



# City of Port Moody

## Report/Recommendation to Council

Date: February 16, 2023  
Submitted by: Community Services Department – Cultural Services Division  
Subject: Brewhalla Event Request

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### Purpose

To seek Council direction on whether Brewhalla can be approved in 2023, and if so, at which location.

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### Recommended Resolution(s)

**Council direction is requested.**

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### Background

The number of requests to use Rocky Point Park for free community events and commercially-based special events of various sizes and types has increased over the years. Historically, commercial events, where fencing and tickets are required for entry, have not been permitted at Rocky Point Park due to the nature of excluding non-ticket holders from the busy park space. Pioneer Memorial Park has also hosted a variety of smaller special events over the years. Prior to COVID, staff recommended the expanded use of Pioneer Memorial Park as an alternate event space, and one where commercial events could be considered. A \$1/ticket fee was proposed for ticketed events.

### Discussion

While Rocky Point Park is used quite regularly throughout the summer to host a variety of special events and festivals, it is not a dedicated outdoor event venue. Scheduling too many events at Rocky Point Park would have a negative impact on users seeking a more passive and quiet experience, and the grounds would show significant wear and tear, without the opportunity to recover. Without an appropriate outdoor event space, staff have creatively found solutions to accommodate larger events in the community, including the Recreation Complex tennis courts, the Recreation Complex parking lot, and Inlet Field.

In 2022, staff worked with Red Door Events on the inaugural Brewhalla event held in Port Moody. With the impending work at Inlet Field, options for holding an event such as this are very limited and Pioneer Memorial Park was selected as the site for this event. This decision was met with concern by some residents, the Crossroads Hospice Society, and the Parks and Recreation Commission. The Parks and Recreation Commission had passed a motion directing staff to not hold the event at this location. The two primary concerns that staff heard were that

the number of expected attendees would overwhelm the amount of space available at the park, resulting in damage, and that alcohol was being served in an area intended for quiet reflection and for those seeking comfort – this park was simply not the right location for this type of event. As well, many residents see this park as their neighbourhood park. Staff had conversations with residents and the Hospice staff, and working with Red Door Events, were able to alleviate many of the concerns raised, and Crossroads Hospice would participate at the event. Due to the delay in commencing construction at Inlet Field, Brewhalla was ultimately relocated there at the organizers' request.

Red Door Events has requested to return with Brewhalla in 2023 and Inlet Field is no longer an option as the construction work has since begun. As an artificial turf sports field, Inlet Park will no longer be able to accommodate these types of special events. After some discussion, Pioneer Memorial Park is the requested location for 2023. As an afternoon event, Pioneer Memorial Park offers a beautiful setting with lots of shade. Note that a portion Knowle Street and a portion of the Recreation Complex parking lot is also requested.

Other locations that have been considered include the following:

Town Centre Tennis Courts: The tennis courts were used as a trial location in the past, a total of four times. Damage to the playing surface occurred on each occasion and the courts have been recently resurfaced. These courts are also very well used. This space is no longer being considered for events.

Recreation Complex (Civic Complex) Parking Lot: This parking lot is very well used as it serves the Inlet Theatre, Library, Recreation Complex, tennis courts, and the sports field. It is also the current home of the Port Moody Farmer's Market each week. Staff regularly receive complaints from patrons on the lack of parking as a result. This area also lacks any natural shade, which is desired for the Brewhalla event (this was noticeably lacking at Inlet Field in 2022).

The old Fire Hall site: Staff have been directed to exclude this location as a potential location for temporary or semi-permanent activities. Using this site as an event space would not be ideal given that it would only be a temporary space and an event taking place here would eventually find themselves looking for a new location. This area also lacks natural shade.

loco Field: This location is remote and offers a lot of street parking. Larger events, particularly those with alcohol, benefit greatly from being in a central location served by rapid transit as locating an event in a remote area forces people to drive. The addition of offsite parking with shuttle service would be a significant expense. An event at this location would likely result in damage to the playing surface which is intended for sports groups. Note that damage to a sports field is more impactful than damage to a park space, where the damaged area can be cordoned off and given time to recover.

Westhill Sports Field: This is a remote location facing the same transit and shuttle challenges as loco Field. This is also a residential area and the addition of several hundred vehicles competing for parking with park and pool users is anticipated to be a significant frustration for residents. Further, there is risk of damage to a grass surface intended for sport.

Rocky Point Park: Staff have previously not approved requests for commercial events at Rocky Point Park. This is a very popular park and is attended by people looking to enjoy a variety of activities throughout the summer. Currently only free or by donation events have been permitted to take place here and there are some intentional gaps in programming to allow for the grounds to recover in between, as well as allowing for passive enjoyment of the space. Hosting too many large events here would have a significant impact on the grass – the impact of Golden Spike Days and Ribfest can often be seen throughout the remainder of the summer. As well, staff anticipate that approving one commercial event at Rocky Point Park would release a flood of requests from other event organizers. Staff already receive requests of a commercial nature most years.

Rocky Point Park boat launch: The boat launch and parking area are heavily used during the boating season and staff would not recommend using this as an event space given the impact to boaters and season pass holders. Closing the boat launch during peak times would also reduce the revenue received by the City.

Moody Centre Station Parking Lot: Staff have had some encouraging discussions with TransLink for consideration of the partial use of Moody Centre Station parking lot, but only for an event that is not serving alcohol. This condition eliminates this as potential location for most, if not all events. And with the anticipated future development, this space would likely be temporary in nature.

Civic Centre Traffic Circle and Partial Closure of Knowle Street: This scenario would see Newport Drive closed at Knowle Street, requiring all Civic Centre and Recreation Complex traffic to enter and exit from Ioco Road along the North side, which is an uncontrolled intersection. This type of closure may also impact fire trucks returning from a call, would certainly have an impact on Library patrons, and would likely conflict with an Inlet Theatre rental (rentals may be made up to two years in advance) - the conflict being that the Theatre would likely already be rented well in advance of a special event request for the same date.

Civic Centre Amphitheatre (behind Inlet Theatre): While this area is designed as an extension to the Inlet Theatre and has previously been used for special events (primarily performance-based events), it is too small an area to accommodate an event such as Brewhalla.

Road Closures: Staff have considered the closure of a portion Clarke Street as a potential event site; however, the road closure costs would be prohibitive for most event organizers.

Arena: This location was not considered for a mid-summer special event, given that there is no air conditioning and past experience has been that it is simply too hot inside when filled with a large number of people. The acoustics would also be very challenging for accommodating a variety of entertainment options.

Site B (Murray Street Warehouse): This is a new indoor event and co-working space. While this will certainly be an asset in the community, it was determined to be too small for Brewhalla, but staff will continue to make referrals to this site as appropriate.

Pioneer Memorial Park: This Park works very well as a location to host smaller events, taking some pressure away from Rocky Point Park. Pioneer Memorial Park has been considered for larger events, by incorporating a portion of Knowle Street so that food trucks and other such vehicles would remain on the street, thereby reducing the potential for unnecessary wear and tear, and particularly for damage in the Park. Note that no such events have actually taken place.

Based on the summary of information provided above, staff propose that Pioneer Park offers the best option for a larger event, outside of Rocky Point Park. However, staff do not believe that it is appropriate for all events. In presenting Brewhalla at Inlet Field in 2022, Red Door Events demonstrated a professional and responsible approach to event organization, and are offering an experience that goes beyond a pure beer tasting event. The event presented in 2022 included three musical performance locations, a large selection of food trucks, and a number of games and activities. If Pioneer Memorial Park were ever to be considered for an event of this type and scale, staff feel that Brewhalla would be a good candidate for a trial with a high chance of success.

Staff are now seeking Council direction on whether staff should approve Brewhalla for 2023, and if so, at which location. Council direction is requested.

Please note that unless otherwise directed by Council, staff will continue to approve smaller events for Pioneer Memorial Park, such as the Winter Solstice Lantern Festival (held several times a few years ago) and more recently, the International Overdose Awareness Day Event held in 2022. Thus far two events have been approved for 2023: the International Overdose Awareness Day Event is returning in August and a Kitchen Party Jam Session is also planned.

## Other Option(s)

Some options for Council are presented as draft motions:

THAT staff work with Red Door Events to host Brewhalla at Pioneer Memorial Park in 2023 as a trial, with a rental fee of \$1/ticket, and report back following the event.

THAT staff work with Red Door Events to host Brewhalla at Rocky Point Park in 2023 as a trial commercial event, with a rental fee of \$x.xx/ticket, and report back following the event. (Staff would suggest a fee higher than \$1/ticket fee for this location).

THAT staff inform Red Door Events that Port Moody is unable to host Brewhalla as a suitable space is unavailable.

## Financial Implications

Hosting Brewhalla in Port Moody would generate some revenue for the City through the rental of the event space and City costs would be recovered. There are no net costs to the City. Being an afternoon event, there is also a strong likelihood that some attendees would choose to go to another Port Moody establishment (a restaurant or brewery perhaps) following the event.

## Communications and Civic Engagement Initiatives

There are no Communications and Civic Engagement Initiatives associated with this report.

## Council Strategic Plan Objectives

Providing a variety of event options for residents in Port Moody supports Council's goal of bringing people together by activating public spaces.

## Report Author

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## Report Approval Details

Document Title:	Brewhalla Event Request.docx
Attachments:	
Final Approval Date:	Feb 21, 2023

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

Anna Mathewson, General Manager of Community Services - Feb 16, 2023 - 1:09 PM

Stephanie Lam, City Clerk and Manager of Legislative Services - Feb 17, 2023 - 2:09 PM

Natasha Vander Wal, Acting Manager of Communications and Engagement - Feb 17, 2023 - 3:17 PM

Tyson Ganske for Paul Rockwood, General Manager of Finance and Technology - Feb 21, 2023 - 11:08 AM

Tim Savoie, City Manager - Feb 21, 2023 - 11:20 AM