



On behalf of the 5 directors and 3 assistants comprising the White Rock Events Society, producers of the 2014 through 2017, White Rock Sea Festivals, we would like to provide council with our proposal to rejuvenate the 2023 White Rock Sea Festival and float and solicit the city's support.

The pandemic changed the world in 2020 but it will be much brighter in 2023.

Through all kinds of ups and downs, the White Rock Sea Festival has remarkably survived in various formats and incarnations.

Following the 2022 Sea Festival we were approached by several people wondering why there was no Waiter's Race, Torchlight Parade and very few activities or events, other than music. Understandably, because of the pandemic there were no parades but as of 2022 parades are back.

Our board met and discussed volunteering our time and energy again to bring back a great event to our unique "City by the Sea".

Part 1 of this endeavour:

Rejuvenating the Sea Festival, the Torchlight Parade, Waiter's Race, entertainment, and events for all ages, would boost activity and enjoyment for residents and visitors and be a boon for businesses, all celebrating a fun filled family event, BC Day long weekend.

We have several members of the original WRES joining us again on this journey. All hard-working community volunteers, giving their time and energy. This really is a labour of love.

Also, in the past, we received tremendous support from the City of White Rock. The monetary funding, in-kind support and advice from several stakeholders was invaluable. That support was critical to the success of the festival.

Although we do not have a complete list, some key elements of the festival will be:

- City of White Rock Float
- Torchlight Parade
- Waiter's Race
- On stage entertainment (Powder Blues have already said they would love to be part of the festival again)
- Vendors/Exhibitors Promenade
- Fireworks
- Activities for all ages

We have reached out to the Chinese Village Club, and they are looking forward to participating in 2023.

We will reach out to other diverse groups in the city and Semiahmoo First Nation.

We will look to recruit strategic partners/volunteers to grow our team.

Currently, we have a Vendor Coordinator, Volunteer Coordinator, Parade Coordinators, Float Coordinators, and Entertainment Coordinators. We are looking for an experienced logistics volunteer and a volunteer Activities Coordinator.

We have attached a preliminary draft budget.

Costs have gone up tremendously, but we will pursue cash and in-kind funding from sponsors.

If the city approves our request, an important first step will be sending out parade invitations early in the new year. Now that parades are back, parade crews will be organizing their calendars to select which parades they will attend. We would like to be prominent on their lists.

Part 2: (Attached pictures of damaged float and previous floats)

The Goodwill Ambassador, City of White Rock Float.

We believe the city and White Rock Youth Ambassadors benefit from attending other community parades to promote White Rock.

We reached out several times to view the float because we were asked if we would be interested in a redesign for the float. We have a new concept and hoped to save money by repurposing some of the props.

When it was finally opened, we were stunned at the condition.

There was mould and hazardous sludge all over the props and in containers. A dangerous situation. We could only "save" a few items to use as templates, no props were salvageable. It was not a safe situation. Masks and gloves were a must.

The float deck is completely rotted and will need a rebuild. The sides are warped and need rebuilding too.

We viewed the float as an asset for the City of White Rock but as you can see from the pictures, it was never protected or looked after, and water and the elements destroyed everything.

When a float is maintained and protected, it can last decades, needing a design change every 4 years. It should not have to be completely rebuilt from the deck up. Just like a vehicle, with upkeep a float can last a very long time. The truck we gave to the city is part of the float design.

In closing, we will update mayor and council with more details should they wish to support the White Rock Events Society and our vision for the 2023 White Rock Sea Festival and float.

Thank you

Christine Tobias, Tracey LaMarre

Cathie Ellis, Cindy Poppy, Deanna Pedersen

Directors, White Rock Events Society