

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: January 30, 2023

TO: Mayor and Council

FROM: Rebecca Forrest, Manager, Cultural Development, Recreation & Culture

SUBJECT: Special Events 2023

RECOMMENDATIONS

THAT Council:

1. Receive for information the corporate report dated January 30, 2023, from the Manager, Cultural Development, Recreation & Culture, titled “Special Events 2023” containing a list of the 2022 Special Events and a list of the returning B and C Level events for 2023.
 2. Direct staff to advise:
 - a) the Applicant, White Rock Events Society, regarding the Sculpture Competition, that the proposal does not fall under a Special Event Category and advise them to follow up with the Director of Engineering and Municipal Operations to provide Council with a progress update in the coming months;
 - b) the Applicant, Sheila’s Catering regarding the Charcuterie on the Pier application, that the city requires more information about this Peace Arch Hospital fundraiser before it can be given recommendation consideration;
 - c) the Applicant, White Rock Events Society, Sea Festival application that the city will continue to organize the Sea Festival as an A level event;
 - d) the Applicant, White Rock Lights Society, regarding the supplement to “Bright Walk” application that:
 - i. the city will continue to organize the Bright Walk in White Rock light-up event as an A level event, and
 - ii. the city will continue to manage and install seasonal light displays as a city managed project led by the Engineering and Municipal Operations Department.
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EXECUTIVE SUMMARY

Special events in White Rock support and enhance community connection, cultural development and foster civic pride. Events provide a wide variety of experiences, and encourage community gathering opportunities for residents, while attracting visitors contributing to the city’s local

economy. This report provides a review of special events that occurred in 2022 and an update on the Category B and C special event applications and returning events for 2023.

PREVIOUS COUNCIL DIRECTION

Application guidelines and selection criteria for special events held at White Rock owned or leased facilities or properties are governed by Special Events Policy #710. Community events are defined for the purposes of this Policy as:

“assemblies or activities ranging in time from hours to days, produced by the City of White Rock, non-profit organizations, private businesses or a combination of partnerships, for community and/or visitor participation, or to attract a significant potential audience.”

Special Events Policy #710 states that the city’s role in the delivery of community special events falls into three (3) categories:

- Category A - City Produced Event: events where all details are organized and/or coordinated by staff usually working with a community volunteer committee to ensure the highest level of community engagement.
- Category B – City as a Producing Partner: events where a high level of staff support is required to work with the organizers ensuring that the event content optimizes civic engagement, planning and production details, as well as marketing needs are sufficient to achieve strategic objectives. Examples include the TD Concerts at the Pier for which the city is a producing partner with the White Rock BIA.
- Category C – City as a Supporter: events where the City is a supporter, the role of staff is to provide 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 centers, road use, etc. Examples include Remembrance Day supporting the Royal Canadian Legion, the Polar Bear Plunge, supporting the White Rock Rotary and Christmas on the Peninsula, supporting that Society.

INTRODUCTION/BACKGROUND

The Cultural Strategic Plan, “Our Creative City by the Sea,” adopted by Council in 2021, identified the goal to “Sustain Diverse Arts Program and Festivals.”

In 2022, the city was able to deliver and/or support over 50 events that were attended by over 55,000 people. After two years of on-line activities and as the city emerged from social restrictions related to the COVID-19 pandemic in 2022, in-person events were welcomed by the community who once again gathered to celebrate and connect.

The events successfully built on the Cultural Strategic Plan’s objectives to maintain and grow diverse special events, mobilize event partners and volunteers, and support a thriving uptown arts district, “Beyond the Beach.”

2022 Events and 2023 Returning B and C Level Events

Attached as Appendix A is a list of the special events held in person in 2022.

Attached as Appendix B for Council’s information is the list of the returning B and C level events proposed for 2023. City support for these events have been taken into consideration in the existing Financial Plan.

2023 New Proposed B and C Events

The following applications were received and are attached for review:

White Rock Events Society: Sculpture Competition

Attached as Appendix C is the application for the Sculpture Competition from the White Rock Events Society. This program idea does not fall under a Special Event Category but is an installation on public property. Staff recommend that the applicant follow up with the Director of Engineering and Municipal Operations to provide Council with a progress update in the coming months.

Sheila's Catering: Charcuterie on the Pier, proposed as a Category C (Appendix D)

Charcuterie on the Pier is a proposed fundraising event for the Peace Arch Hospital Foundation that includes an attempt to break the world record for the longest Charcuterie Board on the pier. This application was not complete enough upon submission to support a staff recommendation. If Council directs, staff will continue to meet with organizers to clarify details about this idea such as costs, logistics, safety, etc. and will provide Council with a separate report recommendation.

White Rock Events Society: Sea Festival, proposing to change it to a Category B (Appendix E)

The White Rock Sea Festival has been organized by the city as a Category A level event since 2018. As a Category B level event, staff and public safety costs would not be reduced. Currently three staff leverage hundreds of volunteers to work the event. Staff also provide City oversight and financial and public safety responsibilities. The responsibility of the city, including making up any shortfall in sponsorship to cover costs, would not be reduced by outsourcing the organizing role.

Staff recommend continuing to present Sea Festival as a Category A level event, including working in close partnership with Semiahmoo First Nation and other community partners, sponsors, and volunteers. Programming details will be subject to the 2023-2027 Financial Plan deliberations.

White Rock Lights Society, White Rock Lights 2023 Supplement to Bright Walk, proposing to change it to a Category B (Appendix F)

Bright Walk in White Rock is both a one-night small special event and a multi-day large lighting display at the waterfront. Both aspects of this program are led by city staff.

An event called Jingle Bell White Rock began in 2019 as a Category A level event led by the Recreation and Culture Department. It was once again delivered in 2021 and 2022 under the new name, Bright Walk in White Rock.

Seasonal lights on public property are installed and managed by the city's Engineering and Municipal Operations department. A larger temporary seasonal display was installed by the department in 2021 and again in 2022 at the waterfront.

The Society has applied to build the event and increase the lighting display as a Category B level.

The event and the display under the direction of staff have been received well by the public and are delivered efficiently. Staff are aware of the limited resources available in the Financial Plan and understand that sponsorship is extremely competitive. Expanding the event and display needs to be done with these constraints in mind. Staff believe that moving the event to a category B level would not result in any savings or increased sponsorship.

Staff recommend that the city continue to present the Bright Walk in White Rock event as a Category A level event, and that the city continue to lead the design and installation of seasonal lighting displays on civic property.

FINANCIAL IMPLICATIONS

All programming is subject to budget deliberations. Returning events have been included in the 2023-2027 Financial Plan.

LEGAL IMPLICATIONS

The city requires all Category B and C events to follow strict protocols that cover insurance requirements including appropriate first aid, food safe, traffic management, fire, and other safety requirements.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

Event organizers can take advantage of the city's events calendar and events are promoted on the city's social media platforms.

Staff request approved event organizers complete a marketing intake form to optimize promotions.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

Recreation and Culture staff use a production plan circulated to all impacted departments to host these events safely and economically. A systematic way of communicating event production requirements and impacts well in advance of the event date has been created.

Other departments that may be impacted include Planning and Development Services (By-Laws, Parking), Human Resources, Engineering & Municipal Operations, Parks, Library, Museum, Finance, Information Technology, Communications, By-Laws, RCMP, Fire Rescue and Corporate Administration.

CLIMATE CHANGE IMPLICATIONS

The Recreation and Cultural staff prioritize green initiatives when planning and celebrating in-person. Staff will continue to work closely with other departments to identify and execute environmentally sustainable practices.

ALIGNMENT WITH STRATEGIC PRIORITIES

Events support the corporate vision to provide a high quality of life where arts and culture flourish and heritage is celebrated, where we can all, live, work, play in an enjoyable atmosphere and where the community feels safe, secure, and friendly.

The White Rock Cultural Strategic Plan, My Creative City by the Sea, (adopted 2021), emphasizes as goal three (3) that the City will sustain diverse arts programs and festivals

- 3.1 Objective: Maintain and grow diverse special events
- 3.2 Objective: Mobilize event partners and volunteers
- 3.3 Objective: Support a thriving Uptown arts district "Beyond the Beach"

OPTIONS / RISKS / ALTERNATIVES

The following alternate options are available for Council's consideration:

1. Direct staff to provide a report recommendation for changing the Sea Festival to a B level event including budget and other impacts based on the Society's application.

2. Direct staff to provide a report recommendation for changing the Bright Walk in White Rock event to a B level event including budget and other impacts based on the Society's application.
3. Direct staff to provide a report recommendation for working with the Society on participating in the design and installation of seasonal lighting displays

Staff do not recommend these options.

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 encourage community gathering opportunities for residents and visitors to meet and establish relationships.

Events are logistically complex and require professional risk assessments to ensure public safety and to protect the city and in consideration of best practices. Events build the city's image and brand. The city makes the best use of volunteers when planning and hosting events. Through effective processes, staff will continue to invest the time working with not-for-profit event organizers to ensure the production of Category B and C level events are of the highest quality.

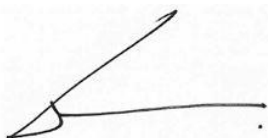
Respectfully submitted,



Rebecca Forrest
Manager, Cultural Development, Recreation & Culture

Comments from the Chief Administrative Officer

I concur with the recommendations of this corporate report.



Guillermo Ferrero
Chief Administrative Officer

Appendix A: 2023 Events Report – List of 2022 Events

Appendix B: 2023 Events Report – List of Returning B and C Level Events, 2023

Appendix C: 2023 Events Report – White Rock Promenade Sculptures Competition – White Rock Events Society

Appendix D: 2023 Events Report – Charcuterie on the Pier – Sheila's Catering

Appendix E: 2023 Events Report – White Rock Sea Festival – White Rock Events Society

Appendix F: 2023 Events Report – White Rock Lights 2023 supplement to Bright Walk –
White Rock Lights Society