

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: June 12, 2023

TO: Mayor and Council

FROM: John Woolgar, Director, Recreation & Culture

SUBJECT: BIA Request for Beer Gardens at East Beach Concerts at the Pier

RECOMMENDATIONS

THAT Council receive for information the corporate report dated June 12, 2023, from the Director of Recreation & Culture, titled “BIA Request for Beer Gardens at East Beach Concerts at the Pier” and approve the White Rock Business Improvement Association’s (BIA) request to operate a beer gardens hosted by the White Rock Beach Beer Company at two “Concerts at the Pier” events on:

- Thursday, July 20, 2023, from 6:00 p.m. - 10:00 p.m. at the East Beach parking lot, east of Grand Chief Bernard Robert Charles Memorial Plaza; and
 - Thursday, August 24, 2023, from 6:00 p.m. - 10:00 p.m. at the East Beach parking lot, east of Grand Chief Bernard Robert Charles Memorial Plaza.
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EXECUTIVE SUMMARY

Since 2018, except for 2020 and 2021 during the COVID-19 pandemic, the BIA and the city successfully co-produced the Concerts at the Pier series along with beer and wine gardens. This concert series is a “B Level” Category Event, where the city is a producing partner, requiring a higher level of staff support to work with the organizer to ensure that event content optimizes civic engagement, planning and production details, as well as marking needs sufficient to achieve strategic objectives.

This year the White Rock Beach Beer Company has agreed to organize beer and wine gardens at two Concerts at the Pier performances on July 20 and August 24, 2023.

This report will outline the city policy (#704 attached as Appendix A) regarding beer gardens, and the conditions that must be met for beer and wine gardens to be held on city owned or leased property.

PREVIOUS COUNCIL DIRECTION

The Beer Garden/Public Liquor License Recreation and Culture Policy #704 dated July 27, 2015, approved by Council, outlines the guidelines for beer gardens held on city owned or leased property.

INTRODUCTION/BACKGROUND

Staff have received a letter from BIA Executive Director, Alex Nixon (Appendix B) requesting permission to organize beer and wine gardens hosted by the White Rock Beach Beer Company at two Concerts at the Pier performances on Thursday, July 20, 2023, from 6:00 p.m. – 10:00 p.m. and Thursday, August 24, 2023, from 6:00 p.m.– 10:00 p.m. at East Beach (parking lot east of Grand Chief Bernard Robert Charles Memorial Plaza).

In previous years, beer and wine gardens have added a festive atmosphere, and attract more spectators to the concerts.

The following conditions will be met to ensure a safe and enjoyable experience for attendees:

- The beer/wine garden area is limited to 200 guests plus up to ten (10) servers and volunteers and security personnel.
- The beer/wine garden will be held at the west end of the parking lot at East Beach which is located just east of Grand Chief Bernard Robert Charles Memorial Plaza.
- The beer/wine garden area will be fenced off to create an enclosed festive décor complimented by tents, lighting, beverage serving stations, and tables and seating for patrons.
- Setup of the hospitality areas will start at 1:00 p.m., and the beer and wine garden serving hours will be from 6:00 p.m. – 10:00 p.m., and cleanup will be completed by 11:00 p.m.

Staff recommend approval of the two beer and wine gardens, subject to the following conditions being met prior to the events taking place:

- BIA provides the city with a copy of a certificate of insurance for the two events, which includes Comprehensive General Liability Insurance naming the City of White Rock as an additional insured for the entire duration of both events (from setup through takedown) with a minimum limit of \$5M coverage. Proof of insurance must be received ten (10) days in advance of the first East Beach concert.
- BIA obtains an application for the two Special Occasions Licenses from the BC Liquor Control and Licensing Branch, submit it to the White Rock Detachment of the RCMP for approval at least ten (10) days in advance of the first East Beach Concert Following RCMP approval, the Special Occasions License may be issued by a BC Liquor Store Manager.
- BIA provide the city with a sketch showing the festival and beer garden site layout, including the dimensions of all tents. The White Rock Fire Chief will review permit and safety issues related to tent size, structure, and crowd capacity.
- BIA must arrange for certified security personnel to provide security of the beer and wine garden area at both events.
- BIA must provide an adequate number of additional portable washrooms to be in the beer and wine garden area at both events.

FINANCIAL IMPLICATIONS

There are no additional costs to the city as all costs for the operation of these beer/wine gardens will be borne by the BIA and the White Rock Beach Beer Company.

LEGAL IMPLICATIONS

Approvals of both the White Rock RCMP and the BC Liquor Control and Licensing Branch are required.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

Promotion of the event to inform residents of the concerts will be done by both the BIA and the city's Communications staff, including but not limited to newspaper advertisements, social media and the city events calendar.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

White Rock RCMP will review the beer/wine garden special occasion application to ensure compliance with Provincial liquor laws. The White Rock Fire Chief will review permit and safety issues related to tent size, structure, and crowd capacity.

CLIMATE CHANGE IMPLICATIONS

All event organizers are encouraged to practice sustainability when holding an event.

ALIGNMENT WITH STRATEGIC PRIORITIES

Council Strategic Priorities

- Community - We foster a livable city with connected residents enjoying distinctive places and activities
- Local Economy – We facilitate diversified economic growth and leverage partnerships.
- Waterfront - We support a prosperous and vibrant waterfront Cultural Strategic Plan
- Facilitate Economic Development
- Sustain Diverse Arts Programs and Festivals

OPTIONS / RISKS / ALTERNATIVES

The following alternative is available for Council's consideration:

1. Decline the BIA's request to hold beer and wine gardens at the Concerts at the Pier on July 20 and August 24, 2023.

CONCLUSION

The concerts have become staple of the summer season, drawing in thousands of people throughout the summer. The BIA has requested approval to host a beer and wine garden at East Beach for the Concerts at the Pier performances on July 20 and August 24, 2023. Staff support the approval of a beer and wine garden at the two Concerts at the Pier East Beach locations under the conditions outlined in this report and seek Council's support and approval.

Respectfully submitted,



Rebecca Forrest
Manager, Cultural Development

Comments from the Chief Administrative Officer

I concur with the recommendations of this corporate report.



Guillermo Ferrero
Chief Administrative Officer

Appendix A: Beer Garden/Public Function Liquor Licences - Recreation and Culture Policy #704
Appendix B: Letter from White Rock BIA
Appendix C: East Beach Concert Map