

Print

2022 White Rock Special Event Application - Submission #20695

Date Submitted: 1/6/2022



2022 Event Applications Due Nov 15, 2021

If you have questions regarding filling out this form, please call 604-541-2252.

Name of the Event*

White Rock Pride Day Event

Date Requested for the Event*

7/23/2022

11:00 AM

7/23/2022

5:00 PM

Event Description (to help us promote your event on our event calendar etc.)*

Pride is taking over 5 Corners on July 23rd! Join us for the 1st annual Pride Day Festival in White Rock with a full day of family-friendly fun! There will be vendors, food carts and live performances all day. Bring all your friends and celebrate your PRIDE here in White Rock.

Location(s) Request:*

Pacific Ave from Fir Street to Johnston and Buena Vista Ave

Do you have a Communicable Disease Plan?*

- ☐ Yes
☐ No
☒ In-Progress

Please upload any relevant documents you have already (event poster, logo, liability insurance, site map, parking requests, communicable disease plan etc.)

PROPOSAL FOR WHITE ROCK PRIDE SOCIETY-F.pdf

In-person, Virtual or Hybrid Event?*

Please Choose One

- ☒ In-Person
☐ Virtual (fully online)
☐ Hybrid (in-person + online component)
☐ In-person but will convert to online if needed due to pandemic
☒ In-person but will postpone event if needed due to pandemic

Ticketing/Admission Info:*

Just show up, it's free!

select one that applies

Total Amount of People Involved in Event (Event Organizers, Event Suppliers/Vendors, Volunteers)*

230

What is your expected attendance (Less Event Staff, Event Suppliers and volunteers)*

1500

Type of Event*

- | | | |
|---|--|--|
| <input checked="" type="checkbox"/> Festival | <input type="checkbox"/> Sporting Event (non run/walk) | <input type="checkbox"/> Children/Family Focused |
| <input type="checkbox"/> Fun Run/Walk | <input type="checkbox"/> Arts Event | <input type="checkbox"/> Seniors Focus |
| <input type="checkbox"/> Community Celebration | <input type="checkbox"/> Cultural Event | <input type="checkbox"/> Fundraiser |
| <input type="checkbox"/> Private Vendor/Corporate Event | | |

How many times has this event occurred in WR?

0

If you haven't had your event in White Rock before, please describe the purpose of your event and relevance to the city

To create an all-inclusive event for all ages, celebrating everyone regardless of gender, race or self-identity. This event aims to bring joy, laughter and fun to our White Rock Community, where we can show the world that White Rock is a tolerant, vibrant and safe city for everyone to visit, live and play here. When we see one another with love, the world becomes a better place.

EVENT LOGISTICS AND CITY SUPPORT REQUESTS**Special Event Category***

- ☐ B - City as Co-Producer
- ☒ C - City as Supporter
- See Special Event Policy #710

City of White Rock support requested*

Check all that apply.

- ☒ In Kind Support (tents, barricades, etc.)
- ☐ Financial Contribution
- ☒ Promotion Only
- ☒ Free Parking

Please Provide More Details on Event Logistics*

Please select all that apply

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> City Stage | <input checked="" type="checkbox"/> City 6ft Tables | <input type="checkbox"/> Using own/rental dance floor |
| <input type="checkbox"/> City PA System | <input checked="" type="checkbox"/> City Barricades | <input checked="" type="checkbox"/> I plan to have food vendors |
| <input checked="" type="checkbox"/> City Power | <input checked="" type="checkbox"/> City Delineators | <input checked="" type="checkbox"/> I plan to have sales (raffle, merch, artisans etc.) |
| <input checked="" type="checkbox"/> City 10x10 tent(s) | <input checked="" type="checkbox"/> City Stanchions | <input type="checkbox"/> I plan to sell or serve liquor |
| <input checked="" type="checkbox"/> City 20x20 tent(s) | <input checked="" type="checkbox"/> Using own/rental PA System | <input type="checkbox"/> I plan to have pyrotechnics/fireworks |
| <input checked="" type="checkbox"/> City Folding Chairs | <input type="checkbox"/> Using own/rental stage | |

Upload your proposed budget *

WR Pride Day Festival Budget.xlsx

Please include details on how you are going to fund your event including fundraising, grants, city financial support requests, ticket sales, anticipated sponsorship revenue as well as event expenses.

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APPLICANT INFORMATION**Name of Applicant***

Elaine Cheung/Ernie Klassen

Email Address*

ernieklassen57@gmail.com; elaine@hilarapy.com

Address

1231 Johnston Road

City

White Rock

Province

BC

Postal Code

V4B 3Y8

Mobile Number*

604-240-0139; 604-614-3142

Business/Organization/Society you are applying on behalf of:

White Rock Pride Society

Not for profit society?*☒ yes☐ no☐ in progress**Society Number**

S0069657

IMPORTANT Insurance requirement:

The Corporation of the City of White Rock, 15322 Buena Vista Avenue, White Rock, BC V4B 1Y6), must be named as an additional insured on your liability policy; The amount of the liability insurance shall not be less than \$5,000,000 (or more depending on your request); The insurance policy cannot be cancelled unless the City is notified in writing 30 days in advance; and a Cross Liability Endorsement noted

PROPOSAL FOR WHITE ROCK PRIDE SOCIETY

PREPARED BY: Elaine Cheung

PROPOSAL DATE: Jan 1, 2022

CONCEPT: White Rock Pride Day Event. Celebrating love and connection with one another.

TARGET: All ages, race and gender diversities

OBJECTIVE:

To create an all-inclusive event for all ages, celebrating everyone regardless of gender, race or self-identity. This event aims to bring joy, laughter and fun to our White Rock Community, where we can show the world that White Rock is a tolerant, vibrant and safe city for everyone to visit, live and play here. When we see one another with love, the world becomes a better place.

Event Description:

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SPECIFICS:

Date: Saturday July 23rd, 2022

Proposed Time: 11AM – 5PM

Vision: To Close traffic off from Laura's Coffee Shop to Buena Vista Ave and Johnston Road.



Vendor tents would go along Pacific Ave. The stage will be at the intersection of Buena Vista Ave and Johnston Road. There is a possibility of having food carts by the stage at the Buena Vista Ave and Johnston Road end.

The event would run from 11 AM to 5 PM with vendors selling crafts, and the stage would have programming from 11 AM to 5 PM. The point is to have entertainment throughout the day to attract and keep visitors in White Rock until dinner time where they can explore and dine in White Rock.

Budget:

White Rock Pride Day Festival Budget			
INCOME:		Total	Rolling Tally
White Rock Grant-In-Aid Financing		\$5,000	\$5,000
Vendor Boot rentals	75 booths @ \$50	\$3,750	\$8,750
Food truck Spot Rental	4 vendors @ \$100	\$400	\$9,150
Net Sales from WR Pride Society Products		\$500	\$9,650
TOTAL INCOME		\$4,650	\$9,650
EXPENSE:			
Event Insurance		\$200	\$200
Traffic Permit Application		\$1,000	\$1,200
Traffic Personnel		\$3,500	\$4,700
Performers (honorariums & per diems)		\$2,000	\$6,700
Marketing Materials		\$1,000	\$7,700
Sound Equipment Rental		\$500	\$8,200
Stage (provided by City)		\$0	\$8,200
Tents (provided by City)		\$0	\$8,200
Tables (provided by City)		\$0	\$8,200
Chairs (provided by City)		\$0	\$8,200
Producer: Elaine Cheung		\$0	\$8,200
Assistant Producer		\$0	\$8,200
Volunteers	12 ppl	\$0	\$8,200
Contingency		\$1,000	\$9,200
TOTAL EXPENSES		\$9,200	\$9,200
NET INCOME:			\$450

Possible Funding Sources:

- City of White Rock Grants-In-Aid. Possible Amount \$5,000. Submission deadline Feb 1, 2022 and applicants will be notified in April 2022.
<https://whiterockcity.jotform.com/213157440180952>
- Businesses, banks in our community

White Rock Pride Day Festival Budget

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NET INCOME: **\$450**

Note:

We will be applying for financing through the WR Grant-In-Aid Program

Est. People involved

150

16

3

48 12 performances average 4 ppl per show = 48 ppl

1

1

12

231 total event personnel