

Print

White Rock Special Event Application 2023 - Submission #24195

Date Submitted: 11/2/2022

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

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

EVENT INFORMATION

Name of the Event*

Charcuterie on the Pier - A World Record Breaking Event - A fundraiser for the Peace Arch Hospital Foundation

Location(s) Request:*

The White Rock Pier

1st Choice Event Date *

9/2/2023 11:00 AM 9/2/2023 06:00 PM —

Enter the start and end date and time

2nd Choice Event Date

9/3/2023 11:00 AM 9/3/2023 06:00 PM —

Enter the start and end date and time

Event Description *

About the Event: Presented by Sheila's Catering of South Surrey, Charcuterie on the Pier will showcase an iconic White Rock venue - the White Rock Pier - and the vibrant seaside community that surrounds it. Charcuterie on the Pier is a fundraising event for the Peace Arch Hospital Foundation featuring a historic attempt to break the World Record of the Longest Charcuterie Board. Draft Event Schedule: 11:00 am - 2:30 pm Load in and setup 2:00 pm Load in boards 3:00 pm Doors Open 3:30 pm Indigenous Opening and Welcome 3:45 pm - 4:15 pm Presentations and fundraising for the PAHF 4:15 pm - Official Guinness Presentation and Judging 4:30 pm - Attendees can partake in the charcuterie 4:30 pm - 6:00 pm - Photos, videos, etc.. 6:00 pm - 8:00 pm - Strike and load out Charcuterie on the Pier will feature an attempt by Sheila's Catering to smash the World Record for the Longest Charcuterie Board. The Sheila's Catering Team will build a 500 foot long charcuterie board on the White Rock Pier that will be officially judged by Guinness World Record representatives. Tickets for Charcuterie on the Pier will sell for \$75 each. Attendees will be able to witness the official judging and then take part in consuming the charcuterie, which will feature amazing meat and cheese from incredible local producers and processors. There will be live entertainment on the Pier and various fundraising activities. White Rock will provide a stunning backdrop for the event. Capacity - a 500 foot charcuterie board can feed approximately 1,200 people. We have several ideas to explore how to expand capacity of this event to include more people and distribute all of the charcuterie. 1 - Multiple seatings or staggered entry 2 - Working with local venues as partners 3 - Extending the event with a festival area in Memorial Park The Location - A Part of White Rock History.

Record lasts forever! The Purpose - Showcasing our Creative City by the Sea and a Fundraiser for Peace Arch Hospital Foundation Coming out of covid, it is an opportunity for the City of White Rock to add new events that showcase the local talent and cultural diversity of the community. This event has huge potential benefits for promotion and marketing White Rock tourism as well as providing economic impact through hospitality and performance job creation and bringing business to the beach. The Cause - Peace Arch Hospital Foundation The Peace Arch Hospital Foundation (PAHF) works hard to raise funds, advocate for, and support initiatives that enhance the Peace Arch Hospital campus and the health and wellness of White Rock and South Surrey. Since 1988, more than \$195 million has been raised for capital projects, medical equipment and community health programs. The PAHF has a passionate and caring team whose number one priority is the prudent stewardship of gifts and the resulting positive impact on patients and medical staff in our growing community. All net proceeds from Charcuterie on the Pier will benefit Peace Arch Hospital Foundation and its work to enhance health care in our community. Our goal is to raise a minimum of \$25,000 for the Foundation by covering event costs through ticket sales and sponsorship. This unique event will also raise awareness of PAHF, generating direct donations to the charity in addition to the funds raised at the event. The Organizers - Knowledge and Experience: Sheila's Catering is a group based out of South Surrey, British Columbia. We are a team of passionate individuals with long histories in hospitality and events. Our team includes talented and experienced chefs, caterers, event producers and event staff who have worked in restaurants and venues around the world. Each individual on the team brings their own unique skill set which together form a dynamic collective of experienced professionals. We are passionate about creating amazing events that empower and benefit the community. Sheila's Catering was a partner in Friends of the Pier, donating money and participating in Chef's for the Pier fundraiser which supported rebuilding the iconic White Rock pier after a storm in 2018 cut the pier in half. Project Manager Wes Levesque, Director of Operations, Sheila's Catering Wes Levesque has been a community leader and local business owner for over 15 years. He has had experience owning and operating successful restaurants, cafes, catering companies, food trucks, and food service accounts. Catering and the events industry is Wes's primary business and he has been involved in thousands of events from catering dinners for celebrities and heads of government to managing logistics for 1000+ people events. Wes also starred and helped produce a cable TV program under the name The Superfood Chef which was broadcasted nationally by Eastlink TV for 2 successful seasons. Currently Wes owns a hospitality group which specializes in food service and catering. His catering company Sheila's Catering Co. is one of the top reviewed and awarded in BC. Sheila's Catering Co. has also been involved in catering at the pier Inclusive of being a chef, Wes is a certified nutritionist as well. Wes resides in South Surrey with his beautiful family of 4. Site Logistics Manager Katie McAvoÿ, Event Planning Specialist, Sheila's Catering A White Rock local, Katie McAvoÿ brings a host of experience to the team. Katie has produced and executed many events locally, including the Spirit of the Sea Festival and Canada Day by the Bay. She thrives on people, planning and community. Her event management experience includes working with the TED Operations Team, the Vancouver Folk Festival and many other organizations. Katie worked with Best Buy Canada for many years managing their National Events department, executing large scale incentive and training programs across North America. Katie is a Mom of 3 boys, living here in White Rock, BC. Event Manager Dione Costanzo Event and Marketing Specialist, Event Marketing Masters Dione Costanzo brings extensive planning, administration and production experience working in both the private and non-profit sectors. She has designed, programmed and produced hundreds of live, hybrid and virtual events from community concerts and fundraising galas to corporate and non-profit events including the Township of Langley Mayor's Charitable Gala (2018 - 2022), Victoria's Canada Day 2022, and TD Uptown Live - New Westminster's Ultimate Street Party 2018 - 2022. Dione is a founder (2007) and President of the Autism Support Network Society that provides support and education to thousands of families in BC and is a leader in the disability advocacy community. Vickie Brydon, Director, Public Relations & Events at Peace Arch Hospital Foundation As Director of Public Relations & Events at Peace Arch Hospital Foundation, Vicki oversees all marketing and promotion, communications, and special events including the Peace Arch Hospital Gala, a 500-guest black tie fundraiser that routinely raises close to \$1 million annually. Letters of support are submitted with this application. Sponsorship Attraction: A fundamental strength of our business operations is sponsorship attraction and fulfillment. Building strategic alliances within the business community will be instrumental in the success of this event. Servicing sponsors and meeting agreed upon obligations is a responsibility we take very seriously. Marketing and Promotions: Over the next few months we will plan and develop all of our marketing activities. See our draft marketing plan. We will utilize our local expertise and will leverage the Guinness brand for substantial marketing support. The next step in advancing a marketing and promotions strategy will be to develop media partnerships with various outlets including print, radio and television starting with any direct relationships we have. It will be important to have a working relationship with The SSWR Chamber and Explore White Rock. In addition to robust social media engagement, the promotional plan may include traditional print advertising, outdoor, street marketing, radio, television, email and public relations campaigns. We will explore all options. We are optimistic there is the potential for significant earned media coverage in the lead-up to and post event. We will generate positive storylines that local media outlets will capture prior to the event and post-event. Artistic Presentation: The programming for this event will first and foremost showcase the culinary talents and creativity of local Chefs and the producers and processors who contribute to and build the charcuterie platter. The charcuterie boards will be sourced as locally as possible and carving and branding work will be completed by local artists who will also be recognized for the work. Blending a recognition of Semiahmoo territory into the event's activities include local Indigenous performers opening with an official Indigenous Welcome ceremony and dance performance. Performance Opportunities will be provided for local musicians on the pier and buskers and artisans that sell locally will benefit from increased patronage. Local personalities will serve as guest emcees. We will engage an entertainer who is known in the local community and will be able to connect to the audience, represent White Rock and communicate the purpose of the event. Sustainability and Community Involvement: Sheila's Catering has always been committed to sustainability policies around the production of events. We are very cognizant of the importance of having a waste management plan in place at events and the need to provide easily accessible recycling options. We will work with City Engineering on the waste and recycling plan and ensure all service providers are required to be zero waste and remove all accumulated waste from the event site at strike. Sheila's Catering staff are committed to their communities, and each team member has been involved in local initiatives including Friends of the Pier, fundraising to support local music and cultural events, mentoring students in arts and entertainment and hospitality, assisting at homeless shelters and providing help to those affected by natural disasters. Our team members are proud to be responsible neighbors wherever they work. Our core team members are all located in South

Rock Chamber will be important partners. The PAH Foundation has experience in planning and coordinating pier-based events. They will be partners in planning and communications. Our team has extensive experience in event planning and production and working with Municipal Staff in the safe delivery of community events. Accessibility: There is potential for smaller spin off events in venues throughout White Rock that can promote the World Record attempt event and generate excitement and comradery among locals. These events can include and engage residents and visitors who are not attending the ticketed event. An accessibility plan will be communicated on the event website and in event communications such as drop off zones and parking, directions, wheelchair access, washrooms, special accommodations, contact information, etc. Dedicated volunteers will be on hand to assist with any accessibility needs our guests may have.

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?*

1200

Type of Event*

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

Please upload any required documents you may already have:

Charcuterie on the Pier - Safety Plan .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:

Charcuterie on the Pier DRAFT Marketing Plan.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:*

Showcase White Rock and the iconic pier and beachfront to the world through a unique, new event that will engage the community in celebrating a Guinness World Record attempt while supporting the Peace Arch Hospital Foundation. This is a new, different event showcasing business and artistic creativity that can have lasting impact for the City with the notoriety of holding a Guinness World Record - The Longest Charcuterie Platter in the World made on Canada's Longest Pier located in White Rock. Support a key local charity that serves and impacts quality of life for the entire White Rock community - the Peace Arch Hospital Foundation. Provide opportunity for community engagement by sharing the excitement and notoriety of establishing a Guinness World Record in our Creative City by the Sea. Provide opportunity for creating unique marketing content for the City, all event participants and all local businesses. White Rock is a stunning backdrop for photos and videos that will hold historical, worldwide interest. Provide opportunities for a variety of local businesses from food and beverage, sound and production, marketing, advertising and others. Bring much needed opportunities for local hospitality industry workers and supporting businesses. Provide event partners, community organizations and corporate sponsors opportunities to be involved in the event and benefit from unique promotion and marketing. Bring thousands of visitors to the beachfront and have a positive economic impact on the area. Raising the profile of White Rock and local businesses to visitors. Feature an Indigenous opening and welcome. Provide performance opportunities to Indigenous artists. Provide performance opportunities to local musical artists and music producers. Encourage collaboration between the business community, the cultural community and an important local foundation. Provide business communities with incentives to work together to promote the City of White Rock as a vibrant, cultural destination. Provide professional development opportunities for Volunteers. Provide the opportunity to establish and grow this event to have year round economic impact and jobs.

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

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.)



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 type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| NONE | City 20x20 tent(s) | City Barricades |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| City Stage | City Folding Chairs | City Delineators |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Power (only permitted through City electrician) | City 6ft Tables | City Stanchions |
| <input checked="" 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"/> | <input checked="" type="checkbox"/> |
| NONE this is on private property | I plan to use city roadways/parking lots |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Using our own/rental PA system | I plan to have sales (raffle, goods, etc) |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Using our own/rental Stage | I plan to serve liquor |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| I plan to have first aid in place | 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 *

COTP Draft Budget for Application 1200 CAP.pdf

A preliminary budget must be provided. Please include details on revenue to pay for the event such as fundraising, grants, city

APPLICANT INFORMATION

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

Sheila's Catering Company

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

URL or WEBSITE

www.sheilascatering.com

Name of Applicant*

Wes

Email Address*

Levesque

Mailing Address*

Redacted

City*

Surrey

Province

BC

Postal Code

Office Number

604-992-4647

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

	<u>Note</u>	<u>Price Per Unit</u>	<u># to Sell</u>	<u>Total Possible</u>
REVENUE:				
Sponsorship:				
Presenting	Co-Presenting with Sheila's Catering	\$20,000	1	\$20,000.00
Gold	Sponsorship names and descriptions are a			
Silver	WORK IN PROGRESS	\$5,000	2	\$10,000.00
		\$3,000	3	\$9,000.00
	Could be "Beverage", "Entertainment", etc.. related to event expenses			
Bronze		\$2,000	5	\$10,000.00
Community		\$1,000	10	\$10,000.00
Other		\$500	12	\$6,000.00
Other				\$0.00
Other				\$0.00
IN KIND				
Tickets included in Sponsorships:			33	\$65,000.00
Tickets for Sale (outside Sponsorships)	1200	\$75	1,144	\$85,800.00
Total Sponsorships			33	\$65,000.00
GRAND TOTAL				\$150,800.00
ACTIVITIES:				
Bar Profits	900 drinks @ \$6 each	\$6	1,500	\$9,000.00
Coat Check Tips				\$0.00
Dinner w/ Adjudicator				\$1,000.00
Photo Opp by Donation				
50/50		\$20	500	\$10,000.00
Wine Cellar		\$20	100	\$2,000.00
RAFFLE		\$20	500	\$10,000.00
DONATIONS/FUND AN ASK		\$5,000	4	\$20,000.00
TOTAL SPONSORSHIPS + TICKETS				\$150,800.00
TOTAL ACTIVITIES				\$52,000.00
TOTAL REVENUE:				\$202,800.00
EXPENSES:				
Event Planning		\$7,500	2	\$15,000.00
Venue & Services		\$5,000	1	\$5,000.00
Guinness World Record				
Consultancy		\$25,000	1	\$25,000.00
Engineer	Confirm record	\$1,000	1	\$1,000.00
The Boards	Charcuterie boards 3 feet x 8 inches. Assuming at cost?	\$15	300	\$4,500.00
Catering - Cuinary per person	Assuming majority of In Kind!	\$3	450	\$1,350.00
Catering - rentals/staff per person	Need to review list with Sheila's			\$0.00
Refrigerated Truck rental		\$1,000	1	\$1,000.00
Catering Staff	Need input from Sheila's	\$35	120	\$4,200.00
Service Charge				\$0.00
TAXES PST/GST....				\$0.00
F&B for Volunteers		\$300	1	\$300.00
Professional Valet Service	N/A	\$0	1	\$0.00

	<u>Note</u>	<u>Price Per Unit</u>	<u># to Sell</u>	<u>Total Possible</u>
Wine for RAFFLE	In Kind or Donation	\$0	1	\$0.00
Comp Tickets for Media/Special Guests (venue, entertainment, speakers)		\$75	20	\$1,500.00
Volunteer Expenses		\$1,000	1	\$1,000.00
Venue Décor - includes draping		\$2,500	1	\$2,500.00
Program (auction book) Design		\$1	1,200	\$1,200.00
Graphic Design - Invite, Sponsor Deck, Social Media, Advertising Assets		\$1,200	1	\$1,200.00
Other Print	Posters, Banners, Signage for Events	\$1,500	1	\$1,500.00
Advertising/PR (City of White Rock)		\$1,750	1	\$1,750.00
Social Media - Contracted		\$0	1	\$0.00
Photography/Videography		\$800	2	\$1,600.00
Event Website & Registration		\$100	1	\$100.00
Platform Fee		\$350	1	\$350.00
Payment Processing Fees		\$3,600	1	\$3,600.00
Entertainment		\$800	1	\$800.00
Entertainment (Emcee)		\$2,500	1	\$2,500.00
Entertainment - (Live Auction)		\$2,500	1	\$2,500.00
Entertainment - Indigenous Opening and Dancers		\$1,000	1	\$1,000.00
Audio Visual		\$5,000	1	\$5,000.00
Socan/Resound Fees		\$200	1	\$200.00
Security at Event		\$1,750	1	\$1,750.00
Licenses/Insurance		\$1,000	1	\$1,000.00
Cleaning		\$750	1	\$750.00
Garbage		\$500	1	\$500.00
Thank you Gifts/Cards		\$500	1	\$500.00
TAXES PST/GST....		\$3,500	1	\$3,500.00
TOTAL REVENUE:				\$202,800.00
TOTAL EXPENSES		per person	208	\$93,650.00
NET PROFIT				\$109,150.00

Charcuterie on the Pier - Safety Plan DRAFT

Contact Information:

Event Day Contacts: Dione Costanzo -Redacted

Katie McAvoy - Redacted

Safety Leader: Katie McAvoy

City Contact:

RCMP Contact:

Fire Contact:

First Aid:

Who will provide First Aid during your event? - Sheila's Catering staffs 2 fully certified First Aid team members who are ready to respond.

How many First Aid attendants will be on-site during the event? 2

Activities:

Are there medium/high risk activities for your event? No - Alcohol Consumption, Anaphylaxis

What plans or procedures are in place to minimize the risk factors?

Bartenders certified with Serving it Right will be staffed.

First Aid onsite

The entire length of the pier will be staffed with Volunteers monitoring the crowd. All staff and volunteers will be provided instructions and a communication plan for dealing with any issues that may arise on site.

Road Closures - none

Unloading/Loading Zones:

LOAD IN:

7:00am closure of the parking lot to the west of the pier. The parking lot should be open to the public by noon. 10-20 parking spots will still be required for the duration of the day.

LOAD OUT:

6:00pm wrap up and strike of all equipment from the event.

8:00pm the parking lot spots can return to the public

Fire Safety:

Will have power/electrical signoff.

Prepare messaging and communication plan in case of evacuation.

Risk Mitigation:

Medical Emergency - First Aid onsite, 911 if needed

We will work with local community partners such as the City, RCMP and Fire to ensure all safety protocols, emergency procedures and a communication plan are in place for the event.

Communication Info:

What method of communication will we use to keep event organizers and volunteers informed during the event?

Cell phones, event captains and a central volunteer tent.

Where are the volunteer headquarters located? Tent set up for Volunteers to check in West of the museum.

COTP Marketing Activities, to be developed and planned over the next few months:

- Key messaging and brand
- Marketing support and partnerships
- Key stakeholders communication plan
- Launch, announcements, public relations
- Website and digital media
- Social Media
- Email Marketing
- Printed collateral
- Advertising plan
- Media Plan (non-paid/editorial)
- Marketing Partners
- Calendar Listings
- Signage
- Tourism Marketing Plan

MARKETING TOOLS	DIGITAL, ONLINE
Word of Mouth	Website
<i>Local Influencers. Referrals. Spin off local events</i>	<i>Event site (ticket site or stand alone)</i>
Databases/Direct mail	Social Media, Blogs, Forums
<i>Door hangers</i>	<i>Facebook, Twitter, YouTube, Instagram, LinkedIn etc</i>
Loyalty/Return visitation program	Event Apps
	<i>App or QR code for posters, adverts, fliers etc</i>
Ticketing	On-line advertising
<i>Online</i>	<i>Google ads, Facebook, media partners etc</i>
Signature	SMS
<i>Include event details in email signatures.</i>	<i>SMS updates, details etc</i>
PUBLICITY /PUBLIC RELATIONS	On-line Calendar listings
Free Editorial	<i>Event website calendars, Council, tourism operators etc</i>
<i>Series of releases to media list</i>	MARKETING MATERIALS

MARKETING TOOLS	DIGITAL, ONLINE
Launch	Marketing Material
<i>Launch/Community Info Event</i>	<i>Fliers, posters, programs etc and distribution plan</i>
Functions	Signage; banners
<i>See launch</i>	<i>Signs on town entrances, other locations, venues</i>
Guest speaking opportunities	Notice Boards/Letter box drops
<i>Promote event</i>	<i>Notices on notice boards; shops, letter box drops</i>
Other Events / Promotions	Outdoor advertising
<i>Booth at at WR Farmers Market?</i>	<i>Buses, billboards, signage, banners</i>
MEDIA – Editorial, Advertising	
Media Releases	
<i>Topics Dates Distribution</i>	COMMUNICATIONS
Television	Local Politicians
<i>Submit to Global Community</i>	<i>Request inclusion in newsletters, at office etc</i>
Radio	Council, Tourism, Businesses
	<i>Identify opportunities for advertising, promotions, special offers, cooperative marketing etc</i>
Newspapers	Co-promoters
<i>Sponsorship, advertising, media releases, prize giveaways, joint sponsor promotions/adverts</i>	<i>Identify potential partners to promote event – e.g. sponsors, local businesses, tourism, retailers</i>
Magazines, Trade publications etc	EVALUATION
<i>Media releases, stories, pictures, advertising</i>	Media Clippings
What's On Event listings	<i>Collate use the following year and to evaluate marketing</i>
<i>Local, regional, newspapers, magazines, etc About 60 local listings</i>	

January 16, 2023

To Whom it May Concern:

I am writing this letter in support of Sheila's Catering Co.'s application to the City of White Rock to produce the event, ***Charcuterie on the Pier - A World Record Breaking Event***, on the White Rock Pier in September of 2023. This event will provide robust employment and revenue opportunities in the local hospitality industry, long-term tourism and marketing opportunities for the broader business community, and a chance to raise awareness and funds for an important local charity – Peace Arch Hospital.

Charcuterie on the Pier - A World Record Breaking Event will be a fundraiser for Peace Arch Hospital Foundation (PAHF), supporting a true community hospital. Serving a growing population, our hospital needs to expand to meet the increasing volume of patients in the area. All proceeds from this event will be donated to PAHF.

Sheila's Catering is a well-known and respected caterer who has managed and catered thousands of events with attendance up to 3,000 people. Wes Levesque, Operations Manager, has assembled a team of event experts to plan, produce, and promote ***Charcuterie on the Pier - A World Record Breaking Event***. I have no doubt this event will have lasting positive economic impact on the beachfront area as well as raising funds for an important local charity.

In my time as Director, Public Relations & Events, I have seen firsthand the success and positive impact that events have in this community. ***Charcuterie on the Pier - A World Record Breaking Event*** is a fresh idea and a new event for White Rock that can stimulate comradery within the community, showcase White Rock as a tourist destination, provide marketing opportunities for all kinds of local businesses and at the same time support our community hospital. I strongly urge you to approve this event application to the City of White Rock.

Sincerely,



Vicki Brydon
Director, Public Relations & Events
Peace Arch Hospital Foundation
604.535.4520



inclusive | innovative | independent

October 27, 2022

To Whom It May Concern,

The Surrey Board of Trade writes this letter in support of Sheila's Catering Co.'s application to the City of White Rock to produce Charcuterie on the Pier - A World Record Breaking Event on the White Rock Pier in September 2023. This event will provide much needed employment and revenue opportunities in the local hospitality industry in both White Rock and Surrey, long term tourism and marketing opportunities for the broader business community, and a chance to raise awareness and funds for an important local charity.

Charcuterie on the Pier - A World Record Breaking Event will be a fundraiser for the Peace Arch Hospital Foundation (PAHF), which is a community hospital serving both White Rock, Surrey and Langley residents and the workforces of each of these cities. Serving a growing population, PAHF needs to expand to meet the growing volume of patients in the area. All proceeds from this event will be donated to the PAHF.

Sheila's Catering is a well-known and respected caterer who has managed and catered thousands of events, including for the Surrey Board of Trade, with attendance up to 3,000 people. Wes Levesque, Operations Manager, has assembled a team of event experts to plan, produce and promote Charcuterie on the Pier - A World Record Breaking Event. I have no doubt this event will have lasting positive economic impact on the beachfront area as well as raising funds for an important local charity.

The Surrey Board of Trade has over 6,000 business contacts with over 60,000 employees. We provide businesses and organizations with economic opportunity, workplace development and education, international trade, government advocacy and business connections. Our membership is comprised of individuals in various industry sectors of the economy. We are Surrey's city-building business organization with a common goal of furthering the interests of businesses in our region. We have demonstrated, through our projects and initiatives, a commitment to enhancing the local economy. We are also a member of BC Chamber of Commerce to broaden our connections and participate in key provincial policy initiatives that trickle down to local employers.

In my time as President and CEO I have seen first hand the success and positive impact that events have our area. Charcuterie on the Pier - A World Record Breaking Event is a fresh idea and a new event for White Rock that can stimulate comradere within the community, showcase a tourist destination asset, provide spinoff marketing opportunities for many local businesses and at the same time we can support our community hospital. I strongly ask you to approve this event application.



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Please do not hesitate to contact me with any questions in relation to this letter of support.
I can be reached at 604.634.0342.

Sincerely,

A handwritten signature in black ink, appearing to read 'A. Huberman', written in a cursive style.

H. Captain (Navy) Anita Huberman
President & CEO, Surrey Board of Trade

To whom it may concern,

I am the owner of Kin Thai, and have been blessed to be a part of this wonderful community. During covid, we were highly affected by the change in labor and product costs, not to mention the burden of inflation within the food and beverage industry.

Personally, I feel that this endeavor put forth by Sheila's catering company could be a wonderful story and conversation within our community. Not only will it affect Whiterock, but it will bring much needed attention to the entire peninsula. As the holiday season approaches, the hospitality industry is ramping up in the hopes that Christmas parties, family gatherings, and staff outings will bring a surge of business.

Breaking a Guinness Book of World Record would certainly bring focus, and attract more tourism, to our communities.

I encourage you to consider the positive effects that this event will have on local businesses, not only within Whiterock, but on neighboring communities also, and I truly hope that you endorse this project.

Thank you,

Adi Desai