

NO: R138

COUNCIL DATE: June 29, 2015

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **June 25, 2015**

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

FILE: **8200-20/F**

SUBJECT: **Public Special Occasion License Days Request: Fusion Festival at Holland Park**

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## RECOMMENDATIONS

The Parks, Recreation and Culture Department and the City Clerk recommend that Council approve the issuance of a Public Special Occasion License for the Fusion Festival at Holland Park on July 18<sup>th</sup> & 19<sup>th</sup>, 2015, subject to the conditions generally documented in this report.

## INTENT

The purpose of this report is to provide Council with information regarding the upcoming changes to the Fusion Festival and recommend that Council approve the issuance of a Public Special Occasion License for this event.

## BACKGROUND

Under Provincial Regulations, the City is authorized to grant a Public Special Occasion License for community or public celebrations in City parks and plazas. Such a license allows for the sale and consumption of alcoholic beverages during the celebration subject to conditions. While the provincial regulations have changed such that a resolution of Council is no longer required to authorize licensed events in City parks, few City-sponsored events have historically had licensed areas, and so this report is being brought forward for Council's consideration.

The 8<sup>th</sup> annual Surrey's Fusion Festival will be the ultimate celebration of Canadian culture, held this year on July 18 & 19th at Holland Park. This free two day family festival brings together diverse multicultural and community groups, and is expected to attract over 100,000 people making it the largest multicultural event in BC.

This year's festival will feature 40 cultural pavilions and over 100 acts on four stages. The Surrey Fusion Festival will:

- Showcase an array of music, food and culture while highlighting the diversity of Surrey; and
- Host world class entertainment from local, regional and international performers.

In order to offer an additional cultural experience, the Fusion Festival Planning Committee has proposed a “Global Beer & Wine Tasting” activation this year. This will allow for a secure, enclosed licensed beverage area to be established within the festival site, where beer and wine would be sold under a Public Special Occasion License to event patrons 19 years and older. “Global Beer & Wine Tasting” would offer an additional event attraction for those adults who would like to enjoy beverages from around the world.

## **DISCUSSION**

In addition to the cultural experience associated with “Global Beer & Wine Tasting”, it is anticipated that an additional \$5,000 in net revenues would be generated, which would assist in off-setting the operating costs of Fusion Festival.

With an RCMP approved security plan in place, the Festival and Events Support Team (FEST) is confident that the licensed beverage services can be successfully managed during Fusion Festival.

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

- The implementation of a detailed security plan that is approved by the RCMP that includes RCMP presence on site;
- An emergency services plan including first aid and emergency response;
- All necessary Fire Department safety standards are met;
- All necessary Fraser Health Authority permits;
- A full set of controls for the Licensed Area in accordance with the requirements of the Liquor Control Board (LCB);
- No draft beer or jugs of beer or wine is permitted;
- No spirits;
- Area is within a secure enclosure, and will have tables and chairs;
- No liquor allowed outside of the controlled area;
- Minors under 12 accompanied by an adult are permitted; minors older than 12 will not be permitted; and
- Sales to take place between 1:00 PM – 9:00 PM

John Donnelly & Associates Event Marketing group is working closely with City staff, the FEST Committee, the RCMP and external agencies to ensure a safe and enjoyable experience for those who attend. The organizers have already submitted a preliminary general event plan that includes a risk management component that addresses beverage services. Donnelly has significant experience in operating licensed areas at large events, and has done so at the Surrey House facility at the 2010 Olympic Games site in Holland Park.

## **SUSTAINABILITY CONSIDERATIONS**

Approval of the Public Special Occasions License by Council will assist in meeting the goals of the Sustainability Charter, particularly in the following Sections:

- 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

It is proposed that a pavilion be set up at the Fusion Festival, where beers and wines from around the world would be sold in a secure area. It is felt that this “Global Beer & Wine Tasting” portion of the Fusion Festival would offer an additional event attraction for those adults who would like to enjoy beverages from around the world. This would also provide additional revenues to assist in off-setting operating costs of the Fusion Festival.

Based on the above discussion, it is recommended that Council approve issuing a Public Special Occasion License for the Fusion Festival at Holland Park on July 18<sup>th</sup> & 19<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