

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: February 24, 2025

TO: Mayor and Council

FROM: John Woolgar, Director Recreation and Culture

SUBJECT: Night Market Beer Garden Proposal

RECOMMENDATION

THAT Council provide direction to staff to respond to the proposal from the Greater Vancouver Food Truck Festival to offer a beer garden at the Night Market events to be held in 2025.

EXECUTIVE SUMMARY

The White Rock Night Market, organized by The Greater Vancouver Food Truck Festival, has brought forward a proposal (Appendix A & B) to expand and enclose a portion of the Night Market to accommodate a beer garden. Launched in 2024 the Night Market is held once a month throughout the spring and summer and has been a popular addition to events taking place in Memorial Plaza and on the Promenade.

PREVIOUS COUNCIL DIRECTION

The Beer Garden/Public Liquor License Recreation and Culture Policy #704 dated July 27, 2015, approved by Council (Appendix C), outlines the guidelines for beer gardens held on city owned or leased property.

INTRODUCTION/BACKGROUND

The White Rock Night Market organizers would like to introduce a beer garden component to the Night Market. The organizers have stated that the community benefits of the beer garden would include lengthening the stay of visitors and enhancing the atmosphere, encouraging visitors to buy local and would feature local breweries and beverages.

Following BC Liquor regulations, the licensed areas would need to be enclosed. The organizers have indicated the proposed area would enclose Memorial Park Plaza, the Promenade, the sidewalk and the Museum's front entrance.

If the beer garden was approved, the following conditions would need to be met prior to the event taking place:

- The organizer provides the city with a copy of a certificate of insurance, which includes Comprehensive General Liability Insurance naming the City of White Rock as an additional insured for the entire duration of both events (from setup through

takedown) with a minimum limit of \$5M coverage. Proof of insurance must be received ten (10) days in advance of the event.

- The organizer obtains an application for the two Special Occasions Licenses from the BC Liquor Control and Licensing Branch, submits it to the White Rock Detachment of the RCMP for approval at least ten (10) days in advance of the event, the Special Occasions License may be issued by a BC Liquor Store Manager.
- The organizer provides the city with a sketch showing the event and site where liquor will be served, layout, including the dimensions of all tents. The White Rock Fire Chief will review permit and safety issues related to any proposed tent size, structure, and crowd capacity.
- Certified security personnel to provide security of areas serving liquor must be present.
- The designated area serving liquor will be enclosed and access monitored for these ticketed events.

All organizers are encouraged to work with local wineries and breweries to use their products when possible.

If the beer garden is approved, staff would ensure that the space would not include sidewalks, the Promenade or entrances to the Museum as this would restrict access to the area for visitors who are not attending the Night Market.

FINANCIAL IMPLICATIONS

There are no additional costs to the city as all costs for the operation of these beer/wine gardens will be borne by the organizer.

LEGAL IMPLICATIONS

Approval of both the White Rock RCMP and the BC Liquor Control and Licensing Branch are required. The event organizer is responsible for all health and safety considerations and must produce liability insurance.

CLIMATE CHANGE IMPLICATIONS

All event organizers are encouraged to practice sustainability when holding an event.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

Promotion of the event to inform residents will be done by the event organizer and is permitted on the City's Event Calendar.

Staff contacted the White Rock BIA for feedback on the proposal and are awaiting a reply.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

White Rock RCMP will review the beer/wine garden special occasion application to ensure compliance with provincial liquor laws and White Rock Fire Rescue will review and approve the permit and safety issues related to tent size, structure, and crowd capacity. Public Works and Parks would be consulted to ensure that if approved, any fencing is appropriately placed.

ALIGNMENT WITH STRATEGIC PRIORITIES

Council Strategic Goals:

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.

OPTIONS / RISKS / ALTERNATIVES

The following options are available for Council's consideration:

1. Approve the Night Market Beer Garden Proposal as presented by the Organizer.
2. Approve the Night Market Beer Garden Proposal with some modifications.
3. Do not approve the Beer Garden Proposal.

CONCLUSION

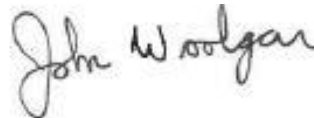
Events support White Rock's goal to sustain diverse festivals, facilitate economic development and foster a livable city that connects residents and provides a sense of place. Licenses areas/beer gardens can add a festive component to events if executed safely and with the support of the community.

Respectfully submitted,



Rebecca Forrest
Manager, Cultural Development

Approved by,



John Woolgar
Director, Recreation and Culture

Comments from the Chief Administrative Officer

The report is provided for Council's consideration and direction to staff.



Guillermo Ferrero
Chief Administrative Officer

Appendix A: Letter - White Rock Night Market 2025

Appendix B: Proposal: White Rock Night Market 2025

Appendix C: 704 - Beer and Wine Garden, Public Function Liquor Licences