

# THE NIGHT IS YOUNG

A toolkit that shapes arts and culture events with a **youth perspective**.

FINAL PROJECT REPORT  
12/2/2018

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## 2. Vision

### a. Project Idea

#### Context

Students in Vancouver are forced to juggle schoolwork, part-time jobs, and lengthy commutes during their daily routines. As a result, the majority of our social life takes place at night. Granville and Gastown's club scenes have become increasingly precarious in regards to safety, while the countless restaurants whose menus boast pricey appetizers and \$15 cocktails do not cater to a student's budget. Alternatively, staying home for a quiet night in does nothing to increase social connectivity in an already isolating city. Each of these scenarios present a set of issues faced by young Vancouverites. Experiencing unsafe, unaffordable, or socially lacking night-life in the "no-fun city" does not place youth in a position to invest in their community. The Night is Young acknowledges the struggles of students in regards to nighttime engagement and intends to intervene within our cultural climate to create more options for youth in Vancouver.

#### Purpose/ How it works

The Night is Young is a toolkit that aids event producers in creating welcoming, accessible, and affordable events for young people in Vancouver. With a current nighttime culture that emphasizes intoxication and the expenses that accompany it, the toolkit outlines ways in which event producers can keep youth, and the barriers we face, in mind when planning events. The toolkit is separated into three sections: Promotion, Safety, and Design + Hosting. Each section outlines how to engage a diverse youth audience in an authentic and inviting manner, as well as promote a safe and open environment where people can connect and have fun.

#### Implementation

The toolkit includes a page with a series of 'must haves' from each section. If an event producer is able to include all of these aspects within their event, they will receive a stamp of approval from The Night is Young. Going forward, this stamp will create cohesive and recognizable branding, highlighting the events that have used the toolkit to include a youth perspective.

Engaging youth in safe, fun, and culture-focused activities is a catalyst for opportunities to reimagine the night time in Vancouver.

### Outcomes/ Impact

The Night is Young will illuminate existing events that are deploying ideal tactics of engagement (by granting use of the stamp to producer if agreed upon) and will encourage more Vancouver events to consider young people in the planning process. By fostering events that focus on art-centric activities in the nighttime, young people may find opportunity to forge authentic connections, leading individuals to form emotional investment in one another and in their communities.

### Whats Next

The current permit process at the City of Vancouver focuses heavily on event risk management, such as emergency response and crowd control. Our goal is to introduce focus on the social aspects of event planning. Details like promotional strategies, utilization of space, and interpersonal interactions are areas which lack attention. We are working towards the adoption of the toolkit by the City of Vancouver's Film and Special Events office as an additional section of their permit process.

The Night is Young hopes to become an integral step within an event producers process, and, further, to be adapted into the permit process with The City of Vancouver special events department. We believe that engaging youth in safe, fun and culture focused activities allows for new possibilities - a reimagined nighttime.

#### b. Group Member Contact Information

*Hailey Findlay - hfindlay@sfu.ca*

*Cori Baldwin Paquette - corib@sfu.ca*

*Elliott Shaw - elliottwilliamshaw@gmail.com*

*Laura Halas - laura\_halas@sfu.ca*

### **3. Need & Current Climate**

We found that the current nighttime culture in Vancouver revolves heavily around clubbing and restaurant hopping. These activities are often expensive, impersonal, unwelcoming, unsafe and are generally centred around intoxication and partying. Our demographic were found to be the highest consumers of alcohol nationwide, according to a 2016 statistics Canada report. With the average salary in British Columbia being nearly even with the cost of living, we are spending the

entirety of what we earn (sometimes more), leaving no excess for saving or investing. A culture that includes high levels of alcohol consumption and expensive outings is unhealthy, unproductive, and inaccessible for many young people, thus leaving a gap for an intervention.

#### **4. CityStudio Way**

##### **S1. Staff & Strategy**

We have taken guidance from Adrian Sinclair, Stacey Forrester, and Nick Collinet. Each of these three have played a significant role in the shaping of our project through input and feedback Nick has been especially generous with his time, meeting with us on multiple occasions and providing us with a critical view from his role in Public Disco and Groundwerk in Vancouver.

This intervention comes at an opportune time as Vancouver's new Creative City Strategy is in its third phase of development. They are pursuing research on equity and access, two key points addressed by our toolkit. "The early findings also highlighted some known tensions facing the creative community, such as affordability and approach to distribution of the City's investments in, and support for, arts and culture in Vancouver." (Creative City Strategy)

##### **S2. Funding, Support, & Resources**

The toolkit itself is free. However, in order to prototype the toolkit in a way that provides reliable data, a longer period is required. It will take 7 hours for the research, assessment and data analysis for each event, with the individual researcher being paid a living wage, this adds up to \$147 per event. See document "The Night is Young Stewardship Proposal" for more information.

##### **S3. Site**

Due to the nature of this process, the prototyping must occur in multiple areas in Vancouver in multiple contexts. Existing events as well as events in the planning process are both venues for the application of our toolkit. This process is also inclusive of spaces both indoor, outdoor, public, and private.

##### **S4. Stewardship & Stakeholders**

We have spoken with Cara Fisher and William Dunn at the city and are currently pursuing an ongoing prototype involving an event Cara is producing in January, as well as Will's continued

support and involvement. By allowing our input to have a platform within the city, we will address the needs of young people and the barriers they face when accessing arts and culture events throughout Vancouver.

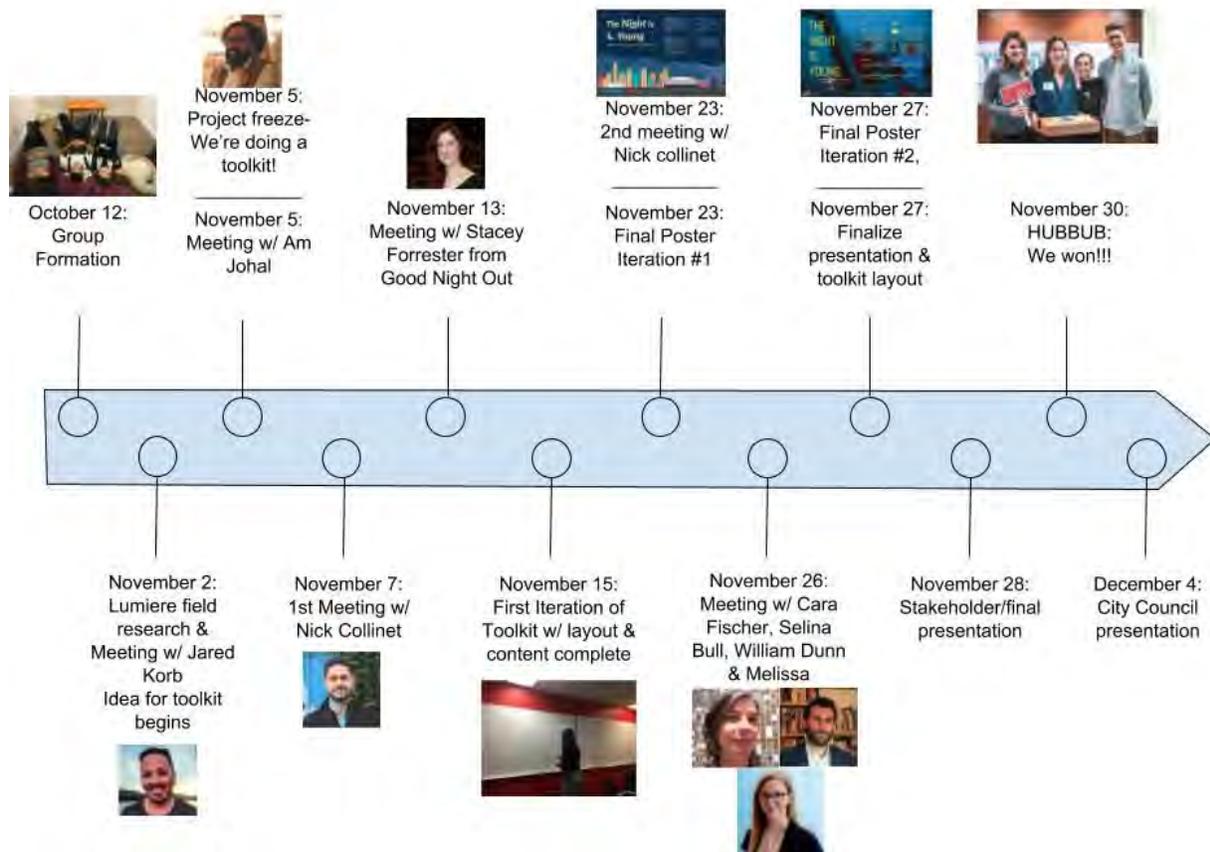
We hope to have an inclusive voice in the Film and Special Events permitting process. After speaking with Cara, Selina, Melissa, and Will of the City of Vancouver, we are recommending that our project be carried forward through Will's VIVA initiative and be utilized to assess chosen events over the course of one year. Currently, there are not many groups who are able to bridge the gap between the city and event producers. Viva is a program that comes closest, and we hope they will become a partner in the future of our project.

#### S5. Scalability

This project may be integrated, as is, within planning processes in the city to shape events. This toolkit creates two types of dialogue within larger systems at the city level. Primarily, it shifts the narrative of the stereotypical clubbing and drinking scene in Vancouver as what young people are seeking, to that which highlights a lack of safe and open alternatives for youth. In other words, The Night is Young works to shift the mental models, around nightlife and young people, that currently dominate the city.

Secondly, the toolkit will hopefully support the existing dialogue between event producers and city staff. This dialogue includes issues with the permit process and municipal event funding. We hope that our toolkit will fuel further discussions and amendments, addressing the gaps within events as well as the broader arts and culture scene in Vancouver.

## 5. Timeline and Activities



\*Throughout this process we have also met with all three instructors about our project, with slightly more formal meetings being held with Adrain Sinclair as one of our key stakeholders.

## 6. Project Barriers

In the research and ideation phase of the project we identified two categories of stakeholders who would be necessary to approach; event producers and city staff. Of the obstacles we faced, one of the most prominent was scheduling a meeting with city staff. Each staff member we spoke with was incredibly busy and difficult to finalize a meeting with. These conversations were vital in our project development/continuation. To combat this prolonged scheduling and back-and-forth emailing, we could have searched for more contacts at the city. Reaching out to only one or two at a time, and awaiting their replies, slowed our process down.

We also ran into problems during ideation, focussing on a single issue or idea and undergoing a cyclical thought process that ate up time and energy unnecessarily. At the outset, we struggled with our theme, having difficulty justifying the need for arts and culture in the city. While we eventually overcame this hurdle, having a more refined research plan before project initiation would have helped us to stay on track and not dive too deeply into irrelevant branches of thought.

Overall, our biggest lesson was having to contact and converse with multiple stakeholders simultaneously, which taught us how to continually adapt and grow our ideas during project development.

## **7. Remaining Questions**

While we have completed the toolkit, we were unable to pilot it due to a short time frame. We determined that in order for the project to be prototyped and provide conclusive data as to its usefulness, it needed to be used for multiple events in a variety of locations and by various event producers. Included as a deliverable is a proposal for a stewardship position to carry the project forward. See document “The Night is Young Stewardship Proposal” for more information.

We determined a couple questions to be answered during the ongoing prototyping phase:

- 1. Did we accurately identify the key aspects that young people want and need in an event?*
- 2. How can the toolkit be used to ignite and encourage better relations between the city of Vancouver and event producers?*
- 3. What is the ideal way for The Night is Young Toolkit to be implemented into the city’s existing strategies around special events? How might it obtain maximum usefulness/exposure?*

## **8. Recommendations**

In order for the toolkit to play an essential role in the planning process and have an effect on Vancouver’s nightlife community, it must be prototyped across multiple events. Aspects of the toolkit can be implemented within the Creative City Strategy that is currently in the development stage, as well as within the permitting process for events in the city. Furthermore, we hope this toolkit can act as a starting point to promote dialogue between event producers and city staff in the city of Vancouver to address key gaps in the cities event processes.

We are currently pursuing options, particularly through a contract with Viva and grant funding, to continue our work past the program’s end date. Three events taking place in December have

requested the use of our toolkit in their planning process. Having a group member lead these prototypes (and others) is essential for the longevity of our project.

## **9. Acknowledgments**

**Am Johal** - Am was our first stakeholder meeting and was integral in the process of validating our position and propelling our project forward. Further, Am provided ample resources that aided us in solidifying our position as well as inspiration for our toolkit, and linked us to city staff.

**Nick Collinet** - Nick consulted with us on multiple occasions, lending his voice and time to our project. His input was crucial in the formation of the toolkit, as he outlined struggles event producers face when navigating the permit process. His events (Public Disco) also provide the ideal model for what we look for in an event, and what we encourage others to include in their events.

**Adrian Sinclair** - Aside from his instructing work with us during class time, Adrian has guided us with his deep knowledge of event planning in Vancouver. We drew on his experience to form our initial idea for the toolkit and the reasons behind it.

**Stacey Forrester** - Stacey was helpful in the formation of the safety portion of the toolkit. The insight she provided related directly to youth. She took time to meet with us in person to answer questions and also provided us with multiple documents outlining information Good Night Out uses in their workshops

**Cara Fisher** - Meeting with Cara was pivotal for discussing how our project could be integrated within city planning and carried forward. She helped us to understand city processes and how aspects of the toolkit may be integrated into city strategy and permitting. She has also suggested the use of the toolkit for an event she is planning in January 2019.

**William Dunn** - William sat in during our meeting with Cara, Selina, and Melissa. His interest in the continuation of our project has lead us to develop a proposal, outlining the prototyping of our toolkit into 2019.

**Selina Bull** - Selina was included in the meeting with Cara, Will and Melissa. She contributed her permitting knowledge, outlining issues (particularly around sound) that tend to arise in the development of events.

**Jared Korb** - Jared met with us during Lumiere, as he was involved with some of it's

programming. He pushed us towards the toolkit idea (alongside Adrian's push) and gave us feedback on the then current iteration of our project.

**Justin Langlois** - Justin was a guest artist who helped us with ideation around our manifesto launch. He consulted with us briefly and lent some perspective to our project as an artist living and working in Vancouver.

**Holly Schmidt** - Holly has guided us throughout our process, giving us input on both our project formation and poster/toolkit layouts. She lifted us out of pretty much every hole we dug ourselves into.

**Janet Moore** - Janet supported the project over the duration of the semester by providing feedback during weekly presentations on our design and ideation process.

## 10. Appendix

### a. Media Release

News Release

December 2, 2018

From the Bar Scene to the Arts Scene: The Night is Young Toolkit Creates More Options for Youth in Vancouver  
 Vancouver, BC - Often it feels like the only option that young people have at night is the bar scene, but what if the arts scene had all the right ingredients to attract young people and make arts the go to choice for a night out?

The Night is Young is a toolkit that aids event producers in creating welcoming, accessible, and affordable events for young people in Vancouver. With a current nighttime culture that emphasizes intoxication and the spending that accompanies it, The Night is Young hopes to disrupt these current trends by interjecting a lens that seeks to foster community through arts and culture. The toolkit outlines ways in which event producers can keep youth in mind when planning events.

Elliott Shaw, a student of SFU Semester in dialogue CityStudio states “students in Vancouver are forced to juggle schoolwork, part-time jobs, and lengthy commutes during their daily routines. As a result, the majority of our social life takes place at night”.

Granville and Gastown’s club scene have become increasingly precarious in regards to safety, while the countless restaurants whose menus boast pricey appetizers and \$15 cocktails do not cater to a student’s budget.

Alternatively, staying home for a quiet night in does nothing for increasing social connectivity in an already isolating city. Each of these scenarios present a set of issues faced by young Vancouverites. “Experiencing an unsafe, unaffordable, or socially lacking night-life in the “no fun city” does not place youth in a position to invest in their home” says Hailey Findlay, also a student of SFU Semester in Dialogue CityStudio.

The Night is Young acknowledges the struggles of students in regards to nighttime engagement and intends to intervene within our cultural climate to create more options for youth in Vancouver.

The Night is Young is a project of SFU’s Semester in Dialogue at CityStudio developed in partnership with Nick Collinet from Public Disco and Stacey Forrester of Good Night Out.

For more information on HUBBUB and other CityStudio events and projects, please visit the CityStudio website [www.citystudiovancouver.com](http://www.citystudiovancouver.com). For more information about the future of The Night is Young, reach out to our community steward Cori Baldwin Paquette at [corib@sfu.ca](mailto:corib@sfu.ca).

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#### About CityStudio

SFU's Semester in Dialogue is a one-semester, full-time program designed to inspire students with a sense of civic responsibility and encourage their passion for improving society. Each semester the program offers an original, interdisciplinary experience that bridges the classroom with the community and creates space for students to reflect on what they are doing and why it matters. Students in the SFU Semester in Dialogue at CityStudio spend the entire semester working on a project directly with City Staff.

CityStudio Vancouver is an innovation hub where City staff, students, and community co-create experimental projects to make Vancouver more sustainable, liveable and joyful. CityStudio Vancouver launched in 2011 as a collaboration between the City of Vancouver and Simon Fraser University as well as University of British Columbia, Langara College, BCIT, Emily Carr University and the Native Education College. It is part of global shift in education that provides practical learning experiences to help students get jobs and change the world.

Media Contact

For more information, interviews, or inquiries please contact Representative from your group and/or Rochelle Heinrichs | 604-874-6401

b. Budget

ITEM	ESTIMATED COST	ACTUAL COST	DONATION VALUE	NOTES
<b>THE NIGHT IS YOUNG</b>				
printing (poster)	\$50.00	\$73.17		east-van graphics (elliott)
hubbub table dressup		\$58.78		dressew (elliott)
Canva toolkit icons		\$6.00		(laura)
Stock Photography		\$179.38		stocksy (laura)
<b>TOTAL</b>	<b>\$50.00</b>	<b>\$317.33</b>	<b>\$0.00</b>	

Total Allocated Budget: \$500.00

Total Estimated Costs: \$50.00

Total Final Expenditures: \$317.33

### c. Readings and References

*2018 Cultural Grant Allocations* (<https://council.vancouver.ca/20180515/documents/a4.pdf>)

- This report was used to shed further light on the allocation of funding by the city and how it is distributed amongst the current cultural landscape

*Amsterdam's Night Mayor* (<https://nachtburgemeester.amsterdam/english/>)

- Used during the initial ideation phase; we were inspired by the impact the Night Mayor program has had on Amsterdam's nightlife

*ArtReach Toronto Event Planning Toolkit* (<https://artreach.org/eventplanningresources/>)

- This was an example toolkit we used while conducting research for our own toolkit

*Boston Creates Strategy* (<http://www.bostoncreates.org/>)

- An example of another city's creative strategy that we used in comparison to our own

*British Columbia Cultural Planning Toolkit*

([https://www.creativecity.ca/database/files/library/cultural\\_planning\\_toolkit.pdf](https://www.creativecity.ca/database/files/library/cultural_planning_toolkit.pdf))

- This was an example toolkit we used while conducting research for our own toolkit

*City of Vancouver Event Planning Introduction*

- A document sent to us by Cara Fisher. We used it along with two other documents she sent us to form context of the city's event permit process and what it addresses/fails to address

*City of Vancouver Safe Special Event Plan Checklist*

- A document sent to us by Cara Fisher. We used it along with two other documents she sent us to form context of the city's event permit process and what it addresses/fails to address

*City of Vancouver Special Event Planning Guide*

- A document sent to us by Cara Fisher. We used it along with two other documents she sent us to form context of the city's event permit process and what it addresses/fails to address

*Creative City Strategy* (<https://vancouver.ca/parks-recreation-culture/creative-city-strategy.aspx>)

- This was the city strategy that we worked with/addressed with our project

*Creative City Strategy Early Findings*

(<https://vancouver.ca/news-calendar/creative-city-strategy-early-findings-shape-vision-for-culture-and-creativity-in-vancouver.aspx>)

- The early findings of the city strategy helped to shape our intervention point

*CultureTrack Canada Report* (<https://culturetrack.com/research/reports/>)

- This report helped to define and outline the current cultural landscape across Canada. We focused on it's definition of a cultural event, as well as research carried out on the individual experience while attending events

*Good Night Out training* ( <http://www.goodnightoutcampaign.org/our-training/>)

- We used this material alongside Stacey's in-person consulting to form the Safety section of our toolkit

*Granville Island 2040* (<https://granvilleisland2040.ca/>)

- A document recommended to us by Am Johal, that aided in our ideation and inspiration stages

*Neighbourhood Arts Network Arts Equity Toolkit*

(<https://neighbourhoodartsnetwork.org/learning-room/how-to/arts-equity-toolkit>)

- This was an example toolkit we used while conducting research for our own toolkit

## d. The Night is Young Final Poster

# THE NIGHT IS YOUNG

A toolkit that shapes arts and culture events with a **youth perspective.**

## CONTEXT

Night time is often the only social time for young people in Vancouver. Due to school work, part-time jobs, and lengthy commutes they have few options when going out at night. There's Granville street, which has become increasingly precarious in regards to safety. There are countless restaurants, which boast a menu of pricy appetizers and \$15 cocktails. And then there's staying in with your pals and having a relaxing night. Each of these scenarios presents a set of issues faced by young Vancouverites. These issues include safety, affordability and a lack of positive social connections. In the "no fun city" we are facing an epidemic of youth without vested interest in their city. Thus, the Night is Young acknowledges the struggles of youth as regards to night time engagement, and intends to intervene within our current culture to create more options for the night.

## HOW IT WORKS

The Night is Young is a toolkit that aids event producers in creating welcoming, accessible, and affordable events for young people in Vancouver. The toolkit is separated into three sections including Promotion, Safety, and Design + Hosting. Each of these sections suggests ways to engage a diverse youth audience in an authentic and inviting manner, and to promote a safe and open environment where people can connect and have fun.

Each section of the toolkit will have a series of "must haves." If an event producer is able to include all of these aspects within their event, they will receive a stamp of approval from The Night is Young. Going forward, this stamp will create cohesive and recognizable branding, highlighting the events that have used the toolkit to include a youth perspective.

## IMPLEMENTATION

The current permitting process at the City of Vancouver focuses on event risk management, such as emergency response and crowd control. Our goal is to bring focus to the social aspects of events, details like promotional strategies, utilization of space, and interpersonal interactions at events. We are working towards the adoption of the toolkit by the City of Vancouver's special-event permit office.

Engaging youth in safe, fun, and culture-focused activities is a catalyst for opportunities to reimagine the night time in Vancouver.

**THE NIGHT IS YOUNG**

**STAMP OF APPROVAL**

**CITYSTUDIO**

**SFU** SEMESTER IN DIALOGUE

**VANCOUVER**

Liara Miles  
Cait Eshelin-Farante  
Haley Fordine  
Diana Chan

CityStudio is an innovation hub where students partner with instructors, community, and city staff to design projects that make Vancouver more inclusive, joyful, and sustainable.