

NO: **R130**

COUNCIL **June 11, 2012**

DATE:

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **June 4, 2012**

FROM: **City Clerk  
General Manager, Parks, Recreation and  
Culture**

FILE: **6140 - 20/D**

SUBJECT: **Summer Sounds 2012 – Request for a Public Special Occasion License**

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## RECOMMENDATION

The Parks, Recreation and Culture Department and the City Clerk recommend that Council:

1. Receive this report as information; and
2. Approve a Public Special Occasion License for the “Summer Sounds 2012” event that is being planned for September 2, 2012 at Holland Park.

## BACKGROUND

An unsolicited proposal related to a ticketed music festival called “Summer Sounds 2012” (“the Festival”) was received by the City from event producer, John Donnelly. The Festival is proposed to be held on Saturday, September 2, 2012 at Holland Park in City Centre and feature both top local talent and international performers on two stages. The acts would be similar to those who perform at Canada Day and other events hosted by the City. The event would take place within a fenced area of approximately 4 ha (10 acres) [which is approximately half of Holland Park] with entry limited to those with an entrance ticket. The performances would begin at noon and wrap up at 10:30 p.m. Attendance would be expected to peak at approximately 10,000 people for the evening head-line acts.

The proposal includes a licensed beverage area within the fenced area where beer, wine, and coolers would be sold under a Public Special Occasion License to event patrons. The licensed beverage service would be strictly limited to those 19 years and older. The beer, wine and coolers would have to be consumed within the licensed beverage area.

In addition, the proposal also includes food vendors, merchandise vendors, roving performers, information booths, concessions, guest services and a VIP area for premium-priced tickets.

## **DISCUSSION**

### Event Venue – Holland Park

Holland Park has been booked for the Festival on September 2, 2012.

Holland Park has been the venue for numerous outdoor concerts that have been staged as part of City festivals, including the Fusion Festival in each of the last five years and the 2010 Olympic and Paralympic Games. All of these concerts have proved to be successful.

Holland Park is located close to the SkyTrain and to numerous bus transit routes, which is desirable for this type of event. The proposed site within the Park is large enough to accommodate the expected crowds and ticket sales will be capped to ensure that the site is not overwhelmed by attendees.

Staff is satisfied that the subject event can be successfully staged at Holland Park.

It is anticipated that the designated Festival area within the Park would be closed to the public, for set up, the concert date, and tear down, from August 30 to September 3, 2012.

### Licensing

Under Provincial regulations City Council is authorized to grant a Public Special Occasion License for community or public celebrations. Such a license allows for the sale and consumption of alcoholic beverages during the celebration subject to conditions.

The Festival organizers have requested that the City approve a Public Special Occasion License to allow the sale of beer, wine, and coolers at the event in the same manner as events held outdoors in parks elsewhere in the Metro Vancouver area (e.g. Deer Lake Park, Burnaby and the Malkin Bowl in Stanley Park, Vancouver).

The Festival organizers are aware that they will need to meet all the requirements and stipulations of the RCMP, the Provincial Liquor Control Board and the City of Surrey. City staff and the RCMP will be in attendance during the evening to ensure that the event including the liquor licensed area is conducted in accordance with the requirements of the various authorities. The licensed area would have a capacity of up to 2500 people. A separate VIP licensed area would have a capacity of 150.

The RCMP has carried out a preliminary review of the proposed event and proposed licensed areas and is satisfied that the event can be staged safely subject to the development of a security plan. The RCMP, working in coordination with a contracted security company, would develop a security plan for both the event and specific to the licensed areas. A similar plan was developed for Surrey 2010 Olympic Celebration Site (which had a similar scale); minimal incidents occurred over the duration of the 17 day event. With a reasonable security plan in place, FEST is confident that the Summer Sounds Festival could accommodate a licensed area of the size requested.

### Committee and FEST Review

The City of Surrey's Festival & Event Support Team (FEST) and the Parks, Recreation & Sport Tourism Committee have both approved the event, in principle, subject to specific conditions the event organizers are to meet. The attached Appendix 1 is a copy of the report that was considered by the Parks, Recreation & Sport Tourism Committee at its meeting on May 16<sup>th</sup>, 2012. After considering the report, the Committee adopted the following resolution:

*"The Committee supports in principle, the proposed ticketed concert at Holland Park."*

The FEST Committee has advised that the following conditions, among others, will need to be met by the event organizer:

- Adequate liability insurance by the event organizer;
- The implementation of a detailed security plan to include a robust RCMP presence to be approved by the RCMP;
- An emergency services plan including First Aid and Emergency Response;
- A sufficient damage deposit for field and landscape repair after the event;
- All necessary Fraser Health Authority permits; and
- A full set of controls for the Licensed Area in accordance with the requirements of the LCB, the RCMP and the City.

The event organizer is working closely with City staff, FEST, the RCMP and external agencies to ensure an enjoyable Festival for those who attend.

The Downtown Surrey BIA supports Summer Sounds 2012 and recently passed a Resolution in this regard.

### Financial Summary

The proposal includes a guaranteed rental fee to the City of \$15,000 and 15% of gross ticket sales up to a maximum rental fee of \$40,000. The City would also receive \$2.00 per ticket for those tickets that are sold through Ticket Zone, the ticketing agency. Based on an expected attendance of 10,000, this would generate \$20,000 to the City. The Festival organizers have also agreed to pay a damage deposit and to pay all other direct Festival expenses, such as RCMP costs, traffic control costs, etc. This fee structure is consistent with rates paid for private concerts in public parks in the Metro Vancouver area.

### **SUSTAINABILITY CONSIDERATIONS**

The Summer Sounds 2012 event will assist in achieving the following goals of the City's Sustainability Charter:

- Socio-Cultural Goal #12: Establishing a range of local cultural and entertainment opportunities throughout the City; and
- Socio-Cultural Goal #13: Promoting a variety of opportunities for community celebration and gathering through local and City-wide events and festivals.

## CONCLUSION

Based on the above discussion, it is recommended that Council approve a Public Special Occasion License for an event named "Summer Sounds 2012" to be held on September 2, 2012 at Holland Park.

Jane Sullivan  
City Clerk

Laurie Cavan  
General Manager  
Parks, Recreation and Culture

cc: RCMP, Surrey Detachment

Appendix 1: Report to the Parks, Recreation & Sport Tourism Committee

**Proposed Ticketed Concert at Holland Park**

**E.7**



INTER-OFFICE MEMO

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TO: **Parks, Recreation and Sport Tourism Committee**

FROM: **Manager of Parks**

DATE: **May 8, 2012** FILE: **6140 - 20/H**

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RE: **Proposed Ticketed Concert at Holland Park**

**RECOMMENDATION**

The Parks, Recreation and Culture Department recommend that the Parks, Recreation and Sport Tourism Committee receive this report as information.

**BACKGROUND**

The City recently received an unsolicited proposal from an event marketing company to hold a ticketed concert at Holland Park, tentatively scheduled for Sunday September 2, 2012. Under this proposal, the event marketing company would partner with a production company to rent a portion of Holland Park from the City, and would provide all musical acts, food & beverage services and merchandise sales for the concert.

The proposed event would host top local talent and some international performers on two stages located on event lawns at Holland Park. The event area of up to 2000 square metres would be surrounded by fencing, with entry limited to those who paid for a ticket. Bands and DJ's would perform on the stages, with music beginning at noon and finishing with the head-lining act at 10:00 PM. Attendance would be expected to peak at approximately 10,000 for the evening acts.

The proposal includes a controlled area for licensed beverage service, strictly controlled and limited to those 19 years and older. In addition, there would also be food vendors, merchandise vendors, roving performers, information booths, concessions, guest services and VIP area for premium-priced tickets.

**DISCUSSION**

Other communities in the Lower Mainland have parks that are regularly used as concert venues for ticketed events. These include Deer Lake Park in Burnaby, Malkin Bowl in Stanley Park and the Folk Festival at Jericho Beach Park in Vancouver. Managed in accordance with the expectations of the host cities, these events provide revenues and serve as attractions that bring people from outlying areas into the host cities, in turn providing revenues to local service industries.

Located near the terminus of the SkyTrain, Holland Park is easily reachable without reliance on automobiles. For those arriving by automobile, there is plenty of parking in the vicinity of Holland Park. The event organizer is also initiating discussions with owners/managers of private parking lots in the vicinity of the park.

Holland Park is large enough to accommodate the expected crowds, and ticket sales can be capped to ensure that the site is not overwhelmed by attendees. If necessary, Old Yale Road could be partially closed to facilitate the event. The park is available for a special event at this time. It is anticipated that the designated event area within Holland Park would be closed to the public for set up, concert date, and tear down, from August 30 to September 3, 2012.

The event organizer has considerable experience in putting on both ticketed and free public events, and has developed plans that include, but is not limited to:

- Private security for overnight security, bag checks at entry, crowd control and managing patrons through ID checks at the licensed beverage areas, etc;
- Emergency services review (police, ambulance, fire and risk management);
- On-site first-aid;
- Mobile hydraulic stages and engineered drawings and permits for tents and other structures;
- Locking fence systems that have break out sections for emergency vehicles and for dispersing crowds at completion of the evening concert;
- On-site communications;
- Recycling and refuse management;
- Public sanitation services;
- Event insurance
- Crisis Plan; and
- Traffic control

#### Licensed Beverage Service

If the City were to enter into an agreement for this event, Council approval for the licensed beverage service (e.g. 2 Beer Gardens) would be required, in addition to provincial licensing requirements and RCMP sign-off.

#### Financial Proposal

The financial proposal for the event would have the City collect a base rent of \$7,500, and 7 ½% of ticket sales to a maximum of \$20,000. In addition, the City would take a \$1 surcharge on tickets, expected to yield \$10,000. Through taking a percentage of sales of food, beverages and merchandise, the City could receive an additional \$19,000 for total projected revenue to the City of \$49,000.

The event organizer would be expected to pay the park rental in advance of the event, and the City would also collect a substantial damage deposit, RCMP fees and other city costs in advance of the event. While the event organizer would be expected to return the event area to its original condition, the damage deposit would be drawn upon by the City if any repairs were required at Holland Park.

Rather than becoming a partner in the event through revenue sharing, the City would instead explore accepting a larger flat fee for use of the park combined with a per ticket surcharge. While this might yield less revenue than could be expected if the event is very successful, the City would not have to put into place an auditing process to ensure that all revenues from food, beverage and merchandise were accounted for.

Feasibility

Staff sees no reason to believe that a successful ticketed concert event could not be staged at Holland Park, given the past success of delivering events at the park, and also given the extensive history that the proponent has in working with Surrey on outdoor concert events. However, weather could play a role in attendance, given that this is an outdoor venue. If the weather is very inclement, revenues associated with food, beverage and merchandise might be lower than shown in the event producer's pro-forma.

This proposal is being concurrently reviewed by the City's Festivals and Events Support Team (FEST) to ensure that the proposal has not overlooked any issues relating to public safety, transportation and any other negative impacts.

**SUMMARY**

Staff recommend that the City enter into an agreement with the proponent to allow a ticketed concert event on September 2, 2012 on a pilot project basis, with the results to be evaluated before further events of this nature are scheduled in Surrey's parks.



Owen Cray  
Manager of Parks