



ALUC AGENDA

ADVISORY LAND USE COMMISSION

Agenda for the Advisory Land Use Commission Meeting of the Village of Pemberton to be held Thursday, January 5, 2017 at 5:00pm at 7400 Prospect Street.

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THE VILLAGE OF PEMBERTON
BYLAW NO. 626, 2009
Advisory Planning Commissions Bylaw

WHEREAS pursuant to Section 898 (1) of the *Local Government Act* a Council may, by bylaw, establish an advisory planning commission to advise council on matters respecting land use, community planning or proposed bylaws and permits under Divisions 2, 7, 9 and 11 of the *Local Government Act*,

AND WHEREAS pursuant to Section 898 (3) of the *Local Government Act* a bylaw establishing an advisory planning commission must provide for the commission's composition, method for the appointment of members, the procedures governing the commission's conduct and referral of matters to be considered;

THEREFORE BE IT RESOLVED that the Municipal Council of the Village of Pemberton enacts an Advisory Planning Commission Bylaw as follows:

1. This Bylaw may be cited as the "ADVISORY PLANNING COMMISSIONS BYLAW NO. 626, 2009".

2. The Village hereby establishes two distinct Advisory Planning Commissions known as: "Design Review APC" and "Land Use APC".

3. Composition

(1) The "Design Review APC" shall be composed of six (6) members. One (1) member shall be a Director of the Pemberton and District Chamber of Commerce as selected by this organization.

(2) The background and qualifications of the remaining five (5) members of the "Design Review APC" should provide design and development expertise that is appropriate to the Pemberton context. Council should make best efforts to appoint the following professionals and/or community members with specific knowledge of:

- architectural design;
- community planning;
- construction/development; and
- landscape design.

(3) Two thirds ($2/3^{\text{rds}}$) of the individuals appointed as members to the "Design Review APC" shall be qualified as follows:

- a resident of the Village; or
- a resident of Squamish Lillooet Regional District's Area C; or
- a property owner in the Village for a minimum of one year.

- (4) The “Land Use APC” shall be composed of six (6) members.
- (5) The background and qualifications of the members should be reflective of an array of interests and perspectives within the Pemberton community. Council should make best efforts to balance the make-up of the “Land Use APC” and appoint members that have specific knowledge in one or more of the following areas:
 - agriculture;
 - children and youth;
 - environment stewardship;
 - land development/ construction;
 - local education;
 - recreation;
 - seniors/accessibility; and
 - tourism.
- (6) All individuals appointed as members to the “Land Use APC” shall be qualified as follows:
 - a resident of the Village; or
 - a resident of Squamish Lillooet Regional District’s Area C; or
 - a property owner in the Village for a minimum of one year.

4. Appointments

- (1) Members of the “Design Review APC” and “Land Use APC” shall be appointed by council for a term of two years. Appointments will be staggered by one year and members will be appointed in conjunction with council’s committee appointments that occur annually in December. Notwithstanding, the inaugural Commission will appoint half of its members to a one year term to facilitate staggered appointments in the future.
- (2) Members of the “Design Review APC” and the “Land Use APC” should not be appointed to more than three (3) consecutive terms.
- (3) Council may assign a member of council to both the “Design Review APC” and the “Land Use APC”, however, the council representative is not considered a member of the Commissions and therefore shall not be eligible to be an official (voting) member, but may attend in a resource capacity between council and the Commissions.
- (4) All members of the “Design Review APC” and the “Land Use APC” shall serve without remuneration, but may be paid reasonable and

necessary expenses that arise directly out of the performance of their duties.

5. Procedures for Governing Conduct

(1) Members of the “Design Review APC” and “Land Use APC” shall abide by the following Code of Ethics:

- attend all meetings except for reasons beyond their control, whether or not they feel that they have any useful input into the subjects under discussion;
- accept that if they miss more than three (3) meetings in any twelve (12) month period, they may be asked to resign;
- make best efforts to become fully informed of the possible effects of decisions related to proposed developments, policy or guidelines amendments or other specific planning directions; and
- hold themselves free of any conflicts of interest.

Any member who fails to adhere to the Code of Ethics will be asked to resign from the respective Commission.

(2) Meetings of the “Design Review APC” and the “Land Use APC”:

- shall be held in a timely manner as needed to address issues that arise from time to time or as referred by the Village;
- may set a regular meeting date and time, if deemed necessary;
- shall be open to the public;
- shall provide notice posted on the Village Notice Board and website, at least twenty-four hours in advance of the meeting, indicating the day, hour and place of the meeting;
- shall have a Village appointed Recording Secretary to keep the minutes of all meetings. The minutes shall be legibly recorded, signed by the chair or member presiding, and open for public inspection in accordance with the *Local Government Act*.
- may make rules by majority resolution, as it sees fit to govern its conduct noting that in so doing the intent is that in general the rules of parliamentary debate shall apply: members will address the chair, motions will be made and seconded, the Chairperson will call the question and the vote will be recorded.

- (3) The Chairperson of the “Design Review APC” and the “Land Use APC” shall be elected by vote of the members at the first meeting of the year.

The Chairperson:

- shall preside, when present, at any meeting and generally shall fulfill all of the duties usually performed by the Chairperson; and
 - shall have the same right of voting as the other members of the “Design Review APC” or “Land Use APC” and in case of an equality of votes for and against the question, the question is resolved in the negative and the Chairperson shall so declare.
- (4) The “Design Review APC” and the “Land Use APC” may elect one (1) of its members to be Vice-Chairperson, who in the absence of the Chairperson shall preside at meetings of the Commissions. In case the Chairperson is absent from a meeting and no Vice-Chairperson has been elected, the members present, if a quorum is present, shall elect one (1) of their members to act as Chairperson of that meeting.
- (5) Four (4) voting members constitutes a quorum for each the “Design Review APC” or the “Land Use APC”. A quorum is required to undertake:
- the transaction of business, and the decision;
 - all acts whatsoever authorized or required to be done, except as otherwise provided for; and
 - all questions of adjournment and others that may come before the Commissions.
- (6) Applicants for a particular bylaw amendment or permit are entitled to be given notice, attend and be heard at the corresponding Commission meetings.

6. Matters for Referral

- (1) The “Design Review APC” shall review and provide council with recommendations on matters respecting Village design related issues particular to the following:
- Development permit and development variance permit applications;
 - Reports and policy analysis, notably development permit applications and guidelines;

- Planning and design documents (i.e. Official Community Plan, Village Vision and Zoning Bylaw), rezoning applications and reports that specifically relate to the form and character of a building, outdoor spaces and landscaping; and
 - Any other matters referred by council.
- (2) The “Land Use APC” shall review and provide Council with recommendations on matters respecting land use, community planning, major policy issues and proposed land use bylaws, permits and other applicable regulations, particular to the following:
- Reports and policy analysis including community and neighbourhood planning, housing, and economic development;
 - Applications for amendment of the Official Community Plan and Zoning Bylaw;
 - Major development applications; and
 - Any other matters referred by council.

7. Reporting Procedure

- (1) The “Design Review APC” shall:
- provide input at early stages in the design review process, the timing of which will be determined on a case by case basis by the Manager of Development Services.
 - provide recommendations and comments with respect to matters outlined in Paragraph 6 (1) of this Bylaw. Recommendations shall be in the form of formal resolutions and shall be specific in their direction. The recommendations will be used by Village staff and their consultants when discussing a project with an applicant, and may be used by council when making decisions on development applications.
- (2) The “Land Use APC” shall
- provide input at early stages with regard to community planning and land use matters, the timing of which will be determined on a case by case basis by the Manager of Development Services.
 - provide recommendations and comments to the Village with respect to the matters outlined in Paragraph 6(2) of this Bylaw. Recommendations shall be in the form of formal resolutions and shall be specific in their direction. The recommendations will be used by Village staff and their consultants when discussing a

project with an applicant, and may be used by council when making decisions on land use and community planning issues.

- (3) Council will inform the “Design Review APC” and the “Land Use APC” of its decisions, yet council is in no way bound to the advice or recommendations of the commissions. Decisions not conforming to the “Design Review APC” and/or “Land Use APC” recommendations may be further discussed by the commissions should it be deemed appropriate or necessary by council.

8. Staff Resources and Support

- (1) The Manager of Development Services or their designate shall serve as a resource person.
- (2) The Manager of Development Services shall appoint a Recording Secretary to document the minutes of the meetings.

9. General

- (1) If any section, subsection or clause of this bylaw is for any reason held to be invalid by the decision of a court of competent jurisdiction, such decision will not affect the validity of the remaining portions of this bylaw.
- (2) This bylaw may not be amended or repealed and substituted unless Council first gives notice in accordance with section 94 of the *Community Charter*.

READ A FIRST TIME this 20th day of January, 2009

READ A SECOND TIME this 20th day of January, 2009

READ A THIRD TIME this 20th day of January, 2009

RECONSIDERED, FINALLY PASSED and ADOPTED this 3rd day of February, 2009

Mayor

Administrator

ADVISORY LAND USE COMMITTEE MINUTES

Minutes for the Advisory Land Use Commission of the Village of Pemberton held November 24, 2016 at 5:00 pm at 7400 Prospect Street.

IN ATTENDANCE: Amica Antonelli
Annie Miller
Kathy Jenkins
Kirsten McLeod
Niki Vanker
Tracy Napier

ABSENT: n/a

STAFF IN ATTENDANCE: Lisa Pedrini, Village Planner
Tim Harris, Manager of Operations & Development Services
Suzanne Bélanger, Project Coordinator

PUBLIC IN ATTENDANCE: n/a

1) CALL TO ORDER

At 5:05 pm the meeting was called to Order.

2) ELECTION OF CHAIR and VICE-CHAIR

Election of Chair and Vice Chair was held as there was a quorum in attendance.

Moved/Second

THAT Niki Vanker be elected as the Chairperson of the Advisory Land Use Commission.

CARRIED

Moved/Second

THAT Kirsten McLeod be re-elected as Vice-Chairperson of the Advisory Land Use Commission.

CARRIED

3) MINUTES

Moved/Seconded

THAT the minutes of the ALUC meeting held September 08, 2015 be approved as circulated.

CARRIED

4) OR121-ZONING AMENDMENT-RETAIL MARIHUANA OPERATION

The Village Planner gave an overview of the Village initiated Zoning Amendment (Retail Marihuana Operation).

- The Village sought legal advice on options to regulate marihuana dispensary in anticipation of pending legislative changes and following a business licence application for the sale of “*glass, gifts, vaporizers and accessories*”. The Village’s Business Licence Bylaw does not permit medical marihuana dispensaries, as this is not a legal use. As such a business licence has been issued, but only for the retail use of goods as stated above. However, Council directed staff to seek options to regulate and manage medical marihuana dispensaries.
- The Zoning Amendment Bylaw presented to the ALUC is for the purpose of establishing a definition of “marihuana operation” and prohibiting its use within the Village Boundary as an interim measure. If and when the federal regulations approve the sale of marihuana product, then the Village can relook at this approach as part of the larger review of the Zoning Bylaw.
- With the Bylaw amendment in place, the Village will only consider permitting a marihuana operation under a site specific rezoning request.
- ALUC Members were asked to comment on the land use as opposed to debating the possible merits or down-falls of medical marihuana use.

The Advisory Land Use Commission commented on the proposed Zoning amendment:

- All members were in favor of the proposed bylaw amendment.
- It was mentioned that it’s good to clarify the definition and use now, and appropriate to do a review later on a case by case basis via the rezoning process. Any type of future request would require public consultation and would be brought to the ALUC for comments.
- A member asked what a blanket prohibition would mean for the accessibility of marihuana products for those with medical needs once the federal legislation is changed. It was mentioned that mail orders are a viable option already.
- The Village Planner mentioned that creating a Village Policy would be the appropriate action to guide medical marihuana land use decision making.

Moved/Seconded

THAT the ALUC recommend to Council to support the proposed amendment bylaw (Marihuana Operation) as presented and;

THAT the ALUC recommend to Council to:

- Consider establishing a policy for marihuana operations that includes criteria that would guide Council decision making once the federal legislation authorizes the sale of marihuana products.

CARRIED

5) **DRAFT ONE MILE LAKE MASTER PLAN (OMLMP)**

The Village Planner gave an overview of the One Mile Lake Master Plan:

- The 2005 Plan no longer demonstrates the current needs of our community.
- The Village initiated a master plan update in 2012, including consultation, but due to workload and staff changes the plan was postponed.
- The update of OMLMP was listed as priority of 2016 by Council.

- One Mile Lake is not actually a lake, but a wetland with inherent ecological functions and habitat which requires environmental protection.
- Extensive public consultation showed a lot of support for maintaining the park as natural as possible (leave it as-is) but also it confirmed that many were hoping for improvements as per the needs of our growing community.
- The upper parking area has been enlarged already with the support of funding from the Pemberton Music Festival Fund.
- The Plan focuses the bulk of improvements around the Main Beach Area. Proposed Improvements include:
 - Closing of lower parking to extend the grass and beach area
 - Adding an additional outhouse. Currently, municipal services (water/sewer) are not available and having flush toilets or running water is cost prohibitive. The area is considered a “wilderness” park and therefore the outhouses should be sufficient for now due to the proximity to the town amenities. Future facilities including toilet, shower, change room etc. may be considered in the future should funding become available.
 - Adding an open water swim raft located so it doesn’t impede on users (i.e. dragon boat users etc.)
 - Extending the square footage of the floating dock on the cliffside with swim ladder, bike rack, garbage receptacles, etc.
 - Adding a 0 to 5 year old natural play structure
 - Installing a new swing set (CSA approved). The existing swing has been flagged by the Municipal Insurance Association as a liability.
 - Installing additional bike racks/garbage & recycling receptacles/seating areas throughout the Park. The existing siting of benches and picnic tables may be relocated as the current location impedes the sight line to the beach area for children supervision.
 - Adding a dedicated pedestrian path from the car park area as a safety measure.
 - Extending the dog beach (only official off-leash area in the Village)
 - Improving drainage
 - Improving signage
 - Erecting fencing (split rail) to protect environmental sensitive areas.
- The Village could try to obtain a “Blue Flag” eco-certification which promotes the use of beach management standards that certify that the beach/lake is clean and accessible; has great water quality; meets high safety standards; and protects local ecosystems. This type of designation, however, requires extensive water quality monitoring among other things.
- The Plan will clarify activities that are prohibited at the park:
 - Motorized boats
 - Motorized vehicles on trails
 - Open Fires (except with permission)
 - Overnight camping
 - Smoking
 - Horses
 - Etc.

The commission members had the following comments:

- The members were in support of the improvements as listed in the plan. Especially:
 - Improved fencing for sensitive areas
 - Improved signage for safety

- The members expressed concerns about the multi-use trail system surrounding the lake and beyond. The trail and boardwalk width in multiple locations makes it difficult to pass or give way to passing users.
- There are some bump outs to facilitate passing but more could perhaps be developed in the future.
- Improving signage would help in educating users to respect and accommodate other users (i.e. bikers to dismount when necessary)
- It was discussed that there are some concerns with a sole commercial operator being granted an operational lease and that perhaps extra consideration should be given such as opening it to a bid process in the future.
- Members inquired about the phasing of the plan. The Village planner explained that the implementation would be as a phased approach as funding becomes available and as directed by Council. With respect to prioritizing, according to public engagement the plan's top five preferred improvements were:
 - Add a Swim raft
 - Expand the grass area by removing the lower parking lot
 - Add waste diversion options (i.e. recycling)
 - Add play features for the children
 - Add more shade trees

Moved/Seconded

THAT the ALUC supports the Draft One Mile Lake Master Plan with special considerations to:

- Widening the trail where feasible;
- Installing signage for cyclists to dismount if necessary;
- Consider split rail fencing at the Dog Beach Area to contain the off-leash dogs and protect environmental sensitive areas;
- Improve storm water management/drainage;
- Using the Blue Flag standards as a best practice only but not pursue the eco-certification due to cost and staff resources needed;
- Amending the plan to have one mobile commercial operation with a maximum footprint size and that the commercial operation be granted as per a bid system should multiple operators be interested.

CARRIED

6) TUP008-PEMBERTON MUSIC FESTIVAL

At 6:45pm, Kirsten McLeod declared a conflict of interest and excused herself from the meeting.

The Village Planner explained that:

- A formal full application for a new three year TUP to allow the Pemberton Music Festival to proceed for another three years has yet to be received by the Village but staff wanted to bring the renewal option to the Commission's attention for preliminary discussion.
- The TUP for the Pemberton Music Festival expired after the 2016 event.
- A tripartite "*Memorandum of Understanding*" (MOU) among the Agricultural Land Commission (ALC), the Village of Pemberton and the SLRD is in place and permits the Non-Farm Use in the ALR until the end of 2019. This MOU will require amending to add the Phare and Ayers property that were included last year as per the ALC's approval.
- Some of the economic benefits of the Festival are: jobs, local spending, increased tourism, increased tax money, etc.

The commission members expressed concerns on the hearsay of the festival having a longer event (over two weekends) and with the proposed amount of attendants being 60,000. Also the question was asked as to whether those ALR parcels that are used as parking areas are also tested for soil compaction. Staff noted they would clarify these questions for the next meeting.

Moved/Seconded

THAT the ALUC will withhold their comments on the TUP Renewal application for the Pemberton Music Festival to continue in 2017 to 2019 until they have had a chance to review the application in its entirety;

CARRIED

7) NEW BUSINESS

- n/a

8) NEXT MEETING

The Commission will be notified when the next meeting will be held. It is anticipated to be in early January 2017.

9) ADJOURNMENT

At 7:05 p.m. the meeting was terminated.

This is a true and correct copy of a meeting of the Advisory Land Use Commission of the Village of Pemberton, held November 24, 2016.

CHAIR Signature

Date: January 5, 2017
To: Advisory Land Use Commission
From: Lisa Pedrini, Village Planner
Subject: Temporary Use Permit Renewal – Pemberton Music Festival

The Village has received an application to renew a Temporary Use Permit to authorize the Pemberton Music Festival to continue to take place in the month July in the years 2017, 2018 and 2019 on various properties within the Village of Pemberton.

BACKGROUND

On December 5, 2016 the Village received an application for a Temporary Use Permit renewal from Agent, David Buttrey of HUKA Entertainment. The application is attached as **Appendix A**.

The application's intent is to hold a four (4) day contemporary music festival in July 2017-2019 and ancillary uses of camping and parking on ten (10) different properties in the Village. Additional properties in the SLRD and Mount Currie IR Lands are also involved but are not included in this temporary use application.

The application was referred internally to Staff, externally to a list of agencies and to the Advisory Land Use Commission.

TEMPORARY USE PROPOSAL

The following provides an overview of the temporary use proposal:

Location: The subject properties are located around or near the Main Venue Site at 1835 Highway 99, legally described as Lot 2, DL 211, Plan EPP1353, LLD. Lot 2 is a 45.7 ha sized property owned by Sunstone Ridge Developments Ltd., The portion of the property on which the Festival is held is the southern half below the CN Rail tracks, which is within the ALR and is currently being used for non-intensive agricultural purposes such as hay fields and minimal agricultural production.

The southern portion of Lot 2 includes the proposed Independent School Site, zoned **E-1 Zone** (Educational) under the *Village of Pemberton Zoning Bylaw No. 466, 2011* and the remaining farm lands designated **Agriculture** under the *Electoral Area C Official Community Plan, No. 1008, 2008* and zoned **AGR Zone** (Agriculture) in the *Electoral Area C Zoning Bylaw No. 765, 2003*. (The subject property was brought into the Village boundaries in 2011, but a portion of it retains its original OCP designation and zoning under the SLRD bylaws). The *SLRD Electoral Area C OCP* allows temporary use permits to be issued for lands designated Agriculture.

The main festival site contains a temporary dwelling/modular office building which is not compliant with the Village's Building Bylaw. *The modular building was placed without a building permit and has not received an occupancy permit from the Village of Pemberton.

Other Properties involved in the Temporary Use Permit Renewal Application include:

- **Lot A, DL 211 & Lot 1, DL 211**, located at 1759 Highway 99 and owned by Lori Ann Mitchell and Drew Meredith, both in the ALR, designated Agriculture in the Area C OCP and zoned AGR-1 in the Area C Zoning Bylaw. These two properties are proposed to be used for tent camping for staff, administration and mounted compound.
- **Lot 4, DLL, EPP21848**, located along Pemberton Farm Road East, owned by Nellie Den Duyf. This property is split zoned and partially in the ALR. Some portions of the property have been excluded from the ALR (Lots A & C), Lot B is the recreational property being leased to the Village (with an option to purchase) and this portion of the property has received permission from the Agricultural Land Commission for a non-farm use (community parks and recreation). This portion is designated Recreation in the Village Official Community Plan No. 654, 2011 and is zoned PR-1 (Parks and Recreation) under the Village Zoning Bylaw No. 466, 2001. Lot 4 is proposed to be used for Event Parking
- **Lots 1, 2, 12, 22, 23, Plan KAP73972, DL 201** located in the Pemberton Business (Industrial) Park. Five Properties in the Pemberton Industrial Park owned by 646862 BC Ltd. located at 1936, 1937, & 1940 Artisan Road, and 1939 & 1943 Carpenter Road. These properties are zoned M-1 Industrial and are vacant. They are proposed to be used for Event Parking.
- **Lot 5, Plan 72481, DL 210** located at 1929 Stonecutter Place and owned by the Village of Pemberton. This property is current vacant and is zoned M-1. This lot is also proposed to be used for Event Parking.

TEMPORARY USE PERMITS

The Local Government Act (LGA) allows for the designation of temporary use permit areas in an official community plan or zoning bylaw as per section 492 of *LGA RSBC 2015*. Temporary Use Permits may be issued by a local government by resolution or by bylaw as per Section 493 of *LGA RSBC 2015*. The Village has typically issued TUP's by resolution.

A temporary use permit may do one or more of the following:

- (a) Allow a use not permitted by a zoning bylaw;
- (b) Specify conditions under which the temporary use may be carried on;
- (c) Allow and regulate the construction of buildings or structures in respect of the use for which the permit is issued.

The *LGA* also states that the maximum term of a TUP is three (3) years, with the opportunity for a one (1) time renewal of up to (3) three years. In addition a local government may require a security deposit as a condition of issuing a TUP.

Memo to File
TUP NO. 008
January 17, 2017
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Attachments:

- 1) *Referral Form*
- 2) *Submission from HUKA*
- 3) *Economic Impact Analysis*

Lisa Pedrini, Village Planner

REFERRAL SUMMARY

**Project: Pemberton Music Festival
Temporary Use Permit No. 008**

Civic Address(es)	Various - see attached			
Legal Description(s)	Lot	District Lot	Plan	L.D.
See attached				
Owner's Name(s)	Contact Information of Agent – David Buttrey			
See attached	Home/Business – HUKA Entertainment			
	Work			
Owner's Mailing Address	Fax			
See attached	Cell			
	E-Mail Address			

Existing OCP Designation	See attached
Existing Zoning Designation	See attached
Proposed Temporary Use Permit	Yes

Proposed Buildings	Gross Floor Area	Temporary Buildings/Stages/Tents, see complete detail in application
	Commercial	
	Residential	
	Industrial	
	Other	

Proposed number of units	
	Commercial
	Residential
	Industrial
	Other
	6,326 Campsites, 1,125 Parking Spots (within VoP boundaries)

Proposed Public Road Access	No new public roads
Proposed No. of Parking Spaces	15,000-16,500 spaces with shuttle bus system
Proposed Services Connections:	
	Water
	Municipal connection
	Sewer
	On-site sanitary services will be provided with holding tanks for effluent storage. Effluent will be pumped out of the holding tanks and disposed of at the Village's sanitary sewer system.

Village Planning Staff Comments:
Renewal of a Three Year Temporary Use Permit (TUP) for the Pemberton Music Festival for 2017, 2018 & 2019. The following table provides a summary of each of properties being considered for the TUP. Details of each of the properties are noted in the attached submission (**Schedule A**). Economic Impact Analysis from 2014-2016 also attached (**Schedule B**).

<i>Lisa Pedrini</i> (Village Planner)	December 28, 2016
Planning Department	Date

Owner	Legal	Civic	PID	OCP	Zoning	Existing Use/Development	Proposed Temporary Use/Development	Length of Use	Jurisdiction	Size
Sunstone Ridge Developments Ltd.	Lot 2, Plan EPP1353 DL 211	1835 Highway 99	027-950-191	Agricultural	E-1 and Agr (SLRD)	Agricultural	Main Festival Venue Site & Camping	July 18-31	VOP	45.7ha
Lori Ann Mitchell, Rice Howard Drew Meredith	Lot A DL 211 Lillooet District Plan + Lot1, DL 211 Lillooet District Plan	1759 Highway 99	029-397-944 + 029-791-472	Agricultural	Agr	Agricultural	Tent Camping, Admin & Mounted Compound	July 1-31	VOP	21.9ha
Nellie Johanna Den Duyf	Lot 4, DL 211, EPP 21848 (Pending)		028-961-072	Agricultural	Agr	Agricultural	Event Parking	July 1-31	VOP	23.1ha
646862 BC. Ltd.	Lot 1, KAP 73972, DL 210	1940 Artisan Road	025-737-317	Industrial	M-1	Vacant	Event Parking	July 1-31	VOP	.30ha
646862 BC. Ltd.	Lot 2, KAP 73972, DL 210	1936 Artisan Road	025-737-325	Industrial	M-1	Vacant	Event Parking	July 1-31	VOP	.30ha
646862 BC. Ltd.	Lot 12, KAP 73972, DL 210	1937 Artisan Road	025-737-422	Industrial	M-1	Industrial Empty Lot	Event Parking	July 1-31	VOP	.47ha
646862 BC. Ltd.	Lot 22, KAP 73972, DL 210	1939 Carpenter Road	025-737-520	Industrial	M-1	Vacant	Event Parking	July 1-31	VOP	.31ha
646862 BC. Ltd.	Lot 23, KAP 73972, DL 210	1943 Carpenter Road	025-737-538	Industrial	M-1	Vacant	Event Parking	July 1-31	VOP	.31ha
Village of Pemberton	Lot 5, 72481, DL 210	1929 Stonecutter Pl	025-569-724	Industrial	M-1	Vacant	Event Parking	July 1-31	VOP	.8ha

Pemberton Music Festival

Temporary Use Permit Application

Summary

Submitted to: Village of Pemberton

Submitted by: Pemberton Music Festival LP

Dec 5, 2016

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2. Project Summary Information

2.1. Description

The Pemberton Music Festival 2017-2019 is a proposed multi-day music festival that will be held near the Village of Pemberton. It is most likely scheduled to take place on the third weekend of July each year (2017, 2018, 2019) on property owned by Sunstone Ridge Developments adjacent to Highway 99, approximately 4-km east of Pemberton town center. It is the same site that had held a similar festival in 2014, 2015, and 2016. The plan is to move forward with this Festival for multiple years as Huka Entertainment has entered into a long term arrangement with Sunstone Ridge Developments to continue to produce an annual event on this site.

The Festival will be a four-day contemporary music festival in BC's scenic Pemberton Valley, near the foot of majestic Mount Currie. In collaboration with land partners Sunstone Ridge Developments and the Lil'wat Nation, Huka Entertainment continues to turn Pemberton Valley into a premiere musical playground on par with its other award-winning festivals. The Festival will offer both camping and traditional lodging in a stunning natural setting, for a festival experience unlike any other. Additional details about the Festival can be found at <http://pembertonmusicfestival.com>.

The Festival lineup, which will be revealed in the near future, is similar to what Huka has booked in the past Pemberton Music Festivals (2014, 2015, 2016). Huka's vision for the 2017, 2018, 2019 Festivals includes a wide spectrum of rock, indie, hip-hop, EDM, and more, anchored by top-level headliners.

The total number of camping plots in the VOP is 6326
The total number of parking spots in the VOP is 1125.

2.2. Rationale

There has been widespread support from locals in the Sea to Sky corridor to continue to hold the Festival due to the large economic impact these types of events bring to any region. The Festival will generate a significant economic impact to the region by creating jobs, increasing tourism, and increasing direct tax revenues to the province. T

The total direct spend from the festival hiring staff and vendors based in Pemberton and Mt Currie is \$5,842,721. Based on this, the next three years will produce at minimum another \$5,842,721 in Pemberton and Mt Currie company and staff hires.

Job Creation: The timeframe for building the venue, erecting the stages and other production elements, putting the event on, and breaking it all down afterwards for a large scale festival is typically 6 - 7 weeks. During that time labor is employed in many different areas such as: Construction, security personnel, event staff, landscaping, art installation, cleaning staff, food & beverage workers, shuttle drivers, parking attendants, RCMP, fire and medical staff.

Increase in Tourism: A festival of this nature will bring in patrons from all areas in the Northwest and beyond. The plan for the 2017-2019 Festivals will be to have maximum capacity of 60,000 patrons. Hotels will be filled, restaurants, bars, retail stores will all see an uptake in business during the Festival.

Pemberton Music Festival 2017-2019 –Temporary Use Permit Application

Increase in Tax Revenue: Tax revenue would be generated from ticket sales, camping revenue, hotel accommodations (staff and patrons), parking, merchandise at the Festival, and food & beverage concessions.

This only includes direct revenue from the Festival itself and does not take into account indirect spending that will increase from employee earnings generated and increase in tourism spending.

Funds donated to the Community Fund:

The Pemberton Music Festival has allocated and/or disbursed \$250,000 to locally approved initiatives via the Pemberton Music Festival Community Fund.

With another three year's worth of approvals, this fund will continue to donate to substantial community driven projects.

Patron Spend on Community Businesses and Services

In 2016 alone, the Festival Patron spend (outside of the festival grounds and in the community) is summarized below.

- Hotel Rooms:	\$2,114,637
- Food & Bev:	\$7,407,712
- Tourism & Recreation	\$1,581,092
- Retail Items	\$4,770,572

Total Patron Spend (outside the festival and in the local community) for 2016's Festival:

\$15,874,013

Another 3 years of the festival would project an additional community spend by festival patrons on community vendors, businesses, lodging, and retail to be:

\$47,622,039

Cumulative Economic Impact of the Festival

Cumulative Economic Impact of the Pemberton Music Festival (in millions of Canadian Dollars)								
	Economic	Direct	Indirect	Local	GST	PST	Hotel	Hotel
Year	Impact	Spend	Spend	Wages	Tax	Tax	Spend	Tax
Total	202.1	119.5	82.9	54.6	7.1	7.7	5.3	0.793
2016	86.5	50.9	35.9	23.6	3.0	3.2	2.7	0.412
2015	73.3	43.9	29.4	19.4	2.6	2.9	1.4	0.211
2014	42.3	24.7	17.6	11.6	1.5	1.6	1.2	0.170

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Land Use

he Festival has occurred over the past three years and after each year, 2014, 2015, and 2016 there has been a positive review by a 3rd party agrologist stating that the health of the land has had no measurable or permanent change.

The only noticeable compaction has been minor surface compaction with no permanent land degradation. The average piece of farm equipment is 6 times to 10 times heavier than the festival patrons or festival patron vehicles.

No new lands will be added to this application and any increased patronage is projected to cause no more impact than in previous years given that the 2016 attendance caused no permanent or accumulative change to health of the land.

As with every year, the shows operations will follow all recommended riparian setbacks.

History

Upon much effort, research and requests of numerous possible promoters by the Village of Pemberton, interest groups, and the Regional District, PMFLP agreed to come and produce a festival for 2014, 2015, 2016, and beyond.

It has been a wonderful experience to help bring back a festival to the area, however, after running the festival for three years, we realize that 45+ acres of the originally proposed show site is unusable due to bog-like conditions.

The 2016 land additions allowed the show to get back to the original show package offering by the VOP and other respective entities, thereby creating the opportunity to develop a sustainable festival moving forward. In order to continue donating to local community groups through the community fund, continue hiring of local companies and personnel, and to continue to improve training of local personnel to handle more of the festival management year after year, we need the entire foot -print of the 2016 show.

3. General Layout and Servicing Information

3.1. General Layout

The Huka Drawings in Section 4 illustrate the general layout proposed for the Festival. Details are provided for the Venue area, as well as camping, parking and support areas.

3.2. Location Plan for Road Access Points

The Land Base Plan in Section 4 illustrates the overall location of road access points. Details of the access points can be found in the Huka drawings. Further details will be provided in the Traffic Management Plan being prepared by RF BINNIE and ASSOCIATES. The Traffic Management Plan will be submitted at a later date for review and approval by the Village, SLRD and MOTI. It will be a slightly modified traffic plan from 2016's traffic plan. Organizers have already met with MOTI for an initial round of adjustments to the 2017 Festival's Traffic Management Plan.

There will be approximately 6 vehicular access points to the main Venue area from Highway 99. In addition, there will be a temporary pedestrian bridge between IR2 and the Venue area. Parking and camping areas will be accessed from Highway 99, Pemberton Farm Road, McRae Road, and the Industrial Park.

3.3. Location of Roads

No new public roads will be constructed for the Festival. No new farm roads will be constructed on the Sunstone Ridge property prior to the Festival.

3.4. Description of Existing and Proposed Storm Drainage Flows

The Festival will be located on level grassed farm fields. At the Venue site, surface water is currently collected in the existing storm drainage ditch that flows east to the McRae Road ditch, then south, under the Highway, to the North Arm Channel. Existing storm drainage patterns will not be affected during the Event since no significant impermeable surfaces will be created for the Event.

3.5. Description of Existing and Proposed Water Service Connections

There is currently a municipal water service connections to the Venue site. There is a municipal water line on the site that services the Farm Office.

The municipal water main on the North Arm Farm property has been extended to McRae Road. A 150-mm diameter service has been provided to the Sunstone property from the McRae Road water main. A temporary distribution system will be constructed on the Sunstone property for event purposes similar to other years. The design of the onsite water system is in progress and will be submitted to the Village and VCH for approval as it has been for the 2014, 2015, and 2016 Festival.

3.6. Description of Existing and Proposed Available Sanitary Sewer Service Connections

There are currently no municipal sanitary sewer service connections to the Venue site.

Pemberton Music Festival 2017-2019 –Temporary Use Permit Application

There is a private septic field on the site that services the Farm Office

No municipal sanitary sewer service connections will be required for the Venue site. Onsite sanitary services will be provided with holding tanks for effluent storage. Effluent will be pumped out of the holding tanks on a regular basis, and disposed of into the Village, RMOW, or Squamish sanitary sewer system using effluent pumper trucks. Application will be made to the Village of Pemberton for a Permit to dispose of effluent into their sewer system.

3.7. Festival Shuttle Pick-up and Drop-off Locations

Shuttle Bus service will be provided to and from the Shuttle Bus Stop at the Main Venue Entrance. Shuttle Buses service will include the following pick-up and drop-off locations:

- Event parking and camping sites
- Downtown Pemberton
- Pemberton Community Centre
- Mount Currie
- Whistler Olympic Plaza
- Whistler Creekside Parkade

Details of the Shuttle Bus Service, including frequency, specific routes, and all pick-up/drop-off locations, will be contained in the Traffic Management Plan that will be submitted at a later date.

3.8. Pedestrian/Cycling Routes

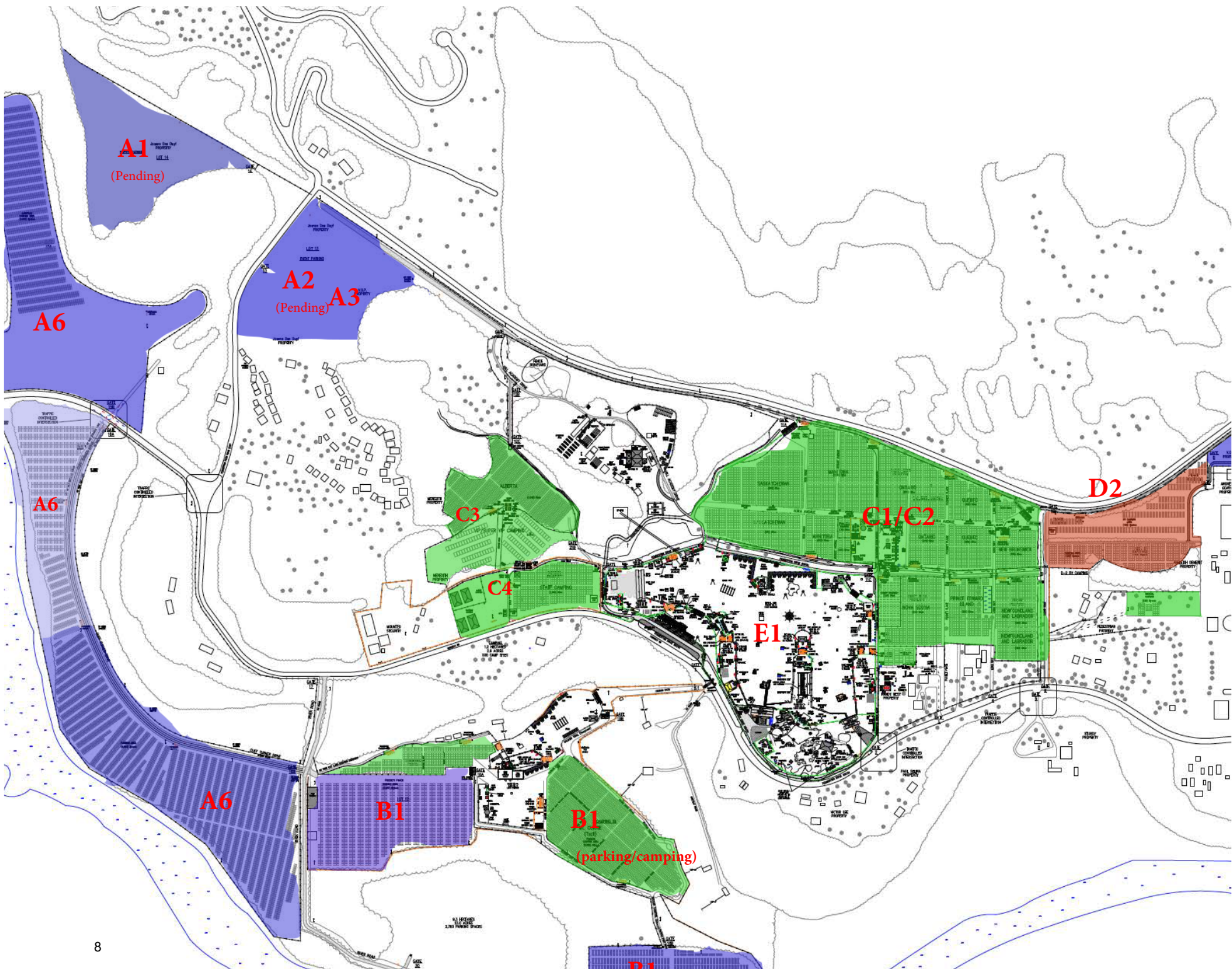
The details for routing at the Highway 99 Lillooet River Bridge are not shown due to drawing scale, and will be submitted at a later date to the Village and MoTI for review and approval.

Pedestrian/cycling traffic originating from Pemberton and north of Highway 99 will be directed along Harrow/Hemlock/Urdal/Poplar Roads to the Fraser Road connector trail. Traffic will then be directed east along the Fraser Road connector trail to the Lillooet River, then south along the Crown Land trail adjacent to the Lillooet River to the Highway 99 bridge.

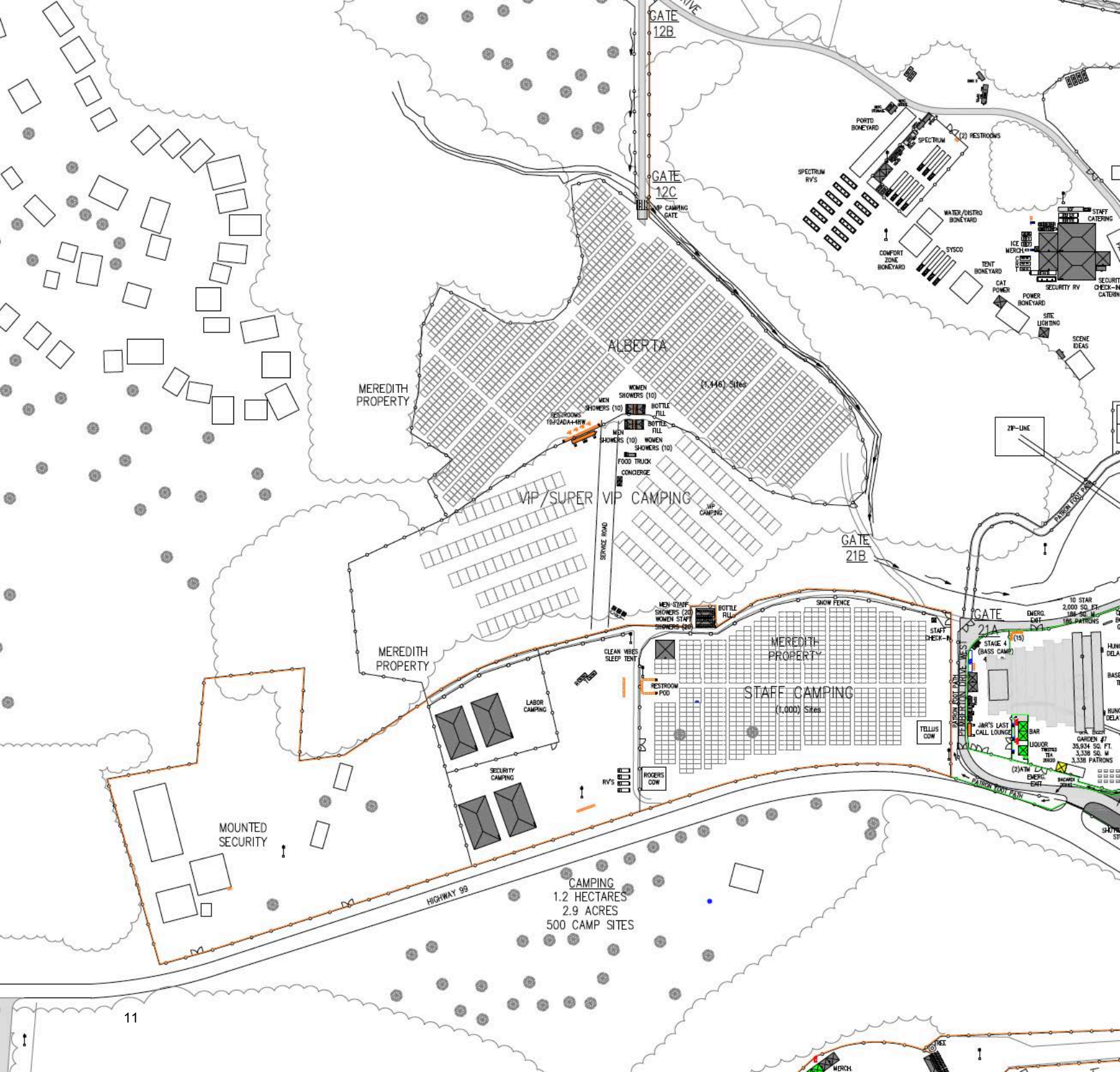
At the Highway 99 bridge over the Lillooet River, no-posts barriers will be placed on the bridge to separate pedestrians and vehicles. Pedestrian/cycling traffic will travel on the north side of the bridge, then will be directed off the travelled road surface to the toe of the north road slope, and will follow the toe of the slope within the road right-of-way to Pemberton Farm Road East, then along Friendship Trail to the Festival Venue site where a bicycle-check facility will be available for storage of bicycles.

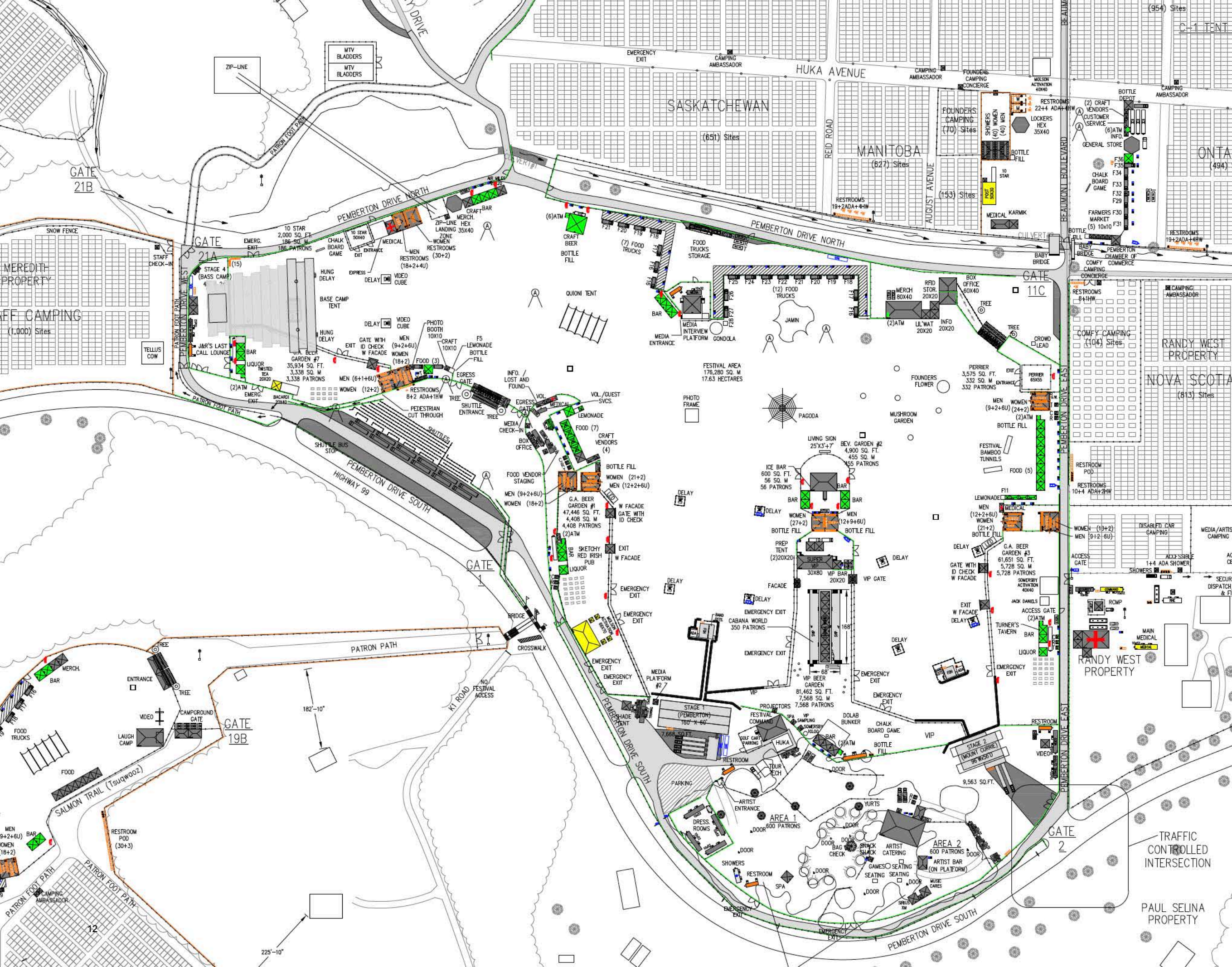
Pedestrian/cycling traffic originating from Pemberton and south of Highway 99 will be directed to the Pemberton Creek Dike trail, then across Airport Road and north along the Crown Land trail adjacent to the Lillooet River. Traffic will go under the Highway 99 bridge and merge with Fraser Road connector trail traffic.

Pedestrian/cycling traffic originating east of the Venue site (from Old Mount Currie) will be directed to the Industrial Park, where it will connect to the Friendship Trail adjacent to the CN Rail right-of-way, and continue west to the Festival Venue.



NEXT PAGE IS A DETAILED SITE PLAN





SASKATCHEWAN

MANITOBA

FESTIVAL AREA
176,280 SQ. M
17.63 HECTARES

GATE 21A

GATE 11C

GATE 1

GATE 19B

GATE 2

182'-10"

225'-10"

TRAFFIC CONTROLLED INTERSECTION

PAUL SELINA PROPERTY







Joanne Den Duyf
PROPERTY
LOT 14
EVENT PARKING

GATE
14

Joanne Den Duyf
PROPERTY
LOT 13
EVENT PARKING

GATE
13

V.O.P.
PROPERTY

AIR MILES
SHUTTLE
LOADING

Joanne Den Duyf
PROPERTY

NO
FESTIVAL
ACCESS

FENCE
BONEYARD

GATE
12A

HILL ACADEMY DRIVE

GATE
12B

GATE
12C

GATE
15B

GATE
16A

TRAFFIC
CONTROLLED
INTERSECTION

14

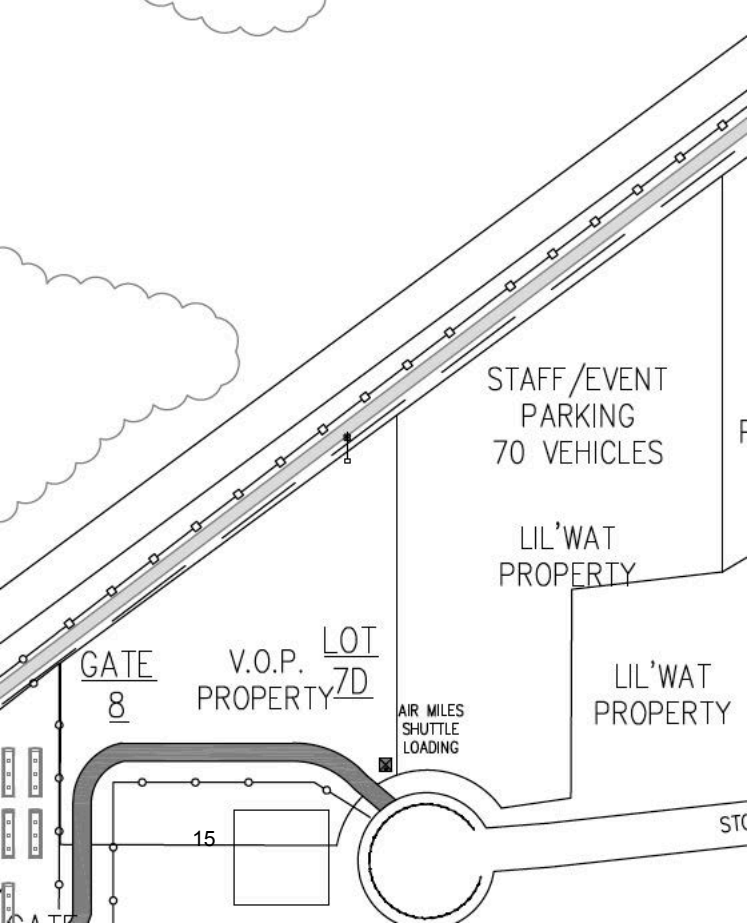
SPECTRUM
RV'S

WATER/DISTRO

RESTROOMS

FUEL
REFILL

STAFF



STAFF / EVENT
PARKING
70 VEHICLES

LIL'WAT
PROPERTY

LIL'WAT
PROPERTY

GATE
8

V.O.P. LOT
PROPERTY 7D

AIR MILES
SHUTTLE
LOADING

15

STO

GATE 7

STAFF/EVENT
PARKING
0.9 HECTARES
2.2 ACRES
275 VEHICLES
SHORT TERM

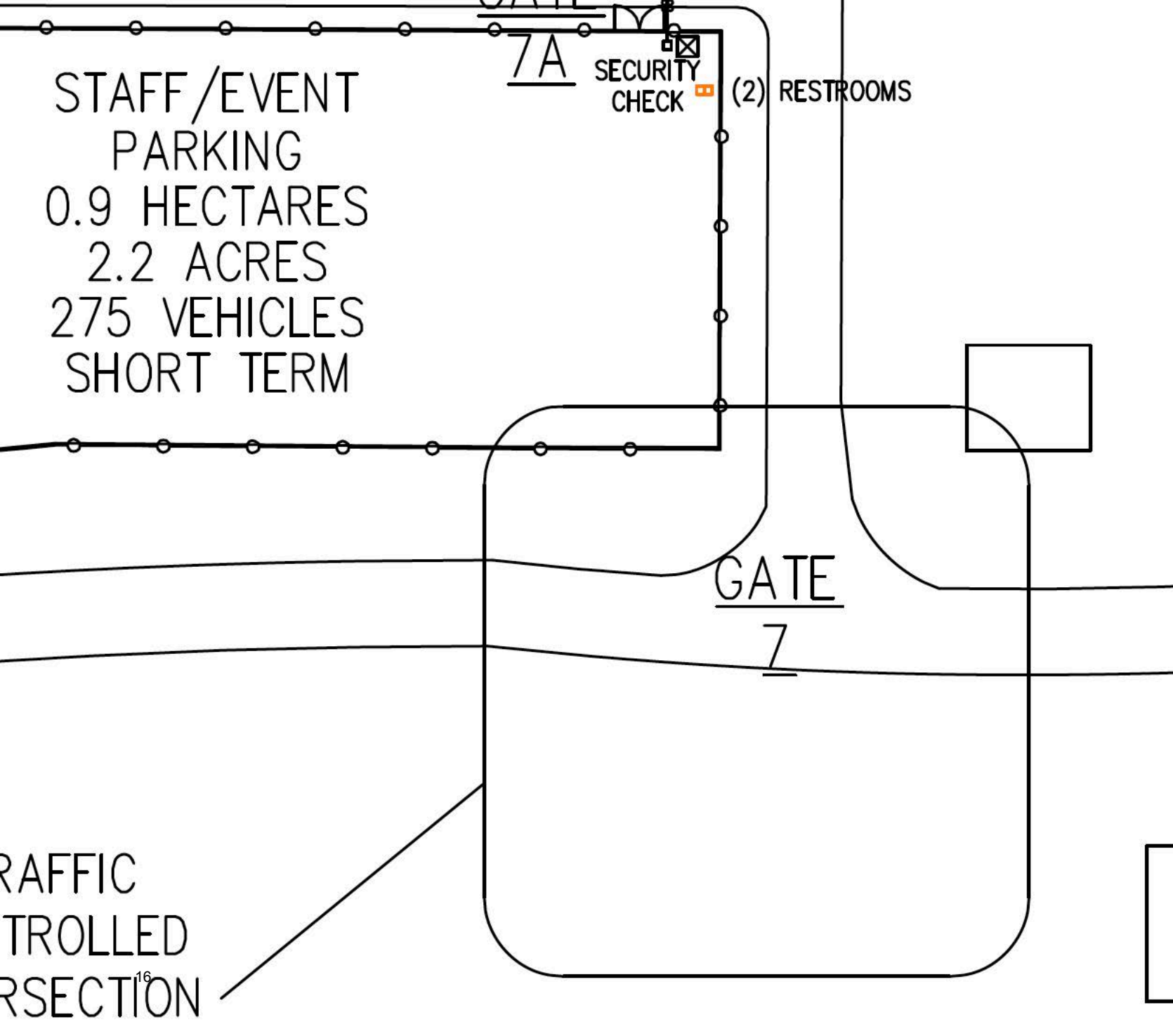
7A

SECURITY
CHECK

(2) RESTROOMS

GATE
7

TRAFFIC
CONTROLLED
INTERSECTION¹⁶



Pemberton Summer Festival 2017 – VoP Temporary Use Permit Application

5. Property Information – Main Festival Area / Venue Site

5.1	Legal Description	Lot 2 Plan EPP1353 District Lot 211 LLD
	Owner	Sunstone Ridge Developments Ltd.
	PID #	027-950-191
	Civic Address	1835 Highway 99
	Property Size	45.7-ha
	Current OCP Land Use Designation	Agricultural
	Existing Use / Development	Agricultural
	Proposed Temporary Use / Development	Main Venue Site, Tent Camping C1+C2
	Length for Temporary Use Requested	July 1 – July 31, 2017, 2018, 2019
	Jurisdiction of Property	Village of Pemberton

The main Festival area located on Sunstone Ranch sits on approximately 43 acres of farmland in the Agricultural Land Reserve. Permission for this use has been granted by the Agricultural Land Commission until 2019. This area is designated as the 'Venue' for the Festival.

The Venue will have posted operating hours in which it is in operation. This area will not be open 24/7. The Venue area is proposed to open at 11am on Thursday (the 3rd weekend of July)^h and to close approximately at 12:00 am that evening. The same schedule is proposed for Friday, Saturday with a 2am end time. On Sunday we are proposing a closing time of 12 midnight.

Contained in the Venue are the following structures and elements:

- ▢ Multiple stages (3 of varying sizes each with front of house (FOH) platforms for controlling elements on the stages such as sound and light equipment with a potential 4th stage in IR2 in future years.
- A VIP area will be designated between Stage 1 and Stage 2. Within this area will be a scaffold type structure with two levels of decking. The top level will house tents which will serve as cabanas or 'suites'. The bottom level will house lounge furniture and potentially hot tubs. There will also be various Food & Beverage tents and areas contained within the VIP area.
- ▢ Disability Access viewing platforms will be present in each stage area to accommodate guests with disabilities.
- One of the stages will be contained under a large tent or canopy structure that will be approximately 150' wide by 300' long with open sides. The remaining stages will be out in the open air.
- ▢ Amusement rides and attractions are being proposed for the festival property, such as the water slide or zipline (but not limited to) from the 2014, and 2015 festivals.
- ▢ Tents of various sizes will be located throughout the property to house Food & Beverage concessions, craft vendors and merchandise all available for sale to patrons.
- ▢ Various art pieces and shade installations will be placed on the property

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Portable Restrooms (porta-potties) in the Venue area will be situated in various locations adjacent to the stages. There will be no less than 1:150 ratio of Porta-Potties. The proposed plan is to service these potties 2-times a day during the Festival weekend. All porta-potty areas in the Venue will be housed under tent canopies.

- Throughout the Venue area there will be approximately 900+ trash and recycling receptacles paired together and strategically placed to capture refuse from patrons. There will be a team in place to service these receptacles throughout the day as well as handpicking the grounds to stay on top of any litter that does not make it into the receptacles.
- Directional and informational signage will be present throughout the 'venue'.

To service and provide support to the Venue area, a 'back of house' area will be created behind the stages. These areas will contain the following elements:

- Office trailers and structures to house operational and administrative staff for the Festival.
- Loading docks and production areas will be located behind each stage to load/unload production elements and gear to/from the stages as needed.
- An artist compound will consist of trailers and tents to house artist dressing rooms and hospitality areas.
- There will be art features located backstage to create a pleasant atmosphere for the artists performing.
- Restroom trailers and porta-potty's will be placed in various operational areas 'back of house' to service festival staff and artists.
- Trash and recycling receptacles will be strategically placed in the 'back of house' areas to contain refuse.
- Trash dumpsters and recycling containers will be placed in the operational areas to contain the refuse collected from both the Venue and 'back of house' areas.

Security and safety elements for the Venue area will consist of:

- The entire 43 acre site will be fenced in with 8' panel fencing along the perimeter. The fence will be covered with a scrim fabric.
- There will be 3 – 4 controlled access entrances to the main festival area.
 - Main entrance from Shuttle Drop/Off location along Highway 99
 - Main Camping entrance from the area north of the Venue area
 - VIP Camping entrance along the east side of the Festival area (and we are working on access control options for a locals entrance on the East or West side)

Pemberton Summer Festival 2017 – VoP Temporary Use Permit Application

- No vehicles will be allowed on site during Venue operating hours.
- Prohibited items lists will be present at all gates.
- Patrons are subject to search each and every time they enter the Venue area and prohibited items will be confiscated or patrons denied access to the Venue.
 - RCMP will patrol the Festival area during all hours of operation.
 - Professional Security will be posted at key locations in the Festival area for access control, crowd control, and asset protection.
 - Medical personnel will be on-site in the Festival area during operational hours stationed in clearly marked tents and locations in various spots. Personnel to include Doctors, RN's, and EMT's.

The Agent Authorization, Title Search Print and corresponding applicable encumbrances are provided for this property. Easement document 65492E is not included as it could not be obtained through BC Online and is available only at the Land Title Office.

6. Property Information – Tent Camping C1+C2

6.1	Legal Description	Lot 2 Plan EPP1353 District Lot 211 LLD
	Owner	Sunstone Ridge Developments Ltd.
	PID #	027-950-191
	Civic Address	1835 Highway 99
	Property Size	45.7-ha
	Current OCP Land Use Designation	Agricultural
	Existing Use / Development	Agricultural
	Proposed Temporary Use / Development	Main Venue Site, Tent Camping C1+C2
	Length for Temporary Use Requested	July 1– 30, 2017, 2018, 2019
	Jurisdiction of Property	Village of Pemberton

The Sunstone Ranch is located North and East of the Venue area with McRae Road as the eastern boundary.

The camping areas will be in operation 24/7 starting on Wednesday, of the 3rd weekend on July and closing on Monday after the 3rd weekend in July in the afternoon. This area is designated for tent camping only and no vehicles will be allowed to park on site.

There will be over 12,000 camping sites which measure 10' x 12' each. The individual sites can accommodate 3 – 4 persons. These sites will not be assigned to patrons but available on a first-arrived basis. Individual BBQ grills and 20lb propane grills will not be allowed on site to reduce the chance of wildfire.

Elements specific to the campgrounds include:

- Campground Pods – common areas centrally located in campground areas that hold portable toilets and shower trailers. The proposed ratio for portable toilets/patron will be no less than 1/125, and these units will be serviced 2 – 3 times per day as needed.
- Trash and recycling barrels will be strategically placed to collect refuse. Campers will be encouraged to bag their own refuse and leave it out for collection daily. A regimented trash and recycling collection process will be put in place to ensure timely pickups and reduce potential waste and/or recycling build up
- A common area will be located adjacent to the Venue area entrance that will house food & beverage vending as well as a General store.
- A potential campground entertainment area is also proposed for local programming, yoga, etc. in the common area.

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Security and Safety elements in the North campground consist of:

- Perimeter fencing of 6' or 8' foot panels with scrim fabric surrounding the campground.
- Patrons and their belongings are subject to search each and every time they enter through the campground gates.
- RCMP will be patrolling the campgrounds in addition to festival security which includes a mounted patrol unit as well as T-Shirt security.
- Medical personnel will have a presence in the campgrounds 24/7 and be housed in a main medical tent in the common area.

The Agent Authorization, Title Search Print and corresponding applicable encumbrances for Property 6.1 Sunstone Ranch can be found in Section 5 of this TUP Application.

Pemberton Summer Festival 2017 – VoP Temporary Use Permit Application

7. Property Information – Tent Camping C3+C4

7.1	Legal Description	Lot A DL 211 Lillooet District Plan, EPP 43242 Lot 1 DL 211 Lillooet District Plan EPP 58015
	Owner	Lori Ann Mitchell, Rice Howard Drew Meredith
	PID #	027-950-182
	Civic Address	1759 Highway 99
	Property Size	21.9-ha
	Current OCP Land Use Designation	Agricultural
	Existing Use / Development	Agricultural
	Proposed Temporary Use / Development	Tent Camping C3+C4+ Administration and Mounted Security Compound
	Length for Temporary Use Requested	July 1 – 31, 2017, 2018, 2019
	Jurisdiction of Property	Village of Pemberton

There are multiple camping areas on the Lori Mitchell and Drew Meredith Property listed on the drawings as C3 and C4. Each area has been designated for camping and will have similar elements and security and safety as the properties C1 and C2 above.

VIP Camping is being designated on the map as C3 and will have approximately 1,400+ sites within its boundaries. VIP Camping will have a separate entrance from regular General Admission camping patrons but will be subject to the same policies and procedures as General Admission in terms of security and safety. They will have separate restroom and shower facilities as well as more upscale food & dining choices. There will potentially be a VIP only General store in this area. Portions of C3 will also be used as GA camping but subject year to year changes as operational efficiencies are created.

Staff camping will take place in C4 and will have a separate set of security protocols for entrance. Portions of C4 may be converted to GA camping based from operational needs.

If entering the Staff camping area, the perimeter still be fenced and a controlled access point in place to check staff/ volunteers as they enter the campground.

Restroom and shower facilities will be in place for staff/volunteers. Trash receptacles will be placed throughout the campground as well with regular pickups from the waste management staff.

It is also proposed to have Administration and Mounted Security facilities located on this site.

The Agent Authorization, Title Search Print and corresponding applicable encumbrances are provided for this property. Easement document 65492E is not included as it could not be obtained through BC Online and is available only at the Land Title Office.

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8. Property Information – Event Parking A1+A2+A3

8.1	Legal Description	Lot 4 DL 211 LLD EPP21848
	Owner	Nellie Johanna Den Duyf
	PID #	028-961-072
	Civic Address	
	Property Size	23.1-ha
	Current OCP Land Use Designation	Agricultural
	Existing Use / Development	Agricultural, Industrial
	Proposed Temporary Use / Development	Event Parking A1+A2+A3
	Length for Temporary Use Requested	July -30, 2017, 2018, 2019
	Jurisdiction of Property	Village of Pemberton

The properties in the Northwest corner of the map labeled A1 and A2 will be used entirely for parking. The approximate number of spaces to be utilized is 1,300+ on the 11.6 acre A1 parcel and 1,100+ on the 10 acres A2 parcel.

Temporary fencing will be installed along the northern perimeter to block access to the railway line. Fencing will also be used to create a chute to the parking area coming west off of Pemberton Farm Road. Portable toilets and trash/recycling receptacles will be in place for patron/staff use. Parking spaces to be utilized by tent campers only – no Day parking

The property in the Northwest corner of the map labeled A-3 will be used entirely for parking. The approximate number of spaces to be utilized on the 9.3 acre parcel is 1,100+.

Temporary fencing will be installed along the entire perimeter to block access to the railway line as well as define the area for VIP Parking. Portable toilets and trash/recycling receptacles will be in place for patron/staff use. Parking spaces to be utilized by VIP tent campers only – no Day parking.

The Agent Authorization, Title Search Print and corresponding applicable encumbrances are provided for this property.

Pemberton Summer Festival 2017 – VoP Temporary Use Permit Application

9. Property Information – Event Parking A4

9.1	Legal Description	Lot 1 KAP 73972 DL 210 LLD
	Owner	646862 BC Ltd.
	PID #	025-737-317
	Civic Address	1940 Artisan Road
	Property Size	0.30-ha
	Current OCP Land Use Designation	Industrial
	Existing Use / Development	Vacant
	Proposed Temporary Use / Development	Event Parking A4
	Length for Temporary Use Requested	July 1 – 31, 2017, 2018, 2019
	Jurisdiction of Property	Village of Pemberton
9.2	Legal Description	Lot 2 KAP73972 DL 210 LLD
	Owner	646862 BC Ltd.
	PID #	025-737-325
	Civic Address	1936 Artisan Road
	Property Size	0.30-ha
	Current OCP Land Use Designation	Industrial
	Existing Use / Development	Vacant
	Proposed Temporary Use / Development	Event Parking A4
	Length for Temporary Use Requested	July 1 – 31, 2017, 2018, 2019
	Jurisdiction of Property	Village of Pemberton

Pemberton Summer Festival 2017 – VoP Temporary Use Permit Application

9.3	Legal Description	Lot 12 KAP73972 DL 210 LLD
	Owner	646862 BC Ltd.
	PID #	025-737-422
	Civic Address	1937 Artisan Road
	Property Size	0.47-ha
	Current OCP Land Use Designation	Industrial
	Existing Use / Development	Vacant
	Proposed Temporary Use / Development	Event Parking A4
	Length for Temporary Use Requested	July 1 – 31, 2017, 2018, 2019
	Jurisdiction of Property	Village of Pemberton

9.4	Legal Description	Lot 22 KAP73972 DL 210 LLD
	Owner	646862 BC Ltd.
	PID #	025-737-520
	Civic Address	1939 Carpenter Road
	Property Size	0.31-ha
	Current OCP Land Use Designation	Industrial
	Existing Use / Development	Vacant
	Proposed Temporary Use / Development	Event Parking A4
	Length for Temporary Use Requested	July 1 – 31, 2017, 2018, 2019
	Jurisdiction of Property	Village of Pemberton

9.5	Legal Description	Lot 23 KAP73972 DL 210 LLD
	Owner	646862 BC Ltd.
	PID #	025-737-538
	Civic Address	1943 Carpenter Road
	Property Size	0.31-ha
	Current OCP Land Use Designation	Industrial
	Existing Use / Development	Vacant
	Proposed Temporary Use / Development	Event Parking A4
	Length for Temporary Use Requested	July 1 – 31, 2017, 2018, 2019
	Jurisdiction of Property	Village of Pemberton

Pemberton Summer Festival 2017 – VoP Temporary Use Permit Application

9.6	Legal Description	Lot 5 KAP 72481 DL 210 LLD
	Owner	Village of Pemberton
	PID #	025-569-724
	Civic Address	1929 Stonecutter Place
	Property Size	0.8-ha
	Current OCP Land Use Designation	Industrial
	Existing Use / Development	Vacant
	Proposed Temporary Use / Development	Event Parking A4
	Length for Temporary Use Requested	July 1-31, 2017, 2018, 2019
	Jurisdiction of Property	Village of Pemberton

The A4 properties at the north end of the Industrial Park and those at the south end adjacent to Industrial Way will be used entirely for tent camper parking and/or staff parking. Temporary fencing will be installed to define the area, protect other parcels, and block access to the railway line.

Portable toilets and trash/recycling receptacles will be in place for patron/staff use.

Agent Authorizations, Title Search Prints and corresponding applicable encumbrances are provided for each property. Covenants are common to various properties and are provided after all the Title Search Prints.

10. Property Information – Event Parking A5

These properties are located in the SLRD and are not included in this application.

11. Property Information – RV Camping/Staff Camping or Patron Camping - D2

These properties are located in the SLRD and are not included in this application

12. Property Information – Parking B1

This property is located on Lil Wat Nation lands and not included in this application.

13. Event Parking– A6

These properties are located in the SLRD and are not included in this application.

Pemberton Music Festival Economic Impact Analysis 2014 – 2016

Economic Impact Projections

Prepared by
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President

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EXECUTIVE SUMMARY

The attendance of the Pemberton Music Festival (PMF) has almost doubled from 2014 to 2016. The more than 50,000 daily gate attendances in 2014 grew to 85,500 in 2015 and tripled to 155,000 in 2016. The proportion of non-camping out-of-town visitors staying in the local area has more than doubled in three years.

2014 – 2016 Gate Attendances, Visitors, Campers & Non-Campers				
	Daily Gate	Individual	Site	Non
Year	Attendances	Visitors	Campers	Campers
Total	290,500	89,806	62,695	26,854
2016	155,000	41,514	27,786	13,728
2015	85,500	28,623	21,839	6,784
2014	50,000	19,669	13,327	6,342

Consequently, the economic impact increased from \$42 to \$73 to \$86 million, for a three-year total of \$202 million, owing mostly to increases in attendance, especially by visitors spending more money outside of the Festival in the local area. The breakout for the Village of Pemberton below was based exclusively on production and related spending by the Festival itself, because survey data on significant additional visitor spending did not discriminate between Pemberton and other localities in the Whistler-Pemberton Area.

Cumulative Economic Impact of the Pemberton Music Festival								
<small>(in millions of Canadian Dollars)</small>								
	Economic	Direct	Indirect	Local	GST	PST	Hotel	Hotel
Year	Impact	Spend	Spend	Wages	Tax	Tax	Spend	Tax
Total	202.1	119.5	82.9	54.6	7.1	7.7	5.3	0.793
2016	86.5	50.9	35.9	23.6	3.0	3.2	2.7	0.412
2015	73.3	43.9	29.4	19.4	2.6	2.9	1.4	0.211
2014	42.3	24.7	17.6	11.6	1.5	1.6	1.2	0.170
Village of Pemberton Festival Impact (not including visitor spending)								
2016	3.0	1.8	1.2	0.8	0.1	0.1	0.4	0.060

2016 Pemberton Music Festival Economic Impact Analysis

Introduction

This report presents data and analysis estimating the economic impact of the 2015 Pemberton Music Festival (PMF), including direct and indirect spending, impacts on local wages and impacts on tax revenues. The analysis was based on PMF accounting data, on-line consumer surveys, historic data on the Festival and local tourism and government data, including the Statistics Canada Provincial Input-Output (I/O) Model multipliers for projecting indirect and induced spending and wages based on estimates of direct spending in British Columbia.

Economic impact refers to the total level of spending in an economy which can be accounted for by a particular event or activity. Economic impact is typically divided into two basic components: primary or direct spending and secondary or indirect spending. The latter is commonly referred to as the “ripple effect.”

Direct spending refers to dollars spent directly as a result of an event or activity, exclusive of dollars which would have otherwise been spent without the occurrence of the event or activity. This amount includes spending by consumers at the event, the operational expenses of producing and conducting the event and spending by consumers in the local economy who traveled to the locality for the purpose of attending the event (e.g. hotels, food and beverage, retail items).

Indirect or secondary spending refers to the number of times direct spending dollars must be spent again in the local economy to support that economic activity in which the direct spending took place. A simple example would be that food vendors must spend the direct spending dollars they receive from consumers on raw foodstuffs. Those indirect expenditures in turn generate still further “induced” spending (e.g. spending of wages generated by the activity).

As stated above, indirect spending levels were computed using the most current multipliers from the Statistics Canada Provincial Input-Output (I/O) Model for British Columbia. Multipliers were derived from the detailed industry tables which tend to be more conservative than the summary tables combining the detailed industries. The multipliers for indirect spending in British Columbia in the activity categories pertinent to this analysis included: festival production (.77), accommodations (.64), food and beverages (.66), entertainment and recreation (1.02), retail trade (.76) and transportation (.96).

Only 50% of direct spending by locals on food and beverages and retail items at the event was factored into economic impact analyses, based on the assumption that had the Festival not occurred, locals would have still spent at least one-half of the amounts of their Festival spending on other entertainment, dining and purchases of similar categories of goods and services in the local economy. Such events do, however, serve to hold spending locally by residents who would have otherwise traveled to other locations for entertainment and recreation. Projections of spending outside of

the Festival in the locality completely excluded attendees from the local area.

Average expenditures outside of the Festival on lodging, food and beverages, entertainment and recreation and retail trade were estimated, however, on the basis of direct on-line surveys of Festival patrons. Spending at the Festival was based on actual accounting data. Other data consulted for the purpose of assessing tax impacts included other Statistics Canada data (e.g. Average Household Expenditure Tables) and data on the local tax structure (e.g. http://www2.gov.bc.ca/assets/gov/topic/BED47DA4EBDBA60A5F28622B8B2E1451/uploads/whats_taxable_whats_not.pdf).

Other industry data that were consulted to provide a context for the analysis included data on spending by visitors to the area and other tourism statistics from the *Economic Partnership Initiative: Updated Summary of Key Findings Report* (Resort Municipality of Whistler, June 2016; hereafter the EPI Report), the *2016 Whistler BCX Canada Stats and Facts* (Tourism Whistler website), *Research by Region, Destination British Columbia Website*, 2016) and *Whistler2020* (Second Edition, Resort Municipality of Whistler, June, 2007).

Spending Associated with the Festival Site

This section presents findings on projected spending at events at the Festival site. Each transaction contributes to economic impact, whether it is income or a cost. Thus, when tickets are sold, the revenues are included, and when those revenues are spent on the production of the event, the amount of the expenditures is also included. Both are taxable transactions (except on tax exempt items).

The direct spending numbers in this section were based exclusively on the PMF accounting data on revenues and expenditures. Items in the detailed list of expenses which could be identified as belonging in the various categories outside of “festival production” such as food and beverage, retail, transportation, etc. were partitioned out of the totals and analyzed in their respective appropriate spending categories.

The total expenditures for locals and visitors *at the Festival* as well as operational expenditures for all categories combined are presented below in Table 1. Operational data confirmed \$36,169,213 in revenues and expenses associated with producing the event (e.g. ticket sales, stage building, security, etc.). This amount *excluded* spending on out-of-the province artists and contractors, because those expenditures will be part of the impact of the Festival on the economies of those locations where those artists and contractors live.

Operational data identified \$634,920 associated with the provision of lodging to staff and associates. Food and beverage revenues and expenditures (excluding

alcoholic beverages) were reported at \$2,702,353, but only 97% of that total or \$2,621,282 was included in the estimate of direct spending in order to exclude 50% of the spending by the six percent of the attendees from the local area. Alcoholic beverages were estimated separately to facilitate tax revenue estimates, because alcohol is taxed significantly higher (15% total) than other food and beverage (5%), and only 97% of that amount was included to partition out 50% spending associated with locals. The Festival reported \$1,941,717 in spending and revenues associated with alcoholic beverages of which \$1,883,465 (97%) was included in the estimate of economic impact. Alcohol and other food and beverages dollars together included in the estimated of direct spending at and by the Festival summed to 4,504,708 dollars.

Festival spending on entertainment was excluded, because the vast majority of spending was on talent from outside of BC. Retail revenues and expenditures were reported at \$830,490 but only 97% of that total or \$776,475 was included in the estimate of direct spending in order to exclude 50% of the spending by the six percent of the attendees from the local area. Finally, only \$12,734 was documented as having been associated with spending on local transportation, because shuttle service transactions took place with an out-of-province company. These combined revenues and expenditures are summarized in Table 1 below. Based on consultations with Statistics Canada staff, the amount of these totals representing taxes were removed before reporting by the Festival consistent with the assumptions of the Statistics Canada Provincial Input-Output (I/O) Model multipliers.

TABLE 1
Operational Revenues and Expenditures and Spending at the Festival Site

Festival Production	\$30,240,336
Hotels Rooms	634,920
Food & Beverage (including alcohol)	4,504,748
Retail items	776,475
Transportation	12,734
TOTAL	\$36,169,213

Visitor Spending Outside of the Festival in the Local Area

Direct spending by visitors away from the Festival was also part of the direct impact of the Festival including expenditures on lodging, food, entertainment and recreation and retail items. Only transportation revenues and expenditures in British Columbia documented by the Festival itself were included in the analysis, and, thus, visitor spending on local transportation other than shuttles was simply one of those many categories of spending which can be identified but were not captured and included in the estimate of economic impact. These contributions to direct spending outside of the Festival include only spending by the 41,514 visitors (27,786 campers and 13,728 non-campers) from outside of the local area.

The average length of stay reported in on-line survey data was four days for non-campers. Since visitors were assumed to make a substantial proportion of their spending on food and beverage, retail and entertainment and recreation at the Festival for the four days of the event, they were surveyed explicitly about spending in the local area *outside* of the Festival.

Lodging

The 74% of the 13,728 non-campers (10,159 people) that reported staying in paid accommodations for the 4 average nights reported an average of 3.7 people per room and an average room rate of \$221.43 per person. Thus, 10,159 people divided by 3.7 people per room multiplied by 4 nights at \$221.43 per person per night projected to \$2,431,833 in direct spending on hotels and other paid accommodations by non-

camping visitors. Taxes assessed at 15% (8% PST, 5% GST and 2% Municipal Regional) were also deducted from this amount, leaving \$2,114,637 in total visitor spending on lodging, before combining it with the Statistics Canada Provincial I/O Model multipliers.

Food and Beverage

The average daily expenditure for food and beverages outside of the Festival reported by campers was \$38.13, and thus, the total expenditures over the average 4 days of attendance by 27,786 campers were estimated at ($\$38.13 * 27,786 \text{ campers} * 4 \text{ days}$) \$4,237,921. The average daily expenditure for food and beverages outside of the Festival reported by non-campers was \$64.47, and thus, the total expenditures over the average 4 days of stay by 13,728 non-camping visitors were estimated at ($\$64.47 * 13,728 \text{ non-campers} * 4 \text{ days}$) \$3,540,177. Therefore, campers and non-campers combined were estimated to have spent a total of \$7,778,098 on food and beverages outside of the Festival in the local area. Taxes assessed at 5% (GST) were also deducted from this amount, leaving \$7,407,712, before combining it with the Statistics Canada Provincial I/O Model multipliers.

Entertainment

Festival patrons were also surveyed on outdoor recreation and entertainment. The average trip expenditure for outdoor recreation and entertainment outside of the Festival reported by campers was \$28.02, and thus, the total expenditures by the 27,786 campers were estimated at ($\$28.02 * 27,786 \text{ campers}$) \$778,564. The average

trip expenditures for outdoor entertainment and recreation outside of the Festival reported by non-campers were \$72.28, and thus, the total expenditures by the 13,728 non-campers were estimated at ($\$72.28 * 13,728$ non-campers) \$992,260. Therefore, campers and non-campers combined were estimated to have spent a total of \$1,770,824 on outdoor entertainment and recreation outside of the Festival in the local area. Taxes assessed at 12% (5% GST and 7% PST) were also deducted from this amount, leaving \$1,581,092, before combining it with the Statistics Canada Provincial I/O Model multipliers.

Retail

Festival patrons were also surveyed on retail spending in the local area outside of the Festival. The average trip expenditure for retail reported by campers was \$113.05, and thus, the total expenditures by the 27,786 campers were estimated at ($\$113.05 * 27,786$ campers) \$3,141,207. The average trip expenditure for retail items outside of the Festival reported by non-campers was \$160.39, and thus, the total expenditures by the 13,728 non-campers were estimated at ($\$160.39 * 13,728$ non-campers) \$2,201,834. Therefore, campers and non-campers combined were estimated to have spent a total of \$5,343,041 on retail items outside of the Festival in the local area. Taxes assessed at 12% (5% GST and 7% PST) were also deducted from this amount, leaving \$4,770,572, before combining it with the Statistics Canada Provincial I/O Model multipliers.

Transportation

Local tourism data did not provide sufficient data to estimate visitor spending on transportation, and Festival patrons were not surveyed on this issue, so it was omitted from the analysis. Taxes assessed at 12% (5% GST and 7% PST) were excluded from Festival transportation spending and revenues before combining it with the Statistics Canada Provincial I/O Model multipliers.

Estimates of overall visitor spending outside of the Festival Site as a result of visitors attending the Pemberton Music Festival were summarized in Table 2 below, for a total of \$11,289,319. It should be noted that the lodging included only the spending of the roughly 6,241 visiting Festival patrons who did not camp on the Festival grounds, but the larger amounts for food and beverage and retail also included spending in the local area outside of the Festival by the more than 28,080 total visitors, including campers and non-campers.

TABLE 2
Visitor Spending Outside of the Festival Site

Hotels Rooms	\$2,114,637
Food & Beverage	7,407,712
Entertainment and Recreation	1,581,092
Retail Items	4,770,572
Transportation	---
TOTAL	\$15,874,013

Direct Spending, Secondary Spending and Total Economic Impact

Table 3 presents the calculation of indirect spending outputs which were determined by applying the Statistics Canada I/O Multipliers discussed above to the breakdown of the combined PMF event and patron spending by industrial sectors. Taxes were excluded from all estimated spending amounts. Only 40% of the total for retail spending was included in the projection of indirect impacts, because the I/O Model can only be applied to the local mark-up on retail. Since industry publications commonly refer to 50% as the “keystone” mark-up and indicate retail mark-ups are typically higher, especially for clothing, using only 40% of the sales is a conservative assumption. The food and beverage category includes liquor that will be separated under tax revenues.

The \$50.9 million in direct spending associated with the Festival generated \$35.8 million in indirect spending. The direct and indirect spending amounts summed to a total economic impact of the Pemberton Music Festival of \$86.8 million.

TABLE 3
Total Economic Impact of the 2015 Pemberton Music Festival
(millions of dollars)

Spending Categories	(1) Direct Spending	(2) Statistics CA Multiplier	(1 X 2) Secondary Spending	Total
Festival Production	30.2	0.77	23.3	53.5
Hotels	2.7	0.64	1.8	4.5
Food & Beverage	11.9	0.66	7.8	19.8
Ent. & Recreation	1.6	1.02	1.6	3.2
Retail	4.4	0.76	1.3	5.8
Transportation	0.0	0.96	0.0	0.0
Total	50.9	---	35.8	

TOTAL ECONOMIC IMPACT

\$86.8 Million

*totals may not sum exactly due to rounding

Impacts on Local Earnings

Table 4 below shows that the \$50.9 million in direct spending associated with the Festival generated a total of \$23.6 million in earnings locally. The proportion of wages spent on GST and PST taxable items was conservatively estimated based on the Canada Statistics Average Household Expenditures tables in combination with tables of GST and PST exemptions. At a minimum, an average of 43% of wages (\$10.2 million) is spent by Canadian households on GST taxable items, and 14% of wages (\$3.3 million) are spent on PST taxable items. Those amounts were included in the goods and services in the projection of tax revenue impacts in Table 6 below.

TABLE 4
Projected Impact on Local Earnings
(millions of dollars)

	<u>Spending</u>	<u>Multiplier</u>	<u>Earnings</u>
Festival Production	30.2	0.50	15.1
Lodging	2.7	0.50	1.3
Food & Beverage	11.9	0.41	4.8
Entertainment	1.6	0.84	1.3
Retail Trade	4.4	0.53	0.9
Transportation	0.0	0.65	0.0
Total	50.9		23.6

*totals may not sum exactly due to rounding

Tax Revenue Impacts

Tax revenues were computed based on projected spending at the event, the spending of visitors for the event in the City and projected earnings of workers generated by that spending. These results are summarized in Table 6 below.

<u>Source</u>	<u>Amount</u> <u>Taxable</u>	<u>Tax</u> <u>Rate</u>	<u>Tax</u> <u>Revenues</u>
<u>Goods and Services (non-exempt)</u>			
GST	56.4	0.05	2.82
PST	39.5	0.07	2.77
<u>Hotels</u>			
GST	2.7	0.05	0.14
PST	2.7	0.08	0.22
Municipal Regional	2.7	0.02	0.01
<u>Alcohol</u>			
GST	1.8	0.05	0.10
PST	1.8	0.1	0.18
Total GST	---	---	3.05
Total PST	---	---	3.18
Total Municipal Regional	---	---	0.01
Withholding on Foreign Companies	---	---	1.69
Grand Total	---	---	7.98
*Totals may not sum exactly due to rounding			

General Sales Tax (GST) on Goods and Services

GST taxes were projected at the 5% rate on all non-exempt items in the Festival data in Table 1, projected visitor spending outside of the Festival in Table 2 and the proportion of non-exempt spending from projected wages to be generated by the event

in Table 4. Thus, these amounts were computed on all categories of spending plus the amount of wages estimated to be generated on the event and re-spent on GST taxable items (43%, \$10.2 million). Those amounts totaled \$56.4 million, and at the 5% tax rate that amount was projected to generate \$2.8 million in Federal taxes. GST on accommodations and alcohol were analyzed separately.

Provincial Sales Taxes (PST) on Goods and Services

PST taxes were projected in the same manner as GST taxes, but on a lower base amount, owing to greater exemptions from PST than GST (e.g. non-alcoholic food and beverage) and a smaller proportion of wages generated to be re-spent on PST taxable items (14% or 3.3 million), but at the 7% PST rate. Thus, \$39.5 million, at the 7% tax rate was projected to have generated \$2.8 million in Provincial taxes. PST on accommodations and alcohol were also analyzed separately.

Taxes on Hotels

Taxes on hotels include GST (5%), PST (8%) and (2%) Municipal/Regional Taxes. The \$2.7 million in hotel spending was multiplied by these tax rates to produce \$0.14 (GST), \$0.22 (PST) and \$0.05 (Municipal/Regional) in tax revenues.

Alcohol Taxes

The 5% GST and 10% PST rates were applied to the current projection of \$1.8 million in spending on alcohol to project \$0.01 million and \$0.28 million in tax revenues, respectively.

Withholding on Foreign Companies

These taxes totaled \$1.7 million. Amounts paid to foreign companies (e.g. artists) were excluded from these analyses.

The preceding tax revenue computations summarized in Table 6 above estimated that the 2016 Pemberton Music Festival generated \$7.98 million in tax dollars. This estimate does not include the additional withholding on foreign corporations.

About the Author

Dr. Scott Ray holds a Ph.D. in Social Science Research from Ball State University. In addition to decades of experience of direct management and consulting on marketing and management as well as hundreds of program evaluations, Dr. Ray has completed scores of economic impact studies over the past 30 years, primarily for music festivals and other special events, as well as other varieties of econometric forecasts and cost analyses.