



# Winter Lights at The PNE

HP/PNE Board of Directors Open Meeting  
December 3, 2020

Prepared: November 25, 2020

PNE

# Winter Lights

A MAGICAL JOURNEY TO SANTA  
December 11-13 & 17-23





# Winter Lights

## Event Summary

- ▶ A drive through light display winding through approximately 2 kilometres
- ▶ Elements of a “reverse parade” concept throughout the footprint with performers entertaining from the sidelines but well distanced from vehicles
- ▶ Drive through food trucks in the center of footprint
- ▶ Drive through Winter lottery ticket sales



# Our Commitment to Safety

- ▶ Designed under the guidance of VCH with care given to all health orders.
- ▶ All events are ticketed through TicketLeader to ensure contact tracing.
- ▶ Daily/Hourly capacities limited to prevent crowding
- ▶ Guests may not exit their vehicles (except for washrooms)
- ▶ Extensive work on Safe Operating procedures, training of staff, communication with our vendors and adherence to the changing landscape of re-opening phases and PHO's at all times.



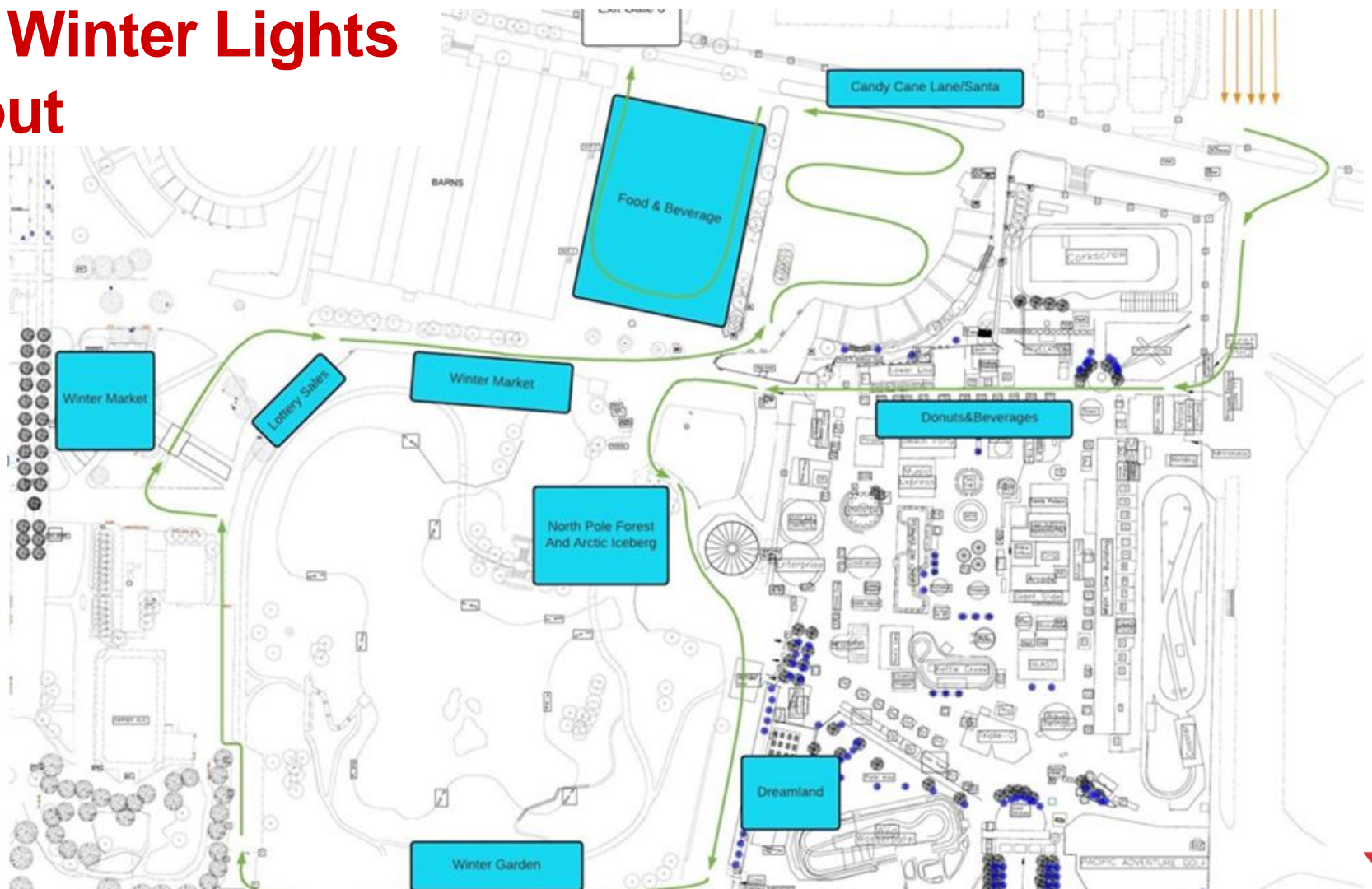


# Dates Times & Location

- Dates: December 11<sup>th</sup> to 27<sup>th</sup>, 2020
  - Dec 11-23 excluding Dec 14-16 (10 event days)
  - Consideration of releasing extra dates (Dec 14-16 and Dec 26-27) as demand warrants.
- Times: 4pm – 10 pm Daily
- Location: Utilizing Gate 9, Playland, Amphitheatre, Festival Park, Lagoon / Dogwood Lane, Celebration Plaza and Gate 6
- Ticketing: Advanced tickets sold online through TicketLeader via time slots to maintain capacities



# PNE Winter Lights Layout





# Playland & Gate 14

- ▶ Lighted Attraction drive through. Lighted sculptures and décor line the roadway with cars proceeding through approximately 800 meters of the route with pockets of live actor entertainment.
- ▶ North Pole Forest, Dreamland, Winter Garden zones





# Festival Park and Mainline (Pending) ✨

- ▶ Winter Market and Gingerbread Village zones
- ▶ Guests will drive through village comprised of our wooden vendor huts
  - Huts will be a mix of static decorated huts, some activated with community partners or sponsors, and some product vendors selling Christmas items
  - Product vendors will operate with tap and go payment, appropriate PPE and safe operating procedures.





# Agrodome Plaza

## Drive through Lottery sales

- ▶ PNE will operate a 50/50 winter lottery similar to the Prize Home lottery that ran sales at drive-through events through the summer.
- ▶ Tickets available at drive through and online at [pne.ca](http://pne.ca)
- ▶ Guests wishing to purchase lottery tickets will detour through 2 lanes to accommodate this option



# Amphitheatre

- ▶ The reverse parade route finishes in the Amphitheatre featuring Candy Cane lane, elf village and a Santa sighting at the end.
- ▶ Guests continually drive through attractions with live actor entertainment





# Celebration Plaza – Food Trucks

- ▶ Operated under the same successful procedures that we used for each of our previous events
- ▶ Drive through food vendors split into two lines in Celebration Plaza
- ▶ Payment being tap and go
- ▶ Once guests have their food, they will exit west on Miller and out Gate 6 on to Renfrew St.



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# Current Status (As of: 11/25/20)

- ▶ Provincial Health Orders have mandated a pause on all holiday events including drive-thru events such as Winter Lights through Dec 7
- ▶ Continue to work closely with Vancouver Coastal Health, City of Vancouver and Public Health Office, seeking clarification, guidance and approval to operate post Dec 7
- ▶ Given the drive thru format, combined with proven success and compliance from previous events, we remain optimistic for a December opening.



# Thank You

