

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: February 27, 2023
TO: Mayor and Council
FROM: Rebecca Forrest, Manager, Cultural Development
SUBJECT: 2023 Events at Miramar Plaza

RECOMMENDATIONS

THAT Council endorse the following events to be held on the public open space located in Miramar Village Plaza in 2023:

1. “White Rock Farmer’s Market” on Sundays, from April 16 to October 15, 2023.
 2. “White Rock Jazz and Blue’s Festival” on Saturday, June 17, 2023
 3. “Live Yoga” on Saturday, June 24, 2023.
 4. “Family Pride Day” on Saturday, July 22, 2023.
 5. “Christmas on the Peninsula” on Saturday, November 25, 2023.
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EXECUTIVE SUMMARY

Miramar Village Plaza (Miramar Plaza) is private property with a public right of way. The City of White Rock has the authority (granted in Air Space Parcel Plan BCP39026) to use, and to allocate the use of Miramar Plaza for hosting city produced or sponsored events.

The purpose of this corporate report is to seek Council approval for the proposed events to be located at Miramar Plaza in 2023.

PREVIOUS COUNCIL DIRECTION

In accordance with the City/Bosa Air Space Parcel Plan BCP39026, the city has the authority to book and host public events in the Plaza in 2021, subject to Council approval.

INTRODUCTION/BACKGROUND

The special events held at Miramar Plaza are important for building community spirit, attracting visitors to the Town Centre area and have a positive economic impact to local businesses. Representatives of Miramar Strata Councils have given their endorsement of these events and programs for a one (1) year term.

For all events at Miramar Plaza, staff work closely with Bosa's commercial property manager to ensure that community organizers have a plan to execute the events professionally and are aware of the rules and regulations around use of the Plaza to not negatively impact residents and businesses. The city also ensures there is clear communication and expectations laid out in a Memorandum of Understanding with the community organizers. Community event organizers are also expected to work with the Bosa Commercial Property Manager to ensure the event meets guidelines of the Plaza use.

These are C Level events (Events Policy 710) where staff have a supporting role, providing advice and assistance with basic operations and logistical planning. These include public safety considerations, coordinating the use of staff, facilities, property and/or equipment, parking lots and roads.

2023 Events

1. White Rock Farmer's Market, presented by the White Rock Farmers Market Society
Sundays - April 16 to October 15, 2023. 10:00 a.m. to 2:00 p.m.

The Farmer's Market features approximately 90 vendors that vary in product from locally grown food, baked goods, crafts, and clothing. With over 20 years as part of the community, the Market has become an important part of residents' shopping experience and a place to visit for tourists. The White Rock Farmers Market supports the Nutritional Food Program for Seniors & Sources Food.

2. White Rock Jazz and Blue's Festival presented by the White Rock BIA
June 17, 2023, 9:00 a.m. to 6:00 p.m.

Presented by the White Rock Business Improvement Association, the Jazz and Blue's Festival will offer free outdoor concerts to be enjoyed by the community. The White Rock BIA advocates for economic development and supports local businesses through marketing and promotional activities, coordinating local events and beautification projects.

3. Live Yoga
June 24, 2023. 9:00 a.m. to 12:00 p.m.

Based on the success of last year's "Yoga on the Beach," which brought 75 community members to White Rock's waterfront, Live Yoga will host a free, inclusive community yoga class. In collaboration with Lululemon, this will be a family-friendly, all-levels yoga class for all members of our community in the City of White Rock. This class will bring people together to enjoy our beautiful city and scenery while engaging in a health-promoting activity.

4. Family Pride Day, presented by White Rock Pride Society
July 22, 2023. 11:00 a.m. to 5:00 p.m.

The intent of this event is to have a family-friendly street festival to bring people to Miramar Plaza in White Rock to celebrate Pride and enjoy food, local vendors, and local entertainers. The hours are designed to attract and keep visitors in White Rock until dinner time when they can explore and dine in local White Rock establishments.

5. Christmas on the Peninsula
November 25, 2023. 10:00 a.m. to 7:00 p.m.

This event focuses on attracting locals and tourists to celebrate the season on the Peninsula. Offering activities for children, a craft market, music, and other interactive activities to engage visitors, this event utilizes both the White Rock Community Centre and adjoining Plaza.

FINANCIAL IMPLICATIONS

Support of these C level community events and programs has been considered as part of the financial plan.

LEGAL IMPLICATIONS

The city requires all C Level 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 events. 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 and play in an enjoyable atmosphere where the community feels safe and secure.

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. Not endorse White Rock Farmer's Market on Sundays, from April 16 to October 15, 2023.
2. Not endorse White Rock Jazz and Blue's Festival, June 17, 2023.
3. Not endorse Live Yoga on Saturday, June 24, 2023.
4. Not endorse Family Pride Day on Saturday, July 22, 2023.
5. Not endorse Christmas on the Peninsula on Saturday, November 25, 2023.

Not approving these events and programs could limit community's access to events and programs that support community health, wellbeing and connectiveness and the community anticipated expectation in the delivery of these growing annual or new events and celebrations. Staff do not recommend these options.

CONCLUSION

The City of White Rock recognizes that special events are an important part of enjoying life in White Rock and provide affordable entertainment to its citizens and drawing visitors to the city. It also recognizes that special events enhance tourism, culture, and recreation, while providing an economic benefit to businesses in the City.

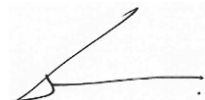
Respectfully submitted,



Rebecca Forrest
Manager, Cultural Development

Comments from the Chief Administrative Officer

I concur with the recommendations of this corporate report.



Guillermo Ferrero
Chief Administrative Officer

Appendix A: Miramar Plaza Use Guidelines