

THE CORPORATION OF THE
**CITY OF WHITE
ROCK**

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POLICY TITLE: COMMUNITY SPECIAL EVENTS

POLICY NUMBER: RECREATION AND CULTURE - 710

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Policy:

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1. **INTRODUCTION**

Purpose

The purpose of the Community Special Event Policy (Policy) is to:

- a) Provide a framework for approval of community special events that support community engagement and civic celebration as well as public safety, fiscal responsibility and environmental stewardship.
- b) Guide staff in the selection and recommendation to Council of community special events based on adherence to the Policy, available budget resources and value to the community.
- c) Manage community special events in order to provide effective opportunities for citizen engagement, enhancing civic pride and

community building;

- d) Serve as an act of public trust and stewardship for the provision of City resources to support sustainable, locally created events that uniquely showcase and promote White Rock and its local businesses.
- e) Ensure that Federal and Provincial laws, permits and requirements, and City policies, by-laws and guidelines are followed.

Principles

The Policy ensures that community special events are:

- a) Being selected through an informed and fair process
- b) Being planned and managed effectively and sustainably to optimize civic and community resources.
- c) Balancing the City's annual schedule of events.
- d) Ensure public safety.
- e) Providing positive community engagement unique to White Rock.
- f) Reflecting the diversity and values of the community to foster a sense of belonging, identity and community pride.
- g) Generating economic and tourism activity.
- h) Inclusive so White Rock residents and visitors feel welcome to participate.
- i) Demonstrating sensitivity to environmental stewardship and First Nation culture.
- j) Adhering to all Federal and Provincial laws, regulations, permits and requirements, and all City policies, by-laws and guidelines.

2. DEFINITIONS

The definition of Community Special Events for the purposes of this Policy are *"assemblies or activities ranging in time from hours to days, produced by the City of White Rock, non-profit organizations, private businesses or a combination of partnerships, for community and/or visitor participation, or to attract a significant potential audience."* This definition includes but is not limited to community celebrations, anniversaries, festivals, concerts, sport tournaments, foot and bicycle races and fundraising functions.

The City's role in the delivery of community special events falls into three categories:

Category A - City Produced Events

City produced events are events where all details are organized and/or coordinated by staff usually working with a community volunteer committee to ensure the highest level of community engagement. Examples include Canada Day by the Bay, White Rock Sea Festival and Tour de White Rock.

Category B – City as a Producing Partner

When the City is a producing partner, a high level of staff support is required to

work with the organizers ensuring that the event content optimizes civic engagement, planning and production details, as well as marketing needs are sufficient to achieve strategic objectives. Examples include the TD Concerts at the Pier for which the City is as a producing partner with the White Rock BIA.

Category C – City as a Supporter

When the City is a supporter, the role of staff is to provide advice and assistance with basic operations and logistical planning such as public safety considerations, coordinating the use of City staff, facilities, property and/or equipment such as tents, stage, barricades, parking lots, community centres, road use, etc. Examples include Remembrance Day supporting the Royal Canadian Legion, the Polar Bear Swim supporting the White Rock and South Surrey Rotary Clubs, Christmas on the Peninsula supporting the Christmas on the Peninsula Society, and Picnic on the Pier supporting the Peace Arch Hospital Foundation.

3. COMMUNITY SPECIAL EVENTS APPLICATION PROCESS

Community special events require approval from the City when any one of the following applies:

- a. Event requires the use of any civic facilities, parks or City owned or leased properties.
- b. Event attendance is anticipated to exceed 200 people.
- c. Event impacts traffic flows or would require road and/or sidewalk closures.
- d. Event involves the sale or distribution of alcoholic beverages and/or cannabis.
- e. Event involves food to be sold or distributed.
- f. Fireworks or pyrotechnics are being used.
- g. Event footprint or activities will have an environmental impact.

Community Special Event Applicants must:

- a. Show relevance of the event's purpose to the City's strategic priorities.
- b. Include a plan to engage White Rock residents and businesses as volunteers, participants and potential sponsors.
- c. Have the expertise and resources to plan and execute the event successfully.
- d. Provide an event budget including projected revenue, expenses and funding from other sources.
- e. Demonstrate financial and legal accountability (i.e. a not for profit society, charity or registered business association), and the ability to obtain adequate liability insurance as required.
- f. Provide a detailed timeline, business case and implementation plan.
- g. Provide a detailed a map of the event location(s) requested.
- h. Provide a detailed request of City support required including funding, in-kind services, use of civic facilities, etc.
- i. Provide a description of the target audience and expected volunteer, participant and spectator attendance.
- j. Provide a communications and promotional plan including how the City's support will be recognized.
- k. Provide a plan for volunteer engagement.
- l. Detail the expected impact on the natural and built environment.

- m. Provide a public safety plan (i.e. first aid, security, traffic control, etc.).
- n. Demonstrate sensitivity for environmental stewardship and First Nations culture in the planning and implementation of the event plan.
- o. Adhere to the protocol and communication guidelines as provided by the City.
- p. Provide event management experience references if requested.

Timelines for Special Event Approvals

The following timeline sets out the schedule to receive, review and recommend community special events to take place the following year:

September 30: Community Special Event applications are due from event organizers for the upcoming year

October/November: Staff review event submissions based on the Policy and available budget resources

December/January: New events are brought to Council for review and/or approval

4. COUNCIL'S STRATEGIC DIRECTION AND MONITORING

The Policy will be updated as needed in keeping with the strategic priorities and direction set by Council.

5. FUNDING

Consideration will be given to fund Council supported community special events through the City's annual financial planning process.

6. RATIONALE

The Policy has been created to set application guidelines, selection criteria and administrative processes in regards to approving and providing support to community special events.