

May 16 2023

To: Mayor & Council,
City of White Rock

Re: Beer Gardens at the 2023 Concerts at the Pier, Presented By TD

Dear Mayor Knight & Councillors Chesney, Cheung, Klassen, Lawrence, Partridge, and Trevelyan:

I hope that this letter finds you well!

I'm writing you regarding the 2023 Concerts at the Pier, Presented By TD. As you may be aware, the Concerts at the Pier typically holds beer gardens at the East Beach. Beer gardens are a very popular request from our audience members, and we can provide them at this location without negatively impacting businesses (East Beach provides more take-out options, while West Beach is renowned for its patios).

The beer gardens also provide revenue for the 2023 Concerts at the Pier, Presented By TD, allowing us to offset costs- increasingly important as costs significantly rise.

White Rock Beach Beer Co has again offered to organize and staff the beer gardens. This would allow us to partner with a local business, provide a desired service for concert attendees, and receive much needed revenue to offset rising costs.

We are requesting Council's approval for two beer gardens at the 2023 Concerts at the Pier, Presented By TD: July 20 and August 24 at East Beach.

On behalf of the organizers of the 2023 Concerts at the Pier, Presented By TD, I want to thank you for considering our request. Please contact me if you have any questions.

Sincerely,

Alex Nixon
Executive Director,
White Rock BIA