



# City of Port Moody

## Report/Recommendation to Council

Date: September 7, 2021  
Submitted by: Community Services Department – Cultural Services Division  
Subject: Commercial Activities in Parks

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### Purpose

To provide Council with an update on temporary commercial activities in Port Moody Parks.

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### Recommended Resolution(s)

**THAT community engagement relating to the Rocky Point Park Master Plan include consultation on hosting commercial special events at Rocky Point Park as recommended in the report dated September 7, 2021 from the Community Services Department – Cultural Services Division regarding Commercial Activities in Parks;**

**AND THAT staff proceed with establishing designated locations at Rocky Point Park for the purposes of allowing qualified groups to engage with the public;**

**AND THAT the proposed pilot fees for commercial events at Pioneer Memorial Park be referred to the Parks and Recreation Commission for comments.**

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### Background

At the January 14, 2020 Regular Council Meeting, staff presented a report (**Attachment 1**) addressing several topics related to special events held at Rocky Point Park. One of those topics was with respect to hosting commercially presented special events. At that time, Council passed the following motion:

RC20/035(b-c)

Moved and seconded

AND THAT new commercially-presented special events not be permitted at Rocky Point Park;

AND THAT the Festival and Special Event Handbook be updated to include that fenced and paid entry festivals are not permitted for Rocky Point Park;

RC20/036

THAT consideration of the second and third clauses of the main motion (RC20/035b and RC20/035c) be postponed until staff report back on a potential revenue stream to the City for commercially-presented special events.

## Discussion

Commercial activity in municipal parks, including hosting paid special events, is not uncommon. A challenge faced by Port Moody is that almost every organizer wishes to host their event or activity at Rocky Point Park. Requests include special events and festivals (with free admission), runs, fitness activities, weddings, family gatherings, corporate outings, and school outings. Staff also receive requests to host commercial activities at Rocky Point Park each year.

Currently, all special events and festivals (of an arts or cultural nature) held at Rocky Point Park are free to the public to attend (Golden Spike Days is by voluntary donation). This allows all park users to take in at least a portion of the presented activities with no financial barrier. While large portions of the park may be used for event activities, the park is still available to all users.

Throughout the summer months of July and August, there is already at least one special event or festival each weekend (Golden Spike Days, Ribfest, and Summer Sunday Concerts). There are also smaller events that are approved to take place throughout June to September.

There are two key considerations with respect to paid-entry events at Rocky Point Park. The first is that the City would not be able to accommodate many of these types of requests given the number of other events and activities that already take place there. This means that hosting commercial events at Rocky Point Park would not be a significant source of revenue. The second, also mentioned in the previous report, is that a fenced, paid-entry event would remove a portion of the park from general use and exclude park users who do not pay to participate.

During Council's previous discussion on this topic, Council also noted that the community may wish to see certain paid-entry events at Rocky Point Park. Should this still be a consideration for Council, staff recommend that this question be incorporated into the community engagement that will be taking place during the development of the Rocky Point Park Master Plan. At this time, staff recommend that commercial special events not be considered at Rocky Point Park until the new Master Plan has been created.

Staff will be reporting back to Council with recommendations for event-centric upgrades at Pioneer Memorial Park as this would make a suitable alternate location for hosting smaller special events in Port Moody, including some paid entry events. Pioneer Memorial Park is well situated in a densely populated area and would help take some pressure off the demands to use Rocky Point Park. At this time, it is recommended that staff be permitted to consider requests to host paid entry (commercial) special events at Pioneer Memorial Park and that two rates be introduced as a pilot for 2022:

- for ticketed events, a \$1.00/ticket fee is proposed; and
- for entry by donation events, a flat fee of \$200/day is proposed.

It is recommended that the proposed pilot fees be referred to the Parks and Recreation Commission for comments.

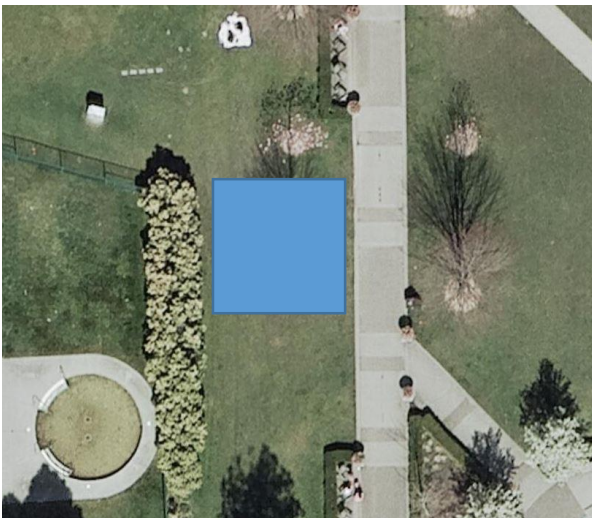
Staff would continue to support free-to-attend events organized by non-profit groups that serve Port Moody through the City's Festival and Special Event process, including fenced events at this location.

The City also receives requests to host commercially-led community engagement activities at Rocky Point Park. Requests come from businesses, non-profits, and other branches of government to host engagement activities that promote their businesses (often through product giveaways) or cause/initiative (such as environmental issues).

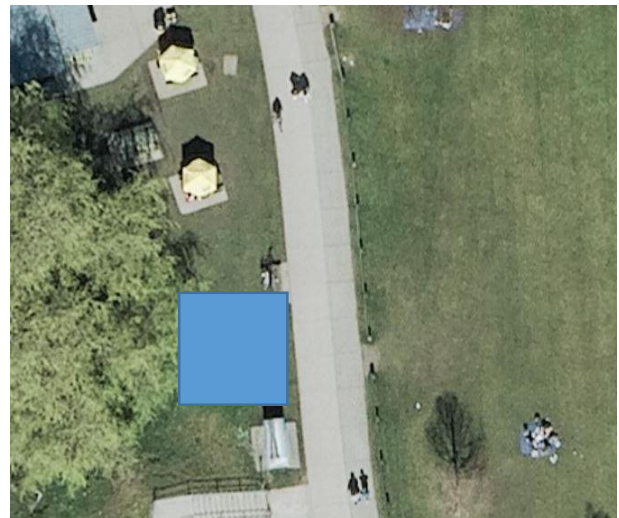
Should Council be interested in permitting activities such as this at Rocky Point Park, staff propose that two locations be designated where requests could be permitted on a first-booked basis, with the following criteria as a guide for approval:

- limited to non-profits in Port Moody (or Tri-Cities serving Port Moody), and government/government-related entities;
- businesses and religious organizations are not eligible;
- limit of one booking per group per year;
- permission will be granted for only one group on any given day;
- no direct/indirect sales or fundraising is permitted;
- roaming the park to solicit engagement is not permitted (public must come to tent);
- expected to follow the City's Sustainable Events Policy;
- causes/initiatives must align with the City's goals and values;
- designated space is approximately 20' x 20', with a maximum of two 10x10 pop-up tents;
- parking is not provided; and
- engagement is limited to eight hours.

There are two areas proposed:



Near main entrance to park, adjacent to pool fence



Near electrical kiosk by Moody Street Overpass

These locations have been selected as they each offer:

- good access to pedestrian traffic;
- availability of an electrical outlet; and
- close to the parking lot for easier unloading and loading.

While highly visible, these areas are on the perimeter of the park in area less used by the general public.

The General Manager of Community Services or designate would have the authority to approve alternate locations when specific cases warrant consideration. For example, where a group is promoting water safety or water based environmental education, it may be appropriate to locate them near the Inlet. An alternate location may also be considered should site work or ground conditions require it.

In all instances, staff will continue to approve, in an equitable way, events/activities that align with the City's goals and values.

### Other Option(s)

Council may choose to provide further direction to staff.

### Financial Implications

There are no financial implications associated with the recommendations in this report.

### Communications and Civic Engagement Initiatives

There are no communications or civic engagement initiatives directly associated with the recommendations of this report. Any engagement activities would be included with those conducted as part of the development of the Rocky Point Master Plan.

### Council Strategic Plan Objectives

The recommendations in this report support Council's strategic objectives of:

- ensuring our customers are highly satisfied with the quality of our service;
- expanding and making the most of our parks and green spaces and designing them to create positive and diverse experiences throughout the community;
- creating an attractive and vibrant community through events, arts, and culture; and
- bringing people together by activating public spaces.

### Attachment(s)

1. Community Events – Review and Recommendations.

### Report Author

Devin Jain  
Manager of Cultural Services

## Report Approval Details

Document Title:	Commercial Activities in Parks.docx
Attachments:	- Attachment 1 - Community Events - Review and Recommendations.pdf
Final Approval Date:	Oct 1, 2021

This report and all of its attachments were approved and signed as outlined below:

Julie Pavey-Tomlinson, Director of Environment and Parks - Sep 21, 2021 - 4:50 PM

Dorothy Shermer, Corporate Officer - Sep 22, 2021 - 3:43 PM

Natasha Vander Wal for Rosemary Lodge, Manager of Communications and Engagement - Sep 23, 2021 - 5:33 PM

Paul Rockwood, General Manager of Finance and Technology - Sep 24, 2021 - 8:07 AM

Tim Savoie, City Manager - Oct 1, 2021 - 2:16 PM