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Subject: Soulrise Concert - Ambleside Park.

Date: September 2, 2026 at 12:10:43 PM PDT

To: correspondence@westvancouver.ca

Cc: crosta@westvancouver.ca, "Mark Sager, Mayor" <mark@westvancouver.ca>, Christine Cassidy <ccassidy@westvancouver.ca>, ngamboli@westvancouver.ca, Peter Lambur <plambur@westvancouver.ca>, Scott Snider <ssnider@westvancouver.ca>, Sharon Thompson <sthompson@westvancouver.ca>, Linda Watt <lwatt@westvancouver.ca>

Dear Mayor and Council:

Now that the Soulrise Festival has taken place, I am following up on my earlier correspondence about the costs, benefits and impacts of hosting a large-scale commercial concert in Ambleside Park.

The District's Special Events Policy classifies large-scale commercial ticketed events with restricted access as Category 6 events and states that they are to provide **“substantial economic benefit to the local community and the entire municipality.”** This raises an important question: how does the District determine whether that requirement has actually been met?

I contacted the Ambleside Dundarave BIA about the impact on local businesses. The ADBIA advised that the feedback it received was generally positive, with several businesses reporting being substantially busier than on a normal Saturday and none contacting the ADBIA to report a detrimental impact. It also confirmed, however, that it was not provided with a formal economic-impact study and suggested that the basis for the District's broader economic-benefit claim is a question for the District or event organizer.

I have subsequently heard directly from at least one Ambleside business that experienced a substantial decline in business on the day of the concert. This reinforces the importance of conducting a comprehensive assessment rather than relying solely on unsolicited feedback.

Could the District please advise:

- What evidence or criteria were used when Soulrise was approved to determine that it would provide the **“substantial economic benefit”** required by the Special Events Policy, and will the actual economic impact now be assessed?
- The District projected net revenue of \$35,000–\$45,000. How was the District's compensation calculated, why was it expressed as a range, and what was the actual net revenue after all municipal costs?
- What costs, if any, were ultimately borne by taxpayers rather than the event organizer?
- How does the District determine that the financial terms represent appropriate value for the commercial use of Ambleside Park?

- Staff have confirmed that more than 9,000 notification letters were distributed. What was the cost of producing and mailing them, and who paid that cost?
- How many complaints were received during setup, sound testing and the event; what sound levels were recorded in surrounding residential areas; and were any interventions required?
- What other resident, business and park-user feedback has the District received, and will it be publicly reported?
- Before another Category 6 event is approved, will Council receive a post-event assessment showing whether Soulrise met the policy requirement for substantial economic benefit and whether its overall benefits justified the impacts?

I also remain concerned that Council approved Soulrise before the detailed production schedule—including the extent of sound and effects testing—was known. Given the scale of the event and its location beside a residential neighbourhood, Council should have sufficient information regarding production schedules, sound testing, and anticipated neighbourhood impacts before approving future events of this nature.

As a nearby resident, I experienced the sound impacts firsthand. The bass levels were such that the walls of my home vibrated repeatedly throughout the performance. I reported these impacts by voicemail to District staff during the event and would appreciate confirmation that this complaint was recorded, included among the complaints received regarding the event, and considered as part of the District's review.

I am not suggesting that Ambleside Park should host no events. But when a public waterfront park is used for a large-scale, restricted-access commercial event, the District should be able to demonstrate that the requirements of its own policy are being met and that the benefits justify the impacts on surrounding residents and other park users.

I would appreciate a response to these questions and hope the District will publicly report its post-event assessment before another comparable event is approved.

Regards,

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