



<u>COUNCIL AGENDA</u>	
Date: <u>October 20, 2025</u>	Item: <u>11.4.</u>



MEMORANDUM

Date: October 8, 2025 File: 0282-20-0117
 To: Council
 From: Sue Ketler, Deputy Municipal Manager / Director, Parks, Culture,
 and Community Services
Subject: Proposed Special Events Procedure 0117

RECOMMENDATION:

THAT

1. "Special Events Procedure 0117", as approved on April 14, 2025 be rescinded; and
 2. proposed "Special Events Procedure 0117" attached to the October 8, 2025 memorandum from the Deputy Municipal Manager / Director, Parks, Culture and Community Services, be approved.
-

The purpose of this memorandum is to request Council approval of proposed Special Events Procedure 0117.

The proposed Special Events Procedure updates are intended to provide clarity on the availability for Ambleside Park during the event application process. The Procedure confirms that new event requests with an attendance of more than 250 attendees will not be accepted from June 15 to September 15 with the exception of extraordinary one-time events of international, national, or provincial significance that may have significant revenue opportunities for the District of West Vancouver (District) and local area, or provides a unique experience for the community.

Applicable Legislation:

- Special Events Policy 0116
- Streetlight Banner Policy 0109
- Streetlight Banner Procedure 0110
- Fees and Charges Bylaw No. 5334, 2024 (as amended)

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Official Community Plan

The Official Community Plan provides high-level policies to enhance public facilities and spaces.

- 2.8.14 Create and maintain public spaces in town and village centres and establish centre-specific public realm guidelines that consider art, culture and diversity.
- 2.8.14 Support an expanded variety of community activities ranging from community-wide events and smaller private events through policy, facilities and grants as appropriate.

Council's Strategic Plan

- 3.2: Leverage District assets to generate new revenue streams through new initiatives.

Financial Implications

The proposed updated Procedure outline a framework to guide decision-making for event application approvals. The District's Fees and Charges Bylaw establishes the rates for special events, and the updated Policy does not affect these fees and charges. Individual contracts are developed outlining the District's revenue for extraordinary one-time events of international, national, or provincial significance that may have significant revenue opportunities for the District and local area.

Analysis

District parks experience heavy use during summer months from diverse users, including large group picnics, sports activities, passive recreation, dog walking, farmers' markets, and various special events. As the largest park in the District with the highest demand, Ambleside Park currently hosts numerous large-scale annual summer events, including West Vancouver Community Cultural Festival, Grouse Mountain Seek the Peak, National Indigenous Peoples Day, Squamish Nation Canoe Races, Hot Summer Nights, First Nations Health Authority Annual Picnic, Ambleside Music Festival, Coho Festival, WestVan Run, and multiple multi-day sports tournaments.

Limiting new large-scale events in Ambleside Park from June 15 to September 15 will help prevent park degradation, ensure adequate capacity for general public use, and reduce event fatigue in adjacent neighborhoods.

Exceptions may be considered for extraordinary one-time events of international, national, or provincial significance that demonstrate unique community value or provide significant revenue generation potential for the District and surrounding business areas.

Alternate Option

THAT proposed "Special Events Procedure 0117" attached to the October 8, 2025 memorandum from the Deputy Municipal Manager / Director, Parks, Culture and Community Services, not be approved.

Date: October 8, 2025 Page 3
From: Sue Ketler, Deputy Municipal Manager / Director, Parks, Culture, and Community
Services
Subject: Proposed Special Event Procedure 0117

Author:

Sue Ketler, Deputy Municipal Manager / Director, Parks,
Culture, and Community Services

Appendices

Appendix A: Special Events Procedure 0117
Appendix B: Proposed Special Events Procedure 0117
Appendix C: Special Events Policy 0116

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Title: Special Events
Division: Parks, Culture & Community Services
Procedure Number: 0117
File Number: 0282-20-0117

1. Governing Policy

- 1.1. This procedure is associated with Special Events Policy 0116.

2. Scope/Application

- 2.1. This procedure applies to applicants and District staff applying for approval to host an event within a District owned outdoor venue.

3. Procedure

- 3.1. All events hosted within a District owned outdoor venue require District approval through the application process.
- 3.2. For events in category 1 through 5, an event application must be completed and submitted with any applicable fees between three and 12 months prior to the desired date of the event, depending on the complexity of the event. For category 6 events, which are highly complex, planning may require multiple years.

The application must include the following items:

- Event organization details;
- Preferred location(s) and date(s) of the event;
- Event description, including the type of event, schedule, and a breakdown of planned activities;
- For walk/run/cycle events that require road closures, applicants must provide a map of the proposed route along with a certified traffic management plan;
- Amplified sound and power requirements, if applicable;
- Vendor information, including details about merchandise sales and food services (Food service approval is required through Vancouver Coastal Health and all vendors require a District of West Vancouver business licence);
- Safety and security plan, which will vary depending on the event's nature and size and should cover first aid provisions, security arrangements, and an emergency evacuation plan; and
- Sustainable event plan, which will vary depending on the event's nature and size and should cover details like waste management, limiting single-use plastics like balloons, and promoting alternative transportation.

District of West Vancouver

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- 3.3. Priority is given to District-produced events and events of national significance, such as: West Vancouver Community Cultural Fest, National Indigenous Peoples Day, Canada Day, Harmony Arts Festival, and Remembrance Day.
- 3.4. Traditional booking dates of regular or annually occurring events will generally be respected each year. New event applications will be reviewed on a first come, first served basis. In the event of multiple applications for the same District owned outdoor venue priority is given to the regularly occurring event. Regular or annually occurring events must be confirmed within 90 days of the scheduled event date.
- 3.5. For category 1 through 5 events, applicants will receive written confirmation of approval or denial within four weeks of application receipt.
- 3.6. Events requesting outdoor space at a facility that impact or involve community facilities governed by a society, board, or advisory group (such as the West Vancouver Memorial Library, West Vancouver Community Centre, Gleneagles Community Centre, Seniors' Activity Centre, Ferry Building Gallery, or West Vancouver Art Museum) must obtain approval from the relevant facility manager.
- 3.7. The District may require an event organizer to engage the West Vancouver Police and/or Fire & Rescue Services to oversee public safety. The event organizer is responsible for the costs associated with this requirement.
- 3.8. The District does not permit inflatable structures in any District owned outdoor venue.
- 3.9. The event organizer may request non-enforcement of Noise Control Bylaw No. 4404, 2005 (as amended) through the event application process. Non-enforcement is only permitted between the hours of 8 a.m. and 10 p.m. Maximum sound levels will be established onsite and monitored by the District.
- 3.10. The event organizer may be required to distribute a notification letter to residents and businesses located within a specified proximity of the event, as determined by the Team. The letter must include the contact information of the event organizer.
- 3.11. The event organizer must obtain liability insurance, naming the Corporation of the District of West Vancouver as additionally insured.
- 3.12. The event organizer is responsible for paying all fees associated with hosting events, including all municipal services deemed necessary at a fully recoverable cost, unless otherwise agreed upon by the District.
- 3.13. The event organizer is responsible for forwarding a list of all vendors to the District at least 30 days prior to the event. All vendors must have a valid District of West Vancouver business licence.
- 3.14. The event organizer is responsible for obtaining all necessary permits and licences to host the event. This includes, but is not limited to, the Vancouver Coastal Health Temporary Event Permit, SOCAN Music Licence, RE:SOUND Music Licence, and if applicable, a liquor Special Event Permit through the British Columbia Liquor and Cannabis Regulation Branch for alcohol sales.
- 3.15. The Municipal Alcohol Policy guides the management of alcohol consumption in municipal parks and public open spaces. It outlines the process for consideration and approval of alcohol service at public events, including sports tournaments. If alcohol sales are planned, approval is required from the Director of Parks, Culture &

District of West Vancouver
PROCEDURE

Community Services prior to applying for a liquor Special Event Permit through the British Columbia Liquor and Cannabis Regulation Branch

4. Approval

Approved by	<input type="checkbox"/> Municipal Manager	<input checked="" type="checkbox"/> Mayor and Council
Approval date	2025/04/14	
Council minutes eDocs # (Council Procedures only)	5815944	
Council report eDocs # (Council Procedures only)	5790691	
Signature	<u><i>[Original signed by Mayor]</i></u> MAYOR	

5. Additional Information

Category	<input checked="" type="checkbox"/> Council	<input type="checkbox"/> Administrative
Date of last review	2025	

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Title: Special Events
Division: Parks, Culture, and Community Services
Procedure Number: 0117
File Number: 0282-20-0117

1. Governing Policy

- 1.1. This procedure is associated with Special Events Policy 0116.

2. Scope/Application

- 2.1. This procedure applies to applicants and District staff applying for approval to host an event within a District owned outdoor venue.

3. Procedure

- 3.1. All events hosted within a District owned outdoor venue require District approval through the application process.
- 3.2. For events in category 1 through 5, an event application must be completed and submitted with any applicable fees between three and 12 months prior to the desired date of the event, depending on the complexity of the event. For category 6 events, which are highly complex, planning may require multiple years.

The application must include the following items:

- Event organization details;
- Preferred location(s) and date(s) of the event;
- Event description, including the type of event, schedule, and a breakdown of planned activities;
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- Amplified sound and power requirements, if applicable;
- Vendor information, including details about merchandise sales and food services (Food service approval is required through Vancouver Coastal Health and all vendors require a District of West Vancouver business licence);
- Safety and security plan, which will vary depending on the event's nature and size and should cover first aid provisions, security arrangements, and an emergency evacuation plan; and
- Sustainable event plan, which will vary depending on the event's nature and size and should cover details like waste management, limiting single-use plastics like balloons, and promoting alternative transportation.

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- 3.3. Priority is given to District-produced events and events of national significance, such as: West Vancouver Community Cultural Fest, National Indigenous Peoples Day, Canada Day, Harmony Arts Festival, and Remembrance Day.
- 3.4. Traditional booking dates of regular or annually occurring events will generally be respected each year. Regular or annually occurring events must reapply and confirm their event date no later than 90 days prior to the scheduled event date.
- 3.5. New event applications will be reviewed on a first come, first served basis. In the event of multiple applications for the same District owned outdoor venue, priority is given to the regularly occurring event.
- 3.6. Due to the high demand for park space in Ambleside Park during the summer season, new event applications anticipating more than 250 attendees will not be accepted for dates between June 15 and September 15. Applications for existing regular or annually occurring events will continue to be accepted throughout the year.
- 3.7. Applications for extraordinary one-time events of international, national, or provincial significance in Ambleside Park (e.g. Olympics) may be considered for dates between June 15 to September 15 where the event demonstrates unique community value or potential revenue opportunities for the District.
- 3.8. For category 1 through 5 events, applicants will receive written confirmation of approval or denial within four weeks of application receipt.
- 3.9. Events requesting outdoor space at a facility that impact or involve community facilities governed by a society, board, or advisory group (such as the West Vancouver Memorial Library, West Vancouver Community Centre, Gleneagles Community Centre, Seniors' Activity Centre, Ferry Building Gallery, or West Vancouver Art Museum) must obtain approval from the relevant facility manager.
- 3.10. The District may require an event organizer to engage the West Vancouver Police and/or Fire and Rescue Services to oversee public safety. The event organizer is responsible for the costs associated with this requirement.
- 3.11. Inflatable structures are not permitted in any District-owned outdoor venue.
- 3.12. The event organizer may request non-enforcement of Noise Control Bylaw No. 4404, 2005 (as amended) through the event application process. Non-enforcement is only permitted between the hours of 8 a.m. and 10 p.m. Maximum sound levels will be established onsite and monitored by the District.
- 3.13. The event organizer may be required to distribute a notification letter to residents and businesses located within a specified proximity of the event, as determined by the Team. The letter must include the contact information of the event organizer.
- 3.14. The event organizer must obtain liability insurance, naming the Corporation of the District of West Vancouver as additionally insured.
- 3.15. The event organizer is responsible for paying all fees associated with hosting events, including all municipal services deemed necessary at a fully recoverable cost, unless otherwise agreed upon by the District.

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PROCEDURE

- 3.16. The event organizer is responsible for forwarding a list of all vendors to the District at least 30 days prior to the event. All vendors must have a valid District of West Vancouver business licence.
- 3.17. The event organizer is responsible for obtaining all necessary permits and licences to host the event. This includes, but is not limited to, the Vancouver Coastal Health Temporary Event Permit, SOCAN Music Licence, RE:SOUND Music Licence, and if applicable, a Special Event Permit for alcohol sales through the British Columbia Liquor and Cannabis Regulation Branch.
- 3.18. The Municipal Alcohol Policy guides the management of alcohol consumption in municipal parks and public open spaces. It outlines the process for consideration and approval of alcohol service at public events, including sports tournaments. If alcohol sales are planned, approval is required from the Director of Parks, Culture, and Community Services prior to applying for a liquor Special Event Permit through the British Columbia Liquor and Cannabis Regulation Branch.

4. Approval

Approved by	<input type="checkbox"/> Municipal Manager	<input checked="" type="checkbox"/> Mayor and Council
Approval date	2025/04/14	
Council minutes eDocs # (Council Procedures only)	5815944	
Council report eDocs # (Council Procedures only)	5790691	
Signature	<u>[Original signed by Mayor]</u> MAYOR	

Approved by	<input type="checkbox"/> Municipal Manager	<input type="checkbox"/> Mayor and Council
Replacement date	Click here to enter a date.	
Council minutes eDocs # (Council Procedures only)		
Council report eDocs # (Council Procedures only)		
Replacement description		

District of West Vancouver
PROCEDURE

Signature	X _____
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5. Additional Information

Category	<input checked="" type="checkbox"/> Council	<input type="checkbox"/> Administrative
Date of last review	2025	

DRAFT

Title: Special Events
Division: Parks, Culture & Community Services
Policy Number: 0116
File Number: 0282-20-0116

1. Purpose

- 1.1. This policy provides a framework to guide the approval of events held within District owned outdoor venues.

2. Scope

- 2.1. This policy applies to applicants and District staff seeking to host an event within District owned outdoor venues. It establishes the criteria for applying for, approving, and hosting events.
- 2.2. This policy does not apply to events held on private property or school property during school times, though such events must still adhere to applicable bylaws and obtain the necessary exemptions required.

3. Definitions

- 3.1. **“Applicant”** or **“Event Organizer”** means individuals, non-profit organizations, business associations, businesses, local community groups, and/or event organizers.
- 3.2. **“District”** means the District of West Vancouver.
- 3.3. **“District Owned Outdoor Venues”** means parks, fields, roadways, outdoor spaces at facilities, and public open spaces.
- 3.4. **“Integrated Special Events Team”** or **“Team”** means a collaborative group of District staff members from various departments. The Team provides recommendations for final approval of event applications to ensure compliance with District policies and bylaws.

The Team is comprised of individuals from the following District departments:

- Bylaw & Licensing Services;
- Communications, Indigenous & Community Relationships;
- Engineering & Transportation Services;
- Finance & Corporate Services;
- Fire & Rescue Services;
- Parks, Culture & Community Services;
- West Vancouver Police;
- West Vancouver Transit.

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- 3.5. “**Service-in-Kind**” means municipal services provided at no cost to event organizers.
- 3.6. “**Special Events**” or “**Events**” means assemblies or activities designed for community participation, or a significant audience for durations ranging from hours to days. Examples include community celebrations, festivals, concerts, tournaments, foot and bicycle races, and fundraising activities.

4. Policy Statement

- 4.1. The District recognizes the vital role events play in enriching the community and is committed to supporting event organizers and volunteers. A streamlined, one-stop application process is in place to simplify event planning and booking District owned outdoor venues.
- 4.2. All events at District owned outdoor venues:
- require approval of the District;
 - must be for the benefit of the community; and
 - must be free, open, and accessible to all who wish to participate, or bring significant economic benefit to the local community and the municipality.
- 4.3. All events fall into one of six categories:
- **Category 1:** Events produced by the District.
Events staffed, planned, funded (in part or entirely), and run by the District.
 - **Category 2:** Events organized by individuals, business associations, and non-profit organizations.
The District encourages and supports community organized events.
 - **Category 3:** Community led events in partnership with the District.
The District partners with a limited number of established community non-profit organizations, providing in-kind service contributions to support event execution.
 - **Category 4:** Events organized by businesses that are free and open for public participation.
The District encourages and supports local businesses to host events that provide community benefit, entertainment and improve the quality of life for our residents.
 - **Category 5:** Tournaments, foot and bicycle races, and other sport focused events organized by non-profit organizations or businesses where participants are required to pay an entry fee and the public benefit as spectators.
The District encourages events that provide diverse and entertaining opportunities for physical activities with opportunities for the public to benefit as spectators.
 - **Category 6:** Commercial large-scale ticketed or pre-registered cultural or sporting events with restricted access that provide substantial economic benefit to the local community and the entire municipality.

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The District collaborates with promoters to host large-scale ticketed events in West Vancouver. These events leverage opportunities for place-making and tourism, contributing to the area's economic growth.

- 4.4. The District is committed to maintaining properties and facilities that are safe, accessible, inclusive, and free of discrimination. The District will not accept event applications that promote or support religious or political views or beliefs, or which promote or support racism, discrimination, contempt, violence, or hatred.
- 4.5. The District reserves the right to deny use of District owned outdoor venues, including the waterfront, to prevent degradation, allow areas to recover from repeated use, alleviate event fatigue, and/or ensure public safety.
- 4.6. Event organizers must comply with all applicable bylaws, policies, and procedures, including those related to food, alcohol, parks, fire, and noise, notwithstanding those exemptions that may be authorized as specified in the applicable bylaw.

5. Authority

- 5.1. Authority is delegated to the listed designates for the requirements of this Policy:
 - a) The Integrated Special Events Team will review category 1 through 6 event applications as per the Special Events Procedure.
 - b) Final approval for all events in category 1 through 5 require approval by the Director of Parks, Culture & Community Services.
 - c) Final approval for category 6, large-scale commercial ticketed events, require Council approval.

6. Related Documents

- 6.1. Noise Control Bylaw No. 4404, 2005 (as amended)
- 6.2. Parks Regulation Bylaw No. 4867, 2015 (as amended)
- 6.3. Sign Bylaw No. 4499, 2007 (as amended)
- 6.4. Municipal Alcohol Policy 02-70-364
- 6.5. Special Events Procedure 0117
- 6.6. Sponsorship, Partnership & Naming Rights Policy 02-30-378
- 6.7. Streetlight Banner Policy 0109
- 6.8. Streetlight Banner Procedure 0110
- 6.9. Arts & Culture Strategy (2025-2029)

7. Approval

Approved by	<input type="checkbox"/> CAO	<input checked="" type="checkbox"/> Mayor and Council
Approval date	2021/04/26	
Council minutes eDocs # (Council Policies only)	4242293	
Council report eDocs # (Council Policies only)	4226670	
Signature	<u>[Original signed by Mayor]</u> MAYOR	

Approved by	<input type="checkbox"/> Municipal Manager	<input checked="" type="checkbox"/> Mayor and Council
Replacement date	2025/04/14	
Council minutes eDocs # (Council Policies only)	5815944	
Council report eDocs # (Council Policies only)	5790691	
Replacement description	The changes to the proposed Policy and Procedure align with the District's corporate standards. The Policy is overarching, allowing for the inclusion of an associated Procedure to guide operations.	
Signature	<u>[Original signed by Mayor]</u> MAYOR	

8. Additional Information

Category	<input checked="" type="checkbox"/> Council	<input type="checkbox"/> Administrative
Related procedure	<input checked="" type="checkbox"/> Yes (0282-20-0117)	<input type="checkbox"/> No
Date of last review	2025	