
CITY OF KELOWNA

MEMORANDUM

DATE: October 28, 2008
FILE NO.: 8100-20
TO: City Manager
FROM: Sport and Recreation Manager
SUBJECT: IMG Canada – Event Permit

RECOMMENDATION:

THAT City Council endorse the Outdoor Event Committee's continued consideration and processing of an Outdoor Event Application with IMG Canada as outlined in the report from the Sport and Recreation Manager dated October 28, 2008.

AND THAT City Council authorize the Sport and Recreation Manager to sign a Memorandum of Understanding with IMG Canada setting out the conditions for the development of an Event Permit as outlined in the report from the Sport and Recreation Manager dated October 28, 2008.

BACKGROUND:

Wakefest had been a marquee summer event in Kelowna from 2002 through 2007. The event experienced annual growth in attendance with sell out crowds in 2006 and 2007. Along with this growth came significant negative challenges.

Through 2006 and 2007 the challenges associated with the event are summarized as follows:

- An event marketing program that focused on the "beach party" versus the pro sport aspect of the event.
- Excessive drinking and related crowd behavior throughout the downtown area causing major challenges for the RCMP and other emergency services.
- Inability to implement the approved security personnel plan leading to operational challenges including poorly managed liquor licensed areas that created additional strain on the RCMP resources.
- The combination of a sold out venue and highly commercialized vendor village created a congested site and challenges for emergency vehicular access.

At the conclusion of the 2007 event the direction from the Outdoor Events Committee was:

1. That an Outdoor Events Permit not be issued to IMG Canada for the 2008 Wakefest.
2. That IMG Canada be advised that an Outdoor Event Permit may be considered for 2009 based on continued discussions with City staff, submission of an application and review through the Outdoor Events Committee.



The basis for this direction was the negative momentum that had been developed through 2006 and 2007. There was consensus from the Outdoor Events Committee and others that a complete break was required.

In late August 2008 IMG Canada requested consideration for a return in 2009. In response to this request the Outdoor Events Committee developed conditions/guidelines that would need to be implemented prior to consideration.

From the conditions set by the Outdoor Events Committee and accepted by IMG Canada, the following become the significant changes proposed for a 2009 event.

- Moving the event to the late summer timeframe. Proposed date: August 28-30, 2009.
- Rename the festival.
- Event programming would end no later than 8PM with the park to be closed by 9PM. The daily event program will maximize all areas of the site including the Island Stage to avoid congestion in the beach area.
- Beer Garden Operations:
 - Access to the City's Liquor Primary License will not be made available. The City would support an SOL application or transfer of an alternate Liquor Primary License.
 - Reduced beverage garden operating hours
 - Introduce procedures to limit excessive alcohol consumption in beer gardens. IMG Canada to propose a system in which this will be managed.
 - Effective management of existing Liquor Control and Licensing Branch regulations
- Event marketing to focus on high-level outdoor water sport event rather than a "beach party". All advertising and promotions will reflect this change in positioning.
- Changes to musical programming.
- Redesign of site layout to address congestion and access for emergency vehicles.
- IMG Canada to implement a "Community Steering Committee" comprised of representation from key community stakeholders, such as City of Kelowna, Tourism Kelowna, Local Business Association, IMG Canada and RCMP.

IMG Canada has expressed a commitment to working closely with the City and the Outdoor Events Committee to build an event that is beneficial to the City of Kelowna, local residents and businesses, and is both a fun and safe experience for all to attend.

It should be noted that prior to 2006 this event was a marquee summer event that received positive endorsement from attendees, local businesses and the Outdoor Events Committee. IMG Canada has proven to be quality organizers and expressed their commitment to working with the City and community to return this event back to its positive image and popularity.

The recommendation from the Outdoor Events Committee is the development of a Memorandum of Understanding. This document would set the expectations in the development of an Outdoor Event

Permit and gives IMG Canada support in principle to continue planning for 2009. The document would further detail the points within this report as well as other key items such as insurance requirements, policing agreements and dates for key deliverables.

INTERNAL CIRCULATION TO: Director of Parks, Recreation and Cultural Services; RCMP Superintendent; Risk Manager

EXTERNAL AGENCY/PUBLIC COMMENTS:

Kelowna Hotel/Motel Association – While there were serious concerns at the conclusion of the 2007 event if changes could be made that brought the event back to its earlier days they would be cautiously supportive of its return.

Downtown Kelowna Association – Supportive of its return; specifically liked the date change and the establishment of a "Community Committee".

Considerations that were not applicable to this report:

LEGAL/STATUTORY AUTHORITY:

LEGAL/STATUTORY PROCEDURAL REQUIREMENTS:

EXISTING POLICY:

FINANCIAL/BUDGETARY CONSIDERATIONS:

PERSONNEL IMPLICATIONS:

TECHNICAL REQUIREMENTS:

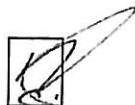
ALTERNATE RECOMMENDATION:

Submitted by:



J. Gabriel, Active Communities Director

Approved for Inclusion:



Cc: Director of Recreation, Parks and Cultural Services
R.C.M.P. Superintendent
Risk Manager