

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

2023 CITY OF WHITE ROCK SPECIAL EVENT APPLICATION

Charcuterie on the Pier - A World Record Breaking Event

Event Type:

Category C - City as a Supporter

Name of 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 - 1,000 feet of the pier measured from the far end. *This leaves 500 feet at the Pier entrance to remain open to the public.*
- Parking for reefer truck(s)
- Access for delivery and pickup of event supplies
- Use of Memorial Park for the free, public portion
- See [Safety and Site Plan](#)

1st Choice Event Date

Saturday, September 2, 2023

09/02/23 - 3:00 pm - 6:00 pm (event time)

11:00 am - 8:00 pm Includes load in/strike

2nd Choice Event Date RAIN DATE

Sunday, September 3, 2023

09/03/23 - 3:00 pm - 6:00 pm (event time)

11:00 am - 8:00 pm Includes load in/strike

Event Description:

Ticketed Public Event

Celebration/Public Festival and Corporate Function/Promotion

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.



Memorable experiences and events

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. Open to the public will be a party in Memorial Plaza where the public will have an opportunity to meet local organizations, enjoy entertainment and activities, learn about charcuterie and the Guinness World Record, and will share in the excitement of official announcements from the event.

Event Schedule:

9:00 am - 1:30 pm Load in and setup

Noon - Load in charcuterie boards

The Charcuterie & Longest Board - Setup:

- Sheila's Catering is licensed by Fraser Health and has executed hundreds of events requiring temporary food service.
- The food will include cured meats, hard, aged cheeses, pickled vegetables and preserves. All items are able to withstand extended periods of time outside a refrigerator.
- 250 two-foot charcuterie boards will be prepared offsite in Sheila's Catering kitchen, then connected with dowels once they are loaded onto the pier.
- Each two-foot board will be individually wrapped in kitchen grade food wrap, and loaded onto bread dolly's (which hold XXX amount of boards).
- Load in - tables, linens, A/V, etc... will be set up first. Then the dolly's with boards will be wheeled onto the deck and Sheila's catering staff will set them on the tables.
- Three "Tiers" of the charcuterie board will be marked. They will be opened one at a time. For example, Tier One of the board will be uncovered at 3:45 pm, Tier Two will be uncovered at 5:15 pm and Tier Three will be uncovered at 7:15 pm.
- Birds! We will have a volunteer team dedicated to dealing with birds.

Three Tiers of tickets, each has 1.5 hours on the pier with ½ hour reset time.

LOAD IN 9:00 am - 1:30 pm

Tier One 2:00 pm - 4:00 pm VIP

Tier Two 4:30 pm - 6:00 pm

Tier Three 6:30 pm - 8:00 pm

Sunset at 7:50 pm

STRIKE/LOAD OUT 8:15 pm - 9:15 pm

note all guests will need in/out privileges for the washrooms which are located near the Pier entrance.

VIP Tier - White Wristbands (\$250) - all access for three tiers ?? (x75 including sponsor tickets)

Tier One - Yellow Wristbands

2:00 pm Registration Open. Guests check in, get their drink tickets

2:15 pm Indigenous Opening and Welcome



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2:30 pm - 2:45 pm Presentations and fundraising for the PAHF
3:00 pm - Official Guinness Presentation and Judging
3:15 pm - Attendees can partake in the charcuterie
3:20 pm - Photos, videos, etc..
3:45 pm- Start moving guests (do a draw at Registration and thank you??)

Tier Two - Red Wristbands

4:30 pm Registration Open. Guests check in, get their drink tickets and move to the photo opp
4:45 pm Indigenous Welcome
5:00 pm Presentations and fundraising for the PAHF
5:15 pm - Official Guinness Announcement and unveil 2nd tier of charcuterie
5:15 pm - Attendees can partake in the charcuterie
5:20 pm - Photos, videos, etc..
5:45 pm- Start moving guests (do a draw at Registration and thank you??)

Tier Three - Green Wristbands

6:30 pm Registration Open. Guests check in, get their drink tickets
6:45 pm Indigenous Welcome
7:00 pm Presentations and fundraising for the PAHF
7:15 pm - Official Guinness Announcement and unveil 3rd tier of charcuterie
7:15 pm - Attendees can partake in the charcuterie
7:20 pm - Photos, videos, etc..
8:00 pm- Start moving guests (do a draw at Registration and thank you??)

ADDENDUM - Subject: Memorial Plaza Party Plan

Communication with Guests:

Create FAQ for the event website.
Pre-event communications about event details.

Communication with the Public:

Signage will be posted for two weeks before the event at the Pier and Plaza regarding the event and closure of a section of the Pier.

A Green Event - see sustainability below

An Accessible Event: See accessibility below

Flow of Guests: including pier and plaza



Memorable experiences and events

- When guests arrive at the Pier, they will check in with Reception who will provide a wristband and a drink ticket.
- Guests follow directions along the pier along one side of the charcuterie table. Volunteers will be stationed to guide guests.
- Guests gather at the end of the Pier where they enjoy beverages and live entertainment, fundraising activities.
- Once the Judging and Official Announcement are made, Sheila's staff will slice open Tier 1 of the charcuterie board (closest to the far end of the Pier) and guests will be invited to consume it.
- There will be compostable plates and toothpicks and tongs for serving the charcuterie. Guests will be able to serve themselves.

Power - We will have two electric trucks which can be used as generators for the Park portion. We do not need much on the Pier but we do need to detail exactly what will be on the pier and what will we need power for? Guests will be gathered in one area so we will not need speakers all the way along.

Drones - City of White Rock (Kirsch Uppal) will provide details on regulations and rules for use.

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 and there will be three Tiers of tickets. Tier 1 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. Tiers 2 and 3 will also enjoy entertainment and an announcement, and 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. In order to include more people and distribute all of the charcuterie, there will be three Tiers of tickets sold, each for a specific time period on the Pier.

In order to engage the public and have a meeting for Pier guests, COTP event will include a family friendly party in Memorial Park and the area beside the Museum which will include information booths, fun activities, entertainment and official announcements from the Pier.

The Location - A Part of White Rock History. The Longest Pier in Canada.



Memorable experiences and events

White Rock , BC is a tourist destination with its beautiful coastline, beaches, pier and an array of trendy restaurants and cafes. The pier is a major draw for both locals and tourists and will offer a stunning background for this event which will allow the creation of marketing content for the City and participating businesses and organizations. A World 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.

Event Setup:

- Barricade set up at 190 feet from the beginning of the pier. Signage indicating Pier is closed for a Hospital fundraising event. Hospital volunteers will engage with the public and answer questions about the closure, telling them about the event.
- Registration and Guest Relations will be set up 200 feet from the beginning of the Pier. Hospital Volunteers will check guests in and provide them with their *wristband (we need something cooler)* and drink ticket.
- Volunteer tent behind registration
- 1 bar set up at 225 feet.
- Charcuterie will be set up on tables between 400 feet - 600 feet on the pier. There will be 84 6 x 3 foot tables set up end to end. The tables will be covered with white linens.



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- At the end of the Pier will be an event area with two additional bars and small stage (decks).

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' 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 McAvoy, Event Planning Specialist, Sheila's Catering

A White Rock local, Katie McAvoy 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



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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



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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.



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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 Surrey and White Rock and the Peace Arch Hospital Foundation is an organization and cause that is particularly near and dear to our hearts.

Methodology and Creativity:

Success will be determined by our ability to engage community stakeholders and generate tourism traffic and media interest in White Rock.

Explore White Rock, the White Rock BIA, the South Surrey White 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.

(END OF
EVENT INFO)

Is your event to be held again? - Not sure - it depends how it goes.

Has this event been held in White Rock in the past 5 years? - No

Is this a Ticketed or Free event? - Ticketed



Memorable experiences and events

Type of Event
Festival OR Community Celebration?

Please explain how your event will benefit the White Rock community at large:

Charcuterie on the Pier will:

- 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.



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- 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.

Event Logistics and City Support Requests:

In Kind Support - yes - tents, barricades, etc..

Promotion - Yes

City Related Event Logistics Being Requested:

Stage - maybe

Power - yes

City 10 x 10 tents - maybe

City 20x20 tents - maybe

City Folding Chairs - maybe, quantity

City 6 foot tables - maybe, quantity

City Barricades - for reefer truck parking?

City Delineators - maybe

City Stanchions - maybe

Organizer Related Event Logistics

Using our own /rental pa system - yes

Using our own/rental stage - maybe

I plan to have First Aid in place - yes

I plan to have food trucks/vendors - no

I plan to use city roadways or parking lots - for load in /load out and reefer truck parking

I plan to have sales (raffle, goods, etc...) - Yes

I plan to serve liquor - Yes

I plan to have pyrotechnics/fireworks - No

Do you plan to use roadways or walkways? - No

Required documents:

Proof of Liability:



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We will obtain insurance quotes and have proof of insurance for final event approval once major details of the event (date and capacity) are confirmed.

Communicable Disease Prevention Plan:

We understand our obligation to protect the health of our staff and guests. We will follow all measures outlined in Worksafe BC G-P2-21 Communicable disease prevention - <https://www.worksafebc.com/en/law-policy/occupational-health-safety/searchable-ohs-regulation/ohs-guidelines/guidelines-for-workers-compensation-act#SectionNumber:G-P2-21>

As we launch event announcements and ticket sales and as we get closer to welcoming people to the COTP event, we will update and follow all Provincial Health and Worksafe BC guidelines around Covid-19 and communicable disease prevention. As we get closer these guidelines may change, and we will develop a communications plan to provide the community with updates and information on our plans and what may be required to enter beyond a ticket. This information will be available on the event website and via direct communication with ticket holders.

Public Safety Plan:

We will work with City Staff and relevant community organizations such as White Rock fire, White Rock RCMP, Transit to develop a safety and communications plan for the event.

Traffic Management/Road Closure:

Not needed at this point

Addendum December 15, 2022

Based upon feedback from City of White Rock Staff on capacity allowed on the pier at a given time, we have modified our ticketing and entry plan to accommodate three tiers of 400 people each, who will attend the event.

The charcuterie board will be judged during the first tier and then unveiled for consumption in three parts.

Updated Draft Event Schedule for Three Tiers:

11:00 am - 2:30 pm Load in and setup
2:00 pm Load in boards
3:00 pm Doors Open - Tier 1
3:15 pm Indigenous Opening and Welcome



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3:30 pm -3:45pm Presentations and fundraising for the PAHF
3:45 pm - Official Guinness Presentation and Judging
4:00 pm - Attendees can partake in the charcuterie
4:30 pm - Doors Open - Tier 2
5:30 pm - Doors Open - Tier 3
6:30 pm - 8:00 pm - Strike and load out



Memorable experiences and events

Charcuterie on the Pier - Safety Plan DRAFT

Updated January 29, 2023

Event Outline:

Date: Saturday, September 2, 2023

Location: The White Rock Pier and Memorial Plaza

Time:

Three Tiers of tickets, each has 1.5 hours on the pier with ½ hour reset time.

LOAD IN 7:00 am - 1:30 pm

Tier One 2:00 pm - 4:00 pm VIP

Tier Two 4:30 pm - 6:00 pm

Tier Three 6:30 pm - 8:00 pm

Sunset at 7:50 pm

STRIKE/LOAD OUT 8:15 pm - 9:15 pm

Free public event in Memorial Plaza:

1:30 pm Indigenous Opening and Welcome

1:50 pm Guide the First Tier to the pier

2:00 pm - 2:45 pm: ENTERTAINMENT - Act 1

3:00 pm - 3:15 pm: Guinness World Record Announcement

3:15 pm - 4:00 pm: ENTERTAINMENT - Act 2

4:15 pm - Guide the Second Tier to the pier

4:45 pm - 5:30 pm - ENTERTAINMENT - Act 3

6:15 pm: Guide the Third Tier to the pier

7:00 pm Party Plaza wraps up.

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.

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The Organizers - Knowledge and Experience:

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Memorable experiences and events

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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.

Key Contact Information:

Wes Levesque, Sheila’s Catering Project Manager - [REDACTED]
Dione Costanzo, Sheila’s Catering Event Planner - [REDACTED]
Katie McAvoy, Sheila’s Catering Operations and Safety - [REDACTED]
Kirsch Uppal, City of White Rock, Events Coordinator - [778.549.7864](tel:778.549.7864)
Ken Molland, Deputy Fire Chief, White Rock:



Memorable experiences and events

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

Volunteers, Security and the Emcee will be briefed on the location of First Aid for announcements and to direct attendees.

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.

Safe Ride Home information will be provided.

Verbal reminders to drink responsibly.

First Aid located 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.

Security and Crowd Control:

Pier - Professional security will provide support to Volunteer Information Ambassadors that will be talking to the public who visit the Pier and Plaza about the event, it's purpose, timeline, etc...

Contract Security will be positioned 1) at the entrance to the Pier 2) floating between the Pier and the Plaza.

Security will provide a "meet and greet" atmosphere providing the presence but will not be doing ID or bag checks. Their main role will be in providing information and dealing with any public who are angry that there is a private event blocking access to the Pier.

We will liaise our security with police or bylaw control that is also present that day (large public holiday weekend).

All security and volunteer staff will be briefed on the cause and purpose of the event. They will also receive site maps and timeline information.

Ingress - Once at the Pier, attendees will check in to Guest Registration which will be located approximately 500 feet from the beginning of the Pier. Volunteers will be on hand throughout the length of the Pier to guide attendees as to where to go.

Egress - Through announcements Guests will be advised of the time and given a warning when their time is coming to an end. They will be encouraged and guided by volunteers and event staff to proceed to the guest registration area where they will receive their thank you gift.



Memorable experiences and events

Volunteers will be on hand with information at the Plaza, mid way to the Pier, and at the foot of the Pier.

There will be signage posted at the foot of the Pier and on the Promenade for two weeks prior to the event about the Pier closure and the purpose of the event.

Emergency/Serious Incident Messaging:

All emergency announcements will be made in person through a loudspeaker or microphone. All emergency announcements will be made on the pier and in memorial plaza. Coordinated messaging will be sent to key contacts in Production/Police/Fire/City via an agreed upon communication channel (ie/group text).

Emergency messages repeated every minute or as needed (full script to be coordinated with police).

1 - immediate evacuation, instructions to leave belongings and leave quickly and calmly following directions of security and police. Volunteers and event staff will be instructed to direct traffic, request attendees to leave personal belongings, walk calmly and quickly to exit the pier and gather at the emergency gather/information sign.

2 - non time sensitive - instructions that area must be immediately evacuated, no immediate danger

3 - Police incident/no evacuation required - police investigating an incident in the area, give them room and follow additional instructions as they come

4 - missing child/vulnerable person - name, description - contact closest security or police and bring person to Information near the stage

5 - Venue Capacity reached - Event capacity has been reached and cannot admit more people to the pier. Invitation to join the Memorial Plaza party until time on your ticket or visit local businesses,

Evacuation Plan:

See above messages will be repeated every minute and coordinated through agreed up channel with event production/police/fire/transit/city./

Attendees on the Pier will be directed to leave belongings, walk calmly along the pier towards the entrance.

Meet outside the pier entrance at the information sign.

Road Closures - none



Memorable experiences and events

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. Key event staff will have walkie talkies.

Where are the volunteer headquarters located? Tent set up for Volunteers to check in West of the museum. Volunteer leads who are responsible for Pier volunteers will meet and bring them to the Pier for debriefing.

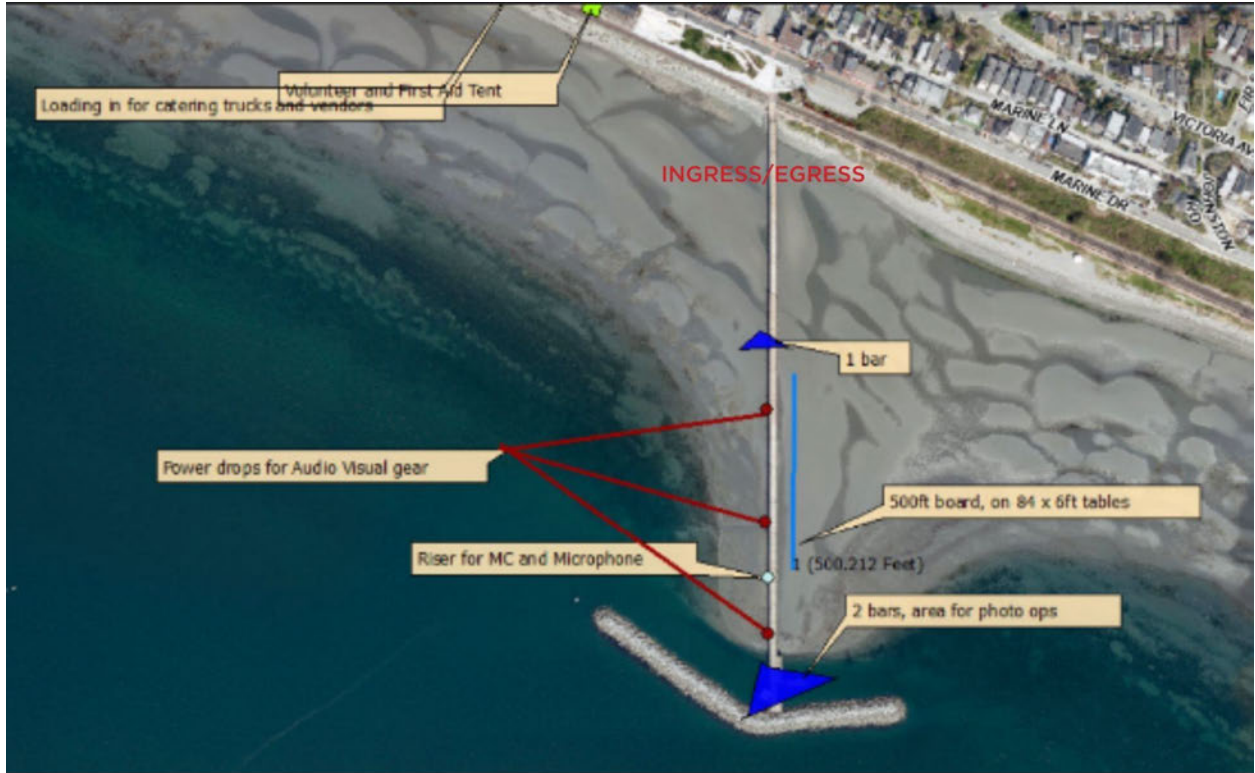


Memorable experiences and events

Charcuterie on the Pier Site Plan - Memorial Park



Memorable experiences and events



Charcuterie on the Pier Site Plan - Pier



Memorable experiences and events



Event: Charcuterie on the Pier (COPT) and Memorial Plaza Party
Date: Sept 2nd 2023
Subject: Memorial Plaza Party Plan

Overview:

The following is an amendment to the Charcuterie on the Pier - A (COTP) our original plan by adding an afternoon of free activity for the public in Memorial Park to accompany the main event.

This space serves 2 functions. Firstly, a functional way to gather ticket holders before their time to load onto the pier. There will be an Emcee who can provide updates, host the crowd and ready the tiers before their start time. Secondly, this space will be open to the public, creating a welcome and community based environment where everyone can share in the comradery and excitement about a Guinness World Record event in White Rock..

Overall, this event will have a heavy focus and suggestions to visit local beachfront businesses, especially after the COPT event wraps up.

Setup:

- Decks to make a stage 12 x 16 (does not need to be large)
- Tent over the stage
- Local organizations will bring their own tents, tables and chairs
- Local vendors will be in approved locations
- Signage about the event and Pier closure will be posted two weeks ahead of the event
- Information Ambassadors will be on hand to engage with the public and to guide ticket holders to the Pier at the appropriate time

Included activities/highlights:

- 3-4 Local non-profit tables (PAHF, PACA, PRIDE, SEMIAHMOO HOUSE, Etc) that can showcase their cause and provide activities for the public
- SWAG/Memorabilia bags for all COPT attendees coming off the pier
- Photo Station with pier in the background for ticket holders and the public
- 3-4 dessert/beverage vendors (Oodies, Lemonade stand, Primos, Etc)
- Schedule Entertainment/Music throughout the afternoon



Memorable experiences and events

Memorial Plaza Party Timeline:

Stage Decks and AV install (stage 12 x 16) - 10am

Memorial Plaza Event Program: 1:30pm - 7pm

1:30 pm Indigenous Opening and Welcome

1:50 pm Guide the First Tier to the pier

2:00 pm - 2:45 pm: ENTERTAINMENT - Act 1

3:00 pm - 3:15 pm: Guinness World Record Announcement

3:15 pm - 4:00 pm: ENTERTAINMENT - Act 2

4:15 pm - Guide the Second Tier to the pier

4:45 pm - 5:30 pm - ENTERTAINMENT - Act 3

6:15 pm: Guide the Third Tier to the pier

7:00 pm Party Plaza Closing comments and wrap up.

Key Contact Information:

Wes Levesque, Sheila's Catering Project Manager - 604-992-4647

Dione Costanzo, Sheila's Catering Event Planner - 604 817 1526

Katie McAvoy, Sheila's Catering Operations and Safety - 604 727 1645

Kirsch Uppal, City of White Rock, Events Coordinator - [778.549.7864](tel:778.549.7864)

Ken Molland, Deputy Fire Chief, White Rock:

See the [COMPLETE EVENT PLAN](#)

See the [SAFETY/FIRE PLAN](#)



Memorable experiences and events

	<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. Two companies can "hold the title"	\$20,000	1	\$20,000.00
Gold	Sponsorship names and descriptions are a WORK IN PROGRESS	\$5,000	2	\$10,000.00
Silver		\$3,000	3	\$9,000.00
Bronze	Could be "Beverage", "Entertainment", etc.. related to event expenses	\$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:			58	\$65,000.00
Tickets for Sale (outside Sponsorships)	1200	\$75	1,142	\$85,650.00
Total Sponsorships			33	\$65,000.00
GRAND TOTAL				\$150,650 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				\$150,650.00
TOTAL ACTIVITIES				\$52,000.00
TOTAL REVENUE				\$202,650 00
EXPENSES:				
Event Planning		\$7,500	3	\$22,500.00

	Note	Price Per Unit	# to Sell	Total Possible
Venue & Services Pier and Plaza	Sheila's will pay any City Labour required.	\$10,000	1	\$10,000.00
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	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
Wine for RAFFLE	In Kind or Donation	\$0	1	\$0 00
Comp Tickets for Media/Special Guests (venue, entertainment, speakers)		\$20	20	\$400.00
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		\$2,500	1	\$2,500.00
Other Print	Posters, Banners, Signage for Events	\$3,000	1	\$3,000.00
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		\$1,000	1	\$1,000 00
Platform Fee		\$350	1	\$350.00
Payment Processing Fees		\$3,600	1	\$3,600.00
Entertainment		\$5,000	1	\$5,000.00
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

	<u>Note</u>	<u>Price Per Unit</u>	<u># to Sell</u>	<u>Total Possible</u>
Audio Visual Pier	Sound tech \$400 day rate. Equipment rental, delivery and setup/strike.	\$3,000	1	\$3,000 00
Audio Visual - Plaza	Sound tech \$400 day rate Equipment rental, delivery and setup/strike.	\$3,500	1	\$3,500.00
Socan/Resound Fees		\$200	2	\$400.00
Security at Event		\$1,750	2	\$2,625 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
Contingency		\$5,000	1	\$5,000.00
TAXES PST/GST....		\$3,500	1	\$3,500.00
TOTAL REVENUE:				\$202,650.00
TOTAL EXPENSES		per person	100	\$120,525.00
NET PROFIT				\$82,125.00