

THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
CORPORATE REPORT



**DATE:** March 27, 2023  
**TO:** Mayor and Council  
**FROM:** John Woolgar, Director Recreation and Culture  
**SUBJECT:** Proposal for 2023 Car Show and Parade

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**RECOMMENDATION**

THAT Council receive the report dated March 27, 2023, from the Director of Recreation & Culture, titled “Proposal for 2023 Car Show and Parade” outlining details of this proposed event in Uptown White Rock on Sunday, August 6, 2023, as part of Sea Festival weekend for consideration and direction to staff.

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**EXECUTIVE SUMMARY**

The purpose of this report is to present updated information regarding the opportunities, challenges, and financial implications to hosting a car show and parade in the city’s Uptown area as part of the Sea Festival weekend and seek direction from Council.

**PREVIOUS COUNCIL DIRECTION**

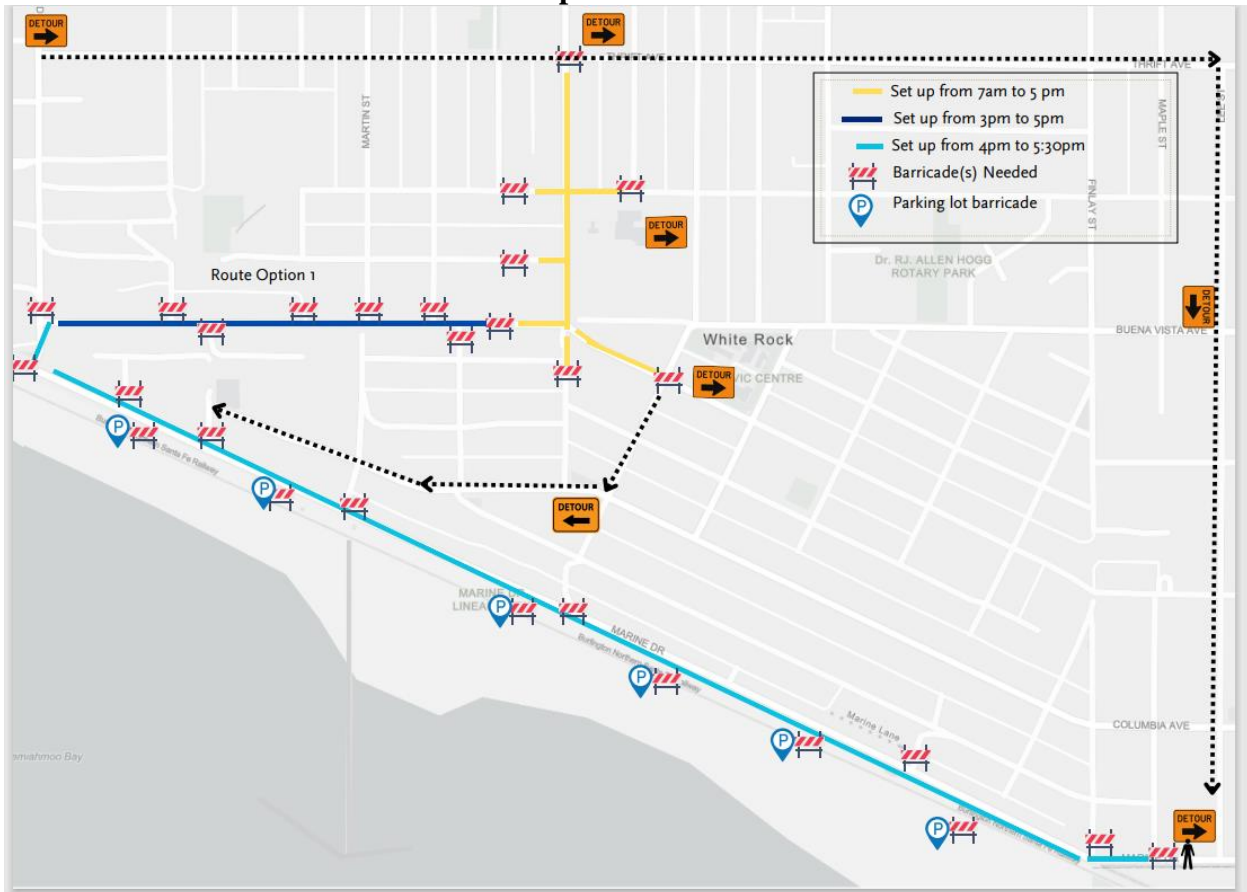
<b>Motion # &amp; Meeting Date</b>	<b>Motion Details</b>
2023- F&A-007 February 13, 2023	It was MOVED and SECONDED  THAT the Finance and Audit Committee direct staff to bring back the corporate report from 2022 regarding a Custom Car Cruise In to be held uptown with updated figures to consider. <u>Note:</u> this equates to a .06% tax increase <u>Note:</u> Council requested SFN to be notified of this event  Motion CARRIED (7 to 0)

**INTRODUCTION/BACKGROUND**

Celebrating its 25<sup>th</sup> Anniversary in 2023, the West Coasters Car Club has hosted up to 500 vintage cars at Semiahmoo Park as part of the Semiahmoo Days Celebration (taking place during White Rock Sea Festival) for past 13 years except in 2020 and 2021 as a result of social event closures due to the COVID-19 pandemic. Participants from across the Lower Mainland and Fraser Valley bring their restored vintage cars that range from the 1920’s to the 2020’s to showcase for visitors.

The car show organizers are proposing to hold the show this year in Uptown White Rock on Sunday, August 6 during the White Rock Sea Festival. Staff have reached out to the Semiahmoo First Nation to advise that the city has received this proposal and no issues with regard to the proposed venue relocation to White Rock were raised. The car show would feature 300 cars that would park on Thrift Avenue, along Johnston Road from Pacific Avenue to Fir Street. After the car show the vehicles would parade down Buena Vista Avenue to Oxford Street and then onto Marine Drive before ending at Maple Street. Please see the map below that outlines the road closures required for the car show and the car parade as well as the proposed route for the car parade.

### Route and Detour and Road Closure Map



### Budget

The expenses for the proposed car show and parade would be \$30,950 with a contribution from the organizers of \$6,000 in the form of entry fees for the vintage cars participating. The net cost to the city would be \$25,000. Please see table that follows for a detailed breakdown of the revenue and expenses for the proposed car show and parade.

<b>UPTOWN CAR SHOW</b>		
<b>Item</b>	<b>Cost</b>	<b>Details of Cost</b>
<b>REVENUE</b>		
Westcoaster's Car Club Contribution	\$6,000	\$20 per car x 300 cars
<b>Total Revenue</b>	<b>\$6,000</b>	
<b>EXPENSES</b>		
Portable Washrooms	\$3,200	3 regular, 1 accessible, 1 handwash, weekend rate - based on 3000 ppl
Insurance	0	Car owners are required to show insurance and sign a waiver
Community Mailout Notification	\$1,050	\$1.75 per notice x 600
Winner Plaques	\$300	various categories picked by judges
Advertising	\$500	100 flyers & registration promotion
No Parking Signage	\$50	done in house
Friendly Tows	\$300	\$55 per car - estimate 5 cars pls taxes
City Labour	\$2,500	Setup and teardown of no parking signs / garbage / equipment (est. 25hrs) + Event Day onsite event assistant and planning time.
Translink	\$1,000	Bus stop closure, retouring, and extra travel time fees
TMP for Uptown Car Show	\$500	Traffic Mgmt Plan and Risk Assessment
TMP Labour for Car Show	\$9,500	1 LCT Supervisor, 5 LCT Staff at double time (8am - 5pm)
TMP Equipment Rental for Car Show	\$1,000	Barricade, Detour Signs, including delivery cost
Sound	\$1,000	speakers and microphone
Road and Right-of-Way Permit	0	waived by Engineering department
<b>Total Expenses</b>	<b>\$20,900</b>	
<b>Net Cost</b>	<b>\$14,900</b>	
<b>CAR PARADE</b>		
<b>Item</b>	<b>Cost</b>	<b>Details of Cost</b>
TMP for Parade	\$500	Traffic Mgmt Plan and Risk Assessment
TMP Labour for Parade	\$6,000	1 LCT Supervisor, 4 LCT Staff, 9 TCP staff at double time at roadway and parking lot barricades (3am - 6pm)
TMP Equipment Rental for Parade	\$2,000	Barricades, Road Signs, Detour, Digital Road Closure Signs, including delivery cost
Translink	\$1,000	Bus stop closure, retouring, and extra travel time fees
Friendly Tows	\$600	Towing
<b>Net Cost</b>	<b>\$10,100</b>	

### Benefits

- The car show would attract many visitors to the Uptown area of the city, which may provide economic benefits for Uptown businesses.
- The car show would be a new attraction in the Uptown area, which along with the White Rock Arts Festival, White Rock Farmer's Market, The White Rock Blues and Jazz Festival, Family Pride Day and other Uptown events would increase the area's reputation as an attractive and vibrant area to live, shop and visit.

- Combined with Sea Festival, visitors will have the opportunity to extend their visit and experience a variety of diverse activities and experiences.
- Building a new relationship with a community event partner.
- Provide new volunteer opportunities.

### **Challenges**

- An impact to the city of \$25,000, currently not planned for in the 2023 Financial Plan.
- Transit buses and first responder vehicles would have to be re-routed for the duration of this event.
- Due to the required road closures, some Uptown businesses may see a reduction in customers and residents in close proximity may be inconvenienced. In addition, some visitors may experience difficulties getting to Sea Festival and Semiahmoo Days with the road closures.
- The city and organizers would need to ensure that car owners participate in the parade.

### **ANALYSIS**

The Car Show will require extensive planning, traffic control, resources, and infrastructure if the venue is hosted uptown. These expenses are smaller when the event is within the confines of Semiahmoo Park. Financial contributions and staff support categorize this as a B event if Council chooses to support it.

Category B events identify the city as a producing partner. When the city is a producing partner, a high level of staff support is required to work with the organizers ensuring that the event content optimizes civic engagement, planning and production details, and the marketing needs are sufficient to achieve strategic objectives. Examples include the summer concerts where city is a producing partner with the White Rock BIA and National Truth and Reconciliation Day where the city is a producing partner with Semiahmoo First Nation.

### **FINANCIAL IMPLICATIONS**

If Council chooses to approve the car show, the costs related to the event has not been included in the 2023 Financial Plan and the net financial contribution from the city would be \$25K. If added to the proposed 2023 operating budget, there would be a corresponding 0.09% increase in taxes. Council could also choose to approve funding from the city's 2023 operating contingency for a one-time approval as a Class B Event.

### **LEGAL IMPLICATIONS**

The city requires that all events follow strict protocols that include insurance requirements, appropriate first aid, food safe, traffic management, fire, and other safety considerations.

### **COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS**

The car show could be promoted as part of the Sea Festival weekend and could be marketed through social media, the city's event calendar, web site, posters, and advertising.

Residents and businesses impacted by the road closures would be informed through a notification mail out and signage.

### **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 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**

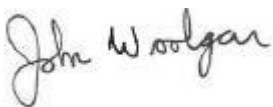
The following options are available for Council’s consideration:

1. That the West Coaster’s Car Show and parade is approved as a one-time B Level event at the cost of \$25,000.
2. That the Westcoaster’s Car Show is approved without the parade as a one-time B Level events at the cost of \$14,900.
3. That the West Coaster’s Car Show and parade is not approved as a B Level event.

### **CONCLUSION**

This report provides information about the benefits and challenges following a proposal to host a car show and parade in Uptown White Rock for Council’s consideration and direction to staff.

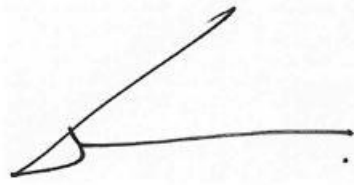
Respectfully submitted,



John Woolgar  
Director, Recreation & Culture

**Comments from the Chief Administrative Officer**

This report has been provided for Council's information and direction to staff.

A handwritten signature in black ink, consisting of a series of connected strokes that form a stylized, somewhat abstract shape. The signature is positioned above the name and title of the Chief Administrative Officer.

Guillermo Ferrero  
Chief Administrative Officer