

NO: **R037**

COUNCIL DATE: **FEBRUARY 23, 2015**

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **February 19, 2015**

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

FILE: **6140-20/H**

SUBJECT: **Proposed Music Festival at Holland Park**

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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 the issuance of a Public Special Occasion License for a music festival event to be produced by Live Nation Canada at Holland Park on July 3<sup>rd</sup> & 4<sup>th</sup>, 2015, subject to conditions as generally documented in this report.

## BACKGROUND

An unsolicited proposal related to a multi-day ticketed music festival (“the Festival”) was received by the City from Live Nation Canada. The Festival is proposed to be held on Friday, July 3<sup>rd</sup> and Saturday, July 4<sup>th</sup>, 2015 at Holland Park in City Centre.

The Festival will feature world-renowned electronic music artists who have international #1 songs across multiple formats, as well as a few up and coming pop and electronic music artists on multiple stages. Due to a confidentiality agreement, the names of the artists cannot be disclosed until the event promoter, Live Nation, releases the information publicly.

The event will take place within a fenced area approximately three quarters of Holland Park (7 hectares) with entry limited to those with a ticket. The Festival gates will open at 4:00 PM on Friday afternoon and 1:00 PM on Saturday afternoon with the event ending at 10:30 PM on both days. Attendance is expected to be ~22,000 people for the featured performance each day.

The proposal includes three licensed beverage areas within the fenced festival 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 and guest services.

## **DISCUSSION**

### **Event Venue – Holland Park**

Holland Park has been reserved for the proposed festival on Friday and Saturday, July 3<sup>rd</sup> and 4<sup>th</sup>.

Holland Park has been the venue for numerous successful outdoor concerts that have been staged as part of City festivals, including the Fusion Festival for the past six years and the 2010 Olympic and Paralympic Games Celebration Site. Council has previously approved a Live Nation ticketed event (Mumford & Sons) in Holland Park in 2013, which was very successful, with 25,000 people in attendance, and there were no significant issues. The Mumford & Sons ticketed concert contained a licensed area where beer, wine and cider were sold to concert patrons.

Holland Park is located close to the SkyTrain and 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.

Staff will work with the Festival organizers to ensure optimal utilization of the City's parking facility at City Hall.

It is anticipated that the designated event area within the park will be closed to the public during set up, on the festival dates, and for equipment removal following the event; based on this, the anticipated closure of the central portion of the park would be from June 29<sup>th</sup> to July 6<sup>th</sup>, 2015.

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. A damage deposit will be taken for the event.

### **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 for the sale of beer, wine, and coolers at the event in the same manner as the previous Mumford & Sons ticketed event held in 2013 which had designated 3 specific licenced areas. Similar festivals held outdoors in parks elsewhere in the Metro Vancouver area (e.g. Deer Lake Park, Burnaby and the Malkin Bowl in Stanley Park, Vancouver) have licensed areas.

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 event to ensure that the event components, 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 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 and the event organizer, will finalize a security plan for both the overall event and specific to the licensed area.

### **Council, Committee and FEST Review**

With a reasonable security plan in place, the Festival and Events Support Team (FEST) is confident that the Festival 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; medical personnel with experience dealing with drug and alcohol cases must be engaged for the event;
- A sufficient damage deposit for field and landscape repair after the event;
- All necessary Fire Department safety standards are met;
- 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 Festival organizer is working closely with City staff, the FEST Committee, the RCMP and external agencies to ensure an enjoyable festival 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.

All costs of policing, security, first-aid and event production will be borne by the event organizer.

### **Community Support**

In 2012, the Downtown Surrey Business Improvement Association (BIA) adopted a resolution supporting the holding of ticketed concerts in Holland Park. The BIA recently confirmed that they are very supportive of this proposed festival.

### **SUSTAINABILITY CONSIDERATIONS**

The Festival will assist in achieving the goals of the City's Sustainability Charter; specifically,

- 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 the issuance of a Public Special Occasion License for a music festival event to be produced by Live Nation Canada at Holland Park on July 3<sup>rd</sup> & 4<sup>th</sup>, 2015, 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  
Risk Manager

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