

Proposal: White Rock Night Market 2025

Subject: Request for Approval to Include a Licensed Beverage Area

To: Mayor and Council, City of White Rock

From: Jason Faria, White Rock Night Market Team

Building on 2024 Success

The White Rock Night Market, launched in 2024, focused on celebrating the beauty of White Rock and fostering a strong connection between the event and the local community. The inaugural event was an incredible success, drawing attendees across the region and boosting traffic to nearby businesses. Our open-platform approach allowed us to learn about attendee preferences, behaviours, and the overall community impact. Key findings included:

- **Target Audience Alignment:** The demographic of attendees was well-suited to the White Rock community.
- **Business Benefits:** Local businesses reported increased foot traffic and engagement.
- **Areas for Growth:** While food trucks, entertainment, and artisan vendors created an engaging atmosphere, the average attendee stayed for 30 to 45 minutes. Enhancing the event's social environment emerged as a key opportunity to increase community impact.

To address this opportunity, we propose introducing a licensed beverage area in 2025, pending council approval. This addition is designed to enhance the event experience while supporting local businesses and maintaining the market's family-friendly nature.

Why Include a Licensed Beverage Area?

1. **Increase Length of Stay:** A licensed area encourages guests to linger longer, enjoy the ambiance, and support local vendors.
2. **Boost Spending:** Visitors are likely to spend more at both the event and nearby businesses.
3. **Foster Community Engagement:** Shared social spaces promote connections among attendees.
4. **Enhance Local Collaboration:** Partnering with White Rock's breweries and beverage producers strengthens ties with the local economy.
5. **Keep Visitors Local:** Encouraging attendees to extend their night at nearby bars and restaurants ensures ongoing support for the community.

Proven Success of Licensed Activations

We have successfully managed licensed beverage areas at numerous events, including:

- Richmond Community Block Party (2021)
- Food Truck Wars Cloverdale (2022)
- Food Truck Wars Langley (2022-2023)
- Chilliwack Ribfest (2023-2024)
- Mission Ribfest (2024)
- Brentwood Shop the Block (2021-2022)
- Holidays on the Block (2022)
- Langley Community Days (2019-2025)
- Chilliwack Party in the Park (2023-2024)

In 2023, we launched our in-house brand, Event Pour Co., to handle licensing, service, and logistics for beverage activations. This ensures consistent, high-quality execution tailored to each event's audience. We prioritize partnerships with local breweries, wineries, and beverage producers wherever possible.

Operational Plan for White Rock

1. Site Management:

- **Perimeter Control:** A secure, fenced area using 10x4 panels will prevent alcohol from entering or leaving the site.
- **Entrances and Exits:** Security personnel will monitor all access points, conduct ID checks, and issue tamper-proof wristbands for patrons 19+.

2. Beverage Service:

- **Controlled Offerings:** Service will be limited to beer, wine, and seltzers—no hard liquor will be available.
- **Eco-Friendly Practices:** Beverages will be served in compostable cups to minimize waste.
- **Community Focus:** The licensed area is designed to encourage attendees to continue their evening at White Rock's local bars and restaurants.

3. Security Measures:

- **Professional Oversight:** A licensed security team will be on-site from the event opening until 30 minutes after the service concludes.
- **Staffing Levels:** A minimum of four security personnel, including a shift supervisor, will ensure the safety of attendees and compliance with regulations.
- **Comprehensive Planning:** The security team will develop a plan compliant with the City, RCMP, and the Liquor & Cannabis Control Branch regulations.

Community Consultation

We have engaged with community members, including local bars and restaurants such as the OB and Charlies, to discuss the benefits of adding a licensed space. Feedback has been positive, with businesses expressing excitement about the potential for increased patronage. During the 2024 market, the opening night saw high attendance levels, significantly benefiting nearby establishments. A licensed activation in 2025 will build on this momentum, keeping visitors in White Rock and enhancing their overall experience.

Conclusion

Introducing a licensed beverage area at the White Rock Night Market is a natural progression to enhance the event's social atmosphere and economic impact. We are committed to executing this responsibly, prioritizing safety and community benefit while ensuring compliance with all municipal and provincial regulations.

We respectfully request approval from the Mayor and Council to license this activation for the 2025 season. We look forward to continuing to support the vibrancy and prosperity of White Rock through this enhanced event experience.