



City of Port Moody Report/Recommendation to Council

Date: December 23, 2019
Submitted by: Community Services Department – Cultural Services Division
Subject: Community Events – Review and Recommendations

Purpose

The number of applications to host community events at Rocky Point Park is increasing. The purpose of this report is to review key aspects of community events and to provide recommendations on the types of events to be considered for Rocky Point Park. This report also recommends the next steps for developing a more comprehensive application review and scoring process.

Recommended Resolution(s)

THAT staff be directed to prepare for Council consideration enhancements to the Special Event Application review process that includes a framework for determining the appropriate event frequency at Rocky Point Park, an intake period for receiving applications, and a scorecard for evaluating applications as recommended in the report dated December 23, 2019 from the Community Services Department — Cultural Services Division regarding Community Events – Review and Recommendations;

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;

AND THAT staff be directed to prepare a proposal and budget for hosting a City-led outdoor movie series at Rocky Point Park for the 2021 budget;

AND THAT staff be directed to report back with recommendations for improvements to Pioneer Memorial Park to better support special events at this location.

Considered at the January 14, 2020 Council meeting

534

Background

Rocky Point Park is rapidly becoming a very desirable location for community event organizers to host their events. Not only is the number of event applications increasing, but so is the variety and scope/scale of events. In 2018, staff developed guidelines to assist event organizers with preparing to host an event in Port Moody. With the increase in event applications, further criteria will assist with determining which events are appropriate and/or desired for Rocky Point Park.

Discussion

Rocky Point Park is a local and destination park that is in high demand throughout the summer months. Overall use of the Park has increased over recent years and this includes an increase in requests to host community events. Requests to host new large events at Rocky Point Park have already been received for 2020. The City would benefit from a more refined process for reviewing and approving events at Rocky Point Park, as well as considering other locations where events can be held.

This report touches on several aspects and considerations relating to community events. Some recommendations are made for implementation in the 2020 events season, while others suggest reporting back to Council with more detailed plans for consideration. As Rocky Point Park is the location of choice for community event organizers, references in the report relate to Rocky Point Park unless otherwise noted.

Community Event Types and Application Process

Staff have been conducting an analysis of community events through various lenses. The first analysis was by admission type, which includes free to enter, admission by donation, and paid entry.

At the present, all but one public event held at Rocky Point Park is offered free to the public, while one event has admission by donation. Currently, no fenced, paid entry events are held at the Park, with the exception of fitness related events where participation is through paid registration, such as for an organized run. Free events maintain access for all park users and do not create a separate area within the park that is only available to those that have paid.

It is not uncommon for a City park to host a paid event. The challenge in Port Moody is that there is no equivalent alternate park for users to visit should they be displaced from Rocky Point Park. The benefit of maintaining free and unfenced events at Rocky Point Park is that the Park remains inclusive for all users.

Staff are receiving 2020 event applications for fenced and paid events at Rocky Point Park. Before proceeding with a full review of these applications, staff are looking for Council direction regarding Council's desire to have fenced and/or paid events held at the Park.

Currently, special events are reviewed and approved at the staff level. The exception to this is when an event organizer is requesting to do something out of the ordinary that impacts other users. The best example of this is when an event wishes to close the boat launch and/or boat trailer parking area. Should Council wish, all event organizers proposing a fenced or paid entry event for Rocky Point Park could also be directed to appear as a delegation to Council to make

Considered at the January 14, 2020 Council meeting

535

their request. Staff's recommendation is that paid events be permitted at other City parks and City locations, and that events held at Rocky Point Park remain unfenced and free to enter, with the exception of the one existing event where entry is by donation. Should an established event wish to fence their event in order to solicit donations for entry, the request would come to Council for consideration.

A second analysis is under way, looking at events at Rocky Point Park by the type/impact of event and the frequency of each type.

Event by Type and Impact:

- low — single purpose activity with minimal impact to the Park and other park users (i.e., walk/run, movie);
- medium — multiple activities in more than one location and moderate impact of other park users (i.e., IF Adventure Challenge, Rock for Autism); and
- high — single or multi-day events requiring the use of the majority or all of the park space and has the greatest impact on other park users (Golden Spike Days, Ribfest).

The frequency of each type of event also brings challenges and considerations that include:

- repeated wear and tear on the park grounds without the opportunity for the grounds to recover in between events;
- an increase of staff time and resources required for support; and
- finding the balance between community events and the opportunity for passive or quiet time at the park.

With the increase in applications, staff propose further refinement of the application process by creating a matrix of event types and the park recovery time required between each type of event; creating an intake period for receiving applications; and developing a scorecard for evaluating applications. The purpose of outlining the frequency permitted for each event type is to ensure that the Park has the opportunity to recover and can be maintained to a standard expected by Council and our residents. The purpose of the intake period is so that staff can consider all requests simultaneously and can thereby determine which events should be permitted at Rocky Point Park and/or directed to other event sites. The scorecard would provide a quantifiable method to assist in making these determinations as well as assisting in determining whether an event should be permitted to continue to take place. It is recommended that staff prepare a report outlining this new process for Council consideration in 2020, with the intention of implementation for 2021 events.

Considered at the January 14, 2020 Council meeting

536

Commercial Events at Rocky Point Park

In 2018 and 2019, the City permitted a commercial entity to present an outdoor movie series. Although free to the public and well received, commercially-led special events have not yet been considered in the overall event permitting process. Commercial activity in the Park is permitted through the Parks and Community Facilities Rules and Regulations Bylaw (BL2894), which states:

9. COMMERCIAL SERVICES AND ACTIVITIES (a) No person shall sell, exchange or barter, or expose, or display for sale, any food, refreshments, goods, material, or services whatsoever, nor shall any person conduct any business or commercial activity in a Park unless that person has the prior written authorization of the Manager of Parks or the Community Facility Manager.

Some recent event applications are from businesses who wish to use the Park to host special events, such as a food and beer festival. As the Bylaw allows staff to make exceptions for commercial activity at the Park, it is important to understand if Council wishes to have commercially-presented events at the Park and, if so, what types of events should be considered. Without criteria, it is difficult to allow some commercially-presented events to take place while denying others. Commercially-presented special events have a direct benefit to the presenter and many businesses would surely like to have the ability to access the Park in that manner. Staff recommend that commercially-presented special events be directed to other locations, and that Rocky Point Park remain available to non-commercially-presented special events.

The outdoor movie series presented over the past two years has proven to be very popular. Rather than working with a commercial presenter, some other cities have taken the approach of organizing the event themselves, and providing sponsorship opportunities to local businesses. There are advantages to this approach:

- it allows the City to lead and plan the event they wish to see;
- it allows for scheduling the event well in advance, thereby ensuring consistent dates each year and allowing for additional marketing opportunities;
- it provides an equal opportunity to all businesses and commercial entities to sponsor a film;
- it allows for a consistent event scope and sponsor recognition; and
- it provides more certainty for the longevity of the event, as an outside presenter may choose to stop presenting the event at any time.

If Council would like to establish an annual outdoor movie series, consisting of three movies, to be held at Rocky Point Park, staff will include an outdoor movie series in the 2021 budget. If a commercial entity requests to sponsor an outdoor movie series in 2020, staff will facilitate the request.

Considered at the January 14, 2020 Council meeting

537

Investing in Another Event Space

With the demand on Rocky Point Park growing, it is worth considering investing in another event space. Other sites within the City have hosted smaller special events, such as Pioneer Memorial Park, Queens Street Plaza, the Recreation Complex Parking lot, and Inlet Field. The pending redevelopment of Inlet Field means that this location will no longer be available for hosting events. The loss of this venue space could be as early as spring of 2020.

Pioneer Memorial Park is a beautiful park which could be better utilized to host more special events. This park is located in a dense residential area and is close to rapid transit. These attributes make it a location worthy of consideration for upgrades to better accommodate special events. It is recommended that staff bring forward a report for Council consideration detailing enhancements that could be made to the park to make it a more desirable and useable event space. Better access to power and water are two examples of possible enhancements. Should the project concept be approved by Council, the project can then be submitted through the 2021-2025 budget cycle.

Staff are currently promoting Pioneer Memorial Park, along with a portion of Knowle Street to event organizers.

Other Option(s)

The report outlines a number of options and recommendations. No further options are presented; however, staff can report back with further detail on any topic presented in this report at Council's request.

Financial Implications

There are no financial implications associated with this report. Recommendations that require financial consideration are to be brought back in a separate report for Council consideration.

Communications and Civic Engagement Initiatives

The City website and special event documentation will be updated following approval of any changes by Council.

Council Strategic Plan Objectives

The recommendations made in this report support Council's Strategic Plan in the following areas:

- Environmental Leadership: expand and make the most of our parks and green spaces and design them to create positive and diverse experiences throughout the community; and
- Community Evolution: ensure City assets are optimized, maintained, and funded for current and future needs; and bring people together by activating public spaces.

Report Author

Devin Jain

Manager of Cultural Services

Considered at the January 14, 2020 Council meeting

538

Report Approval Details

Document Title:	Community Events - Review and Recommendations.docx
Attachments:	
Final Approval Date:	Jan 9, 2020

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

Tracey Takahashi for Dorothy Shermer, Corporate Officer - Jan 7, 2020 - 10:04 AM

Rosemary Lodge, Manager of Communications and Engagement - Jan 7, 2020 - 3:22 PM

Paul Rockwood, General Manager of Finance and Technology - Jan 7, 2020 - 3:49 PM

Kate Zanon, General Manager of Community Services - Jan 7, 2020 - 5:05 PM

Tim Savoie, City Manager - Jan 9, 2020 - 1:09 PM