

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: March 13, 2023
TO: Mayor and Council
FROM: John Woolgar, Director, Recreation and Culture
SUBJECT: Events 2023 – Pier Use

RECOMMENDATIONS

THAT Council:

1. Approve the returning Category C event, “Picnic on the Pier,” scheduled for Thursday, August 10, 2023.
2. Approve a new Category C event, “Charcuterie on the Pier,” presented by Sheila’s Catering, scheduled for September 2, 2023.

EXECUTIVE SUMMARY

Special events in White Rock support and enhance community connection, cultural development and foster civic pride. Events provide a wide variety of experiences, and encourage community gathering opportunities for residents, while attracting visitors contributing to the city’s local economy. This report provides information about a returning category C event named Picnic on the Pier and a new category C event named Charcutier on the Pier. These two events are fundraisers for the Peace Arch Hospital Foundation.

PREVIOUS COUNCIL DIRECTION

Motion # & Meeting Date	Motion Details
2023-026 January 30, 2023	THAT Council: <ol style="list-style-type: none"> 1. Receive for information the corporate report dated January 30, 2023, from the Manager, Cultural Development, Recreation & Culture, titled “Special Events 2023” containing a list of the 2022 Special Events and a list of the returning B and C Level events for 2023; 2. Direct staff to advise: <ol style="list-style-type: none"> b. the Applicant, Sheila’s Catering regarding the Charcuterie on the Pier application, that the city requires more information about this Peace Arch Hospital fundraiser before it can be given recommendation consideration.

INTRODUCTION/BACKGROUND

These two category C events raise funds for the Peace Arch Hospital Foundation (PAHF), utilizing the Pier as the backdrop to attract participants and offer a unique opportunity.

Category C events stipulate the city is a supporter. The role of staff is to provide advice and assistance with basic operations and logistical planning. These include public safety considerations, coordinating the use of city staff, facilities, property and/or equipment such as tents, stage, barricades, parking lots, community centres and road use.

If approved by Council, staff will ensure that signage and social media posts will be posted in advance of the event so that the public can plan their trips to the Pier accordingly. Staff will work with the organizers to ensure that 500 feet at the entrance of the Pier will remain open to the public.

1. Picnic on the Pier: Hosted by PAHF, this ticketed event features a catered meal, entertainment, and a raffle. This year they expect 600 tickets will be sold. The funds raised go directly to the hospital, helping to provide the best care possible for White Rock and South Surrey residents. This event has raised over \$300,000 for health care in White Rock since its inaugural date in 2016.
2. Charcuterie on the Pier: Sheila's Catering will attempt to smash the World Record for the Longest Charcuterie Board. 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. All net proceeds from Charcuterie on the Pier will benefit PAHF. The organizers aim to raise \$25,000. As this is a new proposal, the Charcuterie on the Pier Event Application is attached as Appendix A.

There will be both a ticketed and free portion of this event. Ticket holders will have access to the Pier for 1.5-hour time slots and enjoy the charcuterie and live entertainment. The organizers will also host a free community party in Memorial Plaza, where the public will have the opportunity to enjoy entertainment and activities and learn about charcuterie.

This one-time event has been endorsed by the Peace Arch Hospital Foundation. The organizers will work closely with White Rock Fire, Fraser Health, and city events staff to ensure this is a safe and secure event.

FINANCIAL IMPLICATIONS

All programming is subject to final budget approval and returning events have been included in the 2023-2027 Financial Plan. Charcutier on the Pier organizers will cover all city labour costs to set up and take down city equipment including tents and the stage which will result in no direct impact to the operating budget.

LEGAL IMPLICATIONS

The city requires all category C events 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.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

Recreation and Culture staff use a production plan circulated to all impacted departments to host these events safely and economically. Event production requirements and impacts to other city departments are communicated to well in advance of the event date.

Impacted departments include Engineering & Municipal Operations (Parks, Facilities), Planning and Development Services (By-Laws, Business Services, Parking), Finance, Communications, RCMP, and Fire Rescue.

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 approve the returning event, “Picnic on the Pier,” August 10, 2023.
2. Not approve “Charcuterie on the Pier,” presented by Sheila’s Catering, September 2, 2023.

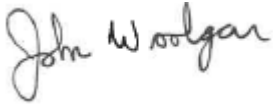
The purpose of these two events is to support the fundraising efforts of the PAHF which benefit community health. Not supporting these events will reduce the PAHF’s ability to raise funds.

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.

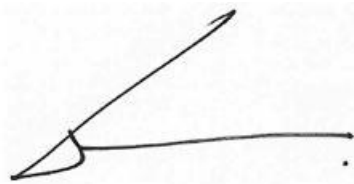
Respectfully submitted,



John Woolgar,
Director, Recreation & Culture

Comments from the Chief Administrative Officer

I concur with the recommendations of this corporate report.



Guillermo Ferrero
Chief Administrative Officer

Appendix A: Charcuterie on the Pier Event Application.