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White Rock Special Event Application 2023 - Submission #24755

Date Submitted: 1/17/2023

2023 CITY OF WHITE ROCK SPECIAL EVENT APPLICATION

SPECIAL NOTICE:

The 2023 Event Application deadline has now passed.

Please contact the Special Events Coordinator at 604-541-2252 or email events@whiterockcity.ca before completing this application request form.

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.

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 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.

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*

White Rock Sea Festival

Location(s) Request:*

West beach through east beach

1st Choice Event Date *

8/4/2023

12:00 PM

8/7/2023

04:00 PM

—

Enter the start and end date and time

2nd Choice Event Date

—

Enter the start and end date and time

Event Description *

74th Anniversary of the White Rock Sea Festival and 37th Annual Torchlight Parade Some key elements of our BC Day long weekend Float Water's Race On stage entertainment Vendors Promenade Fireworks Activities for all ages

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

2018

2020

2022

2019

2021

No

Is this a Ticketed or Free Event?*

Ticketed

Free

What is your expected attendance?*

100,000

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 type="checkbox"/> Community Celebration | <input type="checkbox"/> Cultural Event | <input type="checkbox"/> Fundraiser |

Please upload any required documents you may already have:

Choose File | No file selected

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:

Choose File | No file selected

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:*

Rejuvenating the Sea Festival, the Torchlight Parade, Waiter's Race, entertainment, and events for all ages, that will 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.

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.)
- 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 type="checkbox"/> | NONE | <input checked="" type="checkbox"/> | City 20x20 tent(s) | <input checked="" type="checkbox"/> | City Barricades |
| <input type="checkbox"/> | City Stage | <input checked="" type="checkbox"/> | City Folding Chairs | <input checked="" type="checkbox"/> | City Delineators |
| <input checked="" type="checkbox"/> | Power (only permitted through City electrician) | <input checked="" type="checkbox"/> | City 6ft Tables | <input checked="" type="checkbox"/> | 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"/> | NONE this is on private property | <input checked="" 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 checked="" type="checkbox"/> | Using our own/rental Stage | <input type="checkbox"/> | I plan to serve liquor |
| <input checked="" type="checkbox"/> | I plan to have first aid in place | <input checked="" type="checkbox"/> | I plan to have pyrotechnics/fireworks |
| <input checked="" 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 *

budget WRSF 2023.xlsx

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

www.whiterockeventsociety.com

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



White Rock Events Society
WRSF 2023 Draft Budget

	Budget 2023
Revenue	
City of White Rock	
Funding	20,000.00
Grant in Aid	2,000.00
Float	25,000.00
Total City of White Rock	\$ 47,000.00
Marketplace	20,000.00
Sponsors	36,000.00
Total Revenue	\$ 103,000.00
Expenses	
Advertising/Promotional	2,500.00
Bank charges	
Entertainment Main Stage	
Talent	12,000.00
Stage/sound production	11,000.00
Miscellaneous Exp	1,000.00
Total Entertainment	\$ 26,500.00
Events	
All ages activities	1,000.00
Fireworks	7,500.00
Waiter's race	400.00
Entertainers	3,000.00
Miscellaneous	700.00
Total Events	\$ 12,600.00
Float	
Float Miscellaneous Exp	1,000.00
Float deck/sides construction	4,000.00
Float Travel	4,000.00
Supplies/props	10,500.00
Vehicle/Trailer (Ins +)	5,500.00
Total Float	\$ 25,000.00
Operating expenses	
Legal and professional fees	2,000.00
Insurance	5,000.00
Website/social media	5,500.00
Office supplies	500.00
Sub Total Operating Expenses	\$ 13,000.00

Volunteer Costs		
Volunteer T-shirts		2,000.00
Volunteer Refreshments		750.00
Volunteer Honourariums		5,000.00
Volunteer Training		150.00
Volunteer reception		1,000.00
Total Volunteer Costs	\$	8,900.00
Total Operating Expenses	\$	21,900.00
Parade		
Honourariums Local		2,500.00
Honourariums Non Local		2,000.00
Parade Equipment		1,000.00
Parade Supplies		1,000.00
Professional Traffic Control		3,500.00
Total Parade	\$	10,000.00
Storage		500.00
Venue expenses		
Equipment Rentals		2,500.00
Medtec Medical		1,000.00
Misc Venue expenses		1,000.00
Security		1,000.00
Venue signage		1,000.00
Total Venue expenses	\$	7,000.00
Total Expenses	\$	103,000.00
Other Revenue		
In-Kind Goods Income		10,000.00
In-Kind Service Income		100,000.00
Total Other Revenue	\$	110,000.00
Other Expenses		
In-Kind Goods Expense		10,000.00
In-Kind Service Expense		100,000.00
Total Other Expenses	\$	110,000.00
Net Revenue	\$	0.00