

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: March 28, 2022
TO: Mayor and Council
FROM: Eric Stepura, Director, Recreation & Culture
SUBJECT: Promenade Sculptures Competition Proposal Review

RECOMMENDATIONS

THAT Council endorse the White Rock Promenade Sculptures Competition, as proposed by the White Rock Events Society, subject to the conditions outlined in this corporate report and if endorsed, approved:

- a) a one-time contribution of \$10,000 funded from the City's 2022 operating contingency to fund in-kind expenses required to host the White Rock Promenade Sculptures Competition; and
 - b) approve a one-time \$15,000 cash contribution to the White Rock Events Society funded from the City's 2022 operating contingency to host the White Rock Promenade Sculptures Competition in 2022/2023.
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EXECUTIVE SUMMARY

At its regular meeting of February 28, 2022, Council asked staff to review the event application from the White Rock Events Society (Appendix A) requesting permission to host a yearlong Promenade Sculpture Competition exhibit at the White Rock waterfront.

As the 2022 Promenade Sculpture Competition is not a "special event" as defined in the City's Special Event Policy, but rather an outdoor art display, a further review of this proposal was carried out by staff from both the Recreation and Culture Department and the Engineering and Municipal Operations Department. Additionally, input was sought from the City of White Rock's Arts and Culture and Public Art Advisory Committees.

This corporate report provides a review of the White Rock Events Society proposal, information about the level of support being requested from the City and makes recommendations to Council on the conditions that the White Rock Events Society (WRES) must meet for the event to be held in White Rock.

PREVIOUS COUNCIL DIRECTION

At the February 28, 2022, Regular Council meeting, Council approved the following motion:

11.2.b. RECONSIDERATION - WHITE ROCK PROMENADE SCULPTURE COMPETITION

Councillor Johanson has requested Council to reconsider the carried motion in regard to the White Rock Promenade Sculpture Competition from the February 7, 2022 regular Council meeting:

THAT Council not approve the following event for 2022:

2. White Rock Promenade Sculpture Competition, May 22, 2022, through April 2023, to be organized by the White Rock Events Society.

2022-066

THAT Council endorses a reconsideration of the **second item (2.)** of the following carried resolution:

THAT Council not approve the following events for 2022:

1. White Rock Lights display from November 18, 2022 to February 18, 2023, to be organized by the White Rock Lights Society; and

2. White Rock Promenade Sculpture Competition, May 22, 2022, through April 2023, to be organized by the white Rock Events Society.

Result: CARRIED

2022-067

THAT Council refer consideration of the following event for 2022 to the March 28, 2022 meeting:

- **White Rock Promenade Sculpture Competition, May 22, 2022, through April 2023, to be organized by the White Rock Events Society.**

Result: CARRIED

INTRODUCTION/BACKGROUND

History of the Event

The WRES have a history of producing short-term events in White Rock prior to 2017, most notably the Sea Festival up until it transitioned into an “A” level City run event in 2017.

The Promenade Sculpture Competition is a new event proposal for White Rock. The WRES have patterned the event after similar events held in other jurisdictions, notably the Sculpture Walk in Castlegar. The Castlegar event has a large board of directors and an Executive Director to assist with organizing their event. The Castlegar event was started as an initiative from the arts community.

Comments from Committees of Council

At its regular meeting held March 12, 2022, the City of White Rock Arts and Culture Advisory Committee made the following motion, noting that an endorsement in principle would initiate the start of the fundraising process by the WRES:

“THAT the Arts and Cultural Advisory Committee recommends that Council endorse the proposed White Rock Promenade Sculpture Competition event, on the condition that the White Rock Events Society raises the required amount of money, which will be determined in a corporate report from the Director of Recreation and Culture.

Motion CARRIED”

At its regular meeting held March 15, 2022, the City of White Rock Public Art Advisory Committee received a presentation from WRES regarding the White Rock Promenade Sculpture Competition. A concern was expressed that the Public Art Committee and the Public Art and Placemaking Policy should be considered when an art selection and display event is being planned. The Committee members made the following motion, noting that the Public Art and Placemaking Policy must be followed:

“THAT the Public Art Advisory Committee recommends that Council endorse the White Rock Promenade Sculpture Competition event in principle, with the expectation that the organizers raise the required amount of money through donations and sponsorship.

Motion CARRIED”

City of White Rock Grants-in-Aid Sub Committee

At the recent Grants-in-Aid Sub Committee meeting held on March 22, 2022, the Committee recommended that Council support the White Rock Events Society receiving a \$5,000 grant-in-aid for the proposed event, subject to conditions being met by the Society.

Comments from Staff on Funding and In-Kind Services Requested

On March 11, 2022, representative staff from Recreation & Culture and Municipal Engineering and Operations met with event proponents at West Beach to discuss further the scope of the proposed event and what was being asked of the City.

Municipal Engineering and Operations would be required for the use of the property, location of underground utilities and installation of the artwork.

Recreation and Culture staff would be required to support any special event and provide pre-event assistance including coordinating a public art jury process and the involvement of the Public Art Advisory Committee to ensure it aligns with the City’s Public Art and Placemaking Policy.

Comments on Timing

Staff and members of the City’s Arts and Culture and Public Art Committee Advisory Committees have expressed concern that 2022 may be an ambitious starting year to successfully deliver this initiative. Organizers have indicated that they require six months from the start of fundraising to installation for creating.

Budget Comments

The White Rock Events Society has provided a budget estimate (Appendix B).

Staff have analyzed the proposed budget and have the following concerns:

- The additional \$15,000 required in cash contribution from the City has not been identified in the 2022-2026 Financial Plan.

- The \$75,000 anticipated in fundraising for 2022 is ambitious given many businesses are emerging from hardship and challenges from a two year pandemic and have cut budgets for sponsorship. As well, new community events typically have more difficulty attracting funds until they are well established and proven.
- The request for in-kind services for an event of this length and scope, including Recreation & Culture and Municipal Engineering and Operations staff time, has not been planned for in 2022 staff work priorities. Staff have estimated in-kind costs requested from the City at \$10,000. The breakdown of these costs is shown in the budget section below.

Recommended Conditions for Approval of the Promenade Sculpture Competition

Staff recommend that the following conditions must be met by the WRES for the Promenade Sculpture Competition to take place on City owned and/or leased property at the White Rock waterfront:

1. That the White Rock Events Society secure commitments for 75% of the Society's \$75,000 fundraising target (\$56,250) prior to any pedestals or sculptures being installed at the waterfront.
2. That a Memorandum of Understanding (MOU) between the WRES and the City be developed outlining the responsibilities of each party, and the conditions that must be met by the WRES prior to the installation of the pedestals or sculptures. The MOU would also include the scope of the project, schedule, and resources required. A final debriefing report, based on the MOU metrics, would measure success, including sustainability of the event for future years.
3. That the display be limited to the grass area east of the Pier between the flagpole and P'Quals (white rock).
4. That event sponsorship and other signage be pre-approved by City staff.
5. That the project aligns with the City of White Rock's Public Art and Placemaking Policy including that the selection of artists and art be coordinated with the Public Art Advisory Committee, and that artists are compensated fairly.
6. That before beginning the installation, the WRES obtain liability insurance for the entirety of the time the display is on City owned or leased property. The insurance must cover injuries and/or death to organizers, volunteers, contractors, and visitors, as well as potential damage to streetlights and other infrastructure. The insurance policy must be a minimum \$5M coverage, naming the City of White Rock as added insured, include a cross liability clause and a no cancellation clause stating that the policy cannot be cancelled without first providing the City with 30 days written notice of cancellation.

FINANCIAL IMPLICATIONS

If Council agrees to support the WRES Promenade Sculpture Competition, the City's contribution towards the event would be estimated as follows:

Cash requested from the City (according to the proposed budget)	\$15,000
Subject to Council's approval, Grant-in-Aid as recommended by the City's Grants-in-Aid Sub-Committee	\$ 5,000

Recreation and Culture staff assistance with event planning, coordination, promotion and site meetings; and provision of event related materials, equipment and supplies.	\$2,500
Recreation and Culture staff assistance in coordinating the Public Art Advisory Committee and Public Art artist and art work jury process.	\$2,500
Engineering and Municipal Operations services including, labour assistance, site preparation, transport and installation of concrete pedestals, daily cleanup, maintenance of sculptures as needed and project planning assistance.	\$5,000
Total Estimated Funds Required from the City of White Rock	\$30,000

As the 2022-2026 Financial Plan does not include funding for this event, the \$25,000 portion would have to be funded from the City's 2022 operating contingency.

LEGAL IMPLICATIONS

There is some risk of injury to visitors to the waterfront if the sculptures are climbed on. Having a City staff representative on the panel that selects the art pieces will help reduce this risk.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

Staff will promote the competition on the City's web site and on social media channels.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

The City's Recreation and Cultural Services Department will work with the White Rock Events Society with event planning, coordination, and promotion assistance. Staff will also coordinate with the Clerk's office to coordinate with the Public Art Advisory Committee and the public art artist and art jury process.

The City's Engineering and Municipal Operations Department will assist the White Rock Events Society with staff time and value-in-kind resource and service support including site preparation and cleanup, washroom maintenance etc.

The City's Communication Department will assist with promoting the event.

ALIGNMENT WITH STRATEGIC PRIORITIES

Council desires to make the best possible community decisions in collaboration with residents and stakeholders, providing an excellent quality of life.

OPTIONS / RISKS / ALTERNATIVES

The following alternate option is available for Council's consideration:

1. Decline the proposal for a Promenade Sculpture Competition as submitted by the WRES.

CONCLUSION

The proposal from the WRES is exciting and ambitious. If successful, the event could attract more visitors to White Rock, and continue to build on the Council's goal identified in the Cultural Strategic Plan to integrate arts and culture into everyday life of White Rock residents.

The City must provide oversight of all events taking place on its owned or leased facilities as it has a duty to monitor public safety, public health, and manage its fiduciary responsibilities. As a result, staff have outlined six conditions which must be met by the WRES for the Promenade Sculpture Competition to take place on City owned and/or leased property at the White Rock waterfront.

The WRES has requested \$15,000 in cash plus an estimated \$10,000 in services-in-kind from the City and the Grants-in-Aid Sub Committee recently recommended that Council approve a \$5,000 grant-in-aid for this proposed event. If approved, the source of \$25,000 in funding would come from the 2022 operating contingency budget.

The White Rock Promenade Sculpture Competition has the potential to be a welcome new addition to the City's cultural event calendar if organizers can secure the necessary financial support from sponsors.

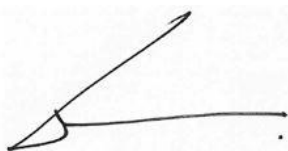
Respectfully submitted,



Eric Stepura
Director of Recreation and Culture

Comments from the Chief Administrative Officer

I concur with the recommendations of this corporate report.



Guillermo Ferrero
Chief Administrative Officer

- Appendix A: White Rock Events Society Proposal
- Appendix B: White Rock Events Society Proposed Budget