

# Memo



**Date:** September 29, 2009  
**To:** Mayor and City Council  
**From:** Jim Gabriel, Director of Recreation & Cultural Services  
**Subject:** Outdoor Events Plan Update

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## Recommendation:

THAT Council receive, for information, the report of the Director of Recreation and Cultural Services dated September 29, 2009.

## Background:

Kelowna is a desirable location for events and is currently host to numerous outdoor events that range from small events that last a few hours to major events that may last multiple days, and can attract thousands of spectators and/or participants.

The current application and approval process is administered through the Outdoor Events Bylaw that has been in place since 1999. The Bylaw delegates the authority and regulatory responsibility for outdoor event approval to the Outdoor Events Committee. The Committee is comprised of key City departments and external agencies that have a vested interest in the delivery of outdoor events. The committee has the responsibility to approve (or not) event requests in city property and roadways and set the conditions that must be adhered to.

Since the inception of the permit process, many aspects of events have evolved and become sophisticated, changing the event landscape. There has been significant growth in the number of event applications and inquiries, an increase in the number of events that have complex staging needs and requirements, an economy that has made hosting events challenging and an increased public expectation of quality events. The impact of this is a growing concern of reduced public access to parks due to staging of events.

Through a UBCM Grant - Community Tourism Program, we were successful with a grant application aimed to further review and understand the changing environment in hosting outdoor events and to develop a strategy that addresses the balance between community, civic interests and the City's role in the advancement and development of outdoor events.

The purpose of this "workshop" is to provide City Council an update on:

- The current process for the application, review and approval of outdoor events
- Present key findings from a variety of key stakeholder interviews/forums
- Present key directions and draft recommendations of the plan to date
- Input from City Council on the current process and proposed direction
- Next steps and timeline in finalizing plan

A handwritten signature in blue ink, appearing to be "J. Gabriel".

Considerations not applicable to this report:

Internal Circulation:

Legal/Statutory Authority:

Legal/statutory Procedural Requirements:

Existing Policy:

Financial/Budgetary Considerations:

Personnel Implications:

Technical Requirements:

External Agency/Public Comments:

Communications Considerations:

Alternate Recommendation:

Submitted by:



J. Gabriel, Director - Recreation & Cultural Services

Approved for inclusion:



J. Vos, General Manager, Community Services

Attachments: Outdoor Events Process Summary  
Outdoor Event Plan-PowerPoint Presentation

## Outdoor Event Process

1. Outdoors events staff establishes a schedule for the upcoming year (October November). Successful events with historical status receive first priority.
2. All new requests are put on hold until historical events are confirmed until November/December.
3. Staff reviews new requests to determine the best park location and provides advice on possible site plans, event routes (roadways) to best suit the event needs and consider public impact.
  - When reviewing new event requests, consideration is given to impact on the park with respect to number of park closures (full & partial).
  - Staff encourage event organizers to maintain as much public access as possible from event set up to take down, specifically with respect to the promenade, playgrounds, water parks. Staff endeavor to keep the length of the closures to a minimum.
4. Outdoor Events Staff are in communication with event organizers, reviewing details and logistics to determine if the permit application can proceed.
5. Depending on the size & scope of the event a proposal by the organizer may be required. The proposal would then be presented to the outdoor events committee by staff or the organizer.
6. For new large events a letter of preliminary approval to proceed with the permit process may be given to the organization.
7. Smaller events may be approved by the Outdoor Events Coordinator with consultation with the appropriate committee members.
8. The outdoor event application must be submitted by the organizer minimum 60 days prior to the event.
9. OE Application requirements may include:

• Insurance – for event & additional activities on site	• Food service approval from IHA	• Event route (roadways) & Traffic Management Plan
• Site Plan	• Electrical Permit	• Security plan
• Licensing for liquor service	• Schedule of events	• Load in / out schedule for larger events

10. The application is then sent to the relevant committee members for information or approval.
11. Once approvals have been received from the committee members with conditions, then the permit is issued.
12. The organizer then signs and goes over any conditions with the Outdoor Events coordinator.
13. Events that are new or have significant impact are monitored and a report is then issued to the organizer and to the Outdoor Events Committee.

### Role of the OEC

- OEC consists of representatives from various City Departments and outside agencies:
  - Emergency Services
    - RCMP
    - BC Ambulance
    - KFD
  - Communications
  - Public Health (IHA)
  - Parking
  - Parks Dept
  - Transit
  - Bylaw
  - Transportation
  - Risk Management
- The OEC Reviews applications and provide approvals and conditions of permit to ensure a safe and enjoyable event.



# OUTDOOR EVENTS PLAN

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Council Workshop

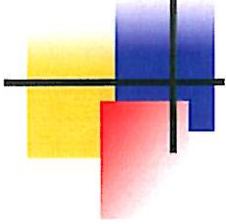
October 5<sup>th</sup>, 2009



# Agenda

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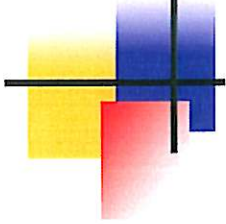
- Background – purpose of study & current practices
- Outdoor Events Plan – findings, vision & goals, trends, draft recommendations
- Council feedback
- Next Steps



# Background

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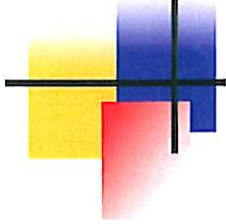
- Why study was undertaken
- Current Practices
  - Outdoor Events Bylaw and Committee
  - Application and approval process



# Findings - Strengths

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- Awesome venues on waterfront
- Several excellent events
- Well attended by community residents
- Staff helpful and cooperative

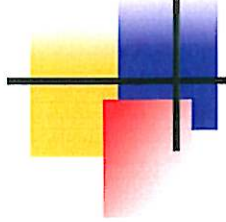


## Findings – Areas for Improvement

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- Outdoor event approval process is regulatory versus facilitative
- Approval process onerous for some
- Limited information available on website
- City perceived as not “embracing events”
- High cost of staging events

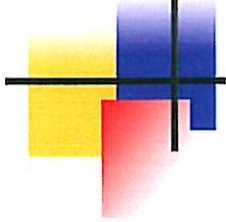




# Findings - Opportunities

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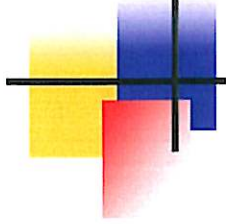
- Desirable characteristics of Kelowna
- Growth potential of local events into “signature” events
- Trend to informal leisure pursuits and interest in cultural activities
- Tourism benefits of events
- Upgrade/enhance venues



## Findings - Threats

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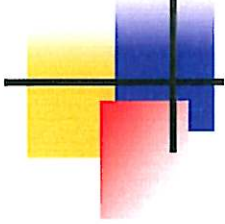
- Competition from other cities
- Perceived attitude of City as being not supportive of outdoor events
- Resources required to support events
- Potential failure of new events



# Vision Statement

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- Recognition of outdoor events as important to quality of life and as affordable entertainment for citizens
- Outdoor events enhance tourism, culture, recreation, active living and provide economic benefit
- Provide facilities to support events
- Ensure balanced approach between tourism needs for outdoor events and resident needs for park space



# Goal Statements

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- Event friendly reputation
- Support existing community events; promote variety, accessibility, diversity, sustainability
- Seek out events that enhance positive image of Kelowna and that support active living, culture, recreation, tourism and quality of life



# Goal Statements continued

- Ensure fair and equitable access to parks and public spaces while balancing needs of users
- Ensure efficient and effective use of park space, while preserving park and marine environments
- Ensure events are conducted in a safe and responsible manner



# Trends

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- Collaboration of event organizers
- Development of “Marquee Events”
- Combine sports with cultural festivals
- Increase in fundraisers for non-profits
- Green and Healthy lead themes in private sector promotions
- Four season events gaining momentum



# Trends

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- Themes to match participants with sponsors – Family, Kids, Food, Extreme Sports, Arts, Music
- Revived interest in Fairs – Spring and Fall festivals, with return to old fashioned values
- Home and Garden events
- Picnic events in parks and on waterfronts to celebrate community lifestyles
- Show and Tell events e.g. Car/boat shows; historical exhibits



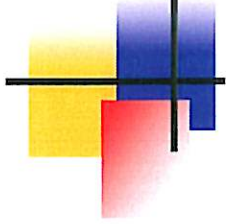
# Draft Recommendations

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## Build reputation as an “event friendly” city

- Create a marketing plan to promote outdoor events to residents and visitors
- Add “events feature” on home page that links to wide range of information on hosting events in Kelowna; develop manuals and tool kits for event organizers; provide venue information
- Enhance “one-stop shopping” approach





# Draft Recommendations

Support existing events; encourage and attract new events

- Use staff expertise to better assist organizers
- Host an annual event organizers round table; provide regular training sessions
- Set up a Community Events Committee
- Design a fee structure and grant program that supports desirable events
- Ensure new or renovated park designs incorporate event requirements

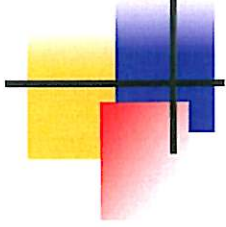


# Draft Recommendations

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## Revise City policies, regulations and guidelines

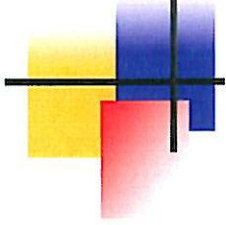
- Develop Outdoor Events Policy; include vision and goals
- Revise current approvals process to better accommodate range of events
- Review operational requirements for events (electrical, water, no staking, liquor license)



# Council Feedback

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- Are we on the right path?
- What are your main concerns with the current status?
- What are the top actions that should be taken to improve outdoor events in Kelowna?



## Next Steps

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- Preparation of Final Draft Outdoor Events Plan
- Presentation of the Plan to the stakeholders and the general public
- Final revisions
- Submission of Final Plan to city staff and Council