

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



**DATE:** May 15, 2023

**TO:** Mayor and Council

**FROM:** John Woolgar, Director, Recreation & Culture

**SUBJECT:** Grants-In-Aid Culture

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**RECOMMENDATION**

THAT Council receives the May 15, 2023, corporate report from the Director of Recreation & Culture, titled “Grants-In-Aid Culture” for consideration and direct staff on the allocation of the 2023 Grants-In-Aid Culture.

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**EXECUTIVE SUMMARY**

The culture stream of the Grants-In-Aid program offers supplementary funding to support and develop culture events and programs. The funding is not intended to provide ongoing, indefinite support to applicant organizations. The program is intended to encourage the development of event capacity, organizational efficiency, and best practices, which supports the Cultural Strategic Plan and encourages the creation of a sense of place.

This report recommends that \$9,250 be awarded to the applicants recommended by staff and listed below.

**INTRODUCTION/BACKGROUND**

The City’s criteria and process for administering Grants-In-Aid are provided in City Council Policy No. 302. A copy of the policy is attached (Appendix A). Applicants for the Grants In-Aid Culture can receive up to a maximum of \$5000.

The City received nine (9) applications for the Grants-In-Aid Culture program in 2023. Two (2) applications were moved to the main Grants-In-Aid stream as they did not meet the culture criteria as they were returning events. Full applications are available for review as an additional reference for this report and available on the city’s website.

Previously, the Grants-in-Aid requests were reviewed by a Grants-in-Aid Sub-Committee, however, the Committee was eliminated by Council and directed that the requests would be presented directly to Council for efficiency. Staff have reviewed the applications in detail and have made recommendations for allocation of the 2023 funds based on the criteria set out in City Council Policy No. 302.

The culture stream of the Grants-In-Aid program provides funding to encourage organizations to develop new events and programs that are inclusive and accessible, showcase local artists and cultural creators, benefit the City of White Rock’s residents, and build capacity. Applicant’s

events and programs were evaluated based on these criteria. In addition, staff reviewed how these events could further promote the city's Cultural Strategic Plan.

### **Recommended**

#### **Casse-Tete: A Festival of Experimental Music presented by the Canadian Music Centre & Casse-Tete Society**

Requested Funding - \$5000

Recommended Funding - \$3000

The Canadian Music Centre British Columbia Region (BC Region) operates as a division of the Canadian Music Centre (CMC), which is a not-for-profit organization. Its purpose is to encourage and promote the awareness, appreciation, and study of Canadian contemporary music, in particular its Associate Composers.

This unique festival is part of the larger, Category C Event, White Rock Jazz and Blues Festival presented by the White Rock BIA. The mission of the Casse-Tête Arts Society is to create, nurture, advance, and promote challenging artistic practices in British Columbia. They value artistic exploration to the furthest reaches, by both artists and audiences alike, and aim to encourage the warmest possible reception of the most daring experimental practices by creating an educational, welcoming, friendly context.

#### **Evaluation**

This festival will enhance the already successful Blue's and Jazz Festival, feature local artists, including but not limited to the White Rock Orchestra and expand the community's experience with different types of music. The program is currently scheduled to be held at the White Rock Community Centre.

#### **Scenes from a Play - Naked Stage Productions Society**

Requested Funding- \$250

Recommended Funding - \$250

Naked Stage Productions Society is based out of Newton, Surrey but actively performs in White Rock and South Surrey. They offer a Reader's Theatre experience which entails performance reading from script without a set. Their mission is to offer engaging, affordable theatre featuring new and experienced actors in a unique performance medium. Naked Stage Productions is proposing to hold three (3) performances during the White Rock Art's Festival.

#### **Evaluation**

This performance will add to the wealth of activities happening during Arts Festival weekend and will add to the diverse, inclusive programming that will attract residents and visitors.

#### **Page to Stage – Peninsula Productions Society**

Requested Funding - \$5000

Recommended Funding - \$3000

Peninsula Productions has been providing productions in White Rock since 2010. Since their inception they have produced musical acts, children's shows and full productions. Over the years the offering has expanded to include full seasons of Staged Readings. They perform out of a 60-seat black box theatre which they created in a City Building in Centennial Park.

This event provides local playwrights with a safe, supportive, and professional environment in which to have their plays performed as a staged reading in front of an audience and, in the process, gather feedback to further develop their works. Playwrights will submit their work and chosen writers will have their play workshoped with actors, a director,

set designer and producer prior to performing in front of an audience that will provide invaluable feedback to the author with the ultimate objective being the production of a full play.

Evaluation

This festival is scheduled to be held as part of the larger, White Rock Arts Festival in October. The White Rock Arts Festival encourages local cultural organizations to create unique accessible and inclusive programs that feature local talent and enhance visitor's experience and draw visitors to the city during the shoulder season. The Page to Stage festival encompasses all these goals and supports the city's Cultural Strategic goals.

Carnival of the Animals - White Rock City Orchestra

Requested Funding - \$5000

Recommended Funding - \$3000

White Rock City Orchestra is a non-profit registered charity who provides orchestral music for a population of around 100,000 residents (White Rock and South Surrey). It is the only orchestra in this district and has been in existence for almost 50 years. Their purpose is creating opportunities for musicians from a variety of backgrounds (irrespective of age, gender, religion, culture, race, and ethnicity) to make music for all to enjoy.

The White Rock City Orchestra proposes creating an annual touring production aimed at introducing classical music to children and accessible to those of all ages with a focus on seniors. The outcomes would be to inspire the younger generations to become aware and take cultural interest in classical music and provide outreach to seniors who may not be a position to travel to the Orchestra's concerts, like those in hospital.

Evaluation

This program supports the grant's criteria of creating inclusive and accessible programming that is made up of local musicians and has a strong connection to community.

**Not Recommended**

White Rock Promenade Sculptures Competition – White Rock Events Society

Requested Funding - \$5000

The White Rock Events Society was formed in 2013 by 5 longtime community minded residents wanting to rejuvenate the White Rock Sea Festival for its 65<sup>th</sup> Anniversary in 2014.

The White Rock Events Society is presenting an approved outdoor sculpture exhibition east of the Pier, opening September 2023 with city support. Their aims include, to support local artists, encourage tourism, support revitalization of the waterfront, beautify the city and develop a unique artistic identity for the city.

Evaluation

On July 25, 2022, Council received for information a report that recommended, \$15,000 Cash, a \$5000 Grants-In-Aid as recommended by the city Grants-In-Aid Committee, and \$10,000 in-kind services from Recreation & Culture and Engineering & Municipal Operations.

Recommend that due to the reduction of the overall Grants-In-Aid funding that current funds are distributed to other organizations who have not recently received substantial cash and in-kind support from the city.

Motion Number: 2022-329 It was MOVED and SECONDED THAT Council: 1. Receive for information the corporate report dated July 25, 2022, from the Director of Recreation and

Culture, titled “Promenade Sculpture Competition Update”; and 2. Waive the earlier requirement that White Rock Events Society secure commitments for 75% of the Society’s \$75,000 fundraising target (\$56,250) prior to any pedestals or sculptures being installed at the waterfront.

On October 3, 2022, Council increased the amount of cash support.

Motion Number: 2022-388 It was MOVED and SECONDED THAT Council endorse \$30,000 be advanced to the White Rock Events Society for the White Rock Promenade Sculptures Competition to be utilized for the 2023 event.

CARRIED

White Rock Heritage Markers – White Rock Museum & Archives Society  
Requested Funding - \$5000

The White Rock Museum & Archives is a non-profit community organization dedicated to preserving and promoting heritage and culture.

The White Rock Museum & Archives proposes to research, create, and install heritage markers at key locations throughout the city. Their aim is to bring stories out into the community to raise awareness and pique curiosity.

Evaluation

Recommendation that the idea of improved, accessible, and engaging heritage signage is brought to the Public Art and Cultural Advisory Committee as part of the larger history and heritage interpretive and signage plan for the city. Staff are recommending that The White Rock Museum & Archives Society be a member of this Committee as part of a separate report.

Opening Night Gala’s - White Rock Player’s Club  
Requested Funding - \$5000

The White Rock Players’ Club has been producing shows for the past 74 years and is currently producing an average of five productions per year.

White Rock Players’ Club would like to create an opening night gala for each production, aiming to provide publicity for the theatre and the production as well as create community engagement. Funding would be used to purchase refreshments, décor, advertising and hire local musicians and entertainers.

Evaluation

White Rock Players’ Club goals would be to create an opening night gala for each production, which will simultaneously provide publicity for the theatre and the production as well as create community engagement. As the main goal is providing publicity for an existing event (the play), this proposal does not meet the criteria of the Grants-In-Aid Culture to create a new event.

### **FINANCIAL IMPLICATIONS**

The 2023 Financial plan allocated \$25,000 to the Grants-In-Aid program. This report recommends that in 2023, \$9,250 be allocated for Grants-In-Aid Culture and the remainder, \$15,750 be dedicated to the general Grants-In-Aid.

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

Events and programs are promoted through the city's social media platforms, newsletters, and events calendar. All event and program organizers receive a copy of the city's corporate branding guidelines to ensure correct use of the logo.

### **INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS**

Recreation and Culture Department and Finance Department work closely together to administer the Grants-In-Aid.

### **ALIGNMENT WITH STRATEGIC PRIORITIES**

#### **Cultural Strategic Plan**

Vision:

White Rock connects & engages the whole community by integrating arts & culture into the daily life of the city.

Goals:

1. Facilitate Economic Development through the Arts
3. Sustain Diverse Arts Programs and Festivals

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

The following options are available for Council's consideration:

1. To accept the recommended recipient organizations and funding allocations.
2. To accept the recommended recipient organizations but make changes to the funding allocations.
3. To reject the recommendation, review the applications and propose a new re-allocation of funding.

## **CONCLUSION**

The culture stream of the Grants-In-Aid program supports emerging events, local cultural creators and provides opportunities for unique ideas and projects to be recognized. This in turn helps the city achieve the goals of the Cultural Strategic Plan and placemaking. Staff seek Council's approval for disbursement of Grants-in-Aid funding to the recommended applicants listed in this corporate report or alternative direction.

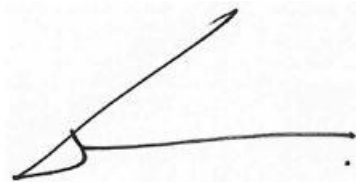
Respectfully submitted,

A handwritten signature in blue ink that reads "Rebecca Forrest".

Rebecca Forrest  
Manager, Cultural Development

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

I concur with the recommendation of this corporate report.

A handwritten signature in black ink, appearing to be "Guillermo Ferrero".

Guillermo Ferrero  
Chief Administrative Officer

Appendix A: Grant-In-Aid Policy No. 302