

## Print

# White Rock Special Event Application 2023 - Submission #24283

Date Submitted: 11/16/2022

## 2023 CITY OF WHITE ROCK SPECIAL EVENT APPLICATION

Submit Form by **DECEMBER 15, 2022.**

If you have questions please call 604-541-2252 or email [events@whiterockcity.ca](mailto:events@whiterockcity.ca)

### Important Information for NEW events

Potential new events are subject to Council approval, usually considered in February each year. Potential new event organizers should meet with Recreation & Culture event staff before applying. This will ensure consideration of the sustainability of ideas, alignment to Council's strategy, and impact of any resource requests, and that these aspects are included in the report recommendation to Council:

#### 2023 Financial Plan/Budget

New event ideas are welcome but not planned for in the City's current Financial Plan and, if impacting the City's budget (including in-kind), will usually be considered for the 2024 Financial Plan. Please discuss your idea and financial impact with staff.

### EVENT CATEGORY B - City as Producing Partner

As noted in the Special Events Policy, B event organizers are expected to have the expertise supported by volunteers and professional staff to execute an ongoing and sustainable event for years to come. These events require a partnership between staff and event organizers from programming to safety details. Examples include the TD Concerts at the Pier with the White Rock BIA. When the City is a producing partner, a letter of understanding (LOU) is approved by Council outlining responsibilities. The LOU also defines the contribution being made by the community partner (sponsorship income, volunteer time, etc.) and the expectations for the City's contribution (staff time, equipment, etc.) If you are applying for a new B level event, please discuss your idea with staff before applying.

### Information for ALL Event Organizers

#### [Special Event Information for Event Organizers](#)

All events must comply with applicable by-laws, protocols and other regulations and explain how the event will benefit the community at large. Visit the link to Special Event Information for Event Organizers above.

### EVENT CATEGORY C - City as Supporter

As noted in the Special Events Policy, when the City is a supporter of a C level event, the role of staff and the City's in-kind contribution is minimal. The role of the City is to provide advice on basic operations and logistical planning including public safety considerations in usually one or two meetings and is not required to provide staff on site for event duties. Examples include fundraising walks. If you are applying for a new C level event, please discuss your idea with staff before applying.

Approved C level events are included in the City's web calendar and other City information platforms as a supported event.

### Please Select Your Event Type\*

- Category B - City as Co-Producer
  - Category C - City as Supporter
- See description above

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## EVENT INFORMATION

### Name of the Event\*

White Rock Promenade Sculptures Competition

### Location(s) Request:\*

Grassy side promenade east of pier to the white rock (P'Quals)

### 1st Choice Event Date \*

9/13/2023 08:00 AM 8/30/2024 04:00 PM —

Enter the start and end date and time

### 2nd Choice Event Date

mm/dd/yyyy hh:mm am/ƚ mm/dd/yyyy hh:mm am/ƚ —

Enter the start and end date and time

### Event Description \*

A year-round outdoor parade of 10 original sculptures by artists located on a pleasant walking tour along the waterfront. It is an inclusive event, open to all. The sculptures will be selected by a panel comprised of one out of town artist, a city representative, a WRES board member, a member from the art community and a person from the business community. Viewers are encouraged to vote for their favourite sculpture via ballot and the winner of the People's Choice Award is purchased by the Society for \$15,000, 2nd place \$1000.00 and 3rd place, \$500.00. Artistic Merit award winner \$5000.00, 2nd place \$1000.00 and 3rd place \$500.00 None of the sculptures are permanent so the entire artistic parade can be endlessly renewed. They will be ogled, touched and the subject of endless visitors' photographs shared on social media.

### Managing Expectations - Is Your Event to be Held Again?\*

- Yes, we have a sustainability plan to build this event
- No, this is a one-off special event
- Not Sure, it depends on how it goes

Check One

### Has this event been held in White Rock in the past five years?\*

Please check multiple years if applicable

- |                          |                          |                                     |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            |
| 2018                     | 2020                     | 2022                                |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 2019                     | 2021                     | No                                  |

### Is this a Ticketed or Free Event?\*

- Ticketed
- Free

### What is your expected attendance?\*

200,000

### Type of Event\*

- |                          |                                     |                          |
|--------------------------|-------------------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> |
| Festival                 | Sporting Event (non run/walk)       | Children/Family Focused  |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Fun Run/Walk             | Arts Event                          | Seniors Focus            |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Community Celebration    | Cultural Event                      | Fundraiser               |

Please upload any required documents you may already have:

Sculpture sites schematic east of pier.pdf

Before approval, event organizers must provide proof of liability insurance, a communicable disease prevention plan, a site map, a public safety plan, plus any specific requirements such as a traffic management plan and Highway Use Permit.

Please upload any marketing information you may already have:

2022-11-03 Support Letter for WR Events Society Sculpture Competition.pdf

### NEW EVENTS INFORMATION:

**All new events will be presented with recommendations to Council in a Staff Corporate Report, usually by February of each year; coordinators will be contacted for discussion in preparation for the report.**

New events requesting resources not allocated in the financial plan may be considered for the following year unless Council makes an exceptional over-target allocation in the current year's Financial Plan.

Please explain how your event will benefit the White Rock community at large:\*

Develop a unique artistic identity for the city Encourage tourism and attract investment Support local artists Support the revitalization of the waterfront and beautify the city Develop regional municipal partnerships through sales and possibly, in the future, leasing We will reach out to Semiahmoo First Nation to participate

See the [Cultural Strategic Plan](#) for reference.

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## EVENT LOGISTICS AND CITY SUPPORT REQUESTS

### City of White Rock support requested\*

Check all that apply. In cash support is not considered through this application form, please contact staff to discuss your budget needs.



In Kind Support (tents, barricades, etc.)



Promotion

### City Related Event Logistics Being Requested\*

Please note some of the items will require an in kind donation from the City to cover staff costs for set up and takedown. The City has a very limited supply and may not be able to accommodate your event.

- |  |  |   |
|--|--|---|
| <input checked="" type="checkbox"/> NONE                                 | <input type="checkbox"/> City 20x20 tent(s)  | <input type="checkbox"/> City Barricades  |
| <input type="checkbox"/> City Stage                                      | <input type="checkbox"/> City Folding Chairs | <input type="checkbox"/> City Delineators |
| <input type="checkbox"/> Power (only permitted through City electrician) | <input type="checkbox"/> City 6ft Tables     | <input type="checkbox"/> City Stanchions  |
| <input type="checkbox"/> City 10x10 tent(s)                              |  |   |

### Organizer Related Event Logistics\*

Please note that some of the items below may require additional permits or fees

- |   |  |
|---|--|
| <input type="checkbox"/> NONE this is on private property   | <input type="checkbox"/> I plan to use city roadways/parking lots  |
| <input type="checkbox"/> Using our own/rental PA system     | <input type="checkbox"/> I plan to have sales (raffle, goods, etc) |
| <input type="checkbox"/> Using our own/rental Stage         | <input checked="" type="checkbox"/> I plan to serve liquor         |
| <input type="checkbox"/> I plan to have first aid in place  | <input type="checkbox"/> I plan to have pyrotechnics/fireworks     |
| <input type="checkbox"/> I plan to have food trucks/vendors |  |

### Do you plan to use roadways or sidewalks?\*

- Yes
- No

**If you answer yes, please be aware that you must meet current Traffic Management Rules. It is the obligation of the event organizer to use only professional traffic management staff for any use of roadways. All events requiring traffic management including road closures must work with engineering on a Highway Use Plan by first contracting with a professional traffic management vendor to draft a Traffic Management Plan and evaluation.**

### Upload your proposed budget \*

2023 Budget.xls

A preliminary budget must be provided. Please include details on revenue to pay for the event such as fundraising, grants, city financial support requests, ticket sales, anticipated sponsorship revenue as well as event expenses.

## APPLICANT INFORMATION

Business/Organization/Society you are applying on behalf of:

White Rock Events Society

Is your organization based in White Rock?\*

YES we are based in White Rock

NO we are in South Surrey

NO we are outside the Peninsula

Are you a Not for profit society?\*

yes

no

in progress

If Yes, Society Number

S0061867

URL or WEBSITE

soon

Name of Applicant\*

Deanna Pedersen

Email Address\*

Redacted

Mailing Address\*

Redacted

City\*

Redacted

Province

BC

Postal Code

Office Number

Mobile Number\*

Redacted

**IMPORTANT Insurance Requirement:**

Certification of Insurance for the event must meet the following requirements:

1. The Corporation of the City of White Rock, 15322 Buena Vista Avenue, White Rock, BC V4B 1Y6), must be named as an additional insured on your liability policy;
2. The amount of the liability insurance shall not be less than \$5,000,000 (or more depending on your request);
3. The insurance policy cannot be cancelled unless the City is notified in writing 30 days in advance, and a Cross Liability Endorsement noted



MAYOR DARRYL WALKER  
OFFICE OF THE MAYOR  
WHITE ROCK, BC CANADA

November 3, 2022

File No. 0220-20

"To Whom It May Concern"

**Re: White Rock Events Society – 2023 White Rock Promenade Sculptures Competition**

On behalf of Council and the City of White Rock, I am pleased to write this letter endorsing the "White Rock Promenade Sculptures Competition" event proposed by the White Rock Events Society to take place in 2023 at the waterfront.

At the Regular Council Meeting on October 3, Council expressed support and approved one-time City contributions of \$30,000 be advanced to the White Rock Events Society to be utilized for the 2023 White Rock Promenade Sculptures Competition.

The Society have proven its ability to organize and deliver events, as they have a history of producing successful short-term events in White Rock, and most notably, the White Rock Sea Festival prior to its transition into a city run event in 2017.

I am confident that this will be a wonderful attraction that will be brought to the city's waterfront and will add to the economic and social vitality of this small and welcoming community by drawing residents and visitors to this area, and many of whom will shop local or enjoy the numerous restaurant selections. This will also encourage more activity during the shoulder season and promote community engagement.

On behalf of Council, I thank you for your sponsorship consideration and I hope that you are able to assist the White Rock Events Society with their fundraising endeavors to bring this wonderful outdoor arts and culture event to White Rock.

If you would like to discuss this further, please do not hesitate to contact me.

Sincerely,

Darryl Walker, Mayor



**White Rock Events Society**

**White Rock Promenade Sculptures-Draft budget 2023**

	<b>Budget</b>	<b>Comments</b>
<b>Income</b>		
<b>City of White Rock</b>		
<b>Funding</b>	30,000.00	
<b>Grant in Aid</b>	5,000.00	
<b>Total City of White Rock</b>	35,000.00	
<b>Sponsors</b>	65,000.00	
<b>Total Income</b>	<b>100,000.00</b>	
<b>Operating Expenses</b>		
<b>Legal and professional fees</b>	1,000.00	
<b>Insurance - Directors</b>	800.00	
<b>Office supplies</b>	750.00	
<b>Advertising/printing</b>	1,000.00	
<b>Volunteer program</b>	500.00	
<b>Volunteer/Sponsor Gala</b>	1,500.00	
<b>Venue signage</b>	1,000.00	
<b>Social Media/Website</b>	5,000.00	
<b>Miscellaneous</b>	1,000.00	
<b>Contingency fund</b>	5,000.00	
<b>Sub Total Operating Exp</b>	<b>17,550.00</b>	
<b>Event Expenses</b>		
<b>Installation/Removal</b>	5,000.00	
<b>Const Materials/plaques</b>	35,000.00	
<b>Maintenance</b>	5,000.00	
<b>Awards</b>	25,000.00	
<b>Artist Honourariums</b>	5,000.00	
<b>Sponsor Gift Certificates</b>	3,700.00	Towards purchase of Sculptures
<b>Insurance - Event</b>	3,750.00	
<b>Sub Total Event Expenses</b>	82,450.00	
<b>Total Expenses</b>	<b>100,000.00</b>	
<b>Other Income</b>		
<b>In-Kind Income (City)</b>	20,000.00	Goods/Services
<b>Total Other Income</b>	20,000.00	
<b>Other Expenses</b>		
<b>In-Kind Expense (City)</b>	20,000.00	Goods/Services
<b>Total Other Expenses</b>	20,000.00	
<b>Net</b>	0.00	

