July 2011. John Boychuk is the Chair of the Games, and is leading the campaign to secure the appropriate venues for both sporting and cultural celebration sites for the Games.

John is Past-President of Vancouver Pride Society and was responsible for the creation and execution of numerous outdoor events including the Pride Parade, Davie Street Dance Park, Pride in the Park and many others.

To secure and establish the venues for the cultural activities surrounding the 2011 Outgames, John and group contacted and tried to secure numerous locations including Wall Centre Hotel, Jack Poole Plaza, Stanley Park, David Lam Park and numerous other sites in their search to find an outdoor venue to host the opening ceremonies. They were completely frustrated with the lack of support for this international event, and were unable to secure any of those sites for various reasons. They have now secured the Plaza of Nations as the venue for the Opening Ceremonies and Celebration Site for the Vancouver 2011 Outgames, although the venue is in a state of disrepair.

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**MARILEN DELA CRUZ Director**  
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The Philippine Family Festival has been running for 21 years, annually in the month of June. The Festival Association produces 3-4 community events each year, which generally draw from 1,000 to 2,000 people. The majority of their audience is the Phillipino community.

Their main event is the annual festival which draws 2500 to 6,000 people depending on the weather and location. They expect this attendance can grow to 7500 people in the next 10 years if they find the right location.

Their big challenge is finding a venue. They were at Plaza of Nations for 18 years, and they have come up empty handed since losing that venue. They tried PNE but their audience didn't like the location. They tried Rocky Mountaineer Station but it was too small and too expensive.

Their ideal venue is to go back to Plaza of Nations, but have it be a bit larger, with better seating and cover for the audience. It needs better backstage facilities, and power/water for the food vendors. If the tents were provided, that would take a lot of weight off their shoulders. PNE is also appealing if the venue is nice, but Plaza of Nations will be better for them because it is downtown.

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The Vancouver International Bhangra Celebration Society is a non-profit cultural organization that produces seven indoor and outdoor events annually with one major outdoor event in Vancouver and one major outdoor event in Surrey.

Their annual event in Vancouver is City of Bhangra which features a dance competition. The event is held over nine days and includes an opening reception, percussion and dance experimentation / transfusion, a conference and finally a Bhangra dance competition at Queen Elizabeth Park which sees approximately 150 - 200 international performers compete and over 2,000 people attend.

The outdoor component of the City of Bhangra festival is Downtown Bhangra which has over 4,000 attendees. VIBC feel that their group lucked out being able to host Downtown Bhangra at the Vancouver Art Gallery (Georgia Street Plaza). The staging and layout logistics of the event were a challenge in the first year, however they now operate each year like the last. They find that the Vancouver Art Gallery (Georgia Street Plaza) is a tough venue to get into, however feel that the venue has strategic, political, marketing and visibility value. This event is not currently a destination event, therefore they rely on having a downtown venue with high visibility and pedestrian traffic.

This group has nearly experienced being unable to host their event at their preferred venue on two occasions. On both occasions within 48 hours of their event they were unsure as to whether the City would be able to clear the Vancouver Art Gallery (Georgia Street Plaza) in time for their event. They stated that having the perfect venue for their events is great but not if they have to spend extensive time caught up in the processes required by the City for their group to use the venue.

The demographic makeup of this event was primarily South Asian, however there has been a shift and the demographic makeup of their audience now consists of a greater mix of ethnicities. In the coming years they expect the demographic makeup of their audience to still have a large early 20s / young family demographic, however they are expecting a greater number of youth as well as an increase in avid festival goers.

Due to increased attendance VIBC noted that they may have to eventually switch venues due to the limited space at Vancouver Art Gallery (Georgia Street Plaza). If other venues are not available for potential growth this event will be capped at the capacity of their current venue. In future years Downtown Bhangra may become a multi-day event.

The ideal venue for this group would have an amphitheatre with grass areas (not necessarily bleachers), built in stage, washrooms, water, electricity and lighting. They look for a natural thoroughfare, accessible transit/parking, ease of logistics/production elements, reasonable costs, surrounding facilities.

Suggestion for the City include increasing communication with groups that produce events such as updating the City website to include maps of available event venues in the City with features of each venue, information on the process of producing a special event in the City of Vancouver in order to assist groups in understanding the process involved in producing shows at new venues.

The ease of attainable information would also encourage more out-of-town promoters to produce shows in Vancouver.

This group feels that the gaps is the accessibility of current facilities as well as the lack of and availability of venues which can accommodate 5,000 people which have proper back-of-house amenities.

This group would be more likely to produce events at Northeast False Creek than Hasting Park due to downtown location and visibility. At Northeast False Creek this group would like to see a 5,000 capacity venue with a cement standing area for the audience with grass seating areas on either side: green space is important. Venue infrastructure should include washrooms, power, and a ready-made stage which is adjustable. If Plaza of Nations had built in infrastructure they would consider moving their event there in a few years when the event has outgrown the Vancouver Art Gallery (Georgia Street Plaza).

Also suggested is the creation of a greenway/parkway which includes event and entertainment areas which stretches from Creekside Park, encompassing Plaza of Nations along the water to David Lam Park.

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Live Nation Entertainment is the largest live entertainment company in the world, consisting of five businesses: concert promotion and venue operations, sponsorship, ticketing solutions, e-commerce and artist management. Live Nation seeks to innovate and enhance the live entertainment experience for artists and fans: before, during and after the show.

In 2009, Live Nation sold 140 million tickets, promoted 21,000 concerts, partnered with 850 sponsors and averaged 25 million unique monthly users of its e-commerce sites.

Live Nation's Vancouver office annually promotes over 300 major concerts in Western Canada, and was selected as the producer of City of Vancouver's LiveCity Olympic Celebration Sites.

Live Nation produces outdoor concerts and festivals in two main locations in the Lower Mainland, Malkin Bowl at Stanley Park, and Deer Lake Park in Burnaby.

Although Malkin Bowl has certain production limitations due to its age and location, our audiences tend to like this venue esthetically and ticket sales for this venue have increased almost 60% in 2010 over 2009. The concerts being staged at Malkin Bowl this year are skewing to a younger demographic, with shows like Racconteurs, NERD, Common, Tegan & Sara, Massive Attack, which may account for the increase in attendance.

The park setting is very appealing to 18 – 49 demographic. Shows that would have done ok in Orpheum or Queen Elizabeth Theatre are selling out at Malkin Bowl due to venue appeal, so the momentum for the success of these shows can be attributed to the venue. Agents are calling and requesting this venue for critically acclaimed artists.

The gap that is missing in the Vancouver marketplace for venues, indoor or outdoor, is 4000 to 6000 capacity.

Any venue serving this capacity should have the ability to be manifested for ticketed seating, as this will attract a wide swath of successful artists. The venue must be cost-effective... if you have

to bring in sound, lights, stage, fencing, potties, power... the production costs become too high and you can't afford to pay the artists or you must raise the ticket price to unaffordable levels.

This production infrastructure cost needs to be amortized across the entire summer concert season. Absolutely critical elements are: stage with cover, power, toilets, dressing rooms, seating, fencing, running water and back-of-house dressing rooms and production offices.

The consumer experience must be pleasant... parking nearby or easy access to public transit, sufficient entryways to reduce line-ups, reserved seating, quality food and beverage.

There are too many production limitations at Malkin Bowl – no truck access, no rigging points, old stage, no alcohol service...

The biggest concerns in arranging outdoor venues are generally neighbourhood issues, problems arising with local neighbours. We can address these concerns with information and meetings... If the city were to allow us to speak to the neighbours, we could bring shows like Jack Johnson & Diana Krall to wonderful places like Jericho Beach.

The City will allow not-for-profit groups to host shows in these venues, but Live Nation brings more culture to this city than any other organization.

Plaza of Nations was never a good venue for concerts – shows that sold 4000 tickets in other markets, only sold 2200 tickets at Plaza of Nations because of a perception for poor sound, and poor customer experience. Volume issues with area businesses and residences affected the show operation. They anticipate volume issues will be even greater, which will severely limit the number of style of shows which can be staged at this proposed venue.

This city needs an indoor venue with 2000 capacity flat floor, and outdoor venue with 4000 to 6000 capacity with seating, great esthetics, scalability, partial infrastructure and a permanent stage and roof.

In reviewing the new Hastings Park Mater Plan, Live Nation would prefer to see the resources focused on one venue, with a proper stage, roof, power, entry gates, back-of-house support areas and ideally a cover for the audience.

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**JOHN HALANI, Director**  
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Vancouver Multicultural Society is a not-for-profit cultural organization which produces a festival, seminars and workshops. Their events are currently staged at the Croation Cultural Centre and Sunset Community Centre, although in the past they were staged at Plaza of Nations.

They recognize there is a demand for outdoor event space from numerous ethnic groups, such as Philipinos, Jamaican, Caribbean, Chinese, Italian and Greek communities to name a few.

Their events are considered a success if they draw 1000 people. Their goal is to draw 2000 to their new festival event in 2011.

Their ideal venue has space for 2000 or more, with public washrooms, permanent stage with cover for the entire audience.

Their challenges are always to secure the funding and find volunteers.

In looking ahead 10 years, they would recommend building a park with public performance space for 4000 people which is affordable for not-for-profit groups. They would like to see more grants made available for these types of events.

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**TIM HOPKINS, Race Director**  
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Tim Hopkins is an event producer, and Vancouver Sun Run is owned by Vancouver Sun/Canwest Newsgroup. TH Sports Services provides production management for 7 major sporting events annually in Vancouver, which range in size from 2000 people to 55,000 participants in the Sun Run.

The audience demographics for the major races events are generally based on the participants, who are predominantly athletes, 52% female, 48% male, well educated and comfortably affluent. The Sun Run has seen a substantial increase in youth participation with over 9000 participants under 19 years registered in 2010.

This event aggressively recruits participants and team leaders from schools, businesses, church groups, clubs ... but due to space limitations the race will be capped at 60,000 people.

Over the past 10 years, the attendance has steadily increased from 3% to 8% each year, with 2010 being the first year to register a slight decline which they attribute to the Olympics. They expect this event and other sporting events and races in Vancouver will continue to grow as people are making more conscious choices to follow a healthy lifestyle.

Given the exceptional experience of having the starting line at a major downtown street surrounded by thousands of people, these races are truly exciting for participants.

Most running events have no home in Vancouver and shift locations or struggle to find appropriate start/finish areas where amplified sound and entertainment can be used. These areas need to house 10,000+ so the options are limited. Scotiabank and Vancouver Marathons need a park facility to host 5000 to 10,000 with a stage.

Though the majority of these race events happen on course, they still need infrastructure: power, water, food services, staging, sound equipment, tents, loading access for trucks and cars.

Their top challenge in Vancouver is finding an appropriate venue, and they are finding tremendous resistance at Parks Board and City Operations Departments.

The City is doing a good job in giving them what they can, both Ceperley Meadow and Lumbermen's Arch are not dedicated events spaces, so they have no infrastructure and are totally weather dependant and seasonal. Issues such as soft grass and heron nesting season severely impact on their ability to deliver great events.

The city is missing an outdoor space in the range of 5,000 to 10,000 people which can be used for public gathering and celebrations with entertainment and amplified sound.

The ideal venue will have a permanent covered stage with power, potable water, grey water disposal, emergency access routes, close to transit and parking nearby.

Would choose Northeast False Creek location over Hastings Park due to proximity with downtown.

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**NOORDIN KARMALI, Representative-Special Events**

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The Ismaili Council for BC is a non-profit Faith based organization that produces 8 – 10 large-scale events annually. The majority of their events are community based and are mainly produced for the Ismaili community. They also produce annual fundraiser events that are open to the public as well as the Ismaili community such as the World Partnership Walk and the Ismaili Walk which raises funds for a local charity. The Beneficiaries of this walk include: St Paul's Hospital, Royal Columbian Hospital, and Habitat for Humanity, Women's and Children's Hospital, United Way, Cancer Foundation, Vancouver Public Library.....

The audience make-up of their events tends to be very diverse in age as they accommodate the entire Ismaili community. Approximately 60% of event attendees are male and 40% are female. Approximately 40 % of event attendees are 50+ years of age and 60% are under 50 years of age. As the youth demographic is growing, more entertainment and sports programming is being added to events.

Attendance trend is an increase particularly with their walks. Currently 7,500 – 10,000 people attend their events. Ensuring that event activities cater to each age segment is key to engaging all members of the Ismaili community. Increased attendance in coming years will be due to increased youth participation and because seniors of today are a healthy population that are active later in life.

In the next 10 years this group will need to accommodate their growing numbers and will require venues which can accommodate 5,000 – 15,000 people if planning for growth. Covered seating is a key feature for events that they will stage in the coming years as the cost of renting seats and tents adds up for a group of their size. Low cost facilities are ideal for this group as their events are not ticketed.

A key challenge for this group is finding venues that can accommodate the large number of people who attend their events. Currently only BC Place, The Convention centre and Rogers Arena can accommodate groups of 20,000 people or more. Restrictions with venues such as David Lam Park mean that sizable venues are unusable for this group. This group requires spaces which are 100,000 – 150,000 sq feet. Renovations, commitments to sports groups and availability have been their challenges when seeking venues. Venues must be booked a couple years in advance in order to accommodate groups of their size.

This group was forced to buy out another group that was booked in BC Place, When His Highness The Aga Khan visited Vancouver because a sizable venue was not available and their event date was not flexible. The group faced immense expenses buying out the other groups that were booked and carpeting 167,000+ sq feet of BC Place in order for the venue to be suitable for their requirements.

In addition to venue size, as a non-profit organization cost is important. Other key venue attributes include parking, accessibility (50 % of attendees are from Burnaby), venue backdrop/scenery, seating, cover from the elements, indoor/outdoor functionality, power, water, washrooms, shade and truck loading accessibility.

This group would be very interested in producing events at redeveloped facilities at Northeast False Creek and Hastings Park. Noted benefits of the Northeast False Creek site are: size,

central location, accessible as a downtown location, proximity to transit, however limited parking was noted as a key concern. Hastings Park is the venue that they are more likely to do events at. Noted benefits of Hastings Park are size, access to required amenities and multiple onsite venues.

This group hosted their Family Fair for 7 or 8 years at Plaza of Nations then moved to Town Centre in Coquitlam because the Plaza of Nations site could no longer accommodate their numbers. After relocating to Town Centre the group's attendance dropped due to the distance from Vancouver.

Going forward they would like to see a space at Northeast False Creek similar to David Lam Park during the Olympics. At Hastings Park their concern is that Festival Meadow may not be large enough for their group though it is the closest in capacity. They would like to see one large area built which has infrastructure that can assist them in keeping their costs down.

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**TOM KEOGH, Event Director**  
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The Vancouver Marathon is celebrating its 40<sup>th</sup> Anniversary in 2011, although the origins of the race (and the trophy presented each year) date back to 1909. The trophy resides in the BC Sports Hall of Fame.

Tom's company, 21 Events, is contracted by Vancouver International Marathon Society to produce the race each year. He also produces 6 other races annually in Kelowna, Edmonton and Winnipeg, which are active lifestyle fitness events, not just about road running (including Ciclovía in Winnipeg)

BMO Vancouver Marathon attracts 15,000 participants and an estimated 25,000 spectators each year for a total of 40-50,000 people who attend and attend the Brita Sports Expo and festival site.

They use the Concord Place property to host the Brita Sports Expo and start and finish locations, and the general festival site. The course includes multiple entertainment locations including the Lighthouse and at Prospect Point in Stanley Park. The entertainment also includes a 'Pep Rally' style finish line.

The demographics for marathon runners is 4,000 participants, of which ~60 % are male, and the majority are ages 35 – 50.

The demographics for half-marathon runners is 8,000 participants, of which ~60 % are female, and the majority are ages 25 – 40.

There are also 1,750 participants in the kids marathon and 1,500 people who take part in the simultaneous 8K event.

The attendance spiked in 2006 at 13,000, and then dropped slightly for two years. Since 2009 the BMO Vancouver Marathon has enjoyed a 20% growth.

The event is working on a strategic plan to reach the long-term target growth of 20,000 participants

The geographic base of participants sees 80% of participants from Canada, with 15% from the US and 5% from other international cities –Japan, Mexico, UK and Germany.

Of the 80% Canadians, over 90% of those runners are from BC (lower mainland and interior), Alberta and Saskatchewan.

To meet the events long term growth targets, this event needs stakeholder engagement (city support, communities participation as spectators, and more volunteers), and more cash/value-in-kind sponsors... the approach will be to target the growth oriented events, and combine multiple events and activities that fits the event's demographic with entertainment, and a festival atmosphere with a sports and lifestyle focus and expo.

The event site they require to grow will need approx 30-35,000 sf interior space plus additional exterior space for stage, entertainment, start/finish area, spectator viewing, etc. The site needs to be spectator and media friendly with access to a long stretch of road for the starting & finishing line.

They need business and community support to grow. Their main challenges are neighbourhood and residential participation, for spectators and music on the course, road closures and accessibility to the site.

Not only is the outside & inside area of BC Place under construction and restrictive, it is too cavernous that it takes away the 'energy' required. It loses the excitement and energy in a large stadium.

The Expo & Festival location needs to be at the start/finish location, combined with Package Pick-up – for many reasons including sponsors and exhibitors

Other cities across North America seem to be using downtown areas more for events as part of their urban re-development and economic stimulation. Vancouver has great landscapes and are part of the promotion, that blends the outdoor beauty with urban activity.. Stanley Park is great but there is restricted event access. Seawall is nice but not good for large runs. Too narrow and interferes with regular public use.

Perhaps, Vancouver should consider building a larger-sized concrete plaza to host events. Possibly, a new marathon course could connect to trails at Hastings Park with trees, lamp standards, lighting... and connect to Gastown and Chinatown to highlight the city's unique districts.

The main issue with the PNE is lack of public transit.

Plaza of Nations seems to be better for folk fest type concerts, but it is too small for a large event like the BMO Vancouver Marathon.

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Vancouver Farmer's Markets produce longstanding events at East Vancouver, Kitsilano, West End and Main Street and run on Saturdays from 9 am – 2 pm daily.

The most predominate age group at the Vancouver Farmers Markets is 25 – 55. The trend has been that the average attendee is becoming younger. 60% are women and 40% are male. Both vendors and attendees are predominately Caucasian however the trend is towards a greater ethnic mix.

There is a growing demand to buy local particularly with the younger generation. What was once an exclusive hippy/vegetarian event now has a broader appeal. In the coming years attendance is expected to continue to increase at existing markets and new Farmers Market's locations will open due to the increase in population and the growing support to buy local.

Vancouver Farmer's Markets are challenged by lack of funds (expense of venues), lack of awareness of what spaces are options and lack of inventory of appropriate spaces in Vancouver. Also as a seasonal and continual event, securing a venue that can be consistent for the duration of the season can be challenging. This group has been unable to obtain the season start dates that they wanted at Trout Lake / John Hendry Park. Other challenges include bylaws, neighbourhood resistance, lack of parking, access to water and electricity, restricted vendor generators and inability to have permanent signage. The growth of Vancouver Farmer's Markets is inhibited because there are no new sites available and this group seeks a site in each major neighbourhood.

Venue requirements are a flat, hard surface (approximately 20,000 square feet) with peripheral parking, some cover (flexible/roof), electrical, water and washrooms. Venue features/amenities that are sought after include: location (surrounding community population), proximity to parks and green space, neighbourhood appeal, visibility, appropriate size (cost recovery), transit, onsite offices, onsite storage and permanent support rings for tents. Vendors require their vehicle onsite, behind their vendor space during events. An ideal venue would accommodate markets more than once a week and have walls that can pull down making it a year round venue such as The Bellingham Farmers Market or The Davis Farmers Market.

The gap is a need for more hard surface space that can accommodate up to 50 vendors. This group would like hard surfaces integrated into parks so they are not always taking up parking. Streets are not wide enough and it is not feasible to block off streets, therefore more hard surface space is required in Vancouver.

This group would use renovated event facilities at Northeast False Creek or Hastings Park. The group is currently considering a new winter indoor/outdoor market at Southeast False Creek. Vancouver Farmers Markets has conducted its own surveys and discovered that there is demand for a new Farmer's Market at a Hastings Park neighbourhood location.

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Vancouver Chinese Cultural Festival Society is a not-for-profit cultural organization which regularly brings over performers from China and promotes Chinese Canadian cultural sharing.

Their events are held in Oct, February and May each year, and are staged at Plaza of Nations, in Chinatown and Richmond. They also bring Chinese cultural performers to River Rock Casino and other soft seat theatres.

There are now 400,000 Chinese people living in Greater Vancouver, so they expect their event attendances will continue to grow. Their goal in 2010 – 2011 is to increase from 2000 to 4000 people, but they expect in 10 years that they will need to use 10,000 – 20,000 capacity venues as they are seeing more younger people attending their events.

They would like to find the right venue and stay there for 5 – 10 years, and ideally it will have covered stage, with power, fencing, food service potential, dressing rooms and additional indoor space for exhibits.

The main challenge is the high cost of the Plaza of Nations, as they have to bring in everything including the roof which costs \$12,000 for the roof alone.

They would move to Hastings Park if they could have a capacity for 10,000 people in coming years.

They are always concerned about the lack of parking at Plaza of Nations.

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Asian Canadian Special Events Association is the producer of TaiwanFest, Vancouver Taiwanese Cultural Festival which is now in its 20<sup>th</sup> year and had taken place at Plaza of Nations for 9 consecutive years until 2010. They also produce LunarFest and hosted a cultural festival as part of the Cultural Olympiad during the Vancouver 2010 Winter Olympic Games.

TaiwanFest consistently attracted 60,000 to 70,000 people from 2001 - 2007, and saw increases to 80,000 for 2008 and 2009. They decided to move to the dual location of the Vancouver Art Gallery and Granville Street in 2010 to re-establish this event as a major public festival which is open to all cultures and free to attend, vs the ticketed event strategy from previous years. Their new goal was to share their culture and provide the people of Vancouver to experience and appreciate the culture and diversity of Taiwanfest.

They would like to see Vancouver install a new venue with a cover for the audience similar to Freemont Street in Las Vegas, where the complete street and sidewalks are covered for pedestrian use. Their event needs a combination of indoor space for exhibits and art, as well as outdoor space for music and festival performances and vendors.

They would love to see a new venue which is covered to protect the event from the elements, as their patrons who are mainly Asian do not like direct sunlight or rain. Their event takes place from Sept 1 – 3, which is generally when the PNE is on, so they cannot go to Hastings Park for this reason.

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CircusWest is a circus arts centre that has been teaching and performing circus arts in Vancouver for 26 years. This group is currently residing at the Garden Auditorium, Hastings Park. 78% of their participants are from East Vancouver and 22% are from the west side of Vancouver and the Lower Mainland.

Challenges that CircusWest faces operating at Hastings Park include the cost of show production and planning in a unionized environment and the difficulty of having to move programs during the annual Fair or for other reasons.\* This group's current space, the A List Heritage building, Garden Auditorium at Hastings Park requires renovations and upgrades due to deferred maintenance that has been delayed while the City plans the future of the park. CircusWest has

concerns in regards to the access to facilities at Hastings Park expressing that they perceive that there is a tendency for commercial organizations to gain priority access to venues over community organizations. \*Recently CircusWest experienced a \$50,000, loss due to the temporary loss of their space at Hastings Park mid season to a Russian group that had expressed interest in using the Garden Auditorium during the Olympics, however after CircusWest had relocated, the space was never occupied.

This group does outdoor performances at festivals and events at venues such as Robson Square and David Lam Park, however their performances are limited without infrastructure. The requirements of this group are: protection from the elements, dry and portable rigs. Ground circus is also available to add colour and spectacle to outdoor events.

Outdoor events that would be possible at Hastings Park might include a circus festival or a Circus in the Park seasonal show in a tent set up for the summer. Due to the lack of pedestrian traffic an outdoor circus show would be more successful if it could be linked into another festival onsite. CircusWest's annual public show at the Garden Auditorium is successful due to their history onsite (8 years) and the audience they have developed. New works such as CircusWest's recent Avatar event on Granville Island was successful primarily due to the location being close to artists and theatres and walk-by pedestrian traffic.

CircusWest would like to pursue a long-term partnership with the PNE and the City at the Garden Auditorium, Hastings Park and are open to collaborating with similar groups such as physical theatre, acting or dance.

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Alliance for Arts and Culture is a non-profit arts association representing organizations, social profit groups, professional associations and individual artists reflecting the diversity of creative interests in Metro Vancouver.

There has been an increase in the number of events and a growing diversity of interests and genres of art. The future of arts is multi-disciplinary arts. There is a trend for interethnic fusion art forms which is reflective of the Vancouver culture. Deli 2 Dublin is an example of an artist group in this growth sector. Another example is Fusion Jam at Jericho Beach which featured a performance by the SFU Pipe Band with a Japanese Taiko Drum group. The celebration of cultural artistic similarity and differences is a growing art form seen as headline performances at more events.

There is a deep concern in the arts community that current government interest is in funding cultural tourism. This is unwarranted and an inherence to the natural growth of the local arts. The local arts community is loosing funding to tourists. Tourists do not have the same right to local arts funding as artist who are from here do. There is the perception that arts funding criteria is "*does this attract tourists?*" Cultural tourism depicts a *fake culture*. For example, Whistler's architecture is not indigenously to the region; the architecture is more of an European chalet-style architecture, however is the prominent architectural art form in order to generate tourism.

The new government initiative to fund youth-organized events has not been well received by the arts community. Groups that produced events for children do not qualify; funding is only allocated by events organized by the youth themselves.

There has been a drop in annual arts funding from 10 million down to 3 million. Arts funding for many small arts groups and individuals has been cut back or cut. Current arts funding is primarily being allocated for cultural tourism and youth-organized events.

Challenges with staging events include licensing and noise issues. The lack of venues that are the appropriate square footage, seating capacity, have the right front-of-house and back-of-house amenities at a reasonable cost was identified as the main venue challenge. Small and experimental arts groups require affordable and accessible spaces.

The gap in Vancouver is venues which offer flexible space and can accommodate groups of 400 – 800 attendees. Another venue gap is the number of venues that stay open until 3 pm while allowing patrons to consume alcohol. More outdoor venues should operate with an extended season. Venue requirements include water, electricity, flexible indoor/outdoor functionality, flexibility with alcohol service, nearby food & beverage service as well as ease with which tents and plumbing can be set up.

Northeast False Creek should be the outdoor venue development focus due the accessibility of being downtown location. Northeast False Creek is a downtown destination and downtown residents ought to be accommodating the Metro Vancouver population in the downtown core for events and downtown Vancouver residents shouldn't expect to have all of downtown for themselves.

Ideally venue developments will have more than one location in a close geographical proximity to each other. The example given was the old Plaza of Nations because there was an outdoor stage, theatre, nightclub and exhibition hall all within the same area.

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Rocky Mountain Production Services is a long-standing event services supplier specializing in sound, lighting, staging and video services. They are major suppliers to key events in this market and also produce corporate functions.

They were the Plaza of Nations preferred sound supplier at for many years.

Fred pointed out that City of Burnaby was investing \$750,000 into Deer Lake Park this year to improve sight lines, widen the site to increase capacity to 10,000, and improve the infrastructure including landscaping, power upgrade and leveling concession areas.

He is also working on Whistler's renovations for the Celebration Site / Medals Plaza, which is being upgraded to host 5000 capacity events for the Whistler market. Whistler is planning a small covered area for the community stage which will host up to 1000 people, and any events that are larger will simply be open air.

The biggest challenge Rocky Mountain and their clients face is that there is no community gathering space in Vancouver, which is suitable for amplified sound. Other markets like Toronto have Dundas Square and Ontario Place, both of which allow sound levels suitable for concerts.

Looking ahead 10 years in Vancouver, and there is certain to be a large rate of increase in the need for public event space... but who is going to pay? Will the City step up and pay for a venue and invest in the infrastructure, and then allow community groups to use it?

Hastings Park is good, but it will be problematic in that it is not the centre of gravity for Vancouver. There is no mass transit, and although the space is large, it is surrounded by neighbourhoods.

Vancouver needs a venue downtown that can run from 3000 people and up, and has an operation or management team much like Shadbolt Centre in Burnaby. The staff there takes calls and arranges bookings. This venue needs a stage with a roof, capable of rigging proper lighting, with the capacity to expand the stage for bigger shows. The site needs proper egress and ingress planning.

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**ANN PHELPS, General Manager**  
**Canadian International Dragon Boat Festival Society**  
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Vancouver Dragon Boat Festival Society is a not-for-profit cultural organization that has been producing the Dragon Boat Festival locally for 21 years, and stages 7 race events annually.

Their smaller events range from 300 – 3000 people and the main event is their annual festival which attracts 120,000 people to Concord Place at Creekside Park in False Creek.

The most recent demographics saw 52% women / 48% men, with 75% between 18 – 45. Over 60% speak a language other than English in their homes, with the majority being Asian and South Asian.

They have been tracking their event growth for 20 years, and have determined that the event is now fully mature and has peaked at 120,000 for the past three years. They saw consistent growth in the past 10 years although there was some fluctuation as their festival site changed.

The Plaza of Nations stage was a good size for music performances related to Dragon Boat, and would be ideal to use it again should the venue become available.

Their major requirements are being close to the water, but all their infrastructure requirements are still the same: power, stage, cover, water, washrooms, parking, road access, public transit.

There are numerous limitations and load restrictions on their current site. They have overcome the noise complaints through communications with the residence managers. As further development encroaches on their site, they expect to see further restrictions regarding noise and park access.

If they lose this site, they expect that it will be almost impossible to find another site in Vancouver that is large enough to host this event safely.

The gap in the market is 3500 to 6000 indoor and /or outdoor performance space that is good for festivals and for-profit concerts.

Ideally any outdoor site should have cover for the majority of the audience if it is to succeed in this market.

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**HAMISH REID, Race Director**  
**Terry Fox Run**  
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The Terry Fox Run is entirely produced and managed by Four Seasons Hotels since 1983, which is taking place in 2010 in 80 cities around the world. The event has grown an average of 5% to 10% each year for the past 10 years.

The Vancouver event comprises a 10K run around Stanley Park seawall, and a 3K run around the lagoon. The start/finish location is Ceberley Meadow, and their main difficulty is getting trucks in and out, as they must build a plywood highway and bring in all their own power and resources.

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**PATRICK ROBERGE, President / Creative Director**

**Patrick Roberge Productions Inc.**

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PRP Inc. is an incorporated business specializing in creative show production. They have enjoyed an on-going contract with the Pacific National Exhibition, which stages over 800 events annually, plus numerous other major clients including the Province of BC and VANOC. PRP is currently producing the main 100<sup>th</sup> Anniversary celebration events for PNE including a parade being planned for Vancouver's West End.

PRP has produced hundreds of outdoor events, which draw audiences of all sizes, including capacities ranging from 1000 to 100,000 people.

Their direct experience in programming the BC Pavilion at Robson Square during the Vancouver 2010 Winter Olympics was successful, but there are so many stakeholders involved in that venue (UBC, Law Courts, Robson Square) that it is unlikely many other events will be allowed.

PRP has often recommended to their clients to move their outdoor events outside of Vancouver boundaries due to the restrictions imposed by the Parks Board and limited public gathering spaces where amplified sound can be used.

Other challenges facing outdoor event producers in Vancouver include the geography itself: the natural beauty, youthful nature of the city is such that outdoor recreation activities appeal to the Vancouver demographic.

There is simply a lack of public gathering space in Vancouver. What's missing is the magic of a place where people can come together and celebrate or enjoy great music and art. Vancouver Mayor Robertson's dream is to have people walk and ride, yet we force them to go out of Vancouver to enjoy music outdoors.

Vancouver is the only city in North America with an elected Parks Board, whose officials are more interested in governance than working together to create great events for the benefit of the city.

Vancouver has great spaces for walking – the seawall – but no place to celebrate with our communities...

If there was an easier outdoor space to access for event production, then PRP would produce more events.

Give us a place with infrastructure that is cost effective to work in. Give us a place to host events that are safe and has harmony with the environment and the neighbors. Show the political will to make it happen.

The first obstacle to putting on any event in Vancouver is always the City. If there is grass on the plaza, then it falls under the control of the Parks Board. Their mandate should be to create event space, not just park space.

The top challenge is finding an available outdoor event space that will welcome a live performance and has civic support from the city. The Vancouver Canucks asked PRP to help produce an event to celebrate the team's 40<sup>th</sup> anniversary, and there is no place to do it except Granville Street, which isn't appealing to the family nature of this event.

The City is continuing to develop residences downtown, and density is only going to increase. With this increase, the planners need more schools, hospitals, shopping centres...and public gathering spaces. People don't want to go to a mall for their town square...

Numerous cities in North America have downtown cores which are dead – Vancouver is one of the few cities where people work, live and play downtown... yet we don't have the political will or ability to make noise.

The PNE has infrastructure and staff on site. It makes sense to upgrade the infrastructure and increase the outdoor performance spaces at the PNE, but it may be very problematic to create an event space that works in harmony with a very high-density residential area around the Plaza of Nations, due to the noise issues. Although Plaza of Nations will be a great location to service the False Creek zone of the city it will be always be extremely challenging to stage events in this space due to its proximity to residential.

The Plaza of Nations was built to service a World's Fair – then residential came up to it's borders – the closer residential came the more challenging events became in that space.

It is important that whatever events spaces are created in the City of Vancouver we be realistic about what event producers really need to stage safe and successful events for the residents of Vancouver. Let's not pretend we can build 100% green spaces (ie: grass and gardens) and then expect event producers to magically be able to bring in event infrastructure and keep everything looking beautiful.

Some plans for Hastings Park are contemplating "meadow" like spaces that will be fantastic for picnics and throwing a frisbee but very challenging for event producers. The wear and tear on park space is always challenging. We need to build in event infrastructure that can be designed into park/green space so events can be staged in harmony with the environment. Level staging areas, backstage access, power, water and other essential facilities can be designed to work in harmony with green recreation spaces. Otherwise the space will be not economical for presenters or will continue to damage green space which is not any event planners goal.

The Gap in this market is from 4000 to 6000 capacity venue where people can gather and socialize.

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brand.Live is a relatively new event production business in the Vancouver marketplace, although the principals in the company have been working in the international event field for many years.

In 2010, brand.Live managed Vancouver House, the City of Vancouver's hosting pavilion during the 2010 Winter Olympic Games, as well as Heineken House and the Alberta pavilion.

brand.Live is also the new producer of the Celebration of Light, Vancouver's spectacular fireworks competition, and Live at Squamish, a new two-day outdoor music festival being staged in Squamish, BC.

A major fundraising event that brand.Live produces each year is the Steve Nash Showdown in Downtown invitational soccer match which saw 5,000 people attending a celebrity match at David Lam Park in Vancouver. This event also included a charity dinner and exclusive after-parties, and included a large licensed area in the park. It enjoyed a growth of 40% over 2009 event.

The ideal venue in Vancouver will need infrastructure support including: flat floor or hard event surface space, conduit lines to bury cables, stage with cover, power, permanent toilets, dressing rooms, seating, fencing, running water and back-of-house dressing rooms and production offices. To make it an even better facility, the location will also have restaurants and other businesses nearby to attract patrons.

The current venue choices are extremely limited in Vancouver. For example, Sarah McLachlan's Lilith Festival could not find a suitable location in Vancouver and had to be located out in Pitt Meadows. This venue choice may have been a factor in the ticket sales challenge faced by the artist, which then caused the event to relocate to Ambleside Park in West Vancouver.

The Ambleside Park location is nice because of the green space, but it is incredibly expensive to build all the infrastructure for that site.

The gap that is missing in the Vancouver marketplace for venues, indoor or outdoor, is 3500 to 10,000 capacity. There are currently venues such as QE Theatre and Orpheum or Malkin Bowl which seat 2500 people, and then after that there is only the two arenas.

Vancouver definitely needs a mid-size outdoor venue.

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The South Asian Family Association is a non-profit cultural group that produces annual outdoor events including Sawan Mela, Bollywood Under the Stars, International Women's Day Forum and Diwali Celebration. Sawan Mela & Bollywood Under the Stars is held over two days and attracts 10,000 – 15,000 people.

Sawan Mela was held at Plaza of Nations for three years. They were no longer able to book their event at Plaza of Nations due to renovations in 2007 and moved to the Rocky Mountaineer Station. Sawan Mela is now held at Lumberman's Arch. Bollywood Under the Stars runs until 11:30 pm and amplified sound is the main reason why this event is held at Lumberman's Arch. They would prefer to relocate to David Lam Park.

The majority of attendees are young families. Approximately 60% of attendees are age 28 – 54, the remainder of attendees are youth and seniors. Attendees are approximately 50% male and 50% female. Approximately 60% of attendees are South Asian and 40% are non-South Asian. This group is expecting a demographic shift to 40% South Asian and 60% non-South Asian.

This group has noticed a rapid increase in attendance with a 200% increase in the last five years accredited to additional marketing funds and attracting quality talent. With the right funding and corporate partnerships as well as an accessible location with ample parking, attendance is expected to continue to increase.

The Fresh Air Cinema component of their event is their biggest challenge due to amplified sound restrictions after 10 pm. They host Bollywood films, which by nature are three hours long. The recent Metric concert occurred concurrently with Bollywood under the Stars which caused noise crossover and parking issues. Other challenges this group is faces is the increasing cost of the large tent that is required to block daylight as well as LED screen rentals. This group is seeking a closer partnership with Parks Board and feels that forgiveness for non-profit organizations should be granted for items such as tent stakes being used in place of concrete blocks for their large tent due to cost. Costs for concrete cinderblocks would cost \$20,000 for their event which is expensive for a non-profit.

This group requires flat space (10,000 square feet) because of their tent span requirement. Venue considerations for this group include: amplified sound (event closing time and sound restrictions), parking, flat green space, size (30,000 – 40,000 square feet), market/food area (10,000 square feet), neighborhood acceptance, visibility/walkup attendees, amenities for ease of event production, parking, accessibility in terms of wheelchair access, accessible by bus/transit, bike friendly, washrooms, power, water, service roads, overhead lighting for safety and security, cover would be ideal so the event *feels outdoors but is not outdoors*. This event included performances by barefoot dancers and requires a dance floor in good condition.

This group is very likely to consider moving their event to a renovated venue at Northeast False Creek. Holding onto the last piece of waterfront property is important. A multifunctional venue with a moving glass walls would be ideal. It would be great to bridge the gap and tie in Creekside, Tinsletown and Marinaside and make the area less of a concrete jungle and triangulate the area spanning from Rogers Arena, BC Place to Plaza of Nations.

As a business owner and a resident of the area, Nina enjoys the vibrant events and action of the Northeast False Creek and welcomes more amenities in the area.

Hastings Parks appealing features are the green space and parking. Unappealing aspects of Hastings Park are: image crossover with other events happening onsite that don't do a good job at promoting their event, cost of use (union), food & beverage licensing and loss of 15% of their revenue. Sawan Mela would lose money on its events if it didn't earn food & beverage revenues. This group found Festival Meadow to be the most appealing area of Hastings Park's Master Plan and suggests developing one site as the key space with infrastructure at Hastings Park.

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Public Dreams is a long-standing well-known non-profit cultural organization in Vancouver that produces theatrical events and participatory community events, integrating artists, performers, and the public. Public Dreams produces four events per year: two major ones, Illuminares and Parade of Lost Souls as well as Lunarfest and Midsummer Fete.

Despite attempts to lessen the number of attendees at Illuminares such as deliberately hosting the event on the same evening as the Celebration of Light, this event experienced a growing attendance year after year.

Public Dreams has had recent obstacles that they have had to face in order to stage their Illuminares event. In 2010 their funding was cut in half and the community centre at Trout Lake / John Hendry Park where the event has always been held was under renovation. This community centre provided the necessary back-of-house infrastructure that the group requires in order to produce Illuminares including workshop space and green room space. The organization was also challenged with the cost for policing of the street closures.

Public Dreams applied to the City to move the event to Crab Park for 2010. Their application to host the event at Crab Park was rejected and Public Dreams was not given a reason for the rejection of their request. With no other park option offered by the City, Public Dreams was forced to move Illuminares to an indoor underground location at W2 Storyum; attendance dropped from 25-35,000 at Trout Lake / John Hendry Park down to 5,000 at W2 Storyum – Illuminares, a lantern festival, was an event intended for an outdoor setting.

Public Dreams expect a demographic shift in their audience in future years. Public Dreams has partnered with the Asian-Canadian Special Event Association to co-produce Lunarfest. Public Dreams expects that going forward they will produce more events with ethnic communities. They will produce more annual events in the coming years, however these events will be smaller events due to lack of suitably sized venues.

The ideal venue for Public Dreams is a large park with a beautiful setting which is accessible and has ample parking, located near a body of water with natural amphitheatres, and a space that is convertible and allows for uncomplicated installation. Unique production requirement of this group are rigging to hang performers from trees and floating lanterns in water.

Important considerations for Public Dreams when it comes to venue selection are cost, location, accessibility, aesthetics, size and availability. They feel that current outdoor venues in Vancouver have limited parking, power and facilities.

Public Dreams expressed that it is not at all easy to find a venue to that meets their needs and feels that the City is a factor standing in the way of them hosting their event at their ideal venue in Vancouver. They create an event around the space not the other way around. Trout Lake is where Illuminares was designed.

Public Dreams feels that if the City says no to one park then they should suggest another park and “*work with not against cultural organizations*”. They would like to ask the City to help them to use what parks are in place and they feel that this is the gap in outdoor event and performance spaces. In addition, large-scale arts festival organizations require permits that allow for more than one day to set up.

Public Dreams stated that they would potentially host events in the future at renovated event/performance spaces in Northeast False Creek and Hastings Park. Festival Meadows at Hastings Park has the most appeal for this group.

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*Appendix F –  
City of Vancouver Outdoor Venue Background Research*

## ***Appendix F – City of Vancouver Outdoor Venue Background Research***

Background research on outdoor venues in Vancouver was partially completed by City of Vancouver in 2005. This research has been updated to reflect changes to venues and their usage as of 2009. 2009 data from City of Vancouver Park Board and Special Events Department was used to update the research. The changes primarily include removal of potential sites that did not materialize as outdoor event or performance spaces and updates to the usage rates of the existing sites.

Usage categories were modified to include Filming and Closure categories.

The Sport category of usage includes programmed or recreational sport activities such as: soccer, baseball, softball, rugby, football, boot camps, yoga, tennis, cricket, and ultimate frisbee.

The Event category of usage includes: runs/walks, farmers markets, festivals, triathlons, parades, movie nights, environmental events, memorials, bike races and fiestas.

The Community category of usage includes: picnics, weddings and birthday celebrations.

TITLE: City of Vancouver Outdoor Venue Background Research  
 PREPARED FOR: City of Vancouver Office of Cultural Affairs  
 PREPARED BY: John Donnelly & Associates  
 DATE: November 1, 2010

| NO    | SITE  | TYPE                                   | OWNER                              | SIZE (ha) | CAPACITY | SPORT | EVENT | CONCERT | THEATRE | FILM | CLOSURE | COMMUNITY | TOTAL |
|-------|---|--|------------------------------------|-----------|----------|-------|-------|---------|---------|------|---------|-----------|-------|
| 1     | VAG Plaza South                                 | Plaza - Public Building                | City of Vancouver                  | 0.04      | 100      |       | 13    |         |         |      |         | 0         | 13    |
| 2     | VPL Library Square South                        | Plaza - Public Building                | City of Vancouver                  | 0.09      | 150      |       | 6     |         |         |      |         | 2         | 8     |
| 3     | Cathedral Place Plaza                           | Plaza - Commercial Office Building     | Shaw Georgia Investments           | 0.08      | 200      |       |       |         | 0       |      |         | 0         | 0     |
| 4     | Barclay Square                                  | Public Park                            | City of Vancouver                  | 0.08      | 250      |       | 2     |         |         | 1    |         | 20        | 23    |
| 5     | VPL Library Square North                        | Plaza - Public Building                | City of Vancouver                  | 0.14      | 300      |       | 10    |         |         |      |         | 1         | 11    |
| 6     | CBC Plaza                                       | Plaza - Public/Private Office Building | CBC Corporation                    | 0.07      | 350      |       | 10    | 50      |         |      |         | 0         | 60    |
| 7     | Victory Square                                  | Public Park                            | City of Vancouver                  | 0.36      | 350      |       | 7     |         | 7       |      |         | 0         | 14    |
| 8     | Andy Livingstone Park                           | Public Park                            | City of Vancouver                  | 4.25      | 400      | 641   |       |         |         |      |         | 12        | 662   |
| 9     | Hornby Plaza/Easy Park Lot 19                   | Public Park                            | City of Vancouver                  | 0.25      | 400      |       | 2     |         |         | 7    |         | 9         | 9     |
| 10    | VAG Plaza Southeast                             | Plaza - Public Building                | City of Vancouver                  | 0.13      | 1000     |       |       |         |         |      |         | 13        | 13    |
| 11    | West Point Grey Park                            | Public Park                            | City of Vancouver                  | 3.75      | 1000     | 521   |       |         |         | 3    |         | 0         | 529   |
| 12    | Grandview Park                                  | Public Park                            | City of Vancouver                  | 0.89      | 1500     | 0     | 9     |         |         |      |         | 0         | 10    |
| 13    | Alexandra Park                                  | Public Park                            | City of Vancouver                  | 0.55      | 1800     |       | 5     | 10      |         | 1    |         | 0         | 16    |
| 14    | Wall Centre Plaza                               | Public Park                            | Wall Financial Corp.               | 0.13      | 1800     |       | 5     |         |         |      |         | 5         | 5     |
| 15    | TD Plaza  | Plaza - Commercial Office Building     | Cadillac Fairview                  | 0.14      | 2000     |       | 10    | 2       |         |      |         | 0         | 12    |
| 16    | Robson Square                                   | Plaza - Public/Commercially Owned      | City of Vancouver                  | 0.3       | 2000     |       |       |         |         |      |         | 0         | 0     |
| 17    | Impark  | Parking Lot - Commercially Owned       | Impark                             | 2.1       | 2500     |       |       |         | 40      |      |         | 0         | 0     |
| 18    | Malikin Bowl                                    | Performance Venue - Public Park        | City of Vancouver                  | 0.12      | 2200     |       | 1     | 15      |         |      |         |           | 56    |
| 19    | Queen Elizabeth Theatre Plaza                   | Plaza - Civic Theatre                  | City of Vancouver                  | 0.18      | 2500     |       |       |         |         |      |         | 2         | 0     |
| 20    | 200 Granville Street (Granville Sq Plaza N & S) | Plaza - Commercial Office Building     | Cadillac Fairview                  | 0.89      | 2500     |       | 10    |         |         | 3    |         | 0         | 15    |
| 21    | Coopers' Park                                   | Public Park                            | Concord Pacific                    | 1.68      | 2500     | 562   | 9     | 0       |         |      |         | 0         | 574   |
| 22    | Hillcrest Park                                  | Public Park                            | City of Vancouver                  | 7.53      | 2500     | 530   | 2     |         |         | 5    |         | 0         | 537   |
| 23    | Oppenheimer Park                                | Public Park                            | City of Vancouver                  | 0.97      | 2500     |       | 8     |         |         |      | 275     | 0         | 283   |
| 24    | Sunset Beach Park                               | Public Park                            | City of Vancouver                  | 1.57      | 2500     | 18    | 10    |         |         | 17   |         | 0         | 45    |
| 25    | Queen Elizabeth Park                            | Public Park                            | City of Vancouver                  | 52.78     | 2500     | 91    | 14    |         | 18      | 17   |         | 1         | 141   |
| 26    | Hastings Mill Park                              | Public Park                            | City of Vancouver                  | 1.04      | 3500     | 0     | 3     |         |         |      |         | 2         | 5     |
| 27    | Montomey Park                                   | Public Park                            | City of Vancouver                  | 4.02      | 3500     | 296   | 3     |         |         |      |         | 0         | 229   |
| 28    | Tisdall Park                                    | Public Park                            | City of Vancouver                  | 5.04      | 3500     | 263   |       |         |         |      |         | 2         | 255   |
| 29    | Trafalgar Park                                  | Public Park                            | City of Vancouver                  | 4.86      | 3500     | 507   |       |         |         |      |         | 52        | 507   |
| 30    | VAG Plaza North                                 | Plaza - Public Building                | City of Vancouver                  | 0.32      | 4000     |       |       |         |         |      |         | 0         | 0     |
| 31    | Creekside Park                                  | Public Park                            | City of Vancouver                  | 1.65      | 4500     | 10    | 29    |         |         | 4    |         | 0         | 43    |
| 32    | Plaza of Nations                                | Performance Venue - Privately Owned    | Cnd. Metropolitan Properties Corp. |           | 4500     | 1     | 2     | 1       |         |      |         | 3         | 8     |
| 33    | Easy Park Lot 21                                | Parking Lot - City Owned               | City of Vancouver                  | 0.86      | 5000     |       | 1     |         |         | 55   |         | 0         | 56    |
| 34    | Champlain Heights Park                          | Public Park                            | City of Vancouver                  | 5000      | 5000     | 250   | 4     |         |         |      |         | 0         | 254   |
| 35    | David Lam Park                                  | Public Park                            | City of Vancouver                  | 4.34      | 7500     | 279   | 14    | 5       |         | 8    | 143     | 0         | 449   |
| 36    | Jack Poole Plaza (Thurlow Plaza)                | Public Park - Waterfront               | City of Vancouver                  | 0.43      | 5750     |       | 3     |         |         |      |         | 0         | 3     |
| 37    | Adarnac Park                                    | Public Park                            | City of Vancouver                  | 4.18      | 7500     | 302   | 2     | 0       | 0       | 2    | 0       | 0         | 306   |
| 38    | George Wainborn Park                            | Public Park                            | City of Vancouver                  | 2.49      | 7500     |       | 1     |         |         | 8    |         | 2         | 11    |
| 39    | Killarney Park                                  | Public Park                            | City of Vancouver                  | 13.39     | 7500     | 683   | 11    |         |         |      |         | 0         | 694   |
| 40    | Lumberman's Arch                                | Public Park                            | City of Vancouver                  | 0.61      | 7500     | 27    | 0     |         |         | 8    |         | 0         | 35    |
| 41    | Musqueam Park                                   | Public Park                            | City of Vancouver                  | 24.02     | 7500     | 185   | 3     |         |         | 1    | 40      | 0         | 229   |
| 42    | Rupert Park                                     | Public Park                            | City of Vancouver                  | 10.6      | 7500     | 295   |       |         |         |      |         | 0         | 295   |
| 43    | Ceperley Meadow                                 | Public Park                            | City of Vancouver                  | 0.56      | 7500     | 65    | 74    |         | 0       | 2    |         | 0         | 141   |
| 44    | Sunset Henderson Park East/West                 | Public Park                            | City of Vancouver                  | 3.5       | 7500     | 107   | 5     |         |         |      |         | 0         | 112   |
| 45    | Vanier Park                                     | Public Park                            | City of Vancouver                  | 2.12      | 7500     | 23    | 36    |         | 152     | 13   |         | 0         | 224   |
| 46    | Brockton Oval                                   | Public Park                            | City of Vancouver                  | 0.71      | 10000    | 120   | 6     |         |         | 3    |         | 0         | 129   |
| 47    | Porside Park/Crab Park                          | Public Park                            | City of Vancouver                  | 3.5       | 10000    |       | 8     |         |         | 7    |         | 8         | 23    |
| 48    | John Hendry Park / Trout Lake                   | Public Park                            | City of Vancouver                  | 1.49      | 11000    | 618   | 45    | 3       |         | 3    |         | 124       | 793   |
| 49    | New Brighton Park                               | Public Park                            | City of Vancouver                  | 11.34     | 11000    | 43    | 7     |         |         |      | 90      | 31        | 172   |
| 50    | Spanish Bank Beach/west extension               | Public Park                            | City of Vancouver                  | 9.31      | 11000    | 80    | 10    |         |         | 19   |         | 0         | 109   |
| 51    | Gordon Park                                     | Public Park                            | City of Vancouver                  | 6.07      | 20000    | 431   | 2     |         |         |      |         | 0         | 433   |
| 52    | Jericho Beach Park                              | Public Park                            | City of Vancouver                  | 2.33      | 20000    | 605   | 36    | 23      |         | 15   |         | 53        | 732   |
| 53    | Hastings Park                                   | Performance Venue - City Owned         | City of Vancouver                  |           | 60000    | 351   | 3     |         |         |      |         | 0         | 357   |
| 54    | Molson Indy site (Concord Place)                | Undeveloped - Commercial Property      | Concord Pacific                    | 3.2       | 60000    |       | 15    |         |         | 5    |         | 0         | 20    |
| 55    | 1st and Ontario                                 | not developed                          |                                    |           |          |       |       |         |         |      |         |           | 0     |
| 56    | Festival Park                                   | not developed                          |                                    |           |          |       |       |         |         |      |         |           | 0     |
| TOTAL |   |  |                                    |           |          | 7797  | 490   | 109     | 210     |      |         |           | 328   |

***Appendix G – Existing Venue Supply Summaries***

## Appendix G – Existing Venue Supply Summaries

### 1. Malkin Bowl

#### Site & Photos



*Wilco, August 20, 2007, Paul Joseph*



*New Pornographers, Sept 2008, David Koppe*

#### Description

Malkin Bowl is located in Stanley Park, next to the Stanley Park Dining Pavilion. In May 2010 the Vancouver Park Board granted Theatre Under the Stars (TUTS) a five-year operating agreement with a further five-year option to occupy Malkin Bowl year-round. TUTS has the option to sublet the venue to other organizations, and has executed an agreement with Live Nation Concerts Canada to stage music concerts at the venue. Beginning in October 2010, renovations will begin in order to winterize the bandshell. TUTS is a non-profit society that produces musical theater shows and has been operating in Stanley Park since 1940.

## Functional Details

|   |   |
|---|---|
| <b>Venue Type</b>                         | Public Park (grass) / Dedicated Performance Facility      |
| <b>Size</b>                               | 0.12-hectares (13,105 sq ft)                              |
| <b>Capacity</b>                           | 2,200   |
| <b>Power</b>                              | Available   |
| <b>Water</b>                              | Available   |
| <b>Washrooms</b>                          | Not available for event use                               |
| <b>Access</b>                             | Limited parking available in Stanley Park<br>Some transit |
| <b>Facilities</b>                         | Stage, roof, BOH  |
| <b>Proximity to Residential Buildings</b> | 670 m to residential buildings                            |

## Key Events at this Site (2005 – 2010)

Average days in use per year: 56

| Event  | Estimated Peak Attendance | Month                      | Type of Event | Amplified Sound | Organizer                       |
|--|---------------------------|----------------------------|---------------|-----------------|---------------------------------|
| Concerts in the Park by Live Nation<br>- 10 shows in 2009<br>- 15 shows in 2010<br>(including Massive Attack, Metric, Blue Rodeo, Scissor Sisters) | 2,400                     | May<br>June<br>Aug<br>Sept | Cultural      | Yes             | Live Nation                     |
| Theatre Under the Stars  | 2,000                     | July 12<br>to Aug<br>20    | Cultural      | Yes             | Theatre Under the Stars Society |

## Feedback from Survey and Interview Respondents

- ◆ The main challenge is the limited window of availability for concerts / cultural performances due to the fact that Theatre Under the Stars operates daily from July 9 to August 20. Concerts and cultural performances can take place only from May to early June, and late August to mid-September.
- ◆ No truck dock or loading access for concert production.
- ◆ Scaffolding structure is not designed for show lighting.
- ◆ Production limitations include no rigging points for show production.
- ◆ No liquor service in the venue – liquor service restrictions should be addressed to allow liquor service at concerts.

- ◆ Occasionally there are sound conflicts with events in the Dining Pavilion, such as weddings.
- ◆ The band shell does not allow for proper show rigging.
- ◆ Back-of-house dressing room and production office space could be improved.
- ◆ Power could be increased.

## 2. Creekside Park

### Site



### Description

Creekside currently consists of a 2.53-hectare park located next to Telus World of Science on the False Creek waterfront. A further extension to the park, located on Concord Pacific lands, is yet to be developed. The lands that comprise Creekside Park are part of the legacy of Expo '86. The park includes a section of the seawall, a playground, numerous benches, and a grassy berm for sitting. The park annually hosts the Alcan Dragon Boat Festival in June, the one-time Red Bull Flugtag, and community festivals. The Concord Pacific lands known as Concord Pacific Place are used frequently for festivals and events including Cirque du Soleil, 2010 Olympic Games Pavilions, and the BMO Vancouver Marathon.

Owned by Concord Pacific, scheduling of events at Concord Pacific Place is completed directly with Concord Pacific (contact: Matt Meehan) and is subject to approval by City of Vancouver Special Events and Filming Department.

## Functional Details

|   |  |
|---|--|
| <b>Venue Type</b>                         | Public Park (grass)<br>Concrete  |
| <b>Owner</b>                              | City of Vancouver – Creekside Park<br>Concord Pacific – Concord Pacific Place      |
| <b>Size</b>                               | Existing park – 1.65-hectare (177,518 sq ft)<br>Extension – unknown                |
| <b>Capacity</b>                           | Existing Creekside Park - 4,000<br>Concord Pacific Place – est 20,000              |
| <b>Power</b>                              | None   |
| <b>Water</b>                              | Available  |
| <b>Washrooms</b>                          | Not available to events  |
| <b>Parking</b>                            | Limited paid parking in lot<br>Excellent transit                                   |
| <b>Proximity to Residential Buildings</b> | Located near a number of existing and projected high density residential buildings |

## Key Events at this Site (2005 – 2010)

Average days in use per year: 33

| <b>Event</b>              | <b>Estimated Peak Attendance</b> | <b>Month</b> | <b>Type of Event</b> | <b>Amplified Sound</b> | <b>Organizer</b>                              |
|---------------------------|----------------------------------|--------------|----------------------|------------------------|---|
| FCRCC Women’s Regatta     | 1,000                            | May          | Sport                | No                     | False Creek Racing Canoe Club                 |
| FCRCC Spring Regatta      | 1,000                            | May          | Sport                | No                     | False Creek Racing Canoe Club                 |
| Alcan Dragonboat Festival | 24,000 daily (120,000 total)     | June         | Sport                | Yes                    | Cdn International Dragonboat Festival Society |
| MEC Bike Fest             | 2,500                            | June         | Sport                | No                     | Mountain Equipment Co-op                      |
| RONA MS Bike Tour         | 575                              | Aug          | Fundraiser           | No                     | MS Society of Canada                          |
| Paddle for Kids           | 1,000                            | Sept         | Fundraiser           | No                     | False Creek Racing Canoe Club                 |

## Feedback from Survey and Interview Respondents

- ◆ Weight load restrictions for the dock area and the grass.
- ◆ Un-even pavement areas in Concord Pacific Area.
- ◆ No final park design determined.
- ◆ Hill in center of Parks Board area of Creekside Park.

### 3. Vancouver Art Gallery Plaza North – Georgia Street Plaza

#### Site & Photo



*Vancouver International Bhangra Celebration*

#### Description

The Georgia Street Plaza is located on the north side of the Vancouver Art Gallery, facing Georgia Street. The Plaza is located between Hornby and Howe Streets.

The Georgia Street Plaza is available for non-commercial events. Approval to host an event is granted by the Engineering Services/Film and Special Events Office of the City of Vancouver.

#### Functional Details

|   |   |
|---|---|
| <b>Venue Type</b>                         | Plaza (concrete)  |
| <b>Size</b>                               | 0.32-hectares (34,033 sq ft)                                    |
| <b>Capacity</b>                           | 4,000   |
| <b>Power</b>                              | None – unless arrangements are made with Art Gallery            |
| <b>Water</b>                              | None – unless arrangements are made with Art Gallery            |
| <b>Washrooms</b>                          | None – unless arrangements are made with Art Gallery            |
| <b>Parking</b>                            | No designated parking, paid parking nearby<br>Excellent transit |
| <b>Proximity to Residential Buildings</b> | Close proximity to hotels                                       |

## Key Events at this Site (2005 – 2010)

It is estimated that 78 events take place at the three combined Art Gallery venues each year. 23 of these events are permitted while an estimated 55 additional events also take place. Approximately 52 of the events occur on the Georgia Street Plaza.

| <b>Event</b>                                      | <b>Estimated Peak Attendance</b> | <b>Month</b> | <b>Type of Event</b> | <b>Amplified Sound</b> | <b>Organizer</b>                               |
|---|----------------------------------|--------------|----------------------|------------------------|--|
| April 20 <sup>th</sup> Rally                      | 15,000                           | April 20     | Cultural             | Yes                    | BC Marijuana Party                             |
| Tibet Freedom Torch Relay & Rally                 | 5,000                            | May          | Cultural             | Yes                    | Canada Tibet Committee                         |
| Ride for Diabetes                                 | 1,050                            | May          | Fundraising          | Yes                    | BC Juvenile Diabetes Association               |
| MusicFest Vancouver (formerly Festival Vancouver) | 2,000                            | August       | Cultural             | Yes                    | Vancouver Summer Festival Society              |
| Vancouver International Bhangra Celebration       | 5,000 (throughout the day)       | May          | Cultural             | Yes                    | Vancouver International Bhangra Celebration    |
| National Aboriginal Day                           | 15,633 (all venues)              | June 14      | Cultural             | Yes                    | Aboriginal Art and Culture Celebration Society |
| Canadian Islamic Cultural Expo                    | 7,000                            | July         | Cultural             | Yes                    | Islamic Heritage Society                       |
| Celebration Metis                                 | 2,000                            | Aug          | Cultural             | Yes                    | Vancouver Metis Association                    |

## Feedback from Survey and Interview Respondents

- ◆ While the Art Gallery Plaza is a tremendous pedestrian location, it is extremely hard to work in for event set-up and production.
- ◆ No parking or loading access, and extremely busy streets make loading and unloading difficult.
- ◆ The site is completely open to pedestrian's downtown so there are additional security and theft risks at this site.
- ◆ No power available except for limited 15 amp circuits attached to Art Gallery.
- ◆ The site is actually quite small once tents and staging are installed.

#### 4. Ceperley Meadow Park – 2<sup>nd</sup> Beach, Stanley Park

##### Site & Photo



##### Description

Ceperley Meadow is located in Stanley Park, on the southwest side near Second Beach. This is one of the preferred locations that the Vancouver Parks Board recommends for event producers to use and has been an effective location for walks, runs and sport events.

##### Functional Details

|   |   |
|---|---|
| <b>Venue Type</b>                         | Public Park (grass, concrete, sand)   |
| <b>Size</b>                               | 0.56-hectares (5,558 sq ft)   |
| <b>Capacity</b>                           | Approximately 7,500   |
| <b>Power</b>                              | None – AC outlets at Fish House may be available                            |
| <b>Water</b>                              | No potable water hook-up available except for at ranger station across road |
| <b>Washrooms</b>                          | Available   |
| <b>Parking</b>                            | Limited to road space and paid lots in Stanley Park<br>Good transit         |
| <b>Proximity to Residential Buildings</b> | Somewhat close proximity to residential neighbourhoods                      |

##### Key Events at this Site (2005 – 2010)

Average days in use per year: 76

| Event                            | Estimated Peak Attendance | Month | Type of Event | Amplified Sound | Organizer                  |
|----------------------------------|---------------------------|-------|---------------|-----------------|----------------------------|
| MS Super Cities Walk             | 1,000                     | April | Sport         | No              | Multiple Sclerosis Society |
| Vancouver International Marathon | 10,000 run through park   | May   | Sport         | No              | 21 Events Inc.             |
| Paws 4 Peace                     | 200                       | June  | Sport         | No              | Canadian Red Cross         |

|   |                      |              |             |                                      |   |
|---|----------------------|--------------|-------------|--------------------------------------|---|
| Dance at Dusk                               |                      | June         | Cultural    |                                      | Arts & Culture Office,<br>Vancouver Parks Board         |
| Scotiabank Half Marathon                    | 5,000                | June         | Sport       | Yes must be directed away from nests | Canadian Running Series (TO)                            |
| Dinner & a Movie - Outdoor Movie Event      | 750                  | July         | Cultural    | Yes                                  | West End BIA  |
| Everyday Champions Stanley Park Tennis Open | 10,000               | July         | Sport       | Yes                                  | Tennis BC   |
| Celebration of Light Fireworks              | 5,000 view fireworks | July/<br>Aug | Other       | No                                   | Vancouver Fireworks Celebration of Light Society        |
| Summerfast Run                              | 550                  | July         | Sport       | No                                   | Vancouver Falcons                                       |
| Iskon Parade and Festival of India          | 2,000                | July         | Cultural    |                                      | Iskon (International Society for Krishna Consciousness) |
| Vancouver Triathlon                         | 1,500                | Sept         | Sport       |                                      | MultiSports Canada                                      |
| Superwalk (BC Parkinson's)                  | 600                  | Aug or Sept  | Sport       |                                      | BC Parkinson's Disease Association                      |
| Terry Fox Run                               | 900                  | Sept         | Sport       |                                      | Four Seasons Hotel                                      |
| Aids Walk for Life                          | 5,000                | Sept         | Fund-raiser |                                      | Persons With Aids Society                               |
| Walk for Mercy                              | 600                  | Sept         | Sport       |                                      | Mercy Ministries  |
| James Cunningham Memorial Race              | 2,500                | Oct          | Sport       |                                      | Lions Gate Roadrunners                                  |

## Feedback from Survey and Interview Respondents

- ◆ Ceperly Meadow has limited access for event loading and these restrictions make access to the event space in the park difficult. This is partly due to interior seawall paths.
- ◆ No dedicated power, water or event infrastructure. Power installation would be tremendously helpful to all event producers. Access to potable water would also be beneficial.
- ◆ Heron nesting during specific seasons limits audio use, and there are large fines if the herons are disrupted.
- ◆ Sound complaints from neighbourhood.
- ◆ Site is long and narrow.
- ◆ No driving on field, therefore main loading access is across the field so you have to block the road or disrupt traffic to load in. Once in the park, you are trapped as road may be closed for event.

## 5. Jack Poole Plaza

### Site



### Description

The Jack Poole Plaza (formerly Thurlow Plaza) is located next to the Vancouver Convention Centre, at the foot of Thurlow Street in Downtown Vancouver. The Plaza has a view of the North Shore Mountains and Burrard Inlet. The Plaza honours former 2010 VANOC (Vancouver Olympic Committee) Chairman Jack Poole. The 2010 Olympic Cauldron will remain on the Plaza as a symbol of the 2010 Olympic Winter Games.

Jack Poole Plaza is owned by the City of Vancouver. The Vancouver Convention Centre manages the venue and reservations for the space. The Plaza is available a minimum of three days per month for community use by eligible users. The \$10,000 daily rental fee is waived for legitimate Community Users with a not-for-profit number registered in British Columbia. It is possible to fence the Plaza area and limit entrance to ticket-holders only as long as fire code restrictions are met.

### Functional Details

|                   |  |
|-------------------|--|
| <b>Venue Type</b> | Plaza (concrete)                         |
| <b>Size</b>       | 0.43-hectares (46,284 sq ft)             |
| <b>Capacity</b>   | North Area - 4,600<br>South Area - 1,150 |
| <b>Power</b>      | Available                                |
| <b>Water</b>      | Available - portable sinks available     |
| <b>Washrooms</b>  | None - portable washrooms recommended    |

|   |   |
|---|---|
| <b>Parking</b>                            | No on-site parking, paid parking lots nearby<br>Excellent transit   |
| <b>Facilities</b>                         | Available for additional fees: Waste-management,<br>Security, Wireless Internet Services, Broadcast BENG<br>boxes |
| <b>Proximity to Residential Buildings</b> | Close proximity to a number of residences and hotels  |

### Key Events at this Site (2005 – 2010)

The Plaza officially opened in the summer of 2009. In addition hosting film, television and commercial shoots the following public events have been hosted at the Plaza.

| Event                      | Estimated Peak Attendance                 | Month  | Type of Event | Amplified Sound | Organizer   |
|----------------------------|---|--------|---------------|-----------------|---|
| Day of Mourning            |   | April  | Other         |                 | Worksafe BC, BC Federation of Labour & Business Council of BC |
| Canada Day Celebration     | 2,500 – 3,000                             | July 1 | Cultural      | Yes             | Canada Place Corporation                                      |
| Fiesta Mexico Independence | 1 <sup>st</sup> year – no historical data | Sept   | Cultural      | Yes             | Consulate General of Mexico                                   |

### Feedback from Survey and Interview Respondents

- ◆ Time restrictions:
  - 7 am – 11 pm - weekdays
  - 8 am – midnight – Saturdays
  - 8 am – 11 pm - Sundays
- ◆ Olympic Cauldron is placed in the centre of the space, limiting how the space can be set up.
- ◆ The ideal positioning of the stage would be to face south, allowing the backdrop to be the water and North Shore mountain view. However, pointing the speakers south directs the sound flow towards the residences and hotels, creating sound and noise issues.
- ◆ There is a high rental cost, approximately \$10,000 per day, for commercial producers.

## 6. Lumbermen's Arch

### Site & Photo



*Harry's Spring Run-Off 8km, Tim Hopkins*

### Description

Located in Stanley Park, just north of the Vancouver Aquarium, Lumbermen's Arch was erected in 1952 to honour British Columbia's lumber industry. The Arch is located where the village of Khwaykhway once stood. On an annual basis 30 to 40 events are held at this site. Community-focused and sport events make up the majority of these.

### Functional Specifications

|   |                                      |
|---|--------------------------------------|
| <b>Venue Type</b>                         | Public Park (grass)                  |
| <b>Size</b>                               | 0.61 hectares (66,120 sq ft)         |
| <b>Capacity</b>                           | 7,500 +                              |
| <b>Power</b>                              | None                                 |
| <b>Water</b>                              | None                                 |
| <b>Washrooms</b>                          | Limited number, open Dawn to Dusk    |
| <b>Parking</b>                            | Limited<br>Some transit              |
| <b>Facilities</b>                         | Seasonal concession                  |
| <b>Proximity to Residential Buildings</b> | Not in close proximity to residences |

## Key Events at this Site (2005 – 2010)

Average days in use per year: 35

| Event                                    | Estimated Peak Attendance | Month    | Type of Event | Amplify Sound | Organizer                        |
|--|---------------------------|----------|---------------|---------------|----------------------------------|
| Harry's Spring Run-off 8km               | 500                       | March    | Sport         | No            | Canada Running Series            |
| Dave Reed Spring Classic                 | 400                       | March    | Sport         | No            | Vancouver Falcons Athletic Club  |
| Earth Run                                |                           | April    | Sport         |               | Earth Run Foundation             |
| Run for Light                            | 1,000-1,500               | May      | Sport         | Yes           | BC Blind Sports                  |
| World Partnership Walk & BBQ             | 5,000                     | May      | Social        | Yes           | Aga Khan Foundation              |
| Sawan Mela Festival                      | 3,000                     | June     | Cultural      | Yes           | South Asian Family Association   |
| Pride Run & Walk                         | 200                       | June     | Sport         | No            | Fronrunners                      |
| Walk with the Dragon                     | 15,000                    | July     | Other         | Yes           | S.U.C.C.E.S.S                    |
| Coast Salish Gathering                   | 200                       | July     | Cultural      | No            |                                  |
| 2009 World Police & Fire Games           | 1,000                     | Aug 2009 | Sport         | Yes           | WPFG / City of Burnaby           |
| The CRY Vancouver                        | 3,000                     | Aug      | Religious     | Yes           | The Cry Canada                   |
| The Summer Dreams Literary Arts Festival | 1,000                     | Aug      | Cultural      | Yes           | Pandora's Collective             |
| SPCA Paws for a Cause                    | 1,000                     | Sept     | Fundraiser    | Yes           | SPCA                             |
| Cyclebetes Vancouver 150                 | 500                       | Sept     | Sport         | No            | Cyclebetes for Juvenile Diabetes |
| Ismaili Walk for Women                   | 5,000                     | Sept     | Fundraiser    | Yes           | Ismaili Council of BC            |
| TD Great Cdn Shoreline Cleanup           | 150                       | Sept     | Civic         | No            | Van Aquarium Marine Science Ctr  |
| Santa Shuffle                            | 500                       | Dec      | Sport         | No            | Running Room/ Salvation Army     |

## Feedback from Survey and Interview Respondents

- ◆ Traffic management and traffic congestion in Stanley Park can be problems at this venue.
- ◆ There are sometimes sound conflicts with events held at Malkin Bowl.
- ◆ Difficult to set up permanent fencing in order to limit entrance at ticketed events.
- ◆ Ground is soft for 90% of the year, so with no driving or vehicle access on the park loading and set-up can be difficult.
- ◆ Limited drainage throughout site causes problems.
- ◆ Field conditions make this park unusable when it has rained.

## 7. David Lam Park

### Site & Photo



*Vancouver Int'l Jazz Festival*

### Description

David Lam Park is located on the waterfront in the Downtown neighbourhood, with close proximity to Yaletown. The 4.34-hectare park contains an open lawn, a soccer field, seawall access, tennis courts, basketball courts, and a playground. As a component of hosting the 2010 Olympic Winter Games celebration site, LiveCity Yaletown, a permanent power supply system was installed at David Lam Park however this was removed following the Games. A portion of the infrastructure is still in place.

### Functional Details

|   |  |
|---|--|
| <b>Venue Type</b>                         | Public Park (grass)  |
| <b>Size</b>                               | 4.34-hectares (467,154 sq ft)  |
| <b>Capacity</b>                           | 7,500 +  |
| <b>Power</b>                              | None (removed following Olympic Games)                                     |
| <b>Water</b>                              | Available  |
| <b>Washrooms</b>                          | Available  |
| <b>Parking</b>                            | No parking on-site<br>Excellent transit service                            |
| <b>Proximity to Residential Buildings</b> | Located near a number of high density residential and commercial buildings |

## Key Events at this Site (2005 – 2010)

Average days in use per year: minimum of 40. This site was closed for 143 days in 2009 to prepare for the 2010 Winter Olympic Games so 40 events is an estimate based on pre-2009 usage

| Event                                 | Estimated Peak Attendance      | Month       | Type of Event | Amplified Sound | Organizer                        |
|---------------------------------------|--------------------------------|-------------|---------------|-----------------|----------------------------------|
| LiveCity 2010 Olympic Celebration     | 8,500 daily<br>(418,516 total) | Feb         | Cultural      | Yes             | City of Vancouver                |
| PMC - Sierra Science Fun Run          | 1,500                          | May         | Other         | Yes             |                                  |
| 25 Hour Boot Camp Marathon            | 300                            | May         | Sport         | Yes             | Access Boot Camp                 |
| International Soccer Festival         | 500                            | June        | Sport         | Yes             | Peace it Together Society        |
| Vancouver International Jazz Festival | 10,000                         | June / July | Cultural      | Yes             | Coastal Jazz and Blues Society   |
| Picnic in the Park & Movie Night      | 750 – 1,000                    | Aug         | Cultural      | Yes             | Roundhouse Community Centre      |
| City Chase                            | 200                            | Aug         | Sport         | Yes             | City Chase inc.                  |
| Movie Night                           | 1,500                          | Aug         | Other         | Yes             | Yaletown B.I.A.                  |
| Steve Nash Foundation – Charity Game  | 1,000                          | Sept        | Sport         | Yes             | Steve Nash Foundation/Brand Live |
| Winter Solstice Lantern Procession    | 15,000                         | Dec         | Cultural      | Yes             | Secret Lantern Society           |

## Feedback from Survey and Interview Respondents

- ◆ The setting for outdoor live events at David Lam Park is truly spectacular.
- ◆ Residential towers and retail businesses surround the park so any events utilizing amplified sound will likely encounter some resistance.
- ◆ There is no parking on site and limited parking nearby.
- ◆ This site has potable water and grey water lines. These infrastructure features are available for event use.
- ◆ A process should be put into place to communicate with residents and allow more event use at this site.
- ◆ Power put in place for the LiveCity venue was removed following the Games.

## 8. John Hendry (Trout Lake) Park

### Site & Photo



*Vancouver Farmer's Market*

### Description

Located in East Vancouver, in the Kensington-Cedar Cottage neighbourhood, John Hendry Park contains the Trout Lake Community Centre, baseball diamonds, picnic sites, playgrounds, soccer fields, tennis courts, an off-leash dog area, jogging trails and a swimming beach. For many years Trout Lake hosted the annual Illuminares lantern festival along with other community festivals. The park also hosts the seasonal Vancouver Farmers Market.

### Functional Details

|   |   |
|---|---|
| <b>Venue Type</b>                         | Park (sod)                                      |
| <b>Size</b>                               | 1.49 ha (160,565 sq ft)                         |
| <b>Capacity</b>                           | 11,000  |
| <b>Power</b>                              | None  |
| <b>Water</b>                              | None  |
| <b>Washrooms</b>                          | Dawn to Dusk                                    |
| <b>Parking</b>                            | Some free parking (4 lots)<br>Excellent Transit |
| <b>Proximity to Residential Buildings</b> | Close to residential homes                      |

## Key Events at this Site (2005-2010)

Average days in use per year: 175

| Event                                     | Estimated Peak Attendance | Month              | Type of Event | Amplified Sound | Organizer                           |
|---|---------------------------|--------------------|---------------|-----------------|-------------------------------------|
| Vancouver Farmers Market                  | 5,000 – 7,500             | May-Oct            | Community     | No              | Your Local Farmers Market Society   |
| Alice in Wonderland Festival              | 2,500 – 5,000             | July               | Festival      |                 | The Community Arts Workshop Society |
| Illuminares Lantern Festival              | 10,000                    | July (not in 2010) | Festival      |                 | Public Dreams Society               |
| Latin Summer Fest                         | 7,500                     | Aug                | Festival      | Yes             | Latinos in Action                   |
| Family picnics and small corporate events | 10-100                    | May to Sept        | Community     | No              | various                             |

## 9. Vanier Park

### Site & Photo



### Description

Vanier Park is located on the waterfront in the Kitsilano neighbourhood. The 16.95-hectare park contains an open lawn, seawall access, ponds, and a pathway. Civic buildings located on the park grounds include the Planetarium and Vancouver Museum and the City of Vancouver Archives. Vanier Park plays host to the annual International Children's Festival and to the seasonal Bard on the Beach theater series. Bard on the Beach is the main tenant at Vanier Park. The popular series has been operating for over 20 seasons. Daily performances are shown in two tents, the Main Stage tent seats 520 and the Douglas

Campbell Studio Stage seats 240. Performances are staged from early-June through late-September. Set-up of tent and facilities begins in mid-May and takedown continues into early-October.

### Functional Details

|   |  |
|---|--|
| <b>Venue Type</b>                         | Public Park (grass)  |
| <b>Size</b>                               | 2.12-hectares (228,194 sq ft)                              |
| <b>Capacity</b>                           | 7,500  |
| <b>Power</b>                              | None   |
| <b>Water</b>                              | None   |
| <b>Washrooms</b>                          | Not available for event use                                |
| <b>Parking</b>                            | Some pay parking available on-site<br>Good Transit service |
| <b>Proximity to Residential Buildings</b> | Close proximity to residential neighbourhood               |

### Key Events at this Site (2005 – 2010)

Average days in use per year: 201

| <b>Event</b>                                | <b>Estimated Peak Attendance</b> | <b>Month</b> | <b>Type of Event</b> | <b>Amplified Sound</b> | <b>Organizer</b>                                    |
|---|----------------------------------|--------------|----------------------|------------------------|---|
| Vancouver International Children's Festival | 7,500-10,000<br>(52,835 total)   | May          | Cultural             | Yes                    | Vancouver International Children's Festival Society |
| Bard on the Beach                           | 760<br>(78,000 total)            | June to Oct  | Cultural             | Yes                    | Bard on the Beach                                   |
| Pacific Rim Kite Festival                   | 5,000                            | June         | Cultural             | No                     | BC Kite Flyers Association                          |
| Cycle-In Movie                              | 1,000                            | July         | Other                | Yes                    | BIA   |
| Celebration of Light Fireworks              | 15,000                           | July/<br>Aug | Other                | No                     | Vancouver Fireworks Celebration of Light Society    |
| Celebration of Light Fundraiser             | 350                              | July         | Cultural             | Yes                    | Celebration of Light Society                        |
| Salmon Celebration                          | 700                              | Sept         | Cultural             |                        | False Creek Watershed Society                       |
| TD Great Cdn Shoreline Cleanup              | 150                              | Sept         | Civic                | No                     | Van Aquarium Marine Science Ctr                     |
| Vanier Park Cross Classic Bike Race         | 500                              | Oct          | Other                | No                     | West Coast Racing                                   |

## Feedback from Survey and Interview Respondents

- ◆ The Bard on the Beach series is highly successful and running to capacity with numerous shows sold out each week. Given the long season, running from June to September, there is little opportunity for other events to take place at this site during peak summer months.

## 10. Jericho Beach

### Site & Photos



*2010 Folk Festival, Vancouver Folk Music Festival Society*

### Description

Jericho Beach Park is located in the West Point Grey neighbourhood, off West 4<sup>th</sup> Avenue and Trimble. The 46.71-hectare park contains grassy fields, sport fields, tennis courts, baseball diamonds, ponds, and treed areas. Jericho Beach Park annually hosts the Vancouver Folk Music Festival, which has been held on this popular waterfront site for over 30 years. Numerous community runs and walks are also held at this venue.

## Functional Specifications

|   |   |
|---|---|
| <b>Venue Type</b>                         | Public Park (grass)                       |
| <b>Size</b>                               | 2.33-hectares (250,799 sq ft)             |
| <b>Capacity</b>                           | 20,000                                    |
| <b>Power</b>                              | None                                      |
| <b>Water</b>                              | None                                      |
| <b>Washrooms</b>                          | 6 female/4 male stalls, open Dawn to Dusk |
| <b>Parking</b>                            | Limited<br>Good Transit service           |
| <b>Facilities</b>                         | Concession building operates seasonally   |
| <b>Proximity to Residential Buildings</b> | Located near residential neighbourhood    |

## Key Events at this Site (2005 – 2010)

Average days in use per year: 127

| <b>Event</b>                   | <b>Estimated Peak Attendance</b> | <b>Month</b> | <b>Type of Event</b> | <b>Amplified Sound</b> | <b>Organizer</b>                      |
|--------------------------------|----------------------------------|--------------|----------------------|------------------------|---------------------------------------|
| Resolution Run                 | 900                              | Jan          | Sport                | Yes                    | Running Room                          |
| Vancouver Peace Circle         | 200                              | Feb          | Political            | No                     | Conscious Living Radio                |
| Diva on the Run                | 400                              | Mar          | Sport                | Yes                    | LadySport/Reflexion                   |
| St Patrick's Urban Challenge   | 40                               | Mar          | Sport                | No                     | St Patrick's School                   |
| Earth Day                      | 3,000                            | April        | Cultural             | Yes                    | Evergreen Society                     |
| Pacific Populaire Bike Ride    | 400                              | April        | Sport                | No                     | BC Randonneurs Cycling Club           |
| Pedalheads Treasure Hunt       | 100                              | May          | Sport                | No                     | Atlantis Camps                        |
| Lag B'Omer Picnic              | 100                              | May          | Religious            | No                     | Chabad Lubovitch                      |
| Heel N' Wheel-a-thon           | 200                              | June         | Sport                | No                     | Crohn's & Colitis Foundation          |
| Alisa's Wave Warriors          | 150                              | June         | Sport                | Yes                    | BC Cancer Foundation                  |
| Subaru Half Ironman Triathlon  | 500                              | July         | Sport                | Yes                    | LifeSports Holdings                   |
| Paddlefest                     | 1,000                            | July         | Sport                | No                     | Mountain Equipment Co-op              |
| Vancouver Folk Music Festival  | 15,000<br>(30,830 total)         | July         | Cultural             | Yes                    | Vancouver Folk Music Festival Society |
| 2009 World Police & Fire Games | 300                              | Aug 2009     | Sport                | Yes                    | WPPG / City of Burnaby                |
| Jericho Oceanman               | 150                              | Aug          | Sport                | No                     | Jericho Oceanman - Gary Parsons       |
| Kayak for a Cure               | 100                              | Aug          | Sport                | No                     |                                       |

|   |        |             |           |     |                                 |
|---|--------|-------------|-----------|-----|---------------------------------|
| Day of the Longboat                       | 3,500  | Sept        | Sport     | Yes | UBC Intramural Sports           |
| TD Great Cdn Shoreline Cleanup            | 150    | Sept        | Civic     | No  | Van Aquarium Marine Science Ctr |
| Muscular Dystrophy Picnic/Walk            | 150    | Sept        | Sport     | No  | Muscular Dystrophy Canada       |
| BC Cross Country Championships            | 550    | Oct         | Sport     | Yes | BC Athletics                    |
| Family picnics and small corporate events | 10-150 | May to Sept | Community | No  | various                         |

### Feedback from Survey and Interview Respondents

- ◆ The location is amazing and it would be a wonderful place to host other mainstream or superstar concerts, such as Jack Johnson/Ben Harper or Diana Krall with Vancouver Symphony.
- ◆ The local neighborhood has opposed other use so most producers have not pursued any opportunities at this site.
- ◆ Grass areas are soft / drainage is poor.
- ◆ There is limited access to potable water.
- ◆ There are no grey water or sewage disposal lines.
- ◆ Events would benefit from 1200 amps of power in two locations on site.

## 11. Granville Street

### Site & Photo



### Description

Following construction of the Canada Line, Granville Street has been undergoing a redesign process. There are increased public seating options and business patios have been extended. During Summer

2010, Granville Street has remained closed to buses and vehicle traffic between Hastings Street and Smithe Street. The street re-opened to bus traffic on September 7, 2010.

The City, in partnership with the Downtown Vancouver Business Improvement Association (DVBIA) and other groups, has been testing Rediscover Granville 2010 ([www.rediscovergranville.com](http://www.rediscovergranville.com)). A number of concerts, sport activities, festivals and other events have been taking place on the street. Community groups and cultural organizations have been encouraged to host events and enliven the street. The focus for events has been on the 700-block between Georgia and Robson Streets. This block has few trees, a gentle curb and wide sidewalks. A power supply is in the process of being installed. Trolley bus lines have been installed at a height of 17 feet to provide additional clearance for set up of event tents.

A special events application must be submitted to the Special Events department of the City. Fees will be assessed depending on a variety of factors including: the type of event, length of event (hour, afternoon, full weekend), number of blocks used and need for street closures.

### Functional Details

|   |  |
|---|--|
| <b>Venue Type</b>                         | Street (concrete)                                |
| <b>Size</b>                               | Up to 5 city blocks<br>Focus is on the 700 block |
| <b>Capacity</b>                           | Varies   |
| <b>Power</b>                              | In process for the 700 block                     |
| <b>Water</b>                              | None   |
| <b>Washrooms</b>                          | None   |
| <b>Parking</b>                            | Paid parking lots<br>Excellent Transit service   |
| <b>Proximity to Residential Buildings</b> | Close to residential towers and hotels           |

### Key Events at this Site

Granville Street was closed during the 2010 Olympic and Paralympic Winter Games. The street hosted public art and was a popular destination for area residents and for visitors. Granville Street has been host to JunoFest 2009, Future Shop Street Party, 99.3 the Fox Rocks Granville Street Concert Series, FIFA World Cup viewing events, Dancing in the Streets, Busker Series, skateboarding demos and other events. Upcoming bookings include Brazilfest, Cops for Cancer, and the Taiwanese Cultural Festival. In the summer of 2010 the site hosted 31 events.

## 12. Granville Island

### Site & Photo



### Description

Managed by Canadian Mortgage and Housing Corporation (CMHC) on behalf of the Government of Canada, Granville Island is located in False Creek, across from the Downtown Peninsula. Previously an industrial area, it is now a major tourist destination that includes a mix of cultural, artisan, recreational, industrial, maritime, retail and market communities. The Island is well known for a daily Public Market, a marina, Emily Carr University, a hotel, False Creek Community centre, and numerous craft studios, retail stores and restaurants. Many festivals, cultural performances and events take place on the Island. Some events and performances are held indoors, some outdoors and some occupy a mix of both types of venues. There are a wide variety of outdoor venues available on the Island, some unconventional. The six outdoor venues are:

- ◆ Public Market Courtyard
- ◆ Triangle Square
- ◆ Ocean Art Works
- ◆ Ron Basford Park
- ◆ Picnic Pavilion (next to the Waterpark)
- ◆ Performance Works Outdoor Stage
- ◆ Island Plaza

Creative programming also allows events and performances to be staged at seven other venues: Railspur Park, Railspur Alley, Under the Bridge, Under the Crane, Lot 73, Docks and Streets.

## Functional Details

|   |   |
|---|---|
| <b>Venue Type</b>                         | Seven outdoor performance venues  |
| <b>Size</b>                               | Varies  |
| <b>Capacity</b>                           | Varies  |
| <b>Power</b>                              | Available   |
| <b>Water</b>                              | Available   |
| <b>Washrooms</b>                          | Available   |
| <b>Parking</b>                            | Limited free parking and pay parking available<br>Excellent transit service available |
| <b>Proximity to Residential Buildings</b> | Next to residential neighbourhood   |

## Key Events at this Site (2005-2010)

Granville Island hosts thousands of events each year, more than 300 in some months. Priority is given to non-profit groups. Spaces may not be used for commercial purposes such as outdoor markets or fundraisers where the public is charged admission. Key recurring events include: Winterruption, summer Farmers Market outside the Public Market, TD Vancouver International Jazz Festival, Canada Day, Vancouver Wooden Boat Festival, Annual Turkey Trot 10km, Yuletide Traditions, and Winter Solstice Lantern Procession.

### 13. Festival Lawn at Deer Lake Park, Burnaby, British Columbia

#### Site & Photo



*July 2010 VSO Concert at Deer Lake, Vancouver Symphony Society*

The Festival Lawn is located within Deer Lake Park, next to the Shadbolt Centre in Burnaby, British Columbia. The venue has recently undergone renovations to improve the space for performance related use. The Festival Lawn is municipally owned by the City of Burnaby. The Shadbolt Centre for the Arts and the Burnaby Parks and Recreation Department manage bookings and operations. Live Nation Concerts Canada has an ongoing venue use agreement.

A natural amphitheatre, the venue hosts the annual Burnaby Folk and Blues Festival, Live Nation concerts, and community events. The venue also hosts a free annual performance by the Vancouver Symphony Orchestra, Symphony in the Park.

**Capacity:** 10,000

#### **Site Features and Amenities:**

- ◆ Permanent Fencing on east and west sides - black wrought iron permanent fence located behind trees and shrubs maintains the natural park feeling. Temporary fencing and ticket gates are installed on the North end of the site. This cost is covered by the City of Burnaby in most situations.
- ◆ Grasscrete installed to provide strength and form to the lawn.

- ◆ Concrete service roads are located on the East and West sides for equipment load-in and emergency vehicle access.
- ◆ Paved pathways intersect the lawn.
- ◆ Water and electrical services were recently upgraded.
- ◆ Garbage and recycling services are completed by City staff. In most situations there is no additional fee to the site user for these waste management services.
- ◆ Wireless Internet will be installed.
- ◆ The venue uses a site wide liquor license extended from Swangard Stadium for each event allowing liquor consumption anywhere on the park with both adults and minors present.

**Site Challenges:**

- ◆ Not located close to a SkyTrain station and limited on-site parking.
- ◆ Located within a residential neighbourhood, requiring extra efforts to maintain relationships (noise limited to 9 am to 10 pm, provide shuttle buses from BCIT to decrease parking strain in neighbourhood, provide additional bike racks, offer accommodation to neighbours in certain situations).
- ◆ Spent significant funds on upgrading the venue and must now make efforts at cost-recovery. Considering a new summer series for 2011 in efforts to achieve this.
- ◆ No on-site washroom facilities, portable washrooms must be rented.
- ◆ No on-site stage, concert organizers provide their own stage.

**Historic venue usage:**

The Festival Lawn is used for events approximately 30 days in the year, primarily from May to September.

- ◆ Burnaby Blues and Roots Festival
- ◆ Vancouver Symphony Orchestra's Symphony in the Park
- ◆ Live Nation concerts including Jack Johnson, Cyndi Lauper, Hedley
- ◆ Virgin Fest
- ◆ Community Festivals
- ◆ Sport events

**contact:** Cory Philley, Facility and Event Services Coordinator, Shadbolt Centre  
604-205-3041  
cory.philley@burnaby.ca

**website:** [www.shadboltcentre.com](http://www.shadboltcentre.com)

## 14. Holland Park, Surrey, British Columbia

### Site & Photo



*2010 Surrey Fusion Festival, Holland Park*

Surrey's Holland Park has become the premiere urban park in Surrey. With its new Spirit Square Plaza, it is a special event hub designed to host festivals, markets, cultural events, and community celebrations. Opened in 2008 when Surrey was declared the Cultural Capital of Canada, Holland Park was completely renovated to feature sculptured walkways, large open green space areas, shady hills and a water feature.

The City of Surrey's multicultural Fusion Festival was designated as the unveiling of the new park, which attracted over 60,000 people with over 75% stating the event was above average or excellent. This led to a second phase of upgrades including two new community plazas to mark the entries, power installation in three locations, potable water, grey water disposal lines, and a washroom building.

**Capacity:** 30,000

#### **Site features and amenities:**

- ◆ Water feature plaza area which can serve as a stage location
- ◆ Power installed in three locations including 1200 amps to serve main stage area
- ◆ Paved service road access from two directions
- ◆ Paved pathways intersect the lawn
- ◆ Potable water installed with hose bibs located in key areas within the park
- ◆ Sanitation line access points installed for grey water disposal
- ◆ Wireless Internet installed
- ◆ Located directly across the street from SkyTrain station
- ◆ Areas of park available for on-site parking

**Site Challenges:**

- ◆ Located beside a residential neighbourhood on east side

**Event usage:**

Holland Park is used for events approximately 20 days in the year, primarily from May to September

- ◆ Surrey Fusion Festival
- ◆ Downtown Surrey BIA Movie Under the Stars
- ◆ Jamaican Festival
- ◆ Surrey Pride Festival
- ◆ Pakistani Days Festival
- ◆ Olympic Celebration Site
- ◆ Sport events
- ◆ Kla-How-Eya First Nations event

**contact:** Bryan Tasaka, Special Event Services Coordinator, City of Surrey  
604-591-4834  
btasaka@surrey.ca

***Appendix H – Comparative Venues Summary***

## **Appendix H - Comparative Venues**

### **Whistler Olympic Plaza, Whistler, British Columbia**

Located in Whistler Village, the Olympic Plaza is designed to be a legacy to the 2010 Olympic and Paralympic Winter Games. Home to victory ceremonies during the Games, the Olympic Plaza will be transformed into a multi-purpose public gathering and celebration space. Key features include a great lawn, an accessible playground, and outdoor performance, festival and gathering spaces. The site will also house a permanent memorial for Georgian athlete Nodar Kumaritashvili, other 2010 Olympic Games artifacts, and public art.

Plans for the Olympic Plaza also include a performance pavilion capable of seating 650 people with a flat floor and roof. The pavilion will be capable of hosting a variety of events and performances. It will also be able to accommodate a synthetic skating amenity if desired in the future. The construction of the pavilion is expected to begin fall 2010 after the tender and council approval process. The project is expected to be complete by late summer 2011.

Once completed, the Resort Municipality of Whistler will manage operations at Whistler Olympic Plaza.

**Planned Capacity:** Performance Pavilion – 650 people seated under covered area, 1,000 standing, 5,000 extended site capacity for concerts

#### **Site Features and Amenities:**

- ◆ Common infrastructure elements installed to reduce overhead costs for users
- ◆ Power: 1200 amps installed in multiple locations
- ◆ Gravel pads installed in key locations for larger portable stage positions
- ◆ Two 5,000 sq ft pads installed for temporary concessions locations
- ◆ Support services such as electrical, fiber optics lines, waste-management and equipment rental
- ◆ Back-of-house infrastructure includes storage, dressing rooms, electrical room
- ◆ Permanent washroom facilities
- ◆ Site lighting installed will include coloured site wash lights and architectural lighting

**contact:** John Rae (604-935-8184)

**website:** [www.whistler.ca](http://www.whistler.ca)

## Yonge-Dundas Square, Toronto, Ontario

Yonge-Dundas Square is located at the southeast corner of Yonge Street and Dundas Street in downtown Toronto, adjacent to Toronto Eaton Centre. Yonge-Dundas Square is a focal point of the downtown Toronto community. The Square is designated for use as a public open space and as an event venue that can accommodate a variety of events including community and cultural festivals, theatrical events, concerts, receptions and promotions. The facility may be booked for commercial, charitable or community events. Admission to events is primarily free.

Yonge-Dundas Square is a City of Toronto owned public facility that is operated by a Board of Management appointed by City Council.

**Capacity:** From 1,000 (seating / temporary structure) to 12,000 (no seating / temporary street closure)

### Site Features and Amenities:

- ◆ Stage:
  - ★ Plinth: 10m wide x 20m deep
  - ★ Canopy: 10m wide x 9m deep
- ◆ Power: 15 amps on each column
- ◆ Support services such as electrical, audio-visual, security, maintenance, waste-management and equipment rental (tents, barricades, furniture) available on a fee basis
- ◆ 24 hour security staffing
- ◆ washroom facilities
- ◆ video surveillance
- ◆ free wireless internet
- ◆ onsite ticket booth
- ◆ 20 programmable water fountains
- ◆ water play area

### Location:

- ◆ the Square has a direct entrance to the Dundas Subway Station (TTC)
- ◆ the Square is situated above a 250 spot underground parking garage

### Residential Policies:

Due to close proximity to several residential, retail and office buildings, the Square operates with a Good Neighbour Policy, No loud performances may extend past 11:00pm or begin before 7:30am.

**Contact:** [www.ydsquare.ca](http://www.ydsquare.ca)

## Artpark, Lewiston, New York

Artpark is located in the village of Lewiston, along the Niagara River Gorge. The park is a venue for summer musical entertainment. The park contains an indoor performance venue, an outdoor amphitheatre, picnic pavilions, fishing, hiking, and a nature trail. A most interesting amenity at this venue is that the back walls open up to allow viewing from the lawn thereby increasing capacity from 2,400 to 4,400 people.

Artpark Company and Inc. manages the park on behalf of the New York State Office of Parks, Recreation and Historic Preservation.

**Capacity:** There is a 2,400 capacity enclosed theatre, with walls, which open to extend viewing to the lawn area for 2000 more people. There is also a 3-tiered outdoor amphitheater with capacity for over 20,000 in the back park area

### **Site Features and Amenities:**

- ◆ Stage
- ◆ Fully-equipped sound system
- ◆ Concession
- ◆ Restroom facilities

**website:** [www.artpark.net](http://www.artpark.net)

## Dell Music Center, East Fairmount Park, Philadelphia, Pennsylvania

East Fairmount Park is located along the Schuylkill River in Philadelphia and divided from West Fairmount Park by the river. The park includes historic buildings, a playground, green space, and the Dell Music Center. The Dell Music Center is an open-air amphitheatre, managed by the City of Philadelphia's Parks and Recreation Department. In addition to being used to present the Department of Recreation programs such as the Essence of Entertainment concert series, the amphitheater is available for rent to non-profit organizations and professional promoters.

**Capacity:** 5,300 reserved seats, 1,600 people can be accommodated in the lawn seating area

**website:** [www.mydelleast.com](http://www.mydelleast.com)

## Heritage Amphitheatre, William Hawrelak Park, Edmonton, Alberta

The Heritage Amphitheatre is a music, theatre, and festival venue located in William Hawrelak Park. William Hawrelak Park is a 130 hectare park located along the river valley in central Edmonton. The covered amphitheatre parks a number of major festivals and events during the May to September season. Key festivals include: River City Shakespeare Festival, the four day Symphony Under the Sky, the Heritage Festival, and the International Blues Festival.

The City of Edmonton Community Services Department manages the Heritage Amphitheatre. The City has a dedicated Heritage Amphitheatre Coordinator position.

**Capacity:** 1,100 covered seating plus 2,900 festival seating on grass

### **Site Features and Amenities:**

- ◆ Stage – 2,200 square foot, covered, windscreen on 3 sides
- ◆ Green room located beneath the stage, includes kitchen area
- ◆ Dressing Rooms with capacity for 25, private washrooms and shower facilities
- ◆ Public washroom facilities (wheelchair accessible)
- ◆ Box office with two service windows
- ◆ Loading area that can accommodate a semi-trailer
- ◆ Four concrete vending pads with electrical outlets, two with water supply and grey water disposal
- ◆ Electrical
- ◆ Motorized 2 ton capacity sound/lighting truss

**website:** [http://www.edmonton.ca/attractions\\_recreation/attractions/arts\\_culture/heritage-amphitheatre.aspx](http://www.edmonton.ca/attractions_recreation/attractions/arts_culture/heritage-amphitheatre.aspx)

## ***Appendix I – References***

## Appendix I – References

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