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CITY OF KELOWNA

MEMORANDUM

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**Date:** December 9, 2008  
**File No.:** 0550-01  
**To:** City Manager  
**From:** Director of Active Communities  
**Subject:** Sports For All Management Ltd. – Event Permit

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**RECOMMENDATION:**

THAT City Council approve the inclusion of the Unlimited Hydroplane demonstration event as part of the 2009 outdoor event schedule.

AND THAT the Outdoor Events Committee continue discussions and planning with Sports For All Management Ltd. towards the issuance of a 2009 Outdoor Event Permit.


AND THAT Sports for All Management Ltd. be advised that this approval applies only to the 2009 event.

**BACKGROUND:**

Sports for All Management Ltd. (Sports For All) have approached the City to bring back the American Boat Racing Association (ABRA) Unlimited Hydroplane race series (Thunderfest) to Kelowna. We have been advised that Sports For All has a two year agreement with ABRA to develop the race in Kelowna. Their proposal is to host a demonstration event in 2009 leading to a fully developed race package (and festival) for 2010 and beyond.

We received a draft proposal from Sports For All on October 9<sup>th</sup>. We requested clarification on a number of points within the proposal and received an updated document on November 4<sup>th</sup>. Sports For All presented their proposal at the November 12<sup>th</sup> Outdoor Events Committee meeting. The proposed dates for the 2009 demonstration event are August 8-9. Future consideration beyond 2009 would be in a similar timeframe given the current ABRA race schedule. We have also been advised that Sports for All are required to confirm with the ABRA their involvement in the 2009 program by December 19, 2008.

A key aspect in this event consideration is not necessarily the 2009 demonstration event but rather a longer term commitment (2010 and beyond). We recognize that if this event was successful and was added to our summer event schedule there would be some unique marketing, economic benefit and event/schedule opportunities. However, being familiar with the original Thunderfest, it is important to realize that a full race series and festival is a significant event and there are a number of concerns and challenges that need to be better understood.



This event has the potential to bring a number of positive outcomes, including:

- Increased tourism and positive economic impact
- Increased exposure to Kelowna through proposed media coverage
- Unique event with wide demographic appeal
- Significant event growth potential

Moving beyond the 2009 demonstration event raises concerns that require additional investigation. These include:

- Community tolerance for another park closure/ticketed event. The month of August currently has 3 events that have a park closure/ticketed event or restrict public access to either Waterfront Park or City Park.
- Environmental concerns associated with this event such as engine noise and impact on Tug Boat Beach and Rotary Marsh area. Greenhouse gas emissions are not a concern since Sports For All have committed the Unlimited Hydroplane race series will remain carbon neutral through the purchase of offset credits.
- There are a number of events in the developmental stage where their growth and ability to establish roots and support are critical to their long term success. Adding another major event within a few weeks of existing large events may have a negative impact on their success (i.e. Summer Music & Arts Festival, Center of Gravity and Canadian Wakeboard Festival).

The recommendation from the Outdoor Events Committee is that Thunderfest, as a demonstration event, be added to the 2009 summer event schedule and that staff continue to work with Sports For All in preparation for issuing a 2009 Outdoor Event Permit. Consideration for a 2010 event would not be made until the development of the event strategy as well as review of the 2009 demonstration event. Sports For All also supports the evaluation of the 2009 event by both parties prior to consideration of 2010 and beyond.

The smaller nature of the 2009 demonstration event would allow for its inclusion in the 2009 event schedule with less impact on events within a 3 week timeframe before and after, less impact on park infrastructure and less impact on the general public. This puts both the organizer and the City in a better position to consider the event in the context of the larger full race series proposed for 2010 and beyond. It also provides time for the development of the event strategy as approved by City Council on November 3, 2008. For Council's reference, the intent of this plan will be to address the balance between community and civic interests and the development and advancement of both community-based and major outdoor events.

Based on discussions to date with Sports For All we do not anticipate any unworkable challenges from the City's perspective that would prevent the successful issuance of an Outdoor Event Permit for the 2009 demonstration event.

Attached is a condensed comparison that demonstrates the difference in magnitude between 2009 demonstration event and 2010 full race series and festival.

Should this recommendation be supported by City Council, the next steps would be for City staff (through the OE Committee) to work with the organizer through our standard application and approval process. This process would deal with all aspects of the 2009 event.

**INTERNAL CIRCULATION TO:** General Manager, Citizen Services; Director of Infrastructure Operations, Director Community & Media Relations

**EXISTING POLICY:** Through the existing Outdoor Events Bylaw (#8358), Council has delegated the authority to set conditions and approve Outdoor Event Permits to the Outdoor Events Committee. The approval process involves working closely with the event organizer to ensure all appropriate conditions are met prior to issuing a permit. With the magnitude and potential impact of this event the Committee thought it prudent to seek support from City Council.

**EXTERNAL AGENCY/PUBLIC COMMENTS:** The proposal has been reviewed with Tourism Kelowna, Downtown Kelowna Association and Kelowna Hotel/Motel Association. All are generally supportive of events that bring in additional business and create opportunities for visitors and residents. In response to this proposal all provided support in principle and appreciated being consulted.

**COMMUNICATIONS COMMENTS:** Issue a news release regarding Council's decision and include in Council Highlights. If approved require event planner to develop a community communications strategy that is signed off by the City by the end of January to ensure key stakeholders and the community are aware of the event and impacts. If approved issue City news release one week prior to event regarding park restrictions. Council Report is brought forward to Council for consideration of 2010 event in 2009.

Considerations that were not applicable to this report:

**LEGAL/STATUTORY AUTHORITY:**

**LEGAL/STATUTORY PROCEDURAL REQUIREMENTS:**

**FINANCIAL/BUDGETARY CONSIDERATIONS:**

**PERSONNEL IMPLICATIONS:**

**TECHNICAL REQUIREMENTS:**

**ALTERNATE RECOMMENDATION:**

Submitted by:



J. Gabriel, Director of Active Communities

Approved for Inclusion:



Cc: General Manager, Citizen Services  
Director of Infrastructure Operations  
Director of Communications and Media Relations  
Sport and Facility Programs Manager

Attachments:

1. Event Comparison: 2009 demonstration event and 2010 full race series and festival
2. Sports For All Management Ltd. Profile

## **Thunderfest Event Comparison**

### **2009 Demo Event**

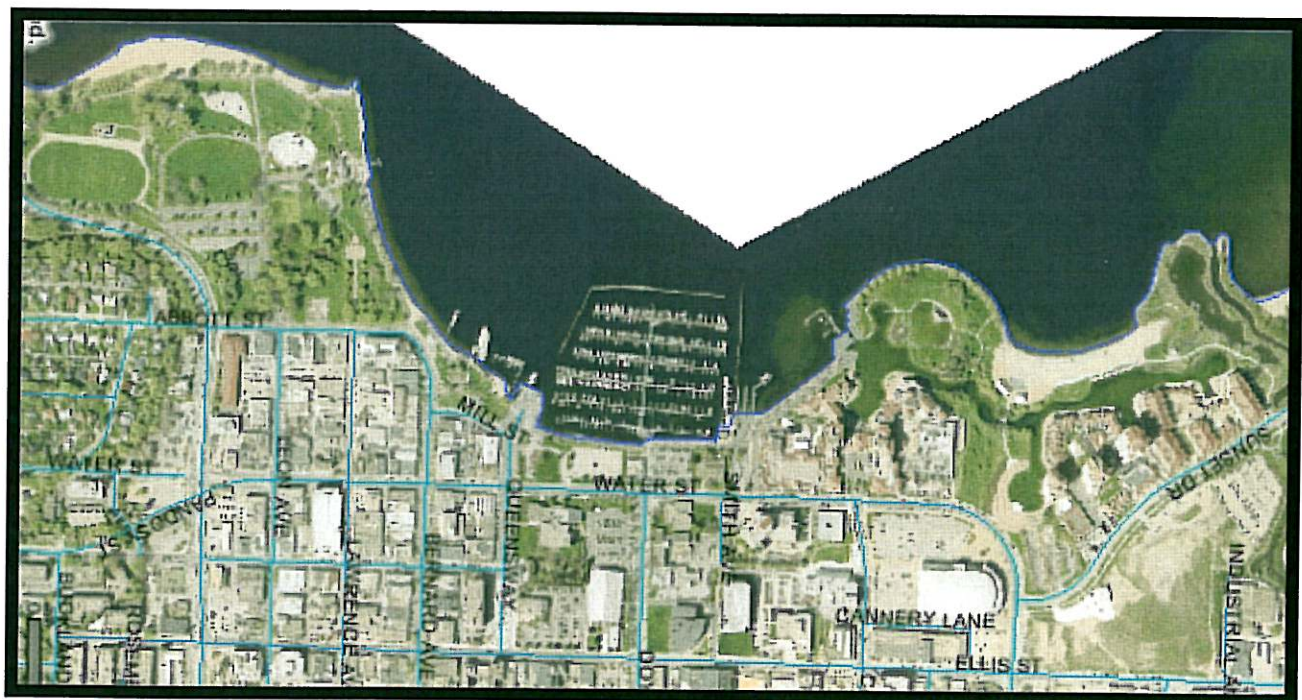
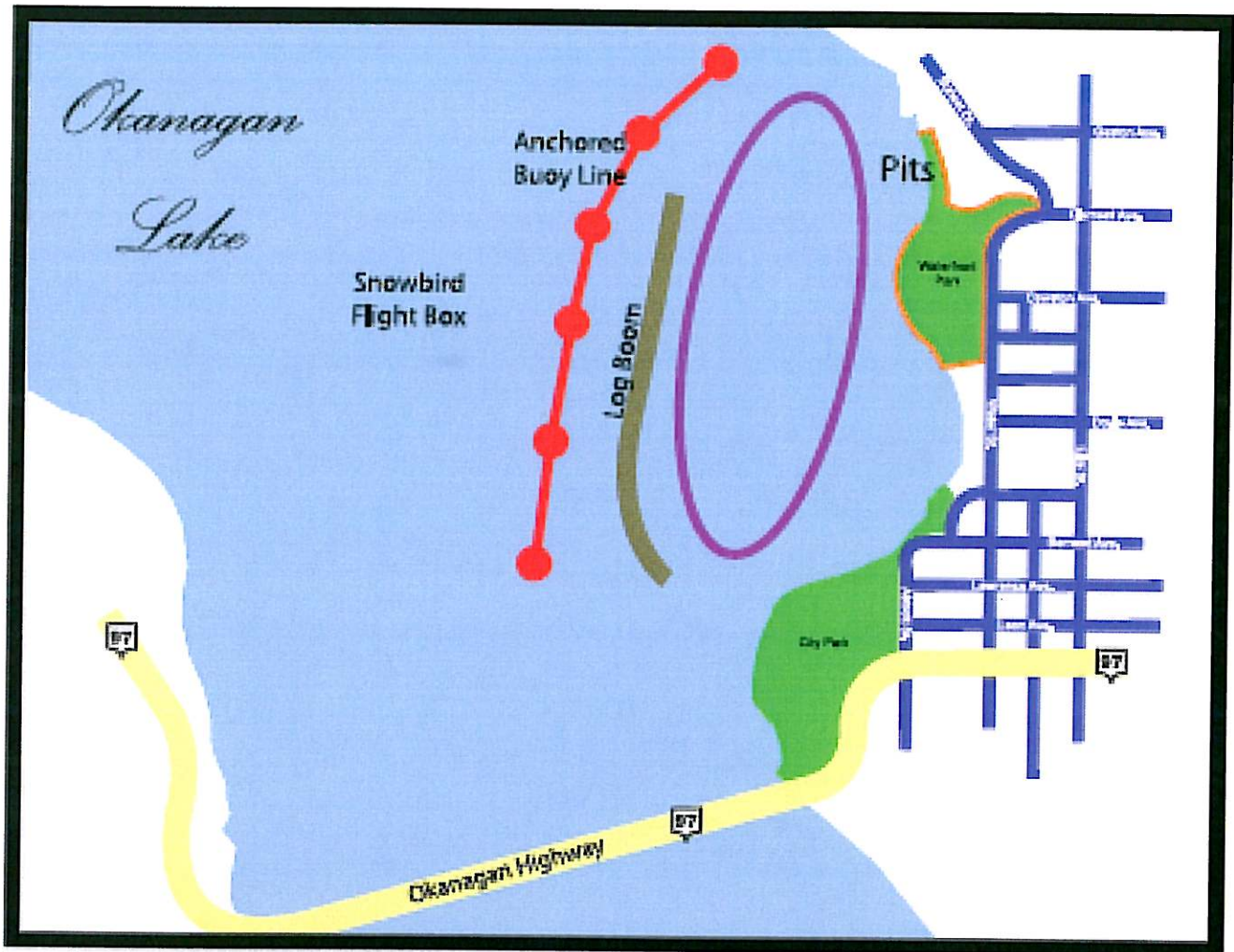
- ⇒ Demonstration Event - Ticketed
- ⇒ Two days – Saturday and Sunday, August 8 & 9, 2009
- ⇒ Site open from 8 am to 5 pm both days
- ⇒ Friday load in – Sunday load out.
- ⇒ Waterfront Park only
- ⇒ 2 – 3 Hydroplane boats and one crane; with the possible addition of 2 Unlimited Lights
- ⇒ Limited vendor village
- ⇒ Limited Screening and park closure – confined to Waterfront Park – Boat locks to Rotary Marsh at Sunset Drive
- ⇒ No concert
- ⇒ Limited entertainment
- ⇒ Minimal media exposure proposed
- ⇒ Possible Snowbird fly by. (to be confirmed)
- ⇒ Beer garden – 400 Capacity
- ⇒ Race Oval
  - 2 – 2.5 Miles circumference
  - 1200 feet wide
  - buoy line and log boom
  - Closed Course
  - Race Oval closed 15 min before and after race. Open to recreational boats between races.

### **2010 Full Race / Festival**

- ⇒ Full Race Event - Ticketed
- ⇒ Three Event days – Friday, Saturday and Sunday
- ⇒ Site open from 9 am to 5 pm all three days
- ⇒ Wednesday and Thursday load in – Monday load out.
  - Significantly increased park closure during load in and out.
  - Waterfront Park and City Park
  - Park closures (Rotary Marsh to City Park) will be in effect 4 – 6 days
- ⇒ Full Race Series and Pit Area – Load in via Rotary Marsh
  - Full Unlimited Hydroplane Race Series
  - Full Unlimited Light Race Series
  - Full Tunnel Boat Race Series
  - Possible other watercraft demos
  - 4 - 6 Cranes on Tugboat Beach
- ⇒ Full vendor village and activities – both parks
- ⇒ Major headliner concert on Saturday night at City Park
- ⇒ Full screening / park closures between Bridge and Rotary Marshes (Proposed)
- ⇒ Full days of music entertainment
- ⇒ Full Snowbird Show
- ⇒ Extensive media coverage proposed
- ⇒ Larger beer garden – Size to be determined
- ⇒ Race Oval
  - 2 – 2.5 Miles circumference
  - 1200 feet wide
  - Buoy line and log boom



- 1200 feet wide
- Buoy line and log boom
- Fully Closed Course 9 am to 5 pm. Friday, Saturday, Sunday



## **Sports for All Management**

Sports for All Management have been operating in the Province of British Columbia for the past two and a half years. Sports for All Management was founded with a dream to giving each and every event a different identity and vision.

The team at SFAM have considerable experience in the field of corporate events, gained over many years experience in a range of sectors including sport, corporate, charity and fashion.

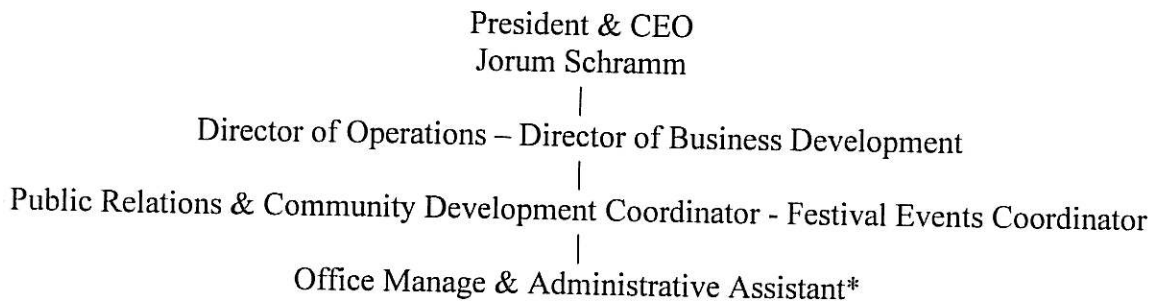
This experience, combined with a focus on ensuring that each event is a custom project suited to the customers needs, has resulted in Sports for All Management being responsible for some of the region's most exciting and successful events.

In addition to our events being some of the most widely attended and supported we have also been able to forge long lasting relationships with local special interest groups and charities leveraging the exposure our events generate to further their respective causes.

One of the principle philosophies of Sports for All Management is to ensure that our events go beyond simply serving the customers needs and that we leave a legacy in the community.

Sports for All Management is currently based in Vancouver but will be returning to the Okanagan in the near future. Sports for All Managements President & CEO Jorum Schramm combines extensive experience in Vancouver corporate community with his strong roots in the region to ensure that Sports for All Management will become a cornerstone of the Kelowna economy and community.

### **Corporate Structure**



In addition, Sports for All Management will also form an oversight structure specifically for the 2009 Thunderfest. This Board of Advisers will comprise individuals with the skills and experience necessary to coordinate an event of this size as well as key local stakeholders to ensure community involvement

\* Please note, several of these positions are to be filled once the organization completes its relocation to Kelowna