

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: April 25, 2022

TO: Mayor and Council

FROM: Eric Stepura, Director, Recreation and Culture

SUBJECT: 2022 White Rock Pride Day - Change of Location

RECOMMENDATION

THAT Council receive the corporate report dated April 25, 2022, from the Director of Recreation and Culture, titled “2022 White Rock Pride Day – Change of Location” and approve the 2022 White Rock Pride Day event to be held Saturday, July 23, 2022, at the Miramar Village Plaza, to be organized by the White Rock Pride Society.

EXECUTIVE SUMMARY

At the Regular Council Meeting held February 2022, Council received a corporate report from the Director of Recreation Services regarding the proposed 2022 Special Events. Following discussion of new events proposed for 2022, Council approved White Rock Pride Day (Pride Day) as a C category event to be held Saturday, July 23, 2022, at Five Corners in White Rock, organized by the White Rock Pride Society. As a C category event, the City support may include 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.

The organizers of the event had planned to hold a daytime event with live entertainment, vendor booths at Five Corners with a road closure of Pacific Avenue between Fir Street and Johnston Road. However, when the organizers researched the cost of traffic control for the road closure of Pacific Avenue, they determined that the costs were beyond their means, therefore, they decided to explore Miramar Village Plaza as a less expensive event site option.

Miramar Village Plaza (Miramar Plaza) is private property with a public right of way. The City of White Rock has the authority (granted in Air Space Parcel Plan BCP39026) to use, and to allocate the use of Miramar Plaza for hosting City produced or sponsored events.

In accordance with the City/Bosa Air Space Parcel Plan BCP39026, the City has the authority to book and host public events in the Plaza in 2022, subject to Council approval.

This corporate report provides further details about the Pride Day event, and the conditions that must be met for the event to take place on Saturday, July 23, 2022 at Miramar Village Plaza.

PREVIOUS COUNCIL DIRECTION

At the Regular Council meeting held February 7, 2022, Council approved White Rock Pride Day, organized by the White Rock Pride Society to be held July 23, 2022, at Five Corners in White Rock.

| Motion # & Meeting Date | Motion Details |
|---------------------------------------|--|
| Motion # 2022-038 February 7, 2022 | It was MOVED and SECONDED THAT Council approve the following new Special Events for 2022: 1. White Rock Blues & Jazz Festival, June 10 to June 12, 2022, to be organized by the White Rock BIA; and 2. White Rock Pride Day, July 23, 2022, to be organized by the White Rock Pride Society. Approved |

INTRODUCTION/BACKGROUND

Attachment A provides further details about the proposed Pride Day event at Miramar Village Plaza.

If approved, the Pride Day event will be held on Saturday, July 23, 2022 at Miramar Village Plaza. Setup for the event will take place between the hours of 8:00 a.m. and 11:00 a.m.; activities including vendors, food trucks, children's games etc. are scheduled from 11:00 a.m. to 5:00 p.m.; and stage entertainment from 11:00 a.m. to 5:00 p.m.

City staff have worked with the organizers of Pride Day, and arranged for the organizers to make a presentation at the April 12, 2022 regular meeting of the Miramar Plaza Committee (which is comprised of representatives of the property owners and air parcel lease holders of Miramar Village Plaza, BOSA and the City) to request their support to host the 2022 Pride Day Event at Miramar Village Plaza on July 23, 2022. Following the presentation, the vote was unanimous to support 2022 Pride Day taking place at Miramar Village Plaza, subject to the following conditions:

- Setup cannot begin before 8:00 a.m.;
- Takedown must be completed by 6:30 pm;
- White Rock Pride Society will contribute \$100.00 to the Miramar Plaza Management Committee as a contribution to cover the costs of power, water and loss of parking revenue;
- No alcohol sales other than that provided by adjacent Three Dogs Brewery are permitted in the Plaza;
- Removal of all garbage, recycling and clean-up of all litter, and if necessary, post event power washing of food truck areas is the responsibility of the event organizer;
- White Rock Pride Society must obtain Comprehensive General Liability Insurance in the minimum amount of \$5M for bodily injury, death or property damage which names the City of White Rock and the four (4) Miramar Strata's as additional insured;
- White Rock Pride Society must obtain at their expense a Traffic Control Plan from a certified traffic safety company, and follow the conditions of the Traffic Control Plan for the entire duration of the event (from setup through take down);
- Organizers must follow all safety measures and restrictions (including COVID-19) as per Provincial Health Orders;

- Food vendors are required to have temporary food permits from Fraser Health, and all food carts/trucks must have valid fire inspection decals from a Lower Mainland Fire Rescue Department;
- White Rock Pride Society must obtain at their expense, a Right of Way permit from the City Engineering Department for closure of Miramar Mews (the lane between Towers A and B) between Russell Avenue and the northwest access/egress entrance to the Miramar Southwest Tower; and
- White Rock Pride Society will provide an information bulletin to the Miramar Plaza Committee that will be used to notify residents of Miramar Village and adjacent air parcel owners of the event.

FINANCIAL IMPLICATIONS

Costs for the above community events will be paid for by the event organizers, which may or may not include services from the City.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

This community event will be promoted on the City's website and social media channels.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

The City's Engineering Department will be involved regarding review and approval of the road closure, Right of Way permit and Traffic Control Plans.

ALIGNMENT WITH STRATEGIC PRIORITIES

Council's 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

Alternate options for Council's consideration:

1. Not endorse the White Rock Pride Day event proposed to be held at Miramar Village Plaza on Saturday, July 23, 2022.

CONCLUSION

Special events in White Rock support and build community connection, community pride and cultural development. They provide a wide variety of entertainment choices, and in a typical year, encourage community gathering opportunities for residents and visitors to meet, socialize and establish relationships.

Staff recommend that Council direct staff to work with the White Rock Pride Society to deliver

the White Rock Pride Day at Miramar Village Plaza on Saturday July 23, 2022, as part of the City's 2022 special events line-up.

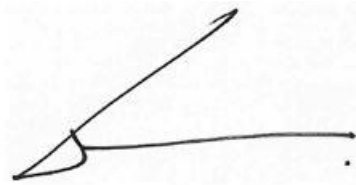
Respectfully submitted,

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Eric Stepura
Director, Recreation and Culture

Comments from the Chief Administrative Officer

I concur with the recommendation of this corporate report.

A handwritten signature in black ink, appearing to read "Guillermo Ferrero".

Guillermo Ferrero
Chief Administrative Officer

Appendix A: White Rock Pride Family Day Event Information