

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



**DATE:** November 25, 2024  
**TO:** Mayor and Council  
**FROM:** John Woolgar, Director Recreation and Culture  
**SUBJECT:** 2025 Events and Policy Review

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**RECOMMENDATIONS**

THAT Council:

1. Approve the following new events for 2025:
    - a) White Rock Circular Fashion Market – Date TBD
    - b) Summer Solstice Market – June 21
    - c) All My Relations – June 22 (subject to endorsement from Semiahmoo First Nation)
    - d) Celebrate the Roots of Yoga – June 21
  2. Approve the 2025 dates for City A Category Events.
  3. Approve the updated Special Events Policy.
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**EXECUTIVE SUMMARY**

Special events in White Rock support and enhance community connection, cultural development and foster civic pride. Events provide a wide variety of experiences, and encourage community gathering opportunities for residents, while attracting visitors that contribute to the local economy. The Special Events Policy guides the process for approving events that seeks to build a diverse, balanced and engaging event schedule for the year.

**PREVIOUS COUNCIL DIRECTION**

Events are approved and managed through the City's Event Policy (710).

**INTRODUCTION/BACKGROUND**

The Cultural Strategic Plan, "Our Creative City by the Sea," adopted by Council in 2021, identified the goal to "Sustain Diverse Arts Program and Festivals."

Events enrich the lives of residents, providing opportunity for the community to connect, learn and celebrate together. Events contribute to the social and economic wellbeing of the community, provide valuable volunteer opportunities, and build a sense of place and community.

## **New Events**

Each year, the city puts out a call to invite organizers to apply to hold new and returning events in White Rock. The following new proposed events for 2025 are recommended by Staff:

### White Rock Circular Fashion Market (Dates TBD)

The White Rock Circular Fashion Market is designed as a vibrant, community-focused event that brings together 15-20 local vendors specializing in vintage and circular fashion. The market aims to engage the White Rock community, promote local businesses, and attract both residents and tourists to a unique and sustainable shopping experience. Staff will work with the organizer to determine how many times a year this market could take place. The proposed location is Miramar Plaza with the intention of starting with a couple of pop-up markets to gauge community and visitor interest.

### Summer Solstice Market (June 21)

The Summer Solstice Market will aim to create a vibrant, community-centered event that supports local businesses and celebrates White Rock's cultural and coastal identity. By providing a platform for local vendors, artisans, and performers, the market enhances the local economy, promotes creativity, and fosters community engagement. Highlights will include live entertainment, a variety of food trucks, and a special sunset meditation/yoga class to mark the longest day of the year.

### Celebrate the Roots of Yoga (June 21)

This event will not only highlight the ancient origins of yoga, but also explore how it benefits our modern communities by building unity, resilience, and peace of mind. To celebrate International Yoga Day, Kevala Yoga and Wellness, located in White Rock, propose a free yoga class and educational opportunities on the Pier, emphasizing yoga's vital role fostering both personal well-being and a strong, healthier community.

### All My Relations (June 22)

All My Relations will bring together Indigenous vendors serving traditional foods and selling traditional arts and crafts. There will be Indigenous performances, as well as invited guests from the community who will come together to share and celebrates our cultures. Elders will be on hand to share knowledge, healing and teachings. This event is planned for the weekend of National Indigenous People's Day. Staff recommend endorsement from Semiahmoo First Nation before further planning takes place.

## **2025 A Category Events**

The following are the proposed dates for the City's Category A Events

- Volunteer Fair – April 20
- Canada Day by the Bay – July 1
- Pride Flag Raising – July 18
- Sea Festival/Semiahmoo Days & Torchlight Parade – August 2 & 3
- White Rock & South Surrey Culture Crawl – October 4 & 5
- Bright Walk in White Rock – November 29

## 2025 B & C Category Returning Events

Dates are subject to change.

DATE	CATEGORY	EVENT
Sunday, January 5	C	White Rock Fire Annual Tree Chip
Saturday, Feb 22	C	Coldest Night of the Year
Saturday, April 5	C	Drive Thru Shred-a-thon
Saturday, April 12	C	Easter Egg Giveaway
Friday, April 18	C	Bunny Hop 2025
Sunday, April 20	C	WR Farmers Market
Wednesday, April 30	C	Punch Out Parkinsons
Friday, May 2	C	Friday Night Market #1
Saturday, May 3	C	Peace Arch Hospital Gala
Sunday, May 4	C	Floras Walk
Sunday, May 25	C	IG Walk for Alzheimer's
Sunday, June 01	C	Walk the Rock
Friday, June 6	C	Friday Night Market #2
Saturday, June 7	C	Oxford Hill Climb
Saturday, June 7	C	Operation Clear the Tracks
Saturday, June 14	C	BIA Jazz & Blues Fest
Thursday, June 26	B	Concerts at the Pier #1
Wednesday July 2	C	Lululemon Yoga #1
Saturday, July 5	C	Yoga on the Pier
Saturday, July 5	C	Paint the Town
Wednesday, July 9	C	Lululemon Yoga #2
Thursday, July 10	B	Concerts at the Pier #2
Friday July 18	C	Friday Night Market #3
Saturday, July 12	C	Dancing at the Pier #1
Wednesday, July 16	C	Lululemon Yoga #3
Friday, July 18	C	WR Annual Pride Ride
Saturday, July 19	C	WR Pride Family Day
Wednesday July 23	C	Lululemon Yoga #4
Thursday, July 24	B	Concerts at the Pier #3
Saturday, July 26	C	Dancing at the Pier #2
Wednesday, July 30	C	Lululemon Yoga #5
Wednesday, August 6	C	Lululemon Yoga #6
Thursday, August 7	C	Picnic on the Pier
Friday, August 8	C	Friday Night Market #4
Saturday, August 9	C	Dancing at the Pier #3
Saturday, August 9	C	Yoga at the Beach
Wednesday, August 13	C	Lululemon Yoga #7
Wednesday, August 20	C	Lululemon Yoga #8
Thursday August 21	B	Concerts at the Pier #4
Saturday, August 23	C	Dancing at the Pier #4
Wednesday, August 27	C	Intl Overdose Awareness Day

Thursday, August 28	B	Concerts at the Pier #5
Friday September 5	C	Friday Night Market #5
Saturday, September 13	C	Drive Thru Shred-a-thon
Saturday, September 20	C	BIA Craft Beer Festival
Saturday September 20	C	South Rock Comedy Festival
Sunday, September 21	C	Canadian Walk for Veterans
Monday, September 22	C	Operation Clear the Tracks
Thursday, September 25	C	West Coast Run to Remember
Tuesday, September 30	B	Truth and Reconciliation Day
Sunday, October 5	C	Multiple Myeloma March
Tuesday, November 11	B	Remembrance Day Parade
Saturday, November 15	C	Shopping District Holiday Crawl
Saturday, November 29	C	Christmas on the Peninsula
Saturday, November 29	B	Miramar Tree Lighting
Saturday, December 6	C	White Rock Fire Pancake Breakfast
Sunday, December 14	C	Chanukah Public Menorah Lighting
Thursday, January 1, 2026	C	White Rock Polar Bear Plunge

Event organizers for Class B and C events are asked to provide two dates for consideration in case their first choice is not available. There is one conflict for the 2025 schedule with event organizers of Christmas on the Peninsula requesting November 29 which is the preferred date for the Category A event Bright Walk. If Council approves the dates for the Category A events, staff will work with the event organizer of Christmas on the Peninsula to find an alternative date as they did not submit a second choice date in their application.

### **Special Events Policy (710)**

The Special Events Policy (710) has been reviewed and updated to reflect current practice. The changes allow for flexibility to meet the growing demand for event space and provide clear direction for staff and event organizers. Please see Appendix A for the existing policy and Appendix B for the proposed updated policy. Updates for the new policy include:

- Expanded definitions.
- Clearer outline of what an event is and definition of non-eligible events.
- Revised criteria.
- Revised principles.
- Revised process to review and/or accommodate late applications.

### **FINANCIAL IMPLICATIONS**

Proposed B and C Category Events are supported through the 2025 annual operating budget.

### **LEGAL IMPLICATIONS**

The city requires all “C” category events to follow strict protocols that cover insurance requirements including appropriate first aid, food safe, traffic management, fire, and other safety requirements.

## **COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS**

Event organizers can take advantage of the city's events calendar and events are promoted on the city's social media platforms. Staff request approved event organizers complete a marketing intake form to optimize promotions.

## **INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS**

Recreation and Culture staff use a production plan circulated to all impacted departments to host these events safely and efficiently. Staff work collaboratively with other departments to ensure the success of events and mitigate any adverse impacts. Other departments that may be impacted include Planning and Development Services (By-Laws, Parking), Human Resources, Engineering & Municipal Operations, Parks, Library, Museum, Finance, Information Technology, Communications, By-Laws, RCMP, Fire Rescue and Corporate Administration.

## **CLIMATE CHANGE IMPLICATIONS**

The Recreation and Cultural department prioritize green initiatives when planning and celebrating events. Staff will continue to work closely with other departments to identify and execute environmentally sustainable practices and communicate those practices to community special events organizers.

## **ALIGNMENT WITH STRATEGIC PRIORITIES**

Events support the corporate vision to provide a high quality of life where arts and culture flourish and heritage is celebrated, where we can all live, work and play in an enjoyable atmosphere where the community feels safe and secure.

Events support Council Strategic Goals:

### Community

2. Encourage positive community gathering by designing and implementing inviting public spaces and beautification projects.

### Organization and Governance

4. Sustain and nurture the established partnership between the City of White Rock and Semiahmoo First Nation.

### Local Economy

2. Increase patronship of our commercial districts.

The White Rock Cultural Strategic Plan, My Creative City by the Sea, (adopted 2021), emphasizes as goal three (3) that the City will sustain diverse arts programs and festivals.

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"

### **OPTIONS / RISKS / ALTERNATIVES**

The following options are available for Council's consideration:

1. Do not approve or approve some of the following new events:
  - a) White Rock Circular Fashion Show
  - b) Summer Solstice Market
  - c) All My Relations
  - d) Celebrate the Roots of Yoga
2. Do not approve or approve some of the 2025 Category A Level Events proposed dates:
  - a) Volunteer Fair – April 20
  - b) Canada Day by the Bay – July 1
  - c) Pride Flag Raising – July 18
  - d) Sea Festival & Semiahmoo Days – August 2 & 3
  - e) White Rock and South Surrey Culture Crawl – October 4-5
  - f) Bright Walk in White Rock – November 29
3. Do not approve the event policy update, or direct there be amendments.

Not approving these events and programs could limit the community's access to events and programs that support community health, wellbeing and connectiveness and compromise opportunities for growing community partnerships.

Not approving the 2025 Category A Level Event dates could create an imbalance in the annual event calendar, impacting other B and C Category events.

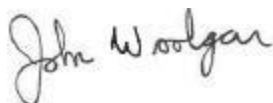
Not approving the event policy update could result in delays and inefficiencies when reviewing event applications.

### **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 encourage gathering opportunities for residents and visitors to meet and become better connected to their community. Through effective engagement, staff continue to collaborate with event organizers to ensure the highest quality production of Category B and C events.

Respectfully submitted,

Reviewed and Approved,

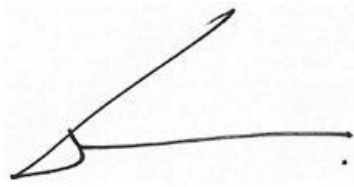


Rebecca Forrest  
Manager, Cultural Development

John Woolgar  
Director, Recreation and Culture

**Comments from the Chief Administrative Officer**

I concur with the recommendations of this corporate report.

A handwritten signature in black ink, consisting of a stylized 'G' followed by a horizontal line and a small dot at the end.

Guillermo Ferrero  
Chief Administrative Officer

Appendix A: Special Events Policy (710) original  
Appendix B: Special Events Policy (710) revised