

The Corporation of the  
CITY OF WHITE ROCK



Arts and Cultural Advisory Committee  
AGENDA

Tuesday, March 23, 2021, 3:00 p.m.

City Hall Council Chambers

15322 Buena Vista Avenue, White Rock, BC, V4B 1Y6

**\*Live Streaming/Telecast:** Please note that all Committees, Task Forces, Council Meetings, and Public Hearings held in the Council Chamber are being recorded and broadcasted as well included on the City's website at: [www.whiterockcity.ca](http://www.whiterockcity.ca)

The City of White Rock is committed to the health and safety of our community. In keeping with Ministerial Order No. M192 from the Province of British Columbia, City Council meetings will take place without the public in attendance at this time until further notice.

T. Arthur, Director of Corporate Administration

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	Pages
1. CALL TO ORDER	
2. ADOPTION OF AGENDA	
RECOMMENDATION THAT the Arts and Cultural Advisory Committee adopt the agenda for March 23, 2021 as circulated.	
3. ADOPTION OF MINUTES	3
RECOMMENDATION THAT the Arts and Cultural Advisory Committee adopts the minutes of the February 23, 2021 meeting as circulated.	
4. WHITE ROCK CONCERTS SOCIETY PRESENTATION	6
Guest speakers, J. Leighton and C. Skepasts, from White Rock Concerts Society to present and answer questions.	
5. CULTURAL STRATEGIC PLAN DOCUMENT REVIEW AND DISCUSSION	12
The Committee to continue their discussion from last meeting.	
6. CULTURAL STRATEGIC PLAN NEXT STEPS	

The Committee to discuss the upcoming steps pertaining to the Cultural Strategic Plan.

**7. OTHER BUSINESS**

**8. INFORMATION**

**8.1. COMMITTEE ACTION TRACKING**

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The Committee to discuss outstanding and accomplished items on the Committee Action Tracking document.

**9. 2021 MEETING SCHEDULE**

No scheduled meetings at this time.

**10. CONCLUSION OF THE MARCH 23, 2021 ARTS AND CULTURAL ADVISORY COMMITTEE MEETING**



## **Arts and Cultural Advisory Committee**

### **Minutes**

February 23, 2021, 3:00 p.m.

Via Microsoft Teams

**PRESENT:**

- M. Partridge, Chairperson
- P. Petrala, Vice-Chairperson
- K. Breaks, Committee Member (left meeting at 4:04 p.m.)
- E. Cheung, Committee Member
- J. Davidson, Committee Member (entered meeting at 3:04 p.m.)
- J. Adams, Committee Member (entered the meeting at 3:21 p.m.)
- D. Thompson, Committee Member
- M. Pederson, Committee Member
- K. Bjerke-Lisle, Executive Director of the White Rock Museum (non-voting)
- D. Kendze, Manager of the White Rock Library (non-voting) (left meeting at 4:05 p.m.)

**COUNCIL:**

- Councillor A. Manning (non-voting)

**ABSENT:**

- M. Bali, Committee Member
- P. Higinbotham, Committee Member

**STAFF:**

- E. Stepura, Director of Recreation and Culture
- E. Keurvorst, Manager of Cultural Development
- K. Sidhu, Committee Clerk
- C. Richards, Committee Clerk

1. **CALL TO ORDER**

The meeting was called to order at 3:02 p.m.

2. **ADOPTION OF AGENDA**

**Motion Number: 2021-ACAC-004** It was MOVED and SECONDED

THAT the Arts and Cultural Advisory Committee adopt the agenda for February 23, 2021 as circulated.

**Motion CARRIED**

3. **ADOPTION OF MINUTES**

**Motion Number: 2021-ACAC-005** It was MOVED and SECONDED

THAT the Arts and Cultural Advisory Committee adopts the minutes of the January 26, 2021 as circulated.

**Motion CARRIED**

J. Davidson entered the meeting at 3:04 p.m.

4. **COMMUNICATIONS WORKING GROUP UPDATE**

The Arts and Cultural Advisory Committee continued the Communications Working Group update discussion.

The Manager of Arts and Cultural Development provided an overview of the Arts and Cultural Advisory Committee Draft Strategic Plan.

J. Adams entered the meeting at 3:21 p.m.

The Committee went through each item and created a workplan on resources required as well as forecasting start times and process. The Committee expressed frustration with the lack of resources available to implement the ideas and plans. However, the importance of not losing momentum for these projects was expressed.

K. Breaks left the meeting at 4:04 p.m.

D. Kendze left the meeting at 4:05 p.m.



## 5. **OTHER BUSINESS**

**Action item:** The Manager of Cultural Development to email a volunteer opportunity with the City to the Committee.

## 6. **INFORMATION**

### 6.1 **COMMITTEE ACTION TRACKING**

The Committee discussed outstanding and accomplished items on the Committee Action Tracking document.

## 7. **2021 MEETING SCHEDULE**

The 2021 Arts and Cultural Advisory Committee meeting schedule as adopted is noted for reference purposes:

- March 23.

## 8. **CONCLUSION OF THE FEBRUARY 23, 2021 ARTS AND CULTURAL ADVISORY COMMITTEE MEETING**

The Chairperson declared the meeting concluded at 4:59 p.m.



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M. Partridge, Chairperson

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K. Sidhu, Committee Clerk



# WHITE ROCK CONCERTS SOCIETY

Presentation to White Rock City Council - February 22, 2021

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## Who We Are .....

- A local non-profit society founded in 1956 by internationally renowned bassoon soloist, George Zukerman
- Primary objective is to bring an entertaining variety of professional classical music into smaller communities
  - featuring ensembles large to small
  - presentations from instrumental to choral
  - baroque to 20<sup>th</sup> century repertoire
  - engagement with performing artists



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## Our Mission .....



- Committed to changing lives through music's extraordinary power to communicate, inspire, uplift and entertain.
- We celebrate artistic excellence in classical music through
  - live performance of the world's great masterpieces
  - promotion of Canadian artists
  - a series subscription model without individual ticket sales



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## Our Unique Model .....

- We do not sell tickets to concerts
- Rather, we sell a maximum of 775 annual Society memberships
- Principal member benefit is attending a series of live concerts (typically 7 in a season running from September through April)
- Additional membership applicants are placed on a waitlist and invited to join as membership vacancies come available
- Typically sufficient vacancies to deplete waitlist each season

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## Artistic Excellence ....

- Each concert season is planned, scheduled and organized by our Artistic Directors:  
Elizabeth and Marcel Bergmann
- The Bergmanns themselves are renowned international artists, performing as the *Bergmann Piano Duo*
- They are well connected to the musical community, locally and around the world



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## Our Performance Venue ....

- Performances held at the White Rock Baptist Church
- Excellent acoustic space and superb lines of visibility
- Small enough to capture the intimacy and dynamics of engaging with live performers
- Centrally located, easy access and available parking



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## Superb Value for Members ....

- As a non-profit society, we strive to operate on a break-even basis each year
- Artistic Directors are the only paid positions, plus some casual administrative support
- Otherwise run by volunteers, including 14 member Board, so minimal annual operating costs



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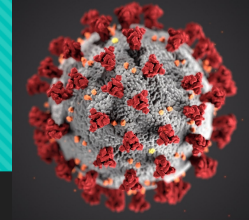
## Superb Value for Members ....

- Allows lowest possible pricing for annual memberships
- Adults: \$160 per year
- Students (under age of 25): \$50 per year
- Avoid the long drive, traffic congestion and high cost of parking for equivalent quality concerts in downtown Vancouver



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## Our Challenges ....



- Our membership is predominantly an elderly demographic
- Increasing number of non-renewals each year for a variety of reasons, but mostly age related
- Need to attract younger audience, including students
- Challenges are being magnified by the pandemic
- Unsure when we might be able to resume a concert season
- No revenue since spring 2019, but unavoidable fixed costs continuing

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## Our Plan ....

- Increase awareness of our existence and offerings in the White Rock, Surrey, Delta & Langley areas
- Expand marketing beyond traditional word-of-mouth
- Promote high quality concert offerings and great value
- Promote the local community advantage
- Seek promotion and affiliation opportunities with other community groups and events

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## Working with City of White Rock ....

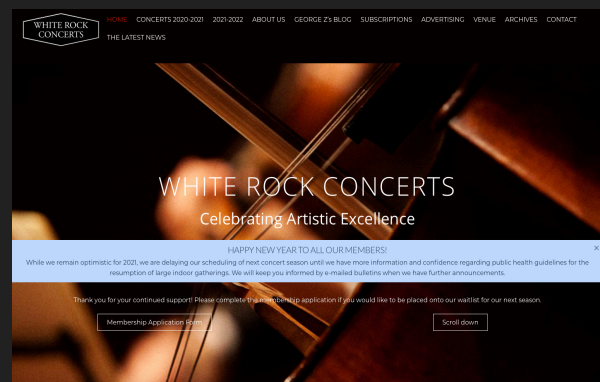
- We would appreciate any opportunity to raise the profile of White Rock Concerts within or by the City of White Rock
- White Rock Concerts now included in directory of "Arts and Culture Community Groups" on City of White Rock website
- Raise our profile with Arts and Culture Advisory Committee
- Advertise in the seasonal White Rock Recreation Guide
- Reach out to attract new-comers to the community

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## Additional Information ....



- We are happy to answer any questions or receive any suggestions!
- For any further information, please visit our website at:  
[www.whiterockconcerts.com](http://www.whiterockconcerts.com)



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Our Creative City by the Sea:  
An Arts and Culture Road Map for White Rock  
Version March 17 11:30AM

## Acknowledgements

The City of White Rock thanks the following for their dedication and support in the creation of *Our Creative City by the Sea - An Arts and Culture Road Map for White Rock:*

(Clerks to provide)



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## Executive Summary

*Our Creative City by the Sea: An Arts and Culture Road Map for White Rock* is an aspirational yet practical plan providing guidance to leaders for realizing the City's potential as a desirable place to live, work and visit.

The vision of this plan is aspirational: ***"White Rock connects & engages the whole community by integrating arts & culture into the daily life of the City!"***

The goals, objectives, and workplan are practical. They are a result of several meetings with the Arts and Culture Advisory Committee (ACAC) who designed the roadmap to be achievable. It supports Council to set priorities for arts and culture services and for staff to develop workplans. It began with a review of the City's first Cultural Strategic Plan created in 2014.

The COVID-19 pandemic limited the ability to hold forums and open houses during the creation of the updated Cultural Strategic Plan. Undaunted, the Committee members brought back feedback from their various community networks such as the Peninsula Arts and Culture Alliance (PACA), Semiahmoo Arts Society (SAS) and the Business Improvement Association (BIA). Members from other Committees, such as Economic Development and Public Art, also weighed in, as did staff from various civic departments and agencies (i.e. Recreation & Culture, Planning, Library, White Rock Museum & Archives).

The Committee focused on three goals:

1. Facilitate Economic Development through the Arts
2. Address the Lack of Arts and Cultural Infrastructure
3. Sustain Diverse Arts Programs and Festivals

Each goal has a set of broad Objectives and the workplan lays out timing, resources, and specific tasks to success. Implementing the workplan means the City will broaden its role in arts and culture service delivery, maximize partnerships, and foster collaboration within the creative and business sectors. Measuring success through an annual report card is a key accountability recommended in the plan for Council to monitor and recalibrate as required.

Discussion after discussion, the Committee identified hiring a Cultural Services Program Coordinator to increase cultural programming and marketing as a "Priority Objective." This is placed at the top of the list because this action supports achievement in all three goal areas. It is recommended to be considered no later than during the 2022 operational budget deliberations.

When it comes to special events, the City does remarkably well for its size. The Plan recommends the City sustain existing events and add new events if resourced appropriately. Along the way the City will increase community participation and grow the capabilities of organizers while increasing the visibility of arts and culture in new and existing activities.

The City of White Rock is arguably one of the most creative settings in North America! The natural beauty of the mountains are a backdrop to the ocean, the mild climate, the creative industries located nearby and a population who, according to Environics Analytics, show a desire for cultural activities and value community involvement above the national average, means it makes sense to focus on cultural development as the City grows. The creative sector continues to thrive here: our café culture, small brew pubs, studios, the performing arts, along with year-round celebrations, stimulate the economy and make us a desirable place to live, work and create!

The roadmap's goals, objectives and workplan challenges all of us to integrate arts & culture into the daily life of the City and realize our vision of a "Creative City by the Sea!"

## Context, Definitions & Time Horizon

### *Definitions:*

*Art:* The expression or application of human creative skill and imagination. What we do.

*Culture:* The collective result of our diverse experiences and imagination. Who we are.

A Cultural Strategic Plan (CSP) helps Council set priorities for arts and culture services and helps staff develop workplans. It is a guide. It details specific deliverable objectives for resource planning but also leaves room to explore new opportunities as they present themselves.

In 2014 the City of White Rock unveiled a five-year CSP. As a direct result, the City's cultural services have grown each year, and the arts community is working more collaboratively. There also has been an increase in public art projects, special events and arts programming.

### *Time Horizon and Monitoring Accomplishment*

The CSP is a living document. Some priorities will take years to realize, such as establishing a physical hub for the arts in White Rock, while other tasks will be shorter projects such as implementing a volunteer management system. Plans traditionally include an end date however, this plan's vision, ***Our Creative City by the Sea***, is aspirational – it will never be "done". To ensure progress, a CSP update report will be reviewed by Council annually, using a report card style to show how well objectives are being met and may include new objectives or even goals toward achieving the Vision. Staff will prepare the report card with community input. See an example template in Appendix A.

### *Current Services*

The Committee reviewed the current City services to identify the gaps, including:

### *Policies and Processes*

- Event Protocol Guidelines
- Special Event Policy
- Filming Policy
- Public Art Policy

**PAGE 4/19** *Our Creative City by the Sea: White Rock connects & engages the whole community by integrating arts & culture into the daily life of the City!*

#### *Services and Facilities*

- Special Events (see Appendix B for 2020 Report to Council)
- Public Art Program
- City Website and social media used to promote Cultural activities
- Film Coordination
- White Rock Community Centre Gallery Room and Exhibition Halls
- Landmark Pop-Uptown Gallery (leased)
- Black Box Theatre in Centennial Park (leased to Peninsula Productions to December 2021)

#### *Arts and Culture Staff*

- Cultural Development Manager (1 FTE)
- Special Events and Filming Coordinator (1 FTE)
- Part-Time Special Events Assistant (.5 FTE) on hold due to COVID-19

#### *Arts Grants*

- Annual Grants-In-Aid program is \$20,000 for Not-for-Profit Organizations presenting new Arts and Culture Initiatives.

### One Big Vision for Impact

The Vision for Arts and Culture in White Rock is:

*“White Rock connects & engages the whole community by integrating arts & culture into the daily life of the City!”*

#### *Imagining the benefits*

The statement, *Our Creative City by the Sea*, means...

- Arts are a priority for Council and the Community
- Artists are visible and engaging with the public
- The community supports arts and artists
- Council decision-making reflects consideration and support for the arts
- Future civic development considers the arts
- Partnerships are facilitated and encouraged
- The City makes “it” happen
- People are connecting and gathering here because it’s desirable and inspiring to experience the arts
- There is a balance of planned festivals and creative activities
- Long- term solutions for enhancing the arts are a priority
- The City is ready to leverage and optimize arts
- The creative economy is incented
- There is room for everyone – inclusive
- The City has “spots of delight”

## Three Key Goals

The 2021 CSP focuses on three key goals to help achieve *Our Creative City by the Sea* Vision. Goals are necessary for contextualizing workplans so resources are allocated efficiently. The Committee focused on three key goals to provide guidance to Council and staff. Research shows that when there are too many goals, achievement goes down; by focusing tightly on a few achievable goals, greater impact is expected.

### *Goal 1. Facilitate Economic Development through the Arts*

Increased economic development is desirable and the potential for White Rock to leverage its creative economy needs to be better facilitated. The term creative economy describes a range of activities from digital technology, café / small brew-house culture, the film industry, tourism/festivals, and traditional ideas of arts businesses such as dance, concert venues, galleries, and theatre.

To facilitate economic development through the arts, so that White Rock's brand is desirable to businesses, visitors and residents, ***the City will broaden its role in arts and culture service delivery, maximize partnerships, and foster collaboration within the creative and business sectors.***

### *Goal 2. Address the Lack of Arts and Cultural Infrastructure*

Currently White Rock owns only one building dedicated for arts purposes (Black Box Theatre currently leased to Peninsula Productions). There are some recreation spaces that are shared with the arts, but this is a short-term solution. On the plus side, the City's thriving public art program is well supported by policy and budget and the presence of a strong arts community is seen as a key advantage to choosing White Rock to locate a business. Both reclaimed and new facilities are useful. It is a wonderful thing how the arts community can create something out of what may appear to be a non-descript space. Creating a variety of authentically unique arts spaces gives a City character along with purpose-built space. Once the arts have a physical home or hub, a City can then reap the benefits of exponential growth. Linked also to economic development, this goal supports expanding community arts programs and could also be tied to addressing adequate programming spaces for seniors.

To address the lack of arts and cultural infrastructure, ***the City will build on its strengths and develop and implement a cultural infrastructure plan as a high priority.*** This will build our brand of *Our Creative City by the Sea* so that livability can thrive and people will be attracted for more reasons than the beach.

### Goal 3. Sustain Diverse Arts Programs and Festivals

In 2019, the City hosted forty-six (46) community special events plus monthly opening receptions at the Landmark Pop-Uptown Gallery and a variety of special events at Kent Street Activity Centre. In 2020, the City and event organizers were on track to present over fifty-one (51) special events. This is considerable relative to the size of the City's events budget and staff levels. The City can accomplish this level of activity due to highly engaged community volunteers and supportive sponsors. Success indicators include number of visitors, efficient use of resources including sponsorship relations, safety, environmental protection, and volunteer engagement.

To sustain diverse arts programs and festivals, so that White Rock continues to be desirable for residents and visitors, ***the City will continue resourcing existing events, including the 1.5 FTE dedicated events staff allocated, add new events only if resourced appropriately, increase community participation, grow the capabilities of organizers, increase the visibility of arts and culture in new and existing activities and focus more on the Uptown Arts District.***

### Ten Objectives

Objectives can be near, medium, or long-term. They are typically narrow in scope and, broken out in a workplan layout. The workplan includes specific outcomes for each objective including budgets and timeframes and potential partners. The achievement of the objectives will be measured each year on the annual report card.

#### One Overall Priority Objective

The City needs to activate the CSP to benefit from the achievement of its goals and ultimately the Vision. To do this best, the Committee identified one priority objective above all others: that is the need to hire a Cultural Services Program Coordinator to [Increase Cultural Programming and Marketing](#). The benefits of economic impact and increased community connection cannot be accomplished without facilitation. In addition to cultural programs, marketing, and outreach, staff resources are required to pave the way for deeper community volunteerism. Volunteers are valuable but without support, volunteerism is not a sustainable growth strategy for cultural development.

#### Three Objectives for Each Goal

##### Goal One: Facilitate Economic Development through the Arts

The City will broaden its role in arts and culture, maximize partnerships, and foster collaboration within the creative and business sectors by achieving the following objectives:

- 1.1 Objective: Facilitate ongoing business development skills for artists
- 1.2 Objective: Facilitate systemized promotion and marketing for White Rock arts community and creative industries
- 1.3 Objective: Facilitate sustainable community arts and cultural organizations

## Goal Two: Address the Lack of Arts and Cultural Infrastructure

The City will build on its strengths and develop and implement a cultural infrastructure plan as a high priority by achieving the following objectives:

- 2.1 Objective: Address the need for a physical hub for the arts to thrive
- 2.2 Objective: Maintain and grow the Public Art program
- 2.3 Objective: Include consideration of arts and culture in City planning

## Goal Three: Sustain Diverse Arts Programs and Festivals

The City will increase community participation and grow the capabilities of organizers, as well as increase the visibility of arts and culture in new and existing activities and do more “beyond the beach” by achieving the following objectives:

- 3.1 Objective: Maintain and grow diverse special events
- 3.2 Objective: Mobilize event partners and volunteers
- 3.3 Objective: Support a thriving Uptown arts district "Beyond the Beach"

## Workplan - Outcomes

The implementation of the CSP is the accountability of the City through the Recreation and Culture Department’s workplan as well as other City departments as required. Where it makes sense, community partners, volunteers, and contractors will participate in the achievement of the outcomes.

<b>GOALS:</b> 1. Facilitate Economic Development through the Arts 2. Address the Lack of Arts and Cultural Infrastructure 3. Sustain Diverse Arts Programs and Festivals  <b>PRIORITY OBJECTIVE:</b> Hire a Cultural Services Program Coordinator to increase cultural programming and marketing	TIME HORIZON	COMMUNITY PARTNERS	ONE TIME BUDGET	New OPERATIONAL BUDGET
Recruitment of a Cultural Services Program Coordinator to support the achievement of the CSP and realize the benefits of economic impact and increased community connection including volunteerism.	2022-2022	n/a	0	\$80,000.00



<b>GOAL 1: Facilitate Economic Development through the Arts</b> <b>Objective 1.1:</b> Facilitate ongoing business development skills for artists <b>Objective 1.2:</b> Facilitate systemized promotion and marketing for Community Organizations and Creative Industries <b>Objective 1.3:</b> Facilitate sustainable community arts and cultural organizations		TIME HORIZON	COMMUNITY PARTNERS	ONE TIME BUDGET	New OPERATIONAL BUDGET
1.1.1	Develop artists in business workshops, lectures, programming through the library and others, such as development workshops for arts & business (budget for honoraria) to build capabilities	2022-ongoing	Library	0	\$3000
1.1.2	Maintain an inventory of talent/artists list, connect artists and businesses to facilitate art displays, artists in residence programs and sponsorship of cultural events.	2022-ongoing	SAS, ArtsCan	0	In-house
1.2.1	Liaise with staff from South Surrey and Semiahmoo First Nation to explore ways to cross-promote and optimize outreach to promote artists.	2022-ongoing	South Surrey/SFN	0	In-house
1.2.2	Create an annual Business and the Arts event with a clear purpose to recognize businesses that support the in White Rock or look at options for being part of SSWRCC.	2023-ongoing	SSWRCC	0	In-house
1.2.3	Create and implement an annual arts marketing plan to effectively market and promote White Rock as an arts and cultural destination and promote WR artists.	2021 - ongoing	PACA, BIA	0	10,000
1.2.4	Encourage local businesses to display, purchase and/or sponsor local arts and crafts (e.g., empty storefront initiative) to encourage placemaking elements engagement with arts and business	2022-ongoing	PACA BIA	0	In-house
1.2.5	Implement the Film Industry Attraction Strategy to attract film industry productions	2021-ongoing	BC Creative, BIA	0	In-house
1.2.6	Collaborate with Economic Development, Tourism, and Arts and Culture (Staff/Committee), leverage opportunities such as Sister City La Connor and other promotion to increase visits	2022-ongoing	BIA, SSWRCC, TOURISM, PACA	0	In-house
1.3.1	Explore the options for creating an Arts Endowment Fund to provide a pool of arts development money available to groups.	2024-2025	Foundations, ARTSCAN	0	In-house
1.3.2	Maintain Civic memberships with outside organizations to facilitate information flow, access grants, professional development, etc. (e.g. Alliance for Arts, Creative City Network of Canada, Metro Van Culture Network, BC Public Art Network, Americans for the Arts, HeritageBC, etc.)	2021-ongoing		0	\$2500
1.3.3	Review the Grants in Aid Arts and Culture Fund to recommend improvements	2022-2022	Finance Dept	0	In-house



<b>GOAL 2: Address the Lack of Arts and Cultural Infrastructure</b> <b>Objective 2.1:</b> Address the need for a physical hub for the arts to thrive/cultural corridor <b>Objective 2.2:</b> Maintain and grow the Public Art program <b>Objective 2.3:</b> Include consideration of arts and culture in City Planning		TIME HORIZON	COMMUNITY PARTNERS	ONE TIME BUDGET	New OPERATIONAL BUDGET
2.1.1	Conduct an Arts and Culture Opportunity and Needs <b>Assessment</b> (including City owned, leased or privately owned dedicated arts spaces). As well as the possibility of merging a new seniors programming facility with arts and cultural needs. Access grants if possible.	2022-2023	Fed & Prov Gov't	\$25,000 (Contractor)	In-house
2.1.2	Follow up the Needs Assessment with a concept plan and construction drawings for the provision of an <b>Arts and Cultural Facility</b> to meet community requirements including the possibility of merging a new seniors programming facility with arts and cultural needs. Be shovel ready and access grants and create budget.	2023 - 2024	Fed & Prov Gov't	\$50,000 (Contractor)	In-house
2.2.1	Incorporate the Public Art Workplan objectives into the Cultural Services workplan and include in the Cultural Strategic Plan annual report card.	2021-ongoing	PAAC	0	Existing Public Art funding formula
2.2.2	Retain a public art specific focused committee to provide guidance for the ongoing sustainability of the Public Art Program	2021-ongoing	PAAC	0	In-house
2.3.1	Ensure that planners for all future municipal-owned infrastructure projects consider integrating arts and cultural space, whether public art and/or arts programming space. Discuss arts and culture infrastructure needs with Planning department to leverage private development projects and explore input into the Official Community Plan	2021-ongoing	City Planners and Private Developers	0	In-house

Goal 3: Sustain Diverse Arts Programs and Festivals		TIME HORIZON	COMMUNITY PARTNERS	ONE TIME BUDGET	New OPERATIONAL BUDGET
Objective 3.1: Maintain and grow diverse special events Objective 3.2: Mobilize event partners and volunteers Objective 3.3: Support a thriving Uptown Arts District "Beyond the Beach"					
3.1.1	Seek out partnerships to increase the number and variety of children and youth-oriented arts programs offered in the community and in more diverse locations.	2023-ongoing	SAS	0	In-house
3.1.2	Create a large, annual, inclusive White Rock Arts Festival (e.g., International Artist Day, Culture Days) to engage the community	2024-2025	SAS, Culture Days	0	\$35,000
3.1.3	Research and develop a business plan for a winter film festival to promote local industry and engage the community	2025-2025	SAS, BIA, CreativeBC	\$10,000	In-house
3.2.1	Optimize the volunteers interested in A level City Events and use an event planning canvas tool to build engagement and capabilities of volunteers.	2021-ongoing	Various	0	In-house
3.2.2	Explore with Semiahmoo First Nation more cultural events at Semiahmoo Park to enrich our relationship	2022 - ongoing	SFN	0	In-house
3.2.3	Implement volunteer management software, policies and processes to realize efficiencies.	2021-2022		2021 Budget	In-house
3.3.1	Scope a project plan to establish a cultural arts district (cultural corridor) along Johnston Road to get people to see "beyond the beach" (clustering of creative business and animated activity, public art, buskers, etc.) including integrating with Public Art, planning to achieve meaningful placemaking	2022	BIA, WRSSCC, PAAC, City Planners, Developers	0	In-house
3.3.2	Create art banners every second year to enhance the vibrancy of the Uptown District.	2022 – biannually ongoing	PAAC	0	\$13,000
3.3.4	Talk to Farmers Market & Miramar & Saltaire Management about adding arts activities to enhance the vibrancy of the Uptown District.	2022 - 2022	WRFM, Strata	0	In-house

## Conclusion

The United Nations has designated 2021 as the International Year of the Creative Economy for Sustainable Development. In light of how the COVID-19 pandemic has paralyzed the creative economy, revealing and worsening the pre-existing vulnerabilities within the culture sector, this is the right time for the City of White Rock to take a bold stand and embrace the vision and objectives found in this renewed Cultural Strategic Plan.

Implementing *Our Creative City by the Sea* Vision means we will hear people say, “in White Rock, the arts are a priority, and people connect and gather here because they have inspiring artistic experiences.”

We anticipate that people are drawn to return because of a vibrant cultural community like public art, festivals, art galleries and the performing arts, resulting in the livability and economic benefits increasing. We imagine a community where artists, cultural workers, and creative economy employers thrive.

Arts and cultural activities and organizations existing naturally in White Rock’s beauty supported from both inside City Hall and in the neighbourhood - from developers to businesses to citizen volunteers - that’s Our Creative City by the Sea. Achieving the vision of ““White Rock connects & engages the whole community by integrating arts & culture into the daily life of the City!”, requires agreement, commitment, and support at all levels of City leadership.

## Appendix A - Example Report Card

<b>Date of Report Card:</b> MONTH/YEAR
<b>Goal:</b> Facilitate Economic Development Through the Arts

<b>Example Objective</b>	<b>What was done?</b>	<b>What resulted?</b>	<b>Next Steps – Recommendation</b>
1.2 Facilitate systemized promotion and marketing for Community Organizations and Creative Industries	1.2.5. Film Industry Attraction Strategy tasks implemented: <ul style="list-style-type: none"> <li>a) Newsletter to location managers</li> <li>b) Improved web site</li> <li>c) Etc.</li> </ul>	<ul style="list-style-type: none"> <li>a) An increase in % of filming inquiries</li> <li>b) An increase in % of filming permits.</li> <li>c) An increase in % of White Rock registered on CreativeBC</li> <li>d) An increase in % of White Rock business registered on CreativeBC</li> </ul>	Staff to continue to be pro-active

## Appendix B

### THE CORPORATION OF THE CITY OF WHITE ROCK CORPORATE REPORT



**DATE:** January 25, 2021

**TO:** Mayor and Council

**FROM:** Eric Stepura, Director, Recreation & Culture

**SUBJECT:** 2020 Special Events Review and Special Events for 2021

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#### RECOMMENDATIONS

THAT Council approved the following new Special Events for 2021:

1. Chalk Art Festival, May 29-30, 2021, organized by the White Rock BIA; and
  2. Summer Busker Series, June 5 to August 28, 2021 from 12:00 p.m. (noon) to 4:00 p.m. at various busker locations throughout the City, organized by the White Rock BIA.
- 

#### EXECUTIVE SUMMARY

Special events in White Rock support community connection and cultural development. They provide a wide variety of entertainment choices, and encourage community gathering opportunities for residents while attracting visitors and tourists, contributing to the City's local economy. This report provides a review of 2020 events, a year that was impacted by the COVID19 pandemic, and an update on 2021 new special events applications. The report also provides information on two new events for Council approval and category designation as laid out in Special Event Policy #710.

#### PREVIOUS COUNCIL DIRECTION

Application guidelines and selection criteria for special events held at White Rock owned or leased facilities or properties are governed by Special Event Policy #710. Community special events are defined for the purposes of this Policy as:

"assemblies or activities ranging in time from hours to days, produced by the City of White Rock, non-profit organizations, private businesses or a combination of partnerships, for community and/or visitor participation, or to attract a significant potential audience."

According to Policy #710, (attached as Appendix C), the City's role in the delivery of community special events falls into three (3) categories:

- Category A - City Produced Event: events where all details are organized and/or coordinated by City staff, usually working with a community volunteer committee to ensure the highest level of community engagement.
- Category B – City as a Producing Partner: events where a high level of staff support is required to work with organizers ensuring that the event content optimizes civic engagement, planning and productions details, as well as marketing needs are sufficient to achieve strategic objectives.
- Category C – City as a Supporter: events where the role of staff is to provide advice and assistance with basic operations and logistical planning such as public safety considerations, coordinating the use of City staff, facilities, property and/or equipment such as tents, stage, barricades, parking lots, community centres, road use, etc.

#### INTRODUCTION/BACKGROUND

2019

In 2019, the City hosted forty-six (46) community special events plus monthly opening receptions at the Landmark Pop-Uptown Gallery and a variety of special events at Kent Street Activity Centre.

## 2020

In 2020, the City and event organizers were on track to present over fifty-one (51) special events. However, the COVID-19 global pandemic and provincial orders prevented in-person gatherings. Despite this, the City found innovative ways to connect:

- A “what’s open” initiative reached out to local businesses across sectors so an interactive map could be built and shared online.
- A [Public Art Story Map](#) was built to encourage folks to get outside.
- Brightly painted banners were erected across the City featuring local artists.
- Beach Food Vendors, Art Walk at the Beach and the Landmark Pop-Uptown Gallery programs were adjusted to meet COVID-19 safety protocols in order to reopen successfully in the summer.
- Research on gamification such as a local online Bingo and Scavenger Hunts was completed to be ready for launch subject the 2021 Financial Plan.
- A new landing page: [whiterockcity.ca/connect](http://whiterockcity.ca/connect) was built with a variety of online activities and resources for residents and visitors to stay connected to White Rock’s cultural life through community events that had gone online. Activities such as online concerts, heritage quizzes and online recreation classes kept our community engaged.
- In preparation for a return to in-person special events, a new wheelchair lift for the City’s SL50 stage was purchased.
- The following 2020 Special Events were held in person:
  - Jan 1, 2020 Polar Bear Plunge – 50<sup>th</sup> Anniversary; o Coldest Night of the Year;
  - Farmer’s Market, Sundays from May through October; o Modified Pride Flag Raising event; o Modified CARP Flag Raising event; and o Festival of Lights, Light Display at Memorial Park.
- Although it required converting to new virtual technology for most community event organizers, the City was able to support them to keep celebrating the following virtual events:
  - National Indigenous People’s Day (video);
  - Canada Day By the Bay Concert and Museum online market (using a Story Map);
  - Remembrance Day (online); o Christmas on the Peninsula (online); o Menorah Lighting for Chanukah at White Rock Beach (online); and o Jan 1, 2021 Plunge at Home – Virtual Polar Plunge.

## Recommendations for 2021 Special Events

Given the ongoing challenge of COVID-19, the Provincial Ministry of Health continues to restrict large gatherings. While the distribution of the vaccine currently underway brings hope for future in-person celebrations, the City’s financial planning process is assuming limits on gatherings will continue throughout 2021. During the interim, there are ways for the City to continue to facilitate connecting, celebrating and building our rich cultural heritage.

Anticipating the continuation of limitations to social gatherings, applicants were asked if their 2021 events could be modified, if needed. The following table summarizes the 2021 status of previously approved events, followed by information about two new special events.

## Existing Special Events 2021

The events team will continue to adapt and innovate with our existing community event partners, using online technology, as follows:

Name of Event	Proposed Date	Policy #710 - Category	How would this Event be Modified if Restrictions Continue through 2021
Virtual Coldest Night of the Year	Feb 15 – 22, 2021	C	Organizers have already converted it to a virtual version.

PAHF Gala	May 1, 2021	C	Organizers plan to postpone their event.
RCMP Open House	May 1, 2021	C	Organizers plan to postpone their event.
Walk with Your Doc	May 7, 2021	C	Organizers plan to postpone or present virtual version.
Buskers & Comedy Festival	May 21 – 23, 2021	C	Organizers plan to postpone their event.
RCMP Torch Run	June 1, 2021	C	Organizers plan to postpone their event.
Summer Movie Nights	June 3, 10 and 17, 2021	C	Organizers plan to postpone the series.
Summer Concert Series	June 24, July 8, July 17, July 22, August 19, August 26, 2021	B	Organizers plan to postpone the series.
National Indigenous Peoples Day	June 21, 2021	B	This event can go virtual again and be enhanced in partnership with Semiahmoo First Nation
Canada Day By the Bay	July 1, 2021	A	Virtual Canada Day (building on 2020 success)
SFN Canada Day Rock 10k	July 1, 2021	C	Organizers plan to postpone.
Tour de White Rock	July 17 and 18, 2021	A	The organizing Committee plans to postpone, along with other Super Week cycle race hosts.
Canadian Snowbirds – C.H.I.L.D. Foundation	July 18, 2021	B	This event last took place successfully in White Rock in 2017 and was approved for 2020 but due to the tragic accident had to be carried-forward to 2021.

Sea Festival and Semiahmoo Days	July 30-Aug 1	A	2021 Committee and staff to discuss adapting to a virtual and limited in-person experience (e.g. strolling buskers/actors themed to the event to help animate the city, themed installations throughout the city and potential other programming in collaboration with Semiahmoo First Nation).
Picnic on the Pier	August 5 or 12, 2021	C	Organizers plan to postpone.
Global Block Party	August 14, 2021	B	Organizers planning a virtual version for 2021.
Craft Beer Festival	September 11, 2021	C	Organizers plan to postpone their event.
Parkinson's Superwalk	September 12, 2021	C	Organizers plan to go virtual again.
Canadian Walk for Veterans	September 25, 2021	C	Organizers plan to go virtual again.
Remembrance Day	November 11, 2021	C	Organizers plan to go virtual again.
Christmas on the Peninsula	November 27, 2021	C	Organizers plan to go virtual again.
Chanukah Menorah Lighting Party & Display	November 28 – December 6, 2021	C	Organizers plan to go virtual again.
Polar Bear Plunge	January 1, 2022	C	Organizers plan to go virtual again.

*White Rock Farmer's Market – May 2 – October 24, 2021* With the new expanded Miramar Plaza and a "through road" completed through the plaza between Thrift Avenue and Russell Avenue, a new Farmers Market site plan is required along with a discussion with the Miramar Plaza Committee regarding this year's Market. Staff will work with the White Rock Farmer's Market Society and the Miramar Plaza Committee and bring forward a separate corporate report with recommendations outlining new details for 2021.

*White Rock Festival of Lights – October 30, 2021 – February 26, 2022*

The White Rock Festival of Lights Society (WRFL) set up holiday light displays in 2019 and

2020. As a new event last year, it was supported by a Grant-in-Aid of \$5,000 in 2019. In-kind City services in the amount of roughly \$9,000 were provided in both years.

Organizers have submitted a new event application for 2021 and have applied to the City asking for an increase support in both cash and in-kind services and be considered a B Level special event, City as a Producing Partner. As the WRFL is considered a light display, rather than a special event, and most of the operational and logistical support for this display was provided by the Engineering and Municipal Operations Department not Recreation & Culture, a separate joint report dealing with the 2021 WRFL request and application will be brought forward for Council's consideration.

New Special Events 2021



The following two new special event applications were received, and the applications are attached as Appendices. As C level events, the City is being asked only to participate as a supporter.

Proposed Dates	Name and Description	Organizer	Policy #710 - Category
May 29 – 30	Chalk Art Festival - Street Activation where chalk artists will design murals on sidewalks throughout the City (see Appendix A).	White Rock BIA	C
June 5 – August 28	Summer Busker Series - Street Activation from Noon – 4 on Saturdays at various locations: Five Corners, Memorial Park and Uptown (see Appendix B).	White Rock BIA	C

#### FINANCIAL IMPLICATIONS

The City's 2021-2025 Financial Plan includes funding for the delivery of existing community events as modified.

The White Rock Festival of Lights financial request will be addressed and presented to Council in a separate corporate report.

#### LEGAL IMPLICATIONS

Not applicable.

#### COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

Seeking out opportunities to connect with other people is more important than ever during a time of social isolation and a continuing stream of "bad news" brought on by the COVID-19 pandemic. Special events and celebrations encourage excitement and cheers up the community.

Recreation and Culture staff work closely with event organizers and the City's Communication Department and IT Department to maximize communication about the benefits of events. Social and traditional media, signage and use of innovative technology, such as Story Maps are some of the ways to keep our residents connected.

#### INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

The Recreation & Culture Events Team has the privilege of working closely with most departments. A systematic way of communicating production impacts well in advance has been created. Other department teams impacted include Economic Development, Human Resources,

Engineering & Municipal Operations, Parks, Library, Museum, Finance, Information

Technology, Communications, By-Laws, RCMP, Fire Rescue, and Corporate Administration.

#### CLIMATE CHANGE IMPLICATIONS

The events team prioritizes green initiatives when celebrating in person, including filling stations for water, recycling bins at events, etc.

#### ALIGNMENT WITH STRATEGIC PRIORITIES

Council Corporate Vision is to provide a high quality of life where arts and culture flourish and our heritage is celebrated, where we can all live, work and play in an enjoyable atmosphere and where the community feels safe, secure and friendly. Special Events support the cultural development needed to build that kind of community.

#### OPTIONS / RISKS / ALTERNATIVES

There are risks to not doing anything to engage and encourage community residents to connect and celebrate, including social isolation, depression, anxiety and reduced community pride. By innovatively working with our community partners to offer virtual events, we can continue to celebrate community milestones and traditions until in-person special events return to White Rock.

#### CONCLUSION

Special events in White Rock support and build community connection, community pride and cultural development. They provide a wide variety of entertainment choices, and, in a typical year, encourage community gathering opportunities for residents and visitors.

Given the ongoing challenge of COVID -19, the Provincial Ministry of Health continues to restrict large gatherings. In anticipation that these restrictions on group gatherings will continue for some time in 2021, the staff will continue to adapt and innovate with our existing community event partners using online technology to provide several community celebrations in 2021.

Staff recommend that Council direct staff to work with the White Rock BIA to deliver two new special events, the Chalk Art Festival and Summer Busker Series, as part of the City's 2021 special events line-up.

Respectfully submitted,

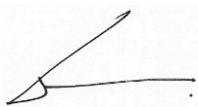


Eric Stepura

Director, Recreation & Culture

Comments from the Chief Administrative Officer

I concur with the recommendations of this corporate report.



Guillermo Ferrero

Chief Administrative Officer

Appendix A: Chalk Art Festival Application

Appendix B: Summer Busker Series Application

Appendix C: Special Events Policy #710

## 2019-2021 ARTS & CULTURAL ADVISORY COMMITTEE MEETING ACTION TRACKING

Meeting Date	Motion #/ Action Item	Agenda Item # & Title	Committee recommendation/ Action item	Staff/ Member Assigned	Status or Completion Date <i>(Red indicates Completed Items)</i>
2019-06-25	Action item	Item 7 – Civic Cultural Development Activities Review	Staff to send out the following relevant policies: <ul style="list-style-type: none"> <li>Recreation and Culture – 710 Community Special Events Policy</li> <li>Finance – 302 Grants-In-Aid</li> <li>Recreation and Culture – 708 Public Art</li> </ul>	Committee Clerk	June 27, 2019
2019-06-25	Action item	Item 9 – Cultural Strategic Planning Process	Staff to send out Cultural Strategic Plan and Economic Strategy to Committee for information.	Committee Clerk	June 27, 2019
2019-07-24	2019-ACAC-008	Item 4 – Definition of Art and Culture	THAT the Arts and Cultural Advisory Committee (the Committee) requests that Council consider inviting a representative from Semiahmoo First Nation (SFN) to join the Committee as a voting member.	Committee Clerk	September 8, 2019 Regular Council – ENDORSED / letter sent to SFN on September 30, 2019
2019-09-24	Action item	Item 4 – Cultural Strategic Planning Next Steps	Staff to provide the Committee the updated S.W.O.T analysis for review. Committee members are to rank them in order of importance, with emphasis on ones that, if addressed now, would have the most significant impact on achieving their vision statement.	Manager of Cultural Development	September 1, 2019
2019-09-24	Action item	Item 5 – Report from Chair	Committee members to review the report titled, “White Rock, the City of Surprises”, and consider any elements that may need to be added. Committee members will report back to the Committee at the next schedule meeting.	All Committee members	Deferred to Nov 26, 2019 Deferred to Feb 25, 2020 meeting Discussed at the October 27, 2020 meeting, revisit post pandemic
2019-09-24	2019-ACAC-012	Item 5 – Report from Chair	THAT the Arts and Cultural Advisory Committee (the Committee) request that Council consider adding a representative from the White Rock Library to the Committee as a non-voting member.	Committee Clerk	October 7, 2019 Regular Council – ENDORSED / Letter sent to WR Library on October 15, 2019
2019-09-24	Action item	Item 9 – Schedule of Committee Meetings	Staff to schedule an additional Committee meeting in October 2019.	Committee Clerk	September 26, 2019

Meeting Date	Motion #/ Action Item	Agenda Item # & Title	Committee recommendation/ Action item	Staff/ Member Assigned	Status or Completion Date <i>(Red indicates Completed Items)</i>
2019-10-22	Action item	Item 4 – Review of Key S.W.O.T. Items Identified by the Committee	M. Partridge, P. Petrala and E. Cheung, Committee members, to present the goals and ideas of the Arts and Cultural Advisory Committee to EDAC at their November 13, 2019 meeting.	M. Partridge, P. Petrala and E. Cheung	November 13, 2019
2019-10-22	Action item	Item 4 – Review of Key S.W.O.T. Items Identified by the Committee	Staff to contact the Chairperson of EDAC to coordinate the presentation.	Committee Clerk	Email sent on October 23, 2019
2019-10-22	Action item	Item 4 – Review of Key S.W.O.T. Items Identified by the Committee	Staff to contact the City of Surrey's Cultural Manager to establish a meeting.	Director of Rec and Culture	E. Keurvorst connected with City of Surrey, they confirmed this is on hold until post pandemic
2019-10-22	Action item	Item 4 – Review of Key S.W.O.T. Items Identified by the Committee	E. Cheung, Committee member to approach White Rock Art Gallery for information about how they market their events/ exhibits for the Committees' information.	E. Cheung	E. Cheung provided update at the October 27, 2020 Meeting
2019-10-22	Action item	Item 4 – Review of Key S.W.O.T. Items Identified by the Committee	Staff to send Corporate Reports regarding the previous Arts and Cultural Strategic Plan goals and outcomes to the Committee for information.	Director of Rec and Culture	E. Keurvorst to send out
2020-01-28	Action Item	Item 9 – Report from the Chair	Members are invited to read and review the document and bring forward items for action to the next meeting.	Committee members	Completed
2020-02-25	Action Item	Item 4- Cultural Strategic Planning Next Steps	Committee members, J. Davidson, P. Higinbotham and S. Fairbairn to look at the feasibility and collect information regarding a mural festival in White Rock, and report back with any information to the Committee for discussion.	Committee members, J. Davidson, P. Petrala and S. Fairbairn	J. Davidson provided an update at the October 27, 2020 Meeting
2020-10-27	2020-ACAC-010	Item 9 – Roundtable Discussion	THAT the Arts and Cultural Advisory Committee recommends that Council direct staff to investigate developing an online strategy for Arts and Culture	Staff	Endorsed at the November 23, 2020 Council Meeting
2020-10-27	2020-ACAC-011	Item 9 – Roundtable Discussion	THAT the Arts and Cultural Advisory Committee recommends that Council direct staff to explore the cost and feasibility for online promotions for Arts and Culture with community partners	Staff	Endorsed at the November 23, 2020 Council Meeting
2020-10-27	Action Item	Item 9 – Roundtable Discussion	Manager, Cultural Development to send out link to the Committee on the City of White Rock Special Events Policy.	E. Keurvorst	Completed
2020-10-27	Action Item	Item 9 – Roundtable Discussion	Staff to confirm the Festival of Lights Website is posted on the City Connect Listing.	E. Keurvorst	Completed

Meeting Date	Motion #/ Action Item	Agenda Item # & Title	Committee recommendation/ Action item	Staff/ Member Assigned	Status or Completion Date <i>(Red indicates Completed Items)</i>
2020-10-27	Action Item	Item 9 – Roundtable Discussion	Manager, Cultural Development to send out summary of work done to date to the Committee.	E. Keurvorst	Sent out November 24, 2020
2020-11-24	Action Item	Item 4 - Cultural Strategic Plan Discussion	The Committee to work on strategic planning and identify actions that would attract the film industry to White Rock.	Committee	Added to the January 26, 2021 ACAC Agenda
2020-11-24	Action Item	Item 5 – Roundtable Discussion	Manager, Cultural Development to collect research information from J. Davidson and share with PAAC for the public art workplan currently underway. A draft mural policy for the City of White Rock will be provided for review to both ACAC and PAAC.	E. Keurvorst	Complete
2020-11-24	Action Item	Item 5 – Roundtable Discussion	Manager, Cultural Development to add a Business and Artist Gala to the Arts and Cultural Strategic Plan.	E. Keurvorst	Added to the January 26, 2021 ACAC Agenda
2020-11-24	Action Item	Item 5 – Roundtable Discussion	The Chair, Vice-Chair and Manager, Cultural Development to meet with a working group of community arts representatives (through PACA) to draft recommendations in the form of a Communications Action Plan for 2021 to achieve the above-stated objectives.	The Chair, Vice-Chair and Manager, Cultural Development	Added to the January 26, 2021 ACAC Agenda
2021-02-23	Action Item	Item 6 – Other Business	The Manager of Cultural Development to email a volunteer opportunity with the City to the Committee.	E. Keurvorst	Complete