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## White Rock Special Event Application 2023 - Submission #24626

Date Submitted: 12/15/2022

### 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 Lights 2023 - a supplement to Bright Walk in White Rock

**Location(s) Request:\***

Marine Drive, BNSF Fences along railway right of way, Memorial Park, East Beach, Pathway to P'Quals and Five Corners

**1st Choice Event Date \***

12/2/2023

04:30 PM

1/14/2024

10:30 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 \***

The intention of this application is to request that the City of White Rock consider working with community partners to grow the Bright Walk in White Rock Christmas Light display and event. The White Rock Lights Society would like to explore options to work with the City of White Rock to expand the current version of the lights display by using lights, equipment and expertise of the Society to expand the appeal of the Bright Walk in White Rock in 2023 and beyond. It is hoped that the White Rock Lights Society will eventually be able to withdraw from the delivery of service processes after agreements on the scope of the 2023 project and ownership of the inventory of lights and equipment have been resolved. The Society would be pleased to participate in fund raising for all the components of the proposed lights display at the discretion of the City of White Rock. The Society is also requesting that the City consider creating a community "task force" to analyze the impact of Exhibition and Decorative lighting as an engine for economic development in the fall/winter/ spring seasons.

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

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

- Ticketed
- Free

**What is your expected attendance?\***

25,000

**Type of Event\***

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

**Please upload any required documents you may already have:**

White Rock Lights 2023 City of WR event application - final- Dec 15 2022.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

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:\*

Further development of Exhibition Lighting in White Rock should meet a number of the components of both the Cultural Strategic Plan and the Economic Development Plan of the City of White Rock. The three main goals of the Cultural Strategic Plan should all be met through expanding the White Rock Exhibition Lighting initiative that has been building over the past 10 years. Goal One: Facilitate Economic Development through the Arts Goal Two: Address the Lack of Arts and Cultural Infrastructure Goal Three: Sustain Diverse Arts Programs and Festivals Exhibition Lighting is considered a cultural activity world wide and light exhibits are hosted in many diverse societies. As a multi-cultural community, White Rock will significantly benefit from a coordinated, collaborative approach to the creation of a ten year plan that could culminate in 2032, the 75th anniversary of the founding of White Rock. Please see the attached White Rock Lights 2023/2024 document for suggestions on how the 2023 exhibition lighting events might be the catalyst for this initiative.

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 type="checkbox"/> I plan to serve liquor                    |
| <input checked="" 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 \*

Lights Display 2023 Budget final 12.14.2022.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 Lights 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

S0072047

URL or WEBSITE

www.whiterocklights.org

Name of Applicant\*

Gary Gumley

Email Address\*

Redacted

Mailing Address\*

Redacted

City\*

Redacted

Province

British Columbia

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 Lights Proposed Budget - 2023

Budget Summary		Summary of Expenses
<b>Total Actual Expenses</b>		<b>Budgeted Expenses</b>
\$0.00	<b>Setup and Take Down</b>	\$65,500
<b>Total Actual Income</b>	<b>Material Costs</b>	\$35,300
\$0.00	<b>Marketing and Social Media</b>	\$23,200
<b>Balance</b>	<b>Insurance and Logistics</b>	\$18,000
\$0.00	<b>Contingency</b>	\$8,000
	<b>Total</b>	<b>\$150,000</b>

Revenue	Summary of Revenue
	<b>Budgeted Revenue</b>
	<b>Light Panels</b> \$75,000
	<b>Partnerships</b> \$60,000
	<b>Grants</b> \$15,000
	<b>\$150,000</b>

Expenses	Budgeted Expense	Actual Expense
<b>All Locations - Summary</b>		
Setup and Take Down	65,500.00	
Material Costs	35,300.00	
Marketing	23,200.00	
Insurance and Security	18,000.00	
Contingency	8,000.00	
<b>Total</b>	<b>150,000.00</b>	

<b>Setup and Take Down</b>		
Lighting Installations	13,500.00	
Magical Meadow	3,000.00	
Repair and upgrade only	2,000.00	
Oxford Street 30' Tree	3,200.00	
Stabilization Blocks/fencing (delivery)	1,200.00	
Rigging and setup	1,800.00	
Take Down and Storage	1,200.00	
Finlay Street 30' Tree	3,200.00	
Stabilization Blocks/fencing (delivery)	1,200.00	
Rigging and setup	1,800.00	
Take Down and Storage	1,200.00	
Five Corners 30' Tree	3,200.00	
Stabilization Blocks/fencing (delivery)	1,000.00	
Rigging and setup	2,500.00	
Take Down and Storage	2,500.00	
Sea Horses	4,000.00	
Rigging and setup	1,000.00	
Take Down and Storage	1,000.00	
Pathway to P'Quals	5,000.00	
Rigging and setup	3,000.00	
Take Down and Storage	2,000.00	
Projection Device	2,000.00	
Rigging and setup	3,000.00	
Take Down and Storage	2,000.00	
<b>Total</b>	<b>65,500.00</b>	



<b>Material Costs</b>		
String Lights (meadow)	15,000.00	
Stabilization Blocks (trees)	2,000.00	
Fencing Lights	10,000.00	
Pathway to P'Quals (lights)	4,400.00	
Large Banner	1,200.00	
Individual Fencing Signs (names)	2,700.00	
Total	35,300.00	
<b>Marketing</b>		
Web Site Development	4,000.00	
Social Media Marketing	4,000.00	
Video Production	3,000.00	
Photography	2,000.00	
Hats and T-Shirts	2,000.00	
Large Banner	1,200.00	
Signage (Nameplates)	5,000.00	
Additional Materials	2,000.00	
Total	23,200.00	
<b>Advertising</b>		
Social Media	TBD	
Online	TBD	
Print	TBD	
Outdoor	TBD	
Radio	TBD	
Television	TBD	
Postage / Shipping	TBD	
Total		
<b>Insurance and Logistics</b>		
Liability Insurance	1,000.00	
Directors Insurance	1,000.00	
BNSF insurance	1,000.00	
Security	15,000.00	
Total	18,000.00	
<b>Revenue Estimated</b>		
Product Sales		
Light Panels	75,000	
Partnerships	30,000	
Corporate Sponsors	30,000	
Government Grants	15,000	
Total Revenue	150,000	

## White Rock Lights

### Category B event application for 2023/2024

The White Rock Lights Society is requesting that the City of White Rock again consider working collaboratively to build a fall/winter/spring exhibition lighting event that will drive economic development in our community, especially along Marine Drive. Dates are to be determined after consultation with stakeholders. (see below)

Lights attract people and bring smiles to family faces. Happy people spend money on hot chocolate, mini-donuts, happy hour appetizers, as well as arts, crafts and holiday season gifts.

The community hosts more than 75 restaurants that feature a full line of international foods. Spread throughout the city but especially along our Marine Drive, these businesses require help in attracting patrons during the fall/winter/spring seasons. An additional 1,000 visitors per night will provide the needed income to upgrade their facilities and transform the waterfront into one of the most dynamic destinations to experience a wide range of epicurean delights in the Lower Mainland.

With appropriate marketing initiatives our City by the Sea could become a destination for people who wish to participate in a unique cultural experience located in one of the most amazing natural settings in the world.

White Rock, our "City by the Sea" could become the "City of Lights by the Sea" by expanding the current exhibition lighting initiatives that have been built by the city over the past ten years.

Any expansion of the current exhibition lighting initiatives depends entirely on the City of White Rock. Therefore, as an integral component of the approval process of this Category B application, the White Rock Lights Society is respectfully requesting that the City of White Rock consider approving the formation of a task force to initiate a collaborative impact study of exhibition lighting as a powerful, inclusive and impactful economic development driver for our community.

The following organizations could be represented as part of the process of determining the suitability and sustainability of this initiative in our community:

The South Surrey/White Rock Chamber of Commerce, The White Rock Business Improvement Association, Tourism White Rock, The White Rock Museum and Archives, Local service clubs such as Rotary International, The Chinese Village Society and any other stakeholders that could add value to the study.

If a "task force" is not possible at this time, the White Rock Lights Society is requesting that the City of White Rock consider approving an expansion of the current Christmas Season lighting event for 2023 as a Category B Event.

The Society would like to participate in this expansion by dedicating its resources of over \$50,000 dollars' worth of lights and ancillary equipment to the initiative.

The Society is offering to assist with fund raising for the expansion of the lights exhibition as it grows from a Christmas Season event to a series of multicultural exhibition lighting displays throughout the fall/winter/spring seasons.

In addition to the lights initiative currently marketed as Bright Walk in White Rock, we request that the following components be considered for 2023.

Light up Marine Drive from West Beach to East Beach (Bay Street to Finlay Street). Increase the number of lighting features along the promenade, around the museum and along the walkway from the pier head to the White Rock and eventually to Bernard Charles Plaza at East Beach.

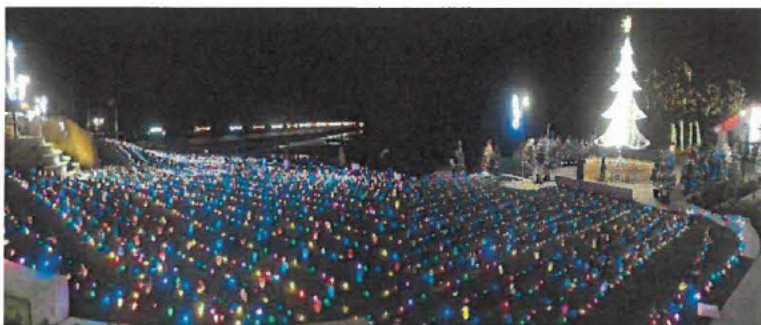
Increase the tree lights along East Beach and offer to collaborate with Semiahmoo First Nation to provide exhibition lighting initiatives that could reflect the history and cultural of the indigenous peoples. Add interchangeable lighting features at Memorial Park, Five Corners and Uptown White Rock.

Here are some of the details that could be explored by the Lights Task Force and/or the BWWR planning committee.

#### Part A: Sponsored Christmas Trees, Sea Horses and Magical Meadows

Two 30-foot Christmas trees sponsored by local businesses could be located at Five Corners, the foot of Finlay Street on Marine Drive with an additional tree, if a sponsor can be found, at the foot of Oxford Street on Marine Drive.

12 refurbished Sea Horses could return to light up the Memorial Park walkways. The plan could include situating two Sea Horses per week to build excitement for the opening night of the display through the city Web site and Social Media platforms.



The Magical Meadow could return with more elementary school designed light lanterns and may be extended to include Bay Street and East Beach “Bear” park.

Along the west side of the Museum to Vidal Street a display that draws attention to the “native plant garden” might be included that could feature locally designed light sculptures.

Exhibition Components:

**Component A: Aluminum Trees**

**Aluminum Tree installations:**

**Tree One: Oxford Street Including picket fencing and stabilization blocks**

**Location could be on the parking lot outside the restroom at the foot of Oxford Street**

**Tree Two: Finlay Street including picket fencing and stabilization blocks**

**Location could be on the parking lot at the railway crossing ramp at the foot of Finlay Street**

**Tree Three: Five Corners including picket fencing and stabilization blocks**



**Magical Meadow 15,000 Lights**

This proposal includes an upgrade to the Magical Meadow elementary school lantern exhibit that will add to the festiveness of the current BWWR light display. The lights will be upgraded to more effectively deal with the environment of the area to maximize efficiencies of reliable access to power.



**Component B: The Pathway to P'Quals (White Rock – to Bernard Charles Plaza):**

A series of lit archways from the pier head along the promenade from the White Rock to Bernard Charles Plaza, will provide additional seasonal flair and feature the White Rock, (P'Quals) in a way never before seen.

**Part A: Decorate Lamp posts along the promenade**



Each of 14 Lamp Posts would include a suspended archway with a maximum drop of 3' on 22' of white cord (435 bulbs)



## Part B: Lighting up P'Quals (the White Rock)

With permission for the Semiahmoo First nation and appropriate funding, the White Rock could be used as a screen to project the legend of how the White Rock (P'Quals) arrived on our shoreline. The proposal is for a "gobo projector" to be situated on one of the existing lampposts along with a weather proof speaker to project a short video onto the rock. The video would be activated by a button located on the lamp post.

## Part C: Entrance archway to the Pathway to P'Quals

Up to 40 feet of illuminated archway would add significantly to the impact of the pathway. These archways will be a sparkling addition to the entrances of the Pathway to P'Quals at both ends of the walkway.



## Component C: Promenade Fencing – Light Panels

To encourage more community participation the proposal includes will request a request to re-secure the permit from BNSF Railway to add more lights to the fencing that separates the railway right of way from the promenade. The permit will again cover the fencing for the entire Waterfront from Bay Street to Finlay Street for 2023.



This initiative will be the main fund raiser for the 2023 light displays. There could be "light panels" available for "personalized" fence light displays decorated by families and businesses. All proceeds will go to funding the lights for 2023. The fence lights could be available for \$100 per panel and there is the opportunity to make over 1,000 panels available along the waterfront.

The White Rock Rotary Clubs could be approached with a request to assist with the promotion of the "light panels" and provide volunteers to raise awareness of the availability of the "light panel" fund raising opportunity.

An insurance company has confirmed that the liability insurance will continue to be provided without the necessity of retaining "security personnel."

## Component D: Marine Drive Lamp Posts lights

If appropriate sponsorship can be secured, the lighting plan proposes to add wrap around lighting to the 42 lamp posts along Marine Drive from Bay Street to Maple Street. 29 are double posts, 13 are single posts.

The single poles would be wrapped with 50' of white lights on black cord and a total of 570 bulbs per pole.

The double poles would be wrapped with 70' of white lights on black cord and a total of 798 bulbs per pole.

Up to 60 "snow globes" to be added to the lamp post arms on the poles.

This will add a dramatic and glittering impact to those families and residents who simply choose to drive along Marine Drive to enjoy the seasonal lights.



#### **Component E: Corporate Sponsored Light Displays**

Extending the lighting to the grassy areas, shrubs and fencing from the west side of the Museum to Bay Street will add significant ambiance to the exhibition in 2022.

#### **Component F: East Beach Lights**

The East Beach of Marine Drive should be included in the Lights Display for 2023. The lamp post lights will help in achieving this goal but additional sponsorship or allocation of City Funds could light up the East Beach significantly by installing lights in the trees along the boulevard between the parking lot and Marine Drive.

#### **Component G: Five Corners**

Adding a light feature event at five corners would be an inclusive component that would add significant ambiance to the "rainbow crosswalk" that recognizes the LGBTQ community. This location is another excellent opportunity to attract a corporate sponsor for this light feature.

#### **Conclusion:**

The White Rock Lights Society wishes to have a role as a catalyst for meaningful analysis of the impact of a focus on Exhibition Lighting in our community.

The suggestions and ideas proposed through this application are intended to stimulate discussion in our community with a focus on generating revenue for White Rock businesses that should result in significant infrastructure changes and investments.

Approval of our request to form a "task force" that the Society could be invited to participate in would be a significant step in producing a continuing focused activity in White Rock for the fall/winter/spring seasons.