

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



**DATE:** March 27, 2023  
**TO:** Mayor and Council  
**FROM:** John Woolgar, Director, Recreation & Culture  
**SUBJECT:** 2023 – Sea Festival Program

**RECOMMENDATION**

THAT Council receive for information the corporate report dated March 27, 2023, from the Director of Recreation & Culture, titled “2023 Sea Festival Program” providing details related to the event net cost of \$51K (0.19% tax increase) which is included in the 2023 proposed financial plan as approved by the Finance and Audit Committee of Council

**EXECUTIVE SUMMARY**

The Sea Festival is a free two-day annual event attended by over 25,000 visitors who partake in the festivities enjoying, music, entertainment, and interactive activities over the BC Day weekend, August 5-6, 2023. This event supports the city’s cultural strategic goals, and supports tourism, and local business. Council recently directed staff to remove the parade portion from the event to reduce taxes.

The city has been managing the festival since 2017 as a category A event but without an ongoing budget line for future years. Therefore, every season an over target request was submitted to host the event in White Rock. Emerging from a 2-year absence due to the event closures during the COVID-19 Pandemic, 2022 was the first year since large gatherings were restricted in the city and Sea Festival was brought back on a smaller scale due to time constraints.

**PREVIOUS COUNCIL DIRECTION**

<b>Motion # &amp; Meeting Date</b>	<b>Motion Details</b>
February 23, 2023 2023-F&A-028	THAT The Finance and Audit Committee directs staff to remove from the budget the parade portion from the Sea Festival event in the amount of \$35,900  <p style="text-align: right;"><b>CARRIED</b></p>

At the February 23, 2023, Finance and Audit Committee meeting, Council directed staff to remove the parade portion from the Sea Festival in the amount of \$35,000 to decrease taxes. Discussions also included whether to reduce the two-day weekend event to a one-day event on a Saturday, and interest was expressed for an overview of the program components for the proposed two-day weekend 2023 Sea Festival event at a net cost of \$51,500. This net cost was added to the base budget for 2023 and forms part of the current proposed tax increase.

## **INTRODUCTION/BACKGROUND**

To provide an overview of the Sea Festival, a program outline and budget is presented in this report. Event details will be further refined during the planning process. A key part of planning that has been undertaken is developing goals, a theme and identifying an audience to determine programming that will engage, entertain, and strengthen community connections.

**Dates:** Saturday, August 5, 12:00 p.m. to 10:30 p.m. and  
Sunday, August 6, 12:00 p.m. to 6:00 p.m.

**Goals:**

- Create an opportunity for the community to reconnect and rebuild after pandemic.
- Create experiences for visitors and moments to remember and capture.
- Strengthen the partnership with the Semiahmoo First Nation as we work together and support truth and reconciliation.
- Create hands on activities and programs that encourage fun, learning and a connection to the sea and culture.
- Host an event that draws in tourists and supports local business.

**Theme**

Community connection to environmental and cultural sustainability, emphasizing the relationship to the sea.

**Audience**

Based on observation the audience of this event is families with a niche group of older adults without children. An estimated 15,000 on Saturday and 10,000 people on Sunday attended the 2022 Sea Festival celebrations.

**Pro Forma Program**

Building on the theme of cultural and environmental sustainability, the program for Sea Festival will develop further with planning. However, staff have provided additional information including a pro forma program and budget.

Each day will feature:

- Roaming performers who will provide a connection between the activities happening on the Spirit Stage in and at Semiahmoo Park and Memorial Park.
- Activation of green spaces along the promenade leading to east beach with entertainment and activities connected to the theme, which could include a secondary smaller performance area.
- A family hands on environmental zone that encourages learning, fun, and a connection to the land and sea.
- Interactive games and activities.
- Community/vendor row hosted by the White Rock Museum & Archives.
- Exhibit gallery open at the White Rock Museum & Archives.
- Food cart vendors.
- Mainstage performances that encourage everyone to move and dance.

Additional highlights will include:

- Saturday
  - Headliner for the mainstage in the evening.

- Fireworks.
- Sunday
  - On the mainstage a lineup of performers with a nostalgic nod to music of the past decades of Sea Festival.
  - Roaming performers demonstrating activities from a by-gone era.

**Pro Forma Budget**

<b>Sea Festival Pro Forma Budget</b>	
<b>Item</b>	<b>Cost</b>
<b>REVENUE</b>	
Sponsorship	\$24,000
<b>Total Revenue</b>	<b>\$24,000</b>
<b>EXPENSES</b>	
Wages	\$6,000
Communications	\$7,750
Programming	\$37,550
Fireworks	\$7,500
Volunteers	\$2,800
First Aid and Security	\$5,000
Equipment	\$8,900
<b>Total Expenses</b>	<b>\$75,500</b>
<b>Net Cost</b>	<b>\$51,500</b>

**Next Steps**

The next steps in planning include consultations with key stakeholders, securing sponsorship and implementing standardized metrics for evaluating the event.

**FINANCIAL IMPLICATIONS**

The 2023 Sea Festival at Memorial Park and the Fireworks will have a net cost to the city of \$51,500 which amount forms a 0.19% tax increase already captured in the proposed increase for final consideration from Council.

**LEGAL IMPLICATIONS**

The city requires all 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**

Recreation & Culture staff work closely with city communications staff to develop a comprehensive marketing and promotional plan that include, but is not limited to, utilizing print advertisements, social media platforms, bus transit and city kiosk ads, posters as well as wayfinding and program schedules on the event day.

**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.

### **OPTIONS / RISKS / ALTERNATIVES**

The following alternate options are available for Council's consideration:

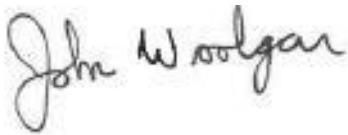
1. Not to proceed with the Sea Festival in 2023;

As this is an annual event, in partnership with the Semiahmoo First Nation, with a large weekend attendance that residents and visitors take part in annually during the summer, and as the two-day event has been modified and approved by Council, and with its organization already underway, staff recommend that the two-day event proceed as described.

## **CONCLUSION**

Sea Festival supports the city’s cultural strategic goals to maintain and grow diverse special events and mobilize partners, volunteers, and the community. This summer weekend event is a favorite with residents and tourists alike because it provides access to a unique and beautiful setting, creates a strong sense of nostalgia, and provides opportunities to make new memories. It also draws visitors to the city, which supports the local economy.

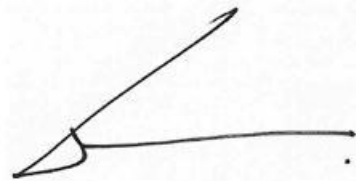
Respectfully submitted,

A handwritten signature in black ink that reads "John Woolgar". The signature is written in a cursive style with a large, looped 'J' and 'W'.

John Woolgar  
Director, Recreation & Culture

## **Comments from the Chief Administrative Officer**

This corporate report is provided for information purposes.

A handwritten signature in black ink that reads "Guillermo Ferrero". The signature is written in a cursive style with a large, looped 'G' and 'F'.

Guillermo Ferrero  
Chief Administrative Officer