

[Print](#)**2022 White Rock Special Event Application - Submission #20333**

Date Submitted: 11/15/2021

**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 Lights Display 2022

**Date Requested for the Event\***

11/19/2022

5:00 PM

2/18/2023

10:00 PM

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

A Magical Light Display on the White Rock Waterfront and at Five Corners that will light up our City by the Sea for the Winter Season. [www.whiterocklights.org](http://www.whiterocklights.org)

**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.)

White Rock Lights 2022 City of WR event application - Nov 15 2021.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)\***

50

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

10,000 per week

**Type of Event\***

- |   |  |  |
|---|--|--|
| <input 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 checked="" type="checkbox"/> Community Celebration | <input checked="" type="checkbox"/> Cultural Event     | <input type="checkbox"/> Fundraiser              |
| <input type="checkbox"/> Private Vendor/Corporate Event   |  |  |

**How many times has this event occurred in WR?**

twice

**If you haven't had your event in White Rock before, please describe the purpose of your event and relevance to the city****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 type="checkbox"/> City Stage                | <input type="checkbox"/> City 6ft Tables             | <input type="checkbox"/> Using own/rental dance floor                                   |
| <input checked="" type="checkbox"/> City PA System | <input type="checkbox"/> City Barricades             | <input 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 type="checkbox"/> City 10x10 tent(s)        | <input checked="" type="checkbox"/> City Stanchions  | <input type="checkbox"/> I plan to sell or serve liquor                                 |
| <input type="checkbox"/> City 20x20 tent(s)        | <input type="checkbox"/> Using own/rental PA System  | <input type="checkbox"/> I plan to have pyrotechnics/fireworks                          |
| <input type="checkbox"/> City Folding Chairs       | <input type="checkbox"/> Using own/rental stage      |   |

**Upload your proposed budget \***

WR Lights 2022 Budget 11.15.2021.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.

APPLICANT INFORMATION

Name of Applicant\*

Gary Gumley

Email Address\*

gary.gumley@whiterocklights.org

Address

303 - 15010 Roper Ave

City

White Rock

Province

BC

Postal Code

V4B 5A9

Mobile Number\*

6048337127

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

White Rock Lights Society

Not for profit society?\*

- ☒ yes
- ☐ no
- ☐ in progress

Society Number

S0072047

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

# White Rock Lights Society

## Category B event application for 2022/2023

The White Rock Lights Society is requesting that the White Rock Lights Display for 2022 be designated as a Category B event by the City of White Rock.

It is proposed that the exhibition continues from November 19, 2022 through February 18, 2023 with various “light themes” reflective of the cultural seasons.

The plan is to light up Marine Drive, the promenade, the museum and memorial park so that people can both drive through and walkthrough the lights on the waterfront. The plan also calls for exhibition lighting to be added to Five Corners and Uptown White Rock in 2022.

Our plan has the following components:

### Part A: Sponsored Christmas Trees, Sea Horses and Magical Meadows

Two 30-foot Christmas trees sponsored by local businesses will be located at Five Corners and Memorial Park with additional trees if sponsors can be found at East Beach, at the foot of Finlay Street, the other at the foot of Oxford Street on Marine Drive.

12 Sea Horses will return to light up the Memorial Park walkways. The plan is to put up two Sea Horses per week to build excitement for the event through our Web site and Social Media platforms.

The Magical Meadow will return with more lights and lanterns, the Magical Meadow may be extended to include Bay Street Park and East Beach “Bear” park if electrical permits and approvals are provided.

Living Christmas Trees will be added back to the 2022 Lights Display and additional locations on East Beach and West Beach will be considered.

Additional ground lights may be added to the walkways and grassy areas.

A photo “selfie spot” archway will be added to the Magical Meadow.

### Exhibition Components:

#### Component A: Aluminum Trees

##### Aluminum Tree installations:

##### Tree One: Oxford Street Including picket fencing

Location will be on the parking lot outside the restroom at the foot of Oxford Street

##### Tree Two: Finlay Street including picket fencing

Location will be on the parking lot at the railway crossing ramp at the foot of Finlay Street

##### Tree Three: Memorial Park including picket fencing

##### Tree Four: Five Corners and/or Johnson and Thrift.



10 Sea Horses – same locations as last year

Magical Meadow 15,000 Lights plus fencing

The White Rock Museum will be approached to again sponsor this component of the WR Lights 2022 and provide volunteers to complete the design and setup of the Magical Meadow.



#### Component B: The Pathway to P'Quals (White Rock):

A series of lit archways from the pier head along the promenade to the White Rock, will provide additional seasonal flair and feature P'Quals in a way never before provided.

Part A: Decorate Lamp posts along the promenade



Each of 6 Lamp Posts would include a suspended archway with a maximum drop of 3' on 22' of white cord (435 bulbs)



Part B: Lighting up the tree behind P'Quals (the White Rock)

The large tree at the rock we would branch wrap with 25 x 5m strings (412 feet and 1250 lights)

Part C: Entrance archway to the Pathway to P'Quals

We have designed and built up to 40 feet of illuminated archway that would add significantly to the impact of the pathway. These side by side archways will be a sparkling addition to the entrance to the Pathway to P'Quals.



### **Component C: Promenade Fencing – Light Panels**

To encourage more community participation the WRLights Society will request a continuation of the secured permit from BNSF Railway to add more lights to the fencing that separates the railway from the promenade. The permit will again cover the fencing for the entire Waterfront from Bay Street to Finlay Street for 2022.

This initiative will be the main fund raiser for the WR Lights 2022 displays. There will be “light panels” available for “personalized” light displays decorated by families and businesses. A portion of the net proceeds of the fund raising may be assigned to the “friends for the pier” initiative on a continuing basis.

The White Rock Rotary Clubs will again be requested to assist with the promotion of the “light panels” and provide volunteers to raise awareness of the availability of the “light panel” fund raising opportunity.

The insurance company has confirmed that the liability insurance will continue to be provided without the necessity of retaining “security personnel”.

### **Component D: Marine Drive Lamp Posts lights**

If appropriate sponsorship can be secured, the WR Lights Society proposes to add wrap around lighting to the 42 lamp posts along Marine Drive from Bay Street to Maple Street. 29 are double posts, 13 are single posts.

The single poles would be wrapped with 50’ of white lights on black cord and a total of 570 bulbs per pole.

The double poles would be wrapped with 70’ of white lights on black cord and a total of 798 bulbs per pole.

Up to 60 “snow globes” to be added to the lamp post arms on the poles.

This will add a dramatic and glittering impact to those families and residents who simply choose to drive along Marine Drive to enjoy the seasonal lights.



### **Component E:**

Extending the lighting to the grassy areas, shrubs and fencing from the west side of the Museum to Bay Street will add significant ambiance to the exhibition in 2022.

### **Conclusion:**

The White Rock Lights Society looks forward to receiving the support of the City of White Rock to make the White Rock for 2022/23 a Category B event.

White Rock Festival of Lights Budget - 2022		
<b>Budget Summary</b>		<b>Summary of Expenses</b>
<b>Total Actual Expenses</b>		<b>Budgeted Expenses</b>
<b>\$0.00</b>	Marine Drive Lamp Posts	<b>\$32,000</b>
<b>Total Actual Income</b>	Setup and Take Down	<b>\$80,200</b>
<b>\$0.00</b>	Material Costs	<b>\$12,800</b>
<b>Balance</b>	Insurance and Logistics	<b>\$3,000</b>
<b>\$0.00</b>	Marketing and Social Media	<b>\$15,000</b>
	Miscellaneous	<b>\$7,000</b>
	<b>Total</b>	<b>\$150,000</b>
<b>Revenue</b>		<b>Summary of Revenue</b>
		<b>Budgeted Revenue</b>
	<b>Light Panels</b>	<b>\$50,000</b>
	<b>Tree Sales</b>	<b>\$5,000</b>
	<b>Partnerships</b>	<b>\$45,000</b>
	<b>City of White Rock</b>	<b>\$50,000</b>
		<b>\$150,000</b>
<b>Expenses</b>	<b>Budgeted Expense</b>	<b>Actual Expense</b>
<b>All Locations</b>		
Memorial Park	18,400	
Oxford Street at Marine Drive	4,200	
Finlay Street at Marine Drive	4,200	
Uptown - Johnstone and Russell	6,000	
Five Corners	6,000	
Pathway to P'Quals	10,000	
BNSF Light Panels fencing	5,000	
Marine Drive Lamp Posts	32,000	
Security Cameras		
<b>Setup and Take Down</b>		
Lighting Installations		
Magical Meadow		
Repair and upgrade only	2000	
Oxford Street 30' Tree	4200	
Stabilization Blocks/fencing (delivery)	1200	
Rigging and setup	1800	
Take Down and Storage	1200	
Finlay Street 30' Tree	4200	
Stabilization Blocks/fencing (delivery)	1200	
Rigging and setup	1800	
Take Down and Storage	1200	
Memorial Park 30' Tree	5200	
Stabilization Blocks/fencing (delivery)	200	



Rigging and setup	2500	
Take Down and Storage	2500	
Sea Horses	4000	
Rigging and setup	1000	
Take Down and Storage	1000	
Pathway to P'Quals	5,000	
Rigging and setup	3,000	
Take Down and Storage	2,000	
Light Panels		
Rigging and setup	3000	
Take Down and Storage	2000	
Marine Drive Lamp posts	30,000	
Security Cameras		
Clean Up (city in-kind)		
Set Up (city in-kind)		
Total	80200	
<b>Material Costs</b>		
String Lights (meadow)	200	
Stabilization Blocks (trees)	2,000	
BNSF Fencing Lights	3,000	
Pathway to P'Quals (lights)	4,400	
Signage		
Large Banner	500	
Individual Fencing Signs (names)	2700	
Picket Fences for large trees		
Cost of "Living Trees"		
Magical Meadow Fencing		
Signs (City in-kind)		
Power Supply (city in-kind)		
<b>Marketing</b>		
Web Site Development	4000	
Email Marketing		
Social Media Marketing	4000	
Video Production	3000	
Photography	2000	
Design		
Signage (Banner)		
Signage (Nameplates)		
Additional Materials	2000	
Total	15000	
<b>Advertising</b>		
Social Media		
Online		
Print		
Outdoor		
Radio		



Television		
Postage / Shipping		
<b>Insurance and Logistics</b>		
Liability Insurance	1000	
Directors Insurance	1000	
BNSF insurance	1000	
Total	3000	
<b>Revenue Estimated</b>		
Product Sales		
Light Panels	50,000	
Living Tree Sales	5,000	
Partnerships/Sponsorships		
Corporate Sponsors	30,000	
BNSF Railway	5,000	
Government Grants	10,000	
City of White Rock	50,000	
Total Revenue	150,000	