

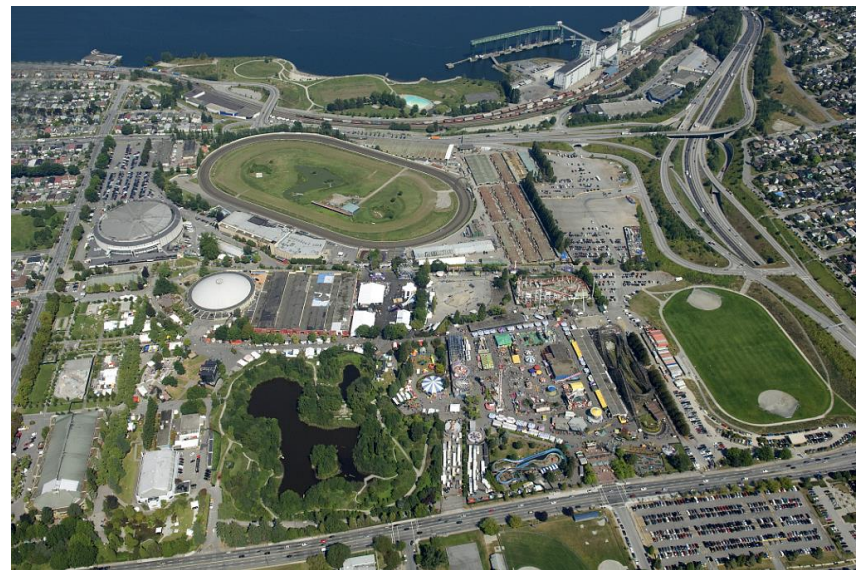
Hastings Park/ PNE: Community Partnerships & Activities

**Monday March 6, 2017- PNE Hastings Room
PNE Board of Directors Meeting - Public Realm Portion
Agenda Item 3.1**

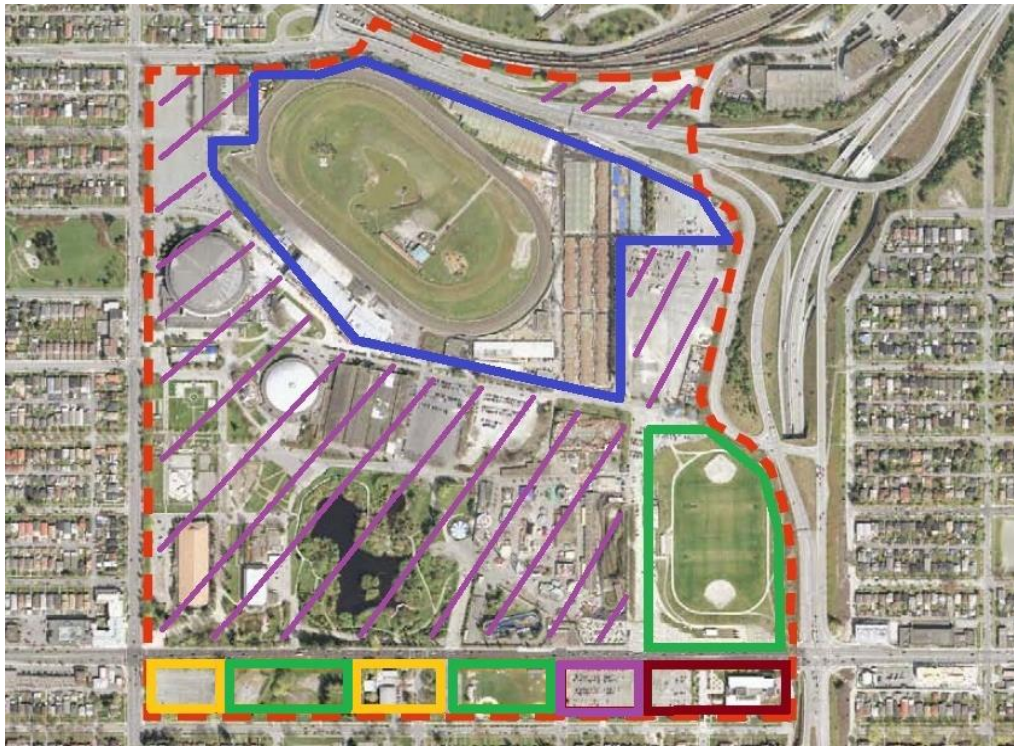
Presented by: Shelley Frost, Vice President, Marketing

Background

- The Pacific National Exhibition (PNE) has existed at Hastings Park for 107 years.
- Many organizations and groups use the site
- The PNE, City of Vancouver, and the Vancouver Park Board are all involved in operating the site through the Multi Party Operating Policy of 2015



Area of Responsibility



-  Hastings Park Boundry
-  Operated by Great Canadian Casinos with lease to COV
-  E-Comm 911
-  Area operated by Hastings Community Association
-  Area operated by Park Board
-  Area operated by PNE

City of Vancouver

- On January 1, 2004, the City of Vancouver (CoV) took over ownership of the PNE from the Province of British Columbia
- The land and facilities are owned by the CoV and as such, major capital upgrades to facilities are provided through the City finances
 - Day to day operational and maintenance costs are covered by the PNE's operating budget
- PNE has strong working relationships with various CoV departments
- HP/PNE Board of Directors: Chaired by CoV Councilor & has 4 senior CoV staff that also serve on the Board (CFO, Engineering, Permits, Parks)

Vancouver Park Board

- The Vancouver Board of Parks & Recreation operates several areas of Hastings Park
 - Empire Fields
 - Hastings Community Centre (Operated by Park Board & Hastings Community Association)
 - Parking lot at Renfrew & Hastings (Operated by Hastings Community Association)
- PNE has a close working relationship with many Park Board departments
- PNE consults regularly with Park Board and follows same practices & procedures for park care
- General Manager of Park Board is Vice Chair of PNE Board

E-COMM

- Located on South / East corner of Hastings Park
- Largest 9-1-1 emergency communication centre in BC
- Land use for facility through a lease with City of Vancouver
- Extended parking lot through a rental agreement with the PNE

Hastings Racecourse



- Use of land and facilities is a lease with the City of Vancouver
- Owned by Great Canadian Gaming Corporation (GCGC)
- GCGC guests utilize PNE Parking lots daily
 - PNE uses track in-field for parking during Fair on non-race days to help reduce parking impact in the community
 - Maintain close communication year-round due to multi use site
- Location of Hastings Park Childcare Centre – operated by Kiwassa Neighbourhood House

Circus West

- Has been located at Hastings Park for 15 years
- Rent Garden Auditorium for 11 months per year for use as a training school
- PNE subsidizes costs through significantly discounted rental rates
- PNE maintains building & assists operationally as needed at PNE cost
- PNE has periodically contracted Circus West's professional troupe for Fair programming



Community



- The community enjoys using Hastings Park, utilizing park spaces and attending events
- In 2004 Community Relations department was created to ensure residents had a dedicated, consistent point of contact
- Numerous community initiatives have been initiated to build community relationships:

Ticket Donation Programs	Support Onsite & Offsite community events	Community Advisory Group
Neighbourhood Focus Group	Bike Patrol	Neighbourhood Clean- up Crew
Sound Monitoring	Hastings BIA Window Painting	Manager, Community Relations

Community Initiatives On-site

- Hastings Park Conservancy
 - Offer monthly nature walks / host educational school walks / nature information sessions
- Japanese Canadian Citizens Association
 - Momiji Gardens, Interpretive signs, special events, walking tours
- LightWaterDrums
 - PNE contributes operational costs & provide popcorn/ hot chocolate
- Terry Fox Run
 - Host annual run for 10 of the local schools, provide a safe route, water and snacks



Community Activities On-site

- Templeton School Hub
 - Grade 7 conference – PNE provides free space annually
- Radiant Heat
 - PNE provides onsite practice space for fire troupe
- Local school usage
 - West Coast Christian utilize sport courts and playground daily
- Hastings Little League
 - PNE provides space to host meetings & practices
 - PNE helps fundraise & provided operational assistance with 2016 Canadian Championships



Community Activities On-site

- PNE events for local residents
 - Neighbourhood Party at Playland - June 2016 with 4,000 attendees
 - Family Day Community Skate - Feb 13, 2017 with 110 attendees
- Hastings Park Farmers Market
 - Host weekly winter market Nov - April
 - Provide space for minimal fee, provide operational costs (i.e.- snow removal) & operational equipment (i.e. Diversion stations, signage, heaters and marketing support)



Community Ice Program

- Use of Agrodome ice (September - March) for organized community sports
- Most frequent users are Vancouver Minor Hockey Association & Vancouver Skating Club
- User rates are the same as Park Board rates
- PNE subsidizes cost of utilities, bldg cleaning, supplies and maintenance, making and maintaining ice, first aid resources and staff to coordinate bookings
- Provides over 2,000 hours of community ice annually, representing 12% of the ice time inventory in Vancouver

Year Round Commercial Clients

Hastings Park has adaptable multi-use space and facilities, offering a variety of options for external clients to host their events, including:

- **Film:** site wide (TV, Movie & Commercials)
- **Concerts:** Pacific Coliseum / Forum / Amphitheatre
- **Family Shows:** Pacific Coliseum / Agrodome
 - Cirque du Soleil, Disney On Ice, Monster Jam, Harlem Globetrotters, WWE
- **Trade and Consumer shows:** Forum, Pacific Coliseum, Agrodome
 - Make It, Golf Show, Gift Show, Train Expo, Intl Home and Garden, Lordco
- **Parking:** Parking lot rentals – film, xmas tree sales