

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: March 28, 2022

TO: Mayor and Council

FROM: Eric Stepura, Director, Recreation and Culture

SUBJECT: Picnic on the Pier Event

RECOMMENDATIONS

THAT Council:

1. Receive for information the corporate report dated March 28, 2022, from the Director of Recreation and Culture, titled “Picnic on the Pier Event” and endorse this fundraising event for the Peace Arch Hospital Foundation;
 2. If endorsed, that Council:
 - (a) approve the request for a Beer and Wine Garden/Private Function Liquor License for the “Picnic on the Pier” fundraising event to be held on Thursday, August 4, 2022, on the White Rock Pier; and
 - (b) approve sole use of the southern half of the White Rock Pier on Thursday, August 4, 2022, from 8:00 a.m. to 12:00 a.m. midnight for the setup, event, and take down subject to the conditions outlined in this corporate report.
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INTRODUCTION/BACKGROUND

The City has received the attached Special Event Application (Appendix A) from the Peace Arch Hospital Foundation (PAHF) requesting permission to use the White Rock Pier on the evening of Thursday August 4, 2022 for a ticketed fundraising event, which includes serving liquor and food.

If approved, this would be the fourth year that this charitable event was held on the White Rock Pier. All of the previous events were sold out, and the last year the event was held (2018), the event raised approximately \$75,000 for the Peace Arch Hospital Emergency Room (ER).

The purpose of this corporate report is to provide further details about the proposed 2022 Picnic on the Pier event and, if approved by Council, outline the conditions that must be met prior to the event taking place.

PAST PRACTICE / POLICY / LEGISLATION

The process for approval of Beer Garden Public Function Liquor Licenses is covered by Recreation and Culture Policy No. 704 (Appendix B).

The policy that covers events on the Pier is Recreation and Culture Policy No. 706 (Appendix C).

ANALYSIS

The Picnic on the Pier event would include a 400+ seat long table (serving food that does not require an oven or open flame), a cocktail reception area, musical entertainment and fundraising activities such as a live auction. The actual event will take place from 5:30 p.m. - 9:00 p.m. The additional time requested preceding and following the event is needed for the event setup and takedown.

The event will be organized by a professional event management agency (the Pace Group), and financially supported by a local developer Landmark Premiere Properties. The beneficiary of the funds raised from the event will be the PAHF.

White Rock Pier has a long history of hosting community celebrations. On Thursday, August 28, 2014, a similar gala event (Party on the Pier) was held to mark the 100th Anniversary of the Pier. Semiahmoo Arts was granted permission by Council to use the White Rock Pier for this ticketed community celebration/fundraiser to mark the 100th Anniversary of the Pier. Permission was granted to sell liquor, food and to provide live dance music.

Recreation and Culture Policy No. 706 Pier Special Events outlines the conditions that must be followed for special events on the Pier. Section B, Item 1 of the policy states that, "The sale or use of alcohol will not be permitted on the Pier." Council may by resolution, make an exception to this policy for historical, civic or charitable events. As this proposed event is for a short duration (5:30 p.m. - 9:00 p.m.) and the sale of alcohol being strictly controlled, staff recommend approval of a beer/wine garden at this event subject to the following conditions:

1. Provide the City with a copy of a certificate of insurance for the event which includes Comprehensive General Liability and Host Liquor Liability Insurance naming the City of White Rock as additional insured for the entire event (from setup through takedown) with a minimum limit of \$5M coverage. Proof of insurance must be received 30 days in advance of the event;
2. Obtain an application for a Special Occasions License – Private Function from the BC Liquor Control and Licensing Branch, submit it to the White Rock Detachment of the RCMP for approval at least thirty (30) days in advance of the event. Following RCMP approval, the Special Occasions License may be issued by a BC Liquor Store Manager, or on-line;
3. Security for the beer garden must be provided by the organizer, and all servers will have Serving It Right certification;
4. Food must be served throughout the event; and
5. Provide the City with a sketch showing the beer/wine garden site layout, including the dimensions of all tents. The White Rock Fire Chief and the White Rock Building Department will review permit and safety issues related to tent size and crowd capacity.

Section B, Item 3 of Recreation and Culture Policy No. 706 Pier Special Events states that, "The preparation and selling of food, or any display that requires gas or electric elements will not be allowed." This policy item is meant to prevent fires occurring on the Pier, therefore any food that is provided at the event must be prepared off-site and delivered to the Pier. Organizers would also be required to obtain necessary temporary food permits from the Fraser Health Authority.

Temporary closure of the Pier for a ticketed event may cause some complaints from visitors to the waterfront. Complaints can be mitigated through the use of highly visible pre-event notification signage posted on the entrance for at least a week prior to the event, ads in the local

paper, a notice in the City web site, and by allowing public access to the northern one-half (1/2) of the Pier for the duration of the event.

The following additional conditions will need to be met by the event organizers in advance of the event taking place:

1. Make provision to control access and egress at the Pier Head entrance from event setup through takedown to inform Pier visitors of the closure for a charitable fundraiser for the local hospital;
2. Corporate advertising by event sponsors will be restricted to only the southern one-half (1/2) of the Pier for the date of Thursday, August 4, 2022 only;
3. Provide waste removal, recycling service, power generators, sound equipment and tents as required;
4. Post prominent signs at the Pier Head one week in advance of the event to provide notice to regular Pier visitors of the partial Pier closure on Thursday August 4, 2022;
5. If event equipment is to be stored on the Pier overnight, security personnel must be provided by the organizers at their cost;
6. Transportation of event equipment to and from the end of the Pier, must be done using electric carts. Gas powered vehicles of all types are not permitted on the Pier;
7. Either arrange to shuttle guests to and from the event, or notify them that pay parking is in effect; and
8. Notify Canada Customs of the event details.

Event organizer, Pace Group and the Executive Director of PAHF, have indicated that the above conditions can be met.

FINANCIAL IMPLICATIONS

There are no financial implications to the City from hosting this event. All costs will be paid for by either the PAHF or Landmark Premiere Properties.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

Organizers will install signage at the entrance to the Pier and newspaper advertising to notify the public in advance of the Thursday, August 4, 2022 Pier closure.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

The City's Engineering and Municipal Operations Department will review any requests for power hookups on the Pier to ensure that they meet code requirements.

The City's Fire Chief will approve crowd capacity on the Pier.

ALIGNMENT WITH STRATEGIC PRIORITIES

Council Corporate Vision is to provide a high quality of life where arts and culture flourish and our heritage is celebrated, where we can all live, work and play in an enjoyable atmosphere and where the community feels safe, secure and friendly. Special Events support the cultural development needed to build that kind of community.

OPTIONS / RISKS / ALTERNATIVES

The following option is available for Council's consideration:

1. Not approve the proposed 2022 Picnic on the Pier fundraising event on August 4, 2022.

CONCLUSION

The Picnic on the Pier fundraising event has taken place successfully in the past at this location and in the format described. Council's endorsement of this event is being sought, along with Council's approval for a one day Beer/Wine Garden/Private Function Liquor License for Thursday, August 4, 2022, along with use of the southern half of the White Rock Pier for this event from 8:00 a.m.–12:00 a.m. midnight, subject to the conditions outlined in this corporate report.

Respectfully submitted,



Eric Stepura
Director, 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: Special Event Application for the 2022 Picnic on the Pier from PAHF
- Appendix B: Recreation and Culture Services Policy No. 704 Beer Garden/Public Function Liquor Licenses
- Appendix C: Recreation and Culture Services Policy No. 706 Pier Special Events