

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: November 4, 2024

TO: Mayor and Council

FROM: Robyn Barra, Manager, Communications &
John Woolgar, Director, Recreation and Culture

SUBJECT: Pier Banner Usage Policy 178

RECOMMENDATION

THAT Council:

1. Receive for information the corporate report dated November 4, 2024 from the Manager of Communications and the Director of Recreation and Culture titled "Pier Banner Usage"; and
 2. Approve Pier Banner Usage Council Policy 178, as circulated.
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EXECUTIVE SUMMARY

The Pier Banner Usage Policy establishes a structured framework for the promotion of events using the Pier Banner. It ensures fairness, transparency, and consistency in determining which events are eligible for banner usage.

INTRODUCTION/BACKGROUND

The Pier Banner is a highly visible platform used to promote public events in the city. This policy was created to regulate its use by ensuring that:

- Priority is given to **Category A events**, which are city-produced and designed to engage the community (e.g., Canada Day by the Bay, Sea Festival). Category B events can be promoted if they do not interfere with the promotion of Category A events. Category C events are not promoted by use of the Pier Banner.
- The Pier Banner is not used for private or commercial interests.
- Event selection aligns with the city's goals of boosting tourism, economic activity, environmental sensitivity, and respecting First Nations culture.

***Exception:** Because the Pride Flag Raising Ceremony is a Category A event, the Pride Week banner will be displayed as a Pier Banner.

Staff have proposed a new Pier Banner Usage policy for council consideration in order to:

1. **Establish a Framework:** Provide clear guidelines on which events are eligible for promotion through the pier banner and how scheduling priorities are determined.
2. **Guide Staff:** Help city staff make consistent and informed decisions when selecting events for promotion.
3. **Ensure Fairness and Transparency:** Promote an open, equitable process to respond consistently to event promotion requests.

The draft new Council policy Pier Banner Usage No. 178 is attached to and forms part of the corporate report as Appendix A.

FINANCIAL IMPLICATIONS

Funding for the creation of banners is contained in the budget for the Recreation and Culture Department. Additional requests for banners will be considered depending on budget availability.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

1. **Promoting Key Community Events:** The policy ensures that high-priority, city-produced events (Category A) are prominently promoted, boosting public awareness and engagement in activities like Canada Day and the White Rock Sea Festival.
2. **Strengthening Civic Engagement:** The policy emphasizes promoting events that enhance community participation, tourism, and economic activity, fostering a stronger connection between residents and the city's cultural and recreational initiatives.
3. **Guidance for Event Organizers:** Event organizers, including community groups, are given clear guidance on the banner's purpose and the process for promoting their events, ensuring open lines of communication between the city and its stakeholders.

This policy ensures a more organized, inclusive approach to event promotion that aligns with the city's strategic goals, supporting both community building and transparency in communications.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

The scheduling and execution of installing the Pier Banners is done by the City of White Rock's Communications department, in partnership with the Recreation & Culture department.

ALIGNMENT WITH STRATEGIC PRIORITIES

- **Community:** The Pier Banner Policy promotes community engagement by giving priority to city-produced events that connect residents through cultural, recreational, and volunteer opportunities.
- **Local Economy:** By promoting events that attract tourists and generate economic activity, the policy supports the city's goal of diversified economic growth and helps local businesses.

• **Waterfront:** The Pier Banner is a prominent feature on the waterfront, and its promotion of key events enhances the vibrancy and prosperity of this critical area, aligning with efforts to make the waterfront a hub for cultural and economic activity.

This policy directly supports the city's overarching priorities by fostering community connection, promoting economic growth, and enhancing the vibrancy of the waterfront.

OPTIONS / RISKS / ALTERNATIVES

The following options are available for Council's consideration:

Options for Consideration:

1. Endorse the policy as presented as it clarifies current City practices and ensures concise use of the banner area whereby the City's Class A and in some cases Class B events are highlighted.
2. Expand Banner Usage to Category B and C Events: Allow more flexibility in promoting non-city-produced (Category B) and community-supported (Category C) events. This could increase community involvement by showcasing a broader range of events. However, this may reduce visibility for key city-produced (Category A) events, affecting community engagement in flagship activities.

Staff recommend Option 1

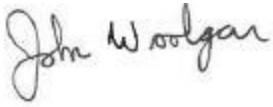
CONCLUSION

The Pier Banner Usage Policy provides a clear, transparent framework for promoting community-centered events on a highly visible platform. By prioritizing city-produced events and ensuring fairness in the selection process, the policy enhances civic engagement, boosts tourism, and supports the local economy. It aligns with the city's strategic priorities by fostering community connection, stimulating waterfront vibrancy, and promoting events that are environmentally and culturally sensitive.

Respectfully submitted,



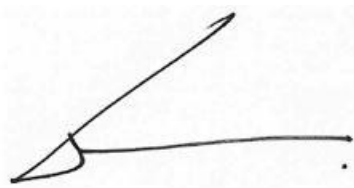
Robyn Barra
Manager, Communications



John Woolgar
Director, Recreation and Culture

Comments from the Chief Administrative Officer

I concur with the recommendation(s) of this corporate report.



Guillermo Ferrero
Chief Administrative Officer

Appendix A: Draft Pier Banner Usage Policy No. 178