

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: May 30, 2022
TO: Mayor and Council
FROM: Eric Stepura, Director, Recreation and Culture
SUBJECT: West Coaster's Car Show in White Rock

RECOMMENDATION

THAT Council receive for information the report dated May 30, 2022, from the Director of Recreation and Culture, titled "West Coaster's Car Show in White Rock" for consideration in hosting the event in the Uptown area in future years.

EXECUTIVE SUMMARY

At the April 11, 2022 Regular Council meeting, Council received a delegation from the West Coaster's Car Club to discuss a potential car show in White Rock.

The West Coaster's Car Show features approximately 500 antique cars and hot rods. Prior to 2020 (pre-COVID), the show had been held on the BC Day long weekend at the beginning of August for 12 years at the Semiahmoo Park as part of the annual Semiahmoo Days celebrations hosted by Semiahmoo First Nation (SFN). The show was cancelled in 2020 and 2021 due to the COVID-19 pandemic and the Provincial Health Order restrictions on group gatherings.

On April 6, 2022, City representatives met with the West Coaster's Car Club representative to discuss the potential of hosting the car show in the Uptown area of White Rock on July 31, 2022. The suggested car show site would be on the streets surrounding White Rock Elementary School property.

Following this, the Club received confirmation from SFN that the car show can go ahead on July 31, 2022 at Semiahmoo Park.

The purpose of this corporate report is to provide some background on the pros and cons to be considered if Council agrees to support hosting the West Coaster's Car Show in the Uptown area of White Rock in future years.

PREVIOUS COUNCIL DIRECTION

Motion # & Meeting Date	Motion Details
2022-125 April 11, 2022	It was MOVED and SECONDED THAT Council direct staff work with Mr. Herrick of West Coaster's Car Club, regarding a potential car show in the City's Uptown area in July 2022. <p style="text-align: right;"><u>Motion CARRIED</u></p>

INTRODUCTION/BACKGROUND

In the early spring of 2022, the President of the West Coaster's Car Club approached Semiahmoo First Nation Council for approval to again hold the West Coaster's Car Show at Semiahmoo Park during the annual Semiahmoo Days celebration. As confirmation was not received from SFN by early April, the City of White Rock was contacted to explore the possibility of hosting this year's West Coaster's Car Show on City property.

On April 6, 2022, City representatives met with the President of the West Coaster's Car Club to discuss the potential of hosting the car show in the Uptown area of White Rock on July 31, 2022. The suggested car show site would be on the streets surrounding White Rock Elementary School property. This is the same site used as the criterium race route used for the Tour de White Rock.

At the April 11, 2022 Regular Council meeting, Council received a delegation, the President of the West Coaster's Car Club to discuss a potential car show in White Rock. The proposed car show was anticipated to be held in the Uptown area with cars to be parked by 11:00 a.m. and depart by 5:00 p.m. with a possible parade heading east on Marine Drive to be part of the Sea Festival/Semiahmoo Days celebrations on Sunday, July 31, 2022. Following the presentation, Council directed staff to work with the West Coaster's Car Club regarding a potential car show in the City's Uptown in July 2022.

Staff have researched some of the pros and cons of hosting the car show in the Uptown Area of White Rock. They are as follows:

Pros

- The car show would attract many visitors to the Uptown area of the City, which could provide economic spin-offs for uptown businesses;
- The car show would be a new attraction in the Uptown area, which along with the White Rock Farmer's Market, The White Rock Blues and Jazz Festival, the White Rock Arts Festival, the Pride Family Day Festival and other Uptown events would increase the Uptown area's reputation as an attractive and vibrant area to shop and visit.
- If car show participants were asked to cruise Marine Drive from West to East at the end of the car show, this parade of antique cars and hot rods would be an excellent addition to Sea Festival/Semiahmoo Day activities at the waterfront.

Cons

- The West Coaster's Car Club does not require traffic control when they use Semiahmoo Park. The cost for traffic control for closing the roads (around White Rock Elementary School) that would be needed for the car show is estimated at \$12-13K. This cost would either have to be borne by the Club or could be part of the City's support as a B Category event sponsor.
- Transit buses and first responder's vehicles would have to be re-routed for the duration of the event.
- Semiahmoo First Nation would experience smaller crowds and lose substantial parking revenue if the car show is relocated from Semiahmoo Park.
- Some Uptown area businesses located in the area of the car show may lose business as a result of the road closure.
- Some residents whose homes are located in the area of the car show may be inconvenienced by the road closure.

FINANCIAL IMPLICATIONS

There are no financial implications in 2022, as the West Coaster's Car Show this year will again be held on SFN property at Semiahmoo Park.

If Council agrees to co-host the West Coaster's Car Show in the Uptown area of White Rock in 2023, then consideration could be given for the City to provide some level of financial support as part of the City's 2023 Financial Plan.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

The City's Engineering and Municipal Operations Department would be involved in approving any road closures for the car show, if it is moved onto City property in future years.

White Rock Fire Rescue, BC Ambulance, Coast Mountain Bus Company and the White Rock RCMP will need to be notified of any road closures.

ALIGNMENT WITH STRATEGIC PRIORITIES

Council's Corporate Vision is to provide a high quality of life where arts and culture flourish and 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 greatly enrich the quality of life for residents and visitors by providing entertaining and festive arts, culture and heritage experiences.

OPTIONS

If Council is supportive of the West Coaster's Car Show taking place in the Uptown area of White Rock in future years, another option would be to consider designating this as a Class B event, and this would require the addition of up to \$15,000 in the 2023 or future financial plan to cover items such as traffic control, marketing, etc.

CONCLUSION

On April 6, 2022, City representatives met with the President of the West Coaster's Car Show to discuss the potential of hosting the Car Show in the Uptown area of White Rock on July 31, 2022. The suggested car show site would be on the streets surrounding White Rock Elementary School property. Subsequent to this, confirmation was received by the Club from SFN that the car show can go ahead on July 31, 2022 at Semiahmoo Park.

This corporate report provided some background on the pros and cons to host the West Coaster's Car Show in the Uptown area of White Rock for consideration in future years.

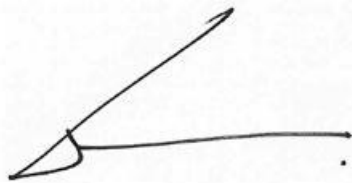
Respectfully submitted,



Eric Stepura
Director of Recreation and Culture

Comments from the Chief Administrative Officer

This corporate report is provided for information purposes.



Guillermo Ferrero
Chief Administrative Officer