

Community Engagement

For Information
PNE Board of Directors
October 23, 2025



Community Engagement

2025 Priorities

1. Simplification of our programs to make it easy for team, neighbours and community
2. Streamline CAG to ensure it is supporting the advancement of the community relations portfolio
3. Engagement of neighbours AND community at large that is focused forward and results orientated
4. Develop priority plan for future community impact



Community Engagement

Public Board Meeting Update

- Community Advisory Group, 2025 recap & next steps
- Building Dialogue with Community & Neighbours
 - Open House, April 4, recap & next steps
 - Neighbourhood Focus Group, June 7, recap & next steps
- Community Grant Fund, overview of full program
- Q4 focus



Community Advisory Group

Q1, Q2, Q3 Meeting Overview

Community Newsletter & Resident Communications Discussion

- QR codes on digital screens, donated tickets, Sanctuary boardwalk signs; community newsletter database has been increased from 2600 in 2022 to over 5200 in 2025

Build resident database for direct email communication

- Early access/exclusive event hints for subscribers
- Event calendar inclusion
- No advertising through this channel

Resident Communication:

- Improve accessibility for elderly neighbours
- Digital-only is not accessible; maintain at least one annual mailout.

Neighbour Engagement

- To increase neighbour engagement by reporting on status of change, initiatives that have been put forward and progress we have made
- Provide neighbours & community to collaborate with us on building solutions & project priorities for the community engagement portfolio

Action Item:

- Add above initiatives into the 2026 business planning



Community Advisory Group

Q1, Q2, Q3 Meeting Overview

Social media promotion discussion:

- Promote via the City of Vancouver social channels and Instagram for youth outreach

Free Tickets vs. Community Day Discussion

- Community Day deepens connection and belonging. Tickets feel more like a "thank you gift"

Community Event Suggestions

- BBQ or Movie in the Park nights to encourage neighbours to use the park space more.

Action Items:

- Survey on free tickets and community event in Q4 2024
- Include youth outreach in updated PNE social strategy to encourage increased participation



Community Advisory Group

Q1, Q2, Q3 Meeting Overview

Introduced Community Impact Priorities

- Leadership & Employment
- Evolution of Culture & History of Site (historical significance creates future project opportunities)
- Neighbour & Community Engagement
- Accessibility to experiences
- Enable Tourism, Sports & Live Entertainment Industry
- Build Healthy & Thriving Communities (leverage access to nature)
- Deliver Economic Impact (support other businesses through PNE programs and events).

Action Item:

- Q4 CAG meeting will be focused on building out what each of these mean –
- CAG member to prepare for discussion at next meeting
- Clearly define what are the PNE neighbour priorities and what are the PNE community priorities to ensure we focus our strategy and outcomes on the right audience
- Align community grant program to the above priorities



Overall Community Impact to Date

- 57,000 – Total Tickets Distributed Across All Programs
- 24 – Youth Participants in TD Job Skills Workshop (5 sessions)
- 11 – Community Grant Fund Recipients (\$15K)
- Launched new Freedom Mobile Arch Grant program
- Community Day in Playland
- Hosted Terri Fox Run for many local schools



Community Engagement

Building Dialogue

- Open Houses – April 5, 2025 & January 24(TBC), 2026
 - Goal is to allow our community at large to gain a deeper understanding of the projects, team and activities at Hastings Park and the PNE and for the PNE to capture information on how we can continue to service the community
- Neighbourhood Focus Groups – June 7 & November 22, 2025
 - Goal is to collaborate, listen, learn & gather insights to help shape Hastings Park and the PNE relationship with the surrounding neighbours



Community Engagement

Open House, April 5, 2025

- Table Top Mix & Mingle showcasing the Amphitheatre project, our People & Culture team and Community Engagement Plans for 2025
- PNE Presentation on the new 3-year strategic plan presented by Shelley Frost
- Round table discussions facilitated by Shauna Wilton, Ming Tian & Karen Massicotte
 - What about Master Plan is still relevant to you
 - To ensure a successful delivery of the full master plan what should the next priorities of the master plan be



Community Engagement

Open House, April 5, 2025

| Master Plan Relevance | Key Priorities | General Comments |
|--|---|--|
| <ul style="list-style-type: none">• Yes, plan is relevant, but it needs to be refocused on what is economically possible• Concern on impact of the growth at Hastings Park on the community, further consultation is needed with community members• Foundational goals are still relevant however next to refresh the focus and address community concerns and increase consultation | <ul style="list-style-type: none">• Upkeep of current buildings so they do not look run down with clear maintenance and renewal plans of current infrastructure• Park's identity• Park amenities available to families...provision of the third space with densification in the area• Daylighting of the stream• Greening of Hastings Park• Livestock Barns renewal• Community, arts & culture programs | <ul style="list-style-type: none">• Significant concerns on parking capacities, traffic congestions, access to transit and safety in neighbourhood impacts due to continued growth at Hastings Park• Impact of Hastings Racecourse redevelopment• A question was raised as to why the city was not part of the open houses regarding the master plan and impacts relating to traffic congestion in the area• What is the legacy of FIFA Fan Festival for the community? |

Next meeting January 24, 2026, Hastings Room

- Focus will be collaborating with community on identifying park amenity priorities



Community Engagement

Neighbourhood Focus Group, June 7, 2025

- The 2-hour session featured opening remarks by Anna Kalfa, Community Relations Manager and facilitated discussion by Ming Tian & Karen Massicotte with report back to full group
- 15 neighbours joined PNE leadership for the first of 2 focus groups in 2025.
- 3 topics posted online for our neighbours to sign up to participate in the discussion
 - Event Impacts (10 neighbours)
 - Park Stewardship (5 neighbours)
 - Community Initiatives (1 neighbour signed up but chose not to come when we advised them of the low sign up)



Community Engagement

Neighbourhood Focus Group, June 7, 2025

| Park Stewardship | Event Impacts |
|--|--|
| <ul style="list-style-type: none">Requested greater transparency around Masterplan, with further consultation on next prioritiesWould like more opportunity to contribute to the greening initiatives that are prioritized (similar to how the Hastings Park Conservancy was part of planning the storm water project priority)Daylighting of the stream remains a priority but there is little communication on this project or access to informationThere is a need for more integrated planning with local First NationsRequested better communication around park accessibility during event times <p>Action Items</p> <ul style="list-style-type: none">PNE to have COV and Vancouver Parks Board to update on status of the Daylighted Stream either through newsletter article or presentation when appropriatePNE to develop communications plan on park accessibility and integrate into new PNE website pages in 2026PNE to identify when community will be engaged and informed on Hastings Park-PNE Master plan (to be reviewed at next open house) | <ul style="list-style-type: none">Request for increased transparency and accessibility from/to PNE staff during events and the challenges that we are working through instead of saying we are working on itQuestion from neighbours; who the PNE is accountable to if we are not abiding by the bylaws; is the PNE treated differently than other venuesSignificant concerns were brought up regarding traffic congestion specifically around corner of Renfrew/Hastings (there use to be a 2-lane turning but it being reduced to 1 has impacted neighbours), Hastings/Renfrew and Hastings Windemere. This is a public safety concern for the neighbours.Shared transit drop offs and pick ups, can the PNE move this onsite so that it is not on Renfrew where it is both a public safety risk, increases congestion and sound impact to neighboursEvent day ingress and egress into the neighbourhoods, length of day/style of music (non-stop bass), multi-day events; parking in neighbourhoods, guest conduct in neighbourhoods, speed at which people drive through neighbourhoodsSound during centre grounds events specifically Foundation and Punchbowl where high bass is involved is s significant challenge especially for neighbours on west side of park <p>See next page for action items</p> |

Community Engagement

NFG, Event Impacts Action Items

- PNE to review current event day community relations support plans and identify opportunities for improvement
- PNE to review other venues accountability structure to ensure PNE is not treated differently because we are city owned
- PNE to provide training for event team to ensure they understand and are managing to the correct bylaws, standard operating procedures for event staff (radios, responding to neighbours at gates and reporting up concerns)
- PNE to discuss with city potential options to relieve traffic congestion in area; review other event venue's best practices and meet with community policing to determine potential support for neighbours during events
- PNE to look at a central dropzone for all shared transit drop offs and pick ups
- PNE to look at ingress and egress standard operating procedures to determine if they can redirect traffic away from neighbourhoods
- PNE to review centre grounds sound plans to ensure we develop sound mitigation plans that will mitigate the challenges in the neighbourhood



Community Engagement

Overview of CAGs review of NFG Feedback

In our recent CAG meeting our discussion was focused on how can we change the conversation and make a difference for the neighbours. Our CAG members made the following recommendations:

- Identified that the common theme between neighbour concerns is communication ...how can the PNE communicate differently to ensure that the neighbours see that we are attempting to make a difference based on the feedback
 - Suggestions included: regular updates on progress, changes in SOPs based on neighbour feedback, and follow up with neighbours; potential location for this is the newsletter to encourage more subscription by neighbours (relevant content), website page to show status, direct communication to neighbours when we have a “potentially” higher risk event for sound and general impacts through signage or email
- Evolve the conversation by collaborating with the neighbours on key areas of interest, change the question from “what are the concerns” to:
 - How can we evolve
 - What are your ideas that would make a difference
- Add in creative ways for neighbours to co-create and engage in the master plan, they have been asking for this for years, create a channel for them to do it and be transparent with the limitations that they need to work within (financial, resources etc.)



Community Engagement

Community Grant Program

- Community Grant Fund: The Community Grant Fund awards \$10,000 annually to groups and organizations in the Hastings–Sunrise neighbourhood. This fund supports events, programs, and initiatives that bring the community together to learn, engage, and enjoy.
 - Exceleration Triathlon – \$1500 to support operational expenses of the Tri-It Tri
 - Frog Hollow Neighbourhood House – \$1500 to host a seniors barbeque
 - Hastings Community Little League – \$1000 to support a series of programs & events
 - East Village BIA – \$1500 to support the Knit Happens in Hastings Sunrise event
 - Pandora Park Community Garden – \$500 to support the community BBQ
 - Vancouver Skateboard Coalition – \$2000 to support the “We’re Here” annual event
 - Vancouver Urban Food Forest – \$2000 to support the Arts & Culture Circle event
- Hastings Park Conservancy & Northwest Wildlife Preservation Society sponsorship – \$8,000 in year 3 of our 3 year partnership (total value of sponsorship \$24K) to provide fall and spring immersive education sessions (total of 16 per year) in sanctuary for schools plus a year-end celebration in June



NEW in 2025
Freedom Mobile Arch Grant Program



FREEDOM MOBILE ARCH GRANT PROGRAM

At the core of everything we do is delivering memorable experiences, for our guests, visitors, community

The PNE enriches the quality of our guests' lives by creating memorable experiences, positively impacting our community and creating first-class events. By investing in emerging artists, creative entrepreneurs and indigenous talent we are developing a strong and vibrant arts & culture community. The PNE will, through our Community Relations Department, take the lead on the program development. Freedom Mobile will support the grant program financially through the following investment schedule:

2025 - \$40,000

2026-2036 - \$60,000

Funding will be segmented each year based on needs and can be project based depending on Y-O-Y factors determined by the combined stakeholder team



PHASE ONE – DEVELOPMENT

The PNE together with Freedom Mobile will develop a grant program that reflects our aligned values, accelerates artistic opportunities and provides grant opportunities not already offered by the PNE

We recommend three funding streams:

Stream 1 – Creation: grants for creating, producing and presenting an artistic work with a focus on building an artistic presence at the PNE (open to all disciplines)

Stream 2 – Community: grants for artists to work with communities and schools on interactive arts experiences that can be showcased at PNE events year-round and utilized by the communities we serve on an outreach basis

Stream 3 – Career Growth: grants for artists to engage in career development through exposure of their art to the public

Applicants will be required to acknowledge the stream they are applying for and the alignment of the stream to their request for funding



PHASE 2: IMPLEMENTATION

1. Keep it simple in year one – establish the program, chose projects that are attainable and will contribute to the opening of the Freedom Mobile Arch. Expand the focus in Year Two to a site-wide approach
2. Split the funding in the following manner in Year One:
 - Two - \$10,000 grants based on any of the funding streams
 - One - \$20,000 grant project based and focus it on designs for a new digital tower infrastructure for PNE Gate 1 – Hastings and Renfrew
 - This unique art installation would be designed to house digital screen(s) highlighting programming at the Freedom Mobile Arch specifically
3. Create the judging committee based on the following:
 - 1 member from the PNE
 - 1 member from Freedom Mobile
 - 1 subject matter expert (SME) from each of the 3 categories – PNE to budget for small honourarium for this position (per City of Vancouver judging committee best practice)
4. Develop the investment split for 2026 in November 2025. As the applications for 2025 close, we can immediately open the 2026 grant applications in February 2026



Q4 Community Relations Focus



Q4 Community Relations Focus

- Finalize action items from Q1 – Q3 and communication plan for results
- Neighbourhood Focus Group – Nov 22; Open House Jan 24
- Work with CAG to define the PNE's focused areas of community relations impact for approval by board



Community Impact Priority Plan – 2026 & Beyond



DRAFT – Our Community Relations Impact Priorities

Leadership
& Employment

Neighbour &
Community
Engagement

Enable Sport,
Tourism & Live
Entertainment
Industry

Accessibility

Evolution of
Culture &
History of
Our Site

Build Healthy &
Thriving
Communities

Deliver
Economic
Impact

