

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: July 26, 2021
TO: Mayor and Council
FROM: Eric Stepura, Director, Recreation & Culture
SUBJECT: 2021 Culture Days Welcome Back White Rock Special Event

RECOMMENDATION

THAT Council receives for information the corporate report dated July 26, 2021, from the Director, Recreation & Culture, titled “2021 Culture Days Welcome Back White Rock Special Event.”

EXECUTIVE SUMMARY

This report is to update Council on the A Level special event being planned for September 24-26, 2021 following the lifting of Step 3 Provincial Health Restrictions for public gatherings.

The City had planned to host two virtual events in the fall of 2021 if Provincial Health Order restrictions on group gatherings were still in effect. These events could be adjusted from online to in-person, based on the Provincial Health Orders. The two approved events are an interactive scavenger hunt, and an arts festival.

The White Rock Business Improvement Association (BIA) has asked to enhance the arts festival with generous sponsorship and programming support. This sponsorship means that the organizing committee are able to offer many more event elements, with an added focus on the Uptown area, local businesses and promoting tourism.

The White Rock Arts Festival event is set to be held over the weekend of September 24 to 26, 2021, themed ***Welcome Back White Rock***. The event carries on the tradition of an annual arts festival last held in White Rock in 2018 (formerly known as Culture Days).

PREVIOUS COUNCIL DIRECTION

Council adopted the 2021 Creative City by the Sea Cultural Strategic Plan which includes an objective to hold an annual arts festival. The 2021 Financial Plan included funding for an arts festival (Culture Days), and funding for an interactive gamification “Scavenger Hunt.”

INTRODUCTION/BACKGROUND

Recreation and Culture staff, in discussion with the Executive Director of the BIA have discussed the idea of providing an opportunity to bring the community together and celebrate our strength and resiliency in overcoming the COVID-19 pandemic lockdown, Provincial Health Orders and other restrictions and challenges.

City staff will be organizing and hosting an in-person weekend celebration of arts, lively entertainment, and business engagement on the weekend of September 24, 25 and 26, 2021 with the theme “Welcome Back White Rock.”

This A Level (City produced) event is being supported and enhanced by the BIA through a major financial sponsorship. We anticipate activities across the City from the Waterfront to Five Corners, to Uptown in a variety of venues. Detailed programming including performance schedules will be finalized in late August.

FINANCIAL IMPLICATIONS

Culture Days and the Scavenger Hunt were both approved as events in the 2021 Financial Plan. The BIA is also providing significant funding for the event.

LEGAL IMPLICATIONS

Not applicable.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

The idea to provide an opportunity for the community to come together for a post pandemic celebration was anticipated as part of the 2021 Recreation and Culture special events operating budget. The City had planned to restore Culture Days and an interactive scavenger hunt. The BIA’s sponsorship means that the scope and quality of Culture Days in 2021 can be greatly expanded.

A detailed communications plan will ensure that community engagement is maximized including social media, earned media, and paid advertising.

Community engagement will also be optimized through a community planning table comprised of artists, Peninsula Arts and Culture Alliance (PACA) representatives and BIA staff, facilitated by the Recreation & Culture Department staff.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

Recreation and Culture will work closely with the Communications, Economic Development and IT staff to ensure that the event benefits are optimized. If any road, sidewalk or park use is required, Recreation and Culture will work with the Municipal Engineering and Operations Department staff to comply with regulations.

CLIMATE CHANGE IMPLICATIONS

Recreation and Culture in partnership with the Municipal Engineering and Operations teams and community partners will assess ways to ensure sustainability elements are included (e.g., recycling, water stations, etc.).

ALIGNMENT WITH STRATEGIC PRIORITIES

In addition to linking directly to Council’s 2021 Creative City by the Sea Strategic Plan, the event will align with the following Council strategic priorities:

COVID-19:

- The event celebrates our resilience and encourages a post-pandemic re-engagement. *“We will provide the best possible community outcomes and resilience to maximize recovery from COVID-19.”*

Community:

- The event includes community partners in decision making.
“We will make the best possible community decisions in collaboration with residents and stakeholders, providing an excellent quality of life.”

Economy:

- The event will stimulate economic activity.
“We will support the prosperity and diversification of the City’s economic base.”

OPTIONS / RISKS / ALTERNATIVES

The following option is available for Council’s consideration:

1. Cancel the 2021 Culture Days and Scavenger Hunt event and advise the BIA.

CONCLUSION

This exciting multi-faceted special event is planned for September 24-26, 2021. The activities will create vibrancy and a festive atmosphere throughout the City and provide an opportunity for the community to come together and, celebrate its resilience, showcase local and regional artistic talent, and re-invite visitors to our wonderful City following a difficult year and a half.

Our community partners in the “Welcome Back White Rock” event include the BIA, PACA, individual artists, arts groups and others in the creative sector. Detailed programming is underway and will be finalized in late August to be shared with Council and the community.

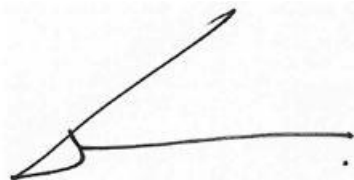
Respectfully submitted,



Eric Stepura
Director, Recreation and Culture

Comments from the Chief Administrative Officer

This corporate report is provided for information purposes.



Guillermo Ferrero
Chief Administrative Officer