

NO: **R016**

COUNCIL DATE: **January 28, 2013**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **January 21, 2013**

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

FILE: **6140-20/H**

SUBJECT: **Proposed Music Concert Event at Holland Park**

RECOMMENDATION

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

1. Receive this report as information;
2. Approve the staging by a private event organizer of a music concert event at Holland Park as generally described in this report on either of May 24th or May 25th, 2013; and
3. Approve the issuance of a Public Special Occasion License for the event subject to conditions as generally documented in this report.

BACKGROUND

An unsolicited proposal related to a ticketed music concert (“the Concert”) was received by the City from Live Nation Canada and event producer Donnelly & Associates. The Concert is proposed to be held on either Friday, May 24th, or Saturday May 25th, 2013, at Holland Park in City Centre, depending on the schedule of the artist who will be featured at the event.

The Concert will feature a major international recording artist who has won and/or been nominated for multiple Grammy, American Music, BRIT, and MTV awards. Due to a confidentiality agreement, the name of the artist cannot be disclosed until the event promoter, Live Nation, releases the information publicly.

The event will 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 a ticket. The concert gates will open at 4:00 p.m. with performances beginning at 5:00 p.m. and ending at 10:00 p.m. Up to approximately 25,000 people are expected to attend the featured performance.

The proposal includes a licensed beverage area within the fenced Concert site where beer, wine, and coolers would be sold under a Public Special Occasion License to event patrons 19 years and older. The proposal also includes food vendors, merchandise vendors, guest services and a VIP area.

Council had approved in June 2012 the staging of a ticketed music event (“Summer Sounds Concert 2012”) at Holland Park for September 2, 2012 and also at that time approved a related Public Special Occasion License for the event. That event did not take place due to schedule changes in relation to the bookings of the artist that was to be the featured performance at the event.

DISCUSSION

Event Venue – Holland Park

Holland Park has been reserved for the proposed Concert on Friday, May 24th or Saturday, May 25th.

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 Celebration Site. All of these events have proved to be successful. Surrey House, the main venue for the Olympic Games concerts, was licensed to serve beverages, and no significant issues arose in relation to the operation of the licensed area within the venue or the park.

Holland Park is located close to the SkyTrain and to numerous transit routes, which is desirable for this type of concert 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 Concert area within the Park will be closed to the public during event set up, on the concert date, and for equipment removal following the event; being approximately from May 22 to May 26, 2013.

Staff has reviewed the anticipated physical impacts to the park and is satisfied that the site (lawns, gardens, etc.) can be adequately protected throughout the event. Minor restoration works may be necessary following the event but these works will not disrupt the normal use of the Park.

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 Concert 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 event to ensure that the event, including the liquor licensed area, are managed in accordance with the requirements of the various authorities.

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, will develop a security plan for both the overall event and specific to the licensed area. A similar plan was developed for Surrey 2010 Olympic Celebration Site (which had a similar scale). There were only a few minor incidents over the duration of the 17 day Olympic Celebration event.

Council, Committee and FEST Review

With a reasonable security plan in place, FEST is confident that the Concert can be successfully managed at Holland Park including a licensed beverage service.

The FEST Committee has established the following conditions, among others, that the event organizer will need to meet:

- 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 Liquor Control Board (LCB), the RCMP and the City.

The event organizer is working closely with City staff, the FEST Committee, the RCMP and external agencies to ensure an enjoyable Concert for those who attend. The organizers have already submitted a preliminary general event plan that addresses risk management (first aid, security, RCMP, traffic, etc.), parking, and licenced beverage service.

In 2012, the Downtown Surrey BIA adopted a resolution supporting the holding of a ticketed concert in Holland Park. Staff will again seek the support of the BIA for the proposed Concert event.

Financial Considerations

The proposal from the event organizer includes a guaranteed rental fee to the City of \$15,000 or 15% of gross ticket sales (whichever is higher) up to a maximum rental fee of \$30,000 (plus applicable taxes). The City would also receive \$1.50 per ticket for those tickets that are sold

through Ticketmaster, the ticketing agency for the event. Based on an anticipated attendance of 25,000, ticket sales would generate up to \$37,500 to the City. In total, the City could receive as much as \$50,000+ in gross revenues from the event. As a minimum, the City will receive \$15,000 from the event organizer.

The event organizer has also agreed to provide a damage deposit to the City and to pay all direct event 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.

The City would be responsible for cleaning the site following the event, which is estimated at not more than \$2,500.

SUSTAINABILITY CONSIDERATIONS

The Concert will assist in achieving the goals of the City's Sustainability Charter; more particularly,

- 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:

1. the staging by a private event organizer of a concert event at Holland Park as generally in this report on either of May 24th or May 25th, 2013; and
2. the issuance of a Public Special Occasion License for the event subject to conditions as generally documented in this report.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Jane Sullivan
City Clerk

cc: RCMP, Surrey Detachment