



Attached please find a draft budget for the 2024 – 2025 White Rock Promenade Sculptures Competition and description of the event.

As of 2023, all infrastructure is in place. The majority of the budget for this year's event went into the construction phase and the People's Choice Award winner.

The inaugural White Rock Promenade Sculptures Competition, by all accounts, is a huge success artistically. Visually, a beautiful addition to the promenade, for sure.

Financially however, that was not the case.

We were delayed a year, which was out of our control, and globally everything became much more expensive, leaving us with a 30% increase in expenses but not in revenue.

We were approved for the \$5000 Grant in Aid in 2022 and then denied this year. The city not wanting to purchase the People's Choice winner was another financial blow. A total of \$20,000 hit on our budget. The city purchasing the People's Choice Award winner is imperative to the future success of this event.

All other cities purchase the winner and add to their growing art displays throughout their communities.

We hope the potential auction in August 2024 will help us recoup some of the \$1000's of dollars we have personally "loaned" the White Rock Promenade Sculptures Competition.

We made a commitment in 2021 to this large-scale artistic event but did not anticipate the lack of support. We thought the majority of people would love art on the beach. They do, they just don't want to pay for it.

We were very fortunate to have sponsors that believed in us and this unique outdoor event, just not enough.

We had a lot of businesses that said they would support us but never followed through.

In 2022, it was suggested to apply to the city as a C event, although we were initially applying as a B. Now, for 2024, it has been suggested to apply as a B event.

We would like to know specifically what that means. What is the difference between a B and a C event?

We suggest PAACA and the City look at the Castlegar Sculpturewalk website and see their winners. www.sculpturewalkcastlegar.com. Also Sioux Falls, South Dakota <https://sculpturewalksiouxfalls.com/awards/2023-awards/>

Such potential for White Rock

White Rock Events Society
Draft Budget WRPSC Sep 01 2024 thr Aug 31 2025

	Budget	Comment
Income		
4000 City of White Rock		
4010 Funding	25,000.00	
4020 Grants-in-Aid		
People's Choice award winner purchase	15,000.00	
Total 4000 City of White Rock	\$ 40,000.00	
4600 WRPSC Sponsorship		
4620 Platinum Sponsor	25,000.00	
4630 Titanium Sponsor	15,000.00	
4640 Support the Arts Sponsor	6,000.00	
Total 4600 WRPSC Sponsorship	\$ 46,000.00	
Total Income	\$ 86,000.00	
5000 Event Expenses		
5010 Artist Honourariums	5,000.00	
5110 Artists cash Awards	23,000.00	
5200 Installation/Removal/Awards/Plaques	24,000.00	
5300 Insurance - Event	2,500.00	
5400 Maintenance	5,000.00	
5500 Sponsor Gift Certificates	3,700.00	
Total Event Expenses	\$ 63,200.00	
6000 Operating Expenses		
6010 Advertising/Printing	2,000.00	
6050 Insurance - Directors	900.00	
6060 Legal and professional fees	2,000.00	
6070 Licenses & Permits	1,500.00	
6080 Office Supplies	1,000.00	
6200 Social Media/Website	2,400.00	
6700 Volunteer/Sponsor Gala	2,000.00	
6800 Miscellaneous	1,000.00	
6900 Contingency /Fund	10,000.00	
Total 6000 Operating Expenses	\$ 22,800.00	
Total Expenses	\$ 86,000.00	
Other Income		
7000 Other Income		
7010 In-Kind Income (City)	20,000.00	
Total 7000 Other Income	\$ 20,000.00	
Total Other Income	\$ 20,000.00	
Other Expenses		
8000 Other Expenses		
8010 In-Kind Expense (City)	20,000.00	
Total 8000 Other Expenses	\$ 20,000.00	
Total Other Expenses	\$ 20,000.00	
Net	\$ 0.00	

White Rock Events Society

Profit and Loss

October 2022 - September 2023

	TOTAL
INCOME	
4000 City of White Rock	
4010 Funding	30,000.00
Total 4000 City of White Rock	30,000.00
4600 WRPSC Sponsorship	0.00
4620 Platinum Sponsor	25,000.00
4630 Titanium Sponsor	7,500.00
4640 Support the Arts Sponsor	3,250.00
Total 4600 WRPSC Sponsorship	35,750.00
4660 Foreign Exchange	820.00
Total Income	\$66,570.00
GROSS PROFIT	\$66,570.00
EXPENSES	
5000 Event Expenses	
5010 Artist Honorariums	5,500.00
5110 Awards	23,537.59
5200 Construction Materials/Plaques	42,517.04
5300 Insurance - Event	1,957.00
Total 5000 Event Expenses	73,511.63
6000 Operating Expenses	
6010 Advertising/Printing	1,352.62
6020 Bank charges	1.50
6030 Discounts Received	-1,323.85
6040 FX (Gain/Loss)	0.00
6050 Insurance - Directors	870.00
6060 Legal and professional fees	1,390.30
6070 Licenses & Permits	1,468.50
6080 Office Supplies	2,288.53
6200 Social Media/Website	5,603.00
6700 Volunteer/Sponsor Gala	2,042.43
Total 6000 Operating Expenses	13,693.03
Uncategorized Expense	22.46
Total Expenses	\$87,227.12
PROFIT	\$ -20,657.12

White Rock Events Society

Balance Sheet

As of January 11, 2024

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
1010 Coast Capital Chequing	5,536.06
Total Cash and Cash Equivalent	\$5,536.06
Accounts Receivable (A/R)	
1210 Accounts Receivable (A/R)	0.00
Total Accounts Receivable (A/R)	\$0.00
Uncategorized Asset	0.00
Total Current Assets	\$5,536.06
Total Assets	\$5,536.06
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2010 Accounts Payable (A/P)	0.00
Total Accounts Payable (A/P)	\$0.00
2100 Short Term Loan from Deanna Pederson	14,000.00
2105 Short Term Loan from Cindy Poppy	14,000.00
2310 GST/HST Payable	-2,671.32
Total Current Liabilities	\$25,328.68
Total Liabilities	\$25,328.68
Equity	
Retained Earnings	-21,258.12
Profit for the year	1,465.50
Total Equity	\$ -19,792.62
Total Liabilities and Equity	\$5,536.06

We are already fielding emails about the theme for next year and when applications for sculptors will be available on our website.

A city's investment to directly support the arts has cultural economic benefits that will spawn other benefits for the community. The most vibrant thriving communities spend 2% or more of their annual budget directly on the arts, not shared with other departments.

The event will:

- enhance civic pride
- encourage tourism
- bring both local and tourist business to the waterfront
- support BC artists
- generate economic and tourist activity
- support the revitalization of the waterfront
- inspire citizen engagement
- beautify the city

We would suggest visiting the websites of Castlegar Sculpturewalk, the Sculpturewalk capital of Canada, in their 13th year and Sioux Falls, South Dakota, the originator and Sculpturewalk capital of the world, in their 21st year.

Our mantra: Success happens when a community comes together.

Deanna and Cindy



November 20, 2023

Deanna Pedersen and Cindy Poppy, Directors, White Rock Events Society, met with John Woolgar, Director Recreation and Culture and Rebecca Forrest, Manager Cultural Development, November 17, 2023, to discuss the future of the White Rock Promenade Sculptures Competition.

Voting for the People's Choice Award winner and other subsidiary cash awards will end November 30, 2023. We will post the winners on our website and share with the media, sponsors, sculptors, and community.

Our original presentation in 2021 suggested the People's Choice Award winner to be purchased for \$15,000 by the city for permanent display and begin their own sculpture installations around White Rock to build on their desire to be an art community.

We were definitely counting on the \$5000 Grant-in-Aid.

The city delayed the event last year so we began the process again for 2023. Our expenses went up a staggering 30%. Example, construction costs from \$15,000 to \$22,000 plus \$4000 for an engineer. Welding went up to \$14,700. Total \$40,700. Our revenue did not increase by 30%.

At this time we have personally financed the event for \$28,000.

This year has been the most expensive for the event, a year of infrastructure. Concrete slabs have been constructed, pedestals and plates fabricated, costs that will not be incurred in the future.

Less sponsorships and little community support causes us concern for the future of this very successful, anticipated to be, premier artistic event in White Rock. Feedback has been very positive.



Mayor Megan Knight
OFFICE OF THE MAYOR
White Rock, B.C. Canada

November 21, 2022

File No. 0220-20-04

"To Whom It May Concern"

Re: White Rock Events Society – 2023 White Rock Promenade Sculptures Competition

On behalf of Council and the City of White Rock, I write this letter confirming the endorsement of the "White Rock Promenade Sculptures Competition" event proposed by the White Rock Events Society to take place in 2023 at the waterfront, as directed by the former City Council.


At the Regular Council Meeting on October 3, former City Council expressed support and approved a one-time City contributions of \$30,000 be advanced to the White Rock Events Society to be utilized for the 2023 White Rock Promenade Sculptures Competition.

With the support of sponsors, I am confident that this will be a wonderful attraction that will be brought to the city's waterfront and add to the economic and social vitality of this small and welcoming community by drawing residents and visitors to this area, and many of whom will shop local or enjoy the numerous restaurant selections. This will also encourage more activity during the shoulder season and promote community engagement.

On behalf of Council, I thank you for your sponsorship consideration and I hope that you are able to assist the White Rock Events Society with their fundraising endeavors to bring this wonderful outdoor arts and culture event to White Rock.

If you would like to discuss this further, please do not hesitate to contact me.

Sincerely,



Mayor Megan Knight
cc: White Rock Council

City of White Rock
15322 Buena Vista Avenue
White Rock, BC V4B 1Y6

November 27, 2023

Attention: Councillors Michele Partridge and Ernie Klassen

We understand you are part of the Public Art and Cultural Advisory Committee this year and your next meeting is January 11, 2024.

We would like to meet with you before Christmas break to discuss the future of the White Rock Promenade Sculptures Competition.

As you are aware, we have had many meetings over the last 2 ½ years to discuss this unique art event.

I have attached a list of some the meetings and specific groups we were told we should talk with.

We also went as a delegation 3 times to the previous mayor and council and once with the new mayor and council.

Your input would be greatly appreciated.

Thank you

Deanna Pedersen, Cindy Poppy, Directors
White Rock Events Society
White Rock Promenade Sculptures Competition



Some of the White Rock Events Society's meetings with community leaders

- **August 12/21** – Barbara Cooper and Yvonne Everson, White Rock Public Arts Committee
- **August 23/21** – Reached out to Jim Gordon, Director of Engineering and Municipal Operations, City of White Rock
- **August 23/21/May 16/23** – Ernie Klassen
- **September 02/21** – In person mtg with Michele Partridge and Elaine Leung, Arts and Culture Advisory Committee
- **September 15/21** – Eric Stepura, Director Leisure Services City of White Rock and Elizabeth Keurvorst, Manager Cultural Development, City of White Rock
- **October 14/21** – Arts and Cultural Development – Skype meeting
- **November 1/21/June 15/23** – Karin Bjerke-Lisle, Executive Director, White Rock Museum and Archives
- **November 4/21/Aug 10/22** – Councillor Anthony Manning, City of White Rock
- **November 9/21/May 11/23** – Alex Nixon, Executive Director, White Rock BIA
- **March 09/22** – Deanna, Cindy, Eric, Dustin, Anthony – Mtg in front of Museum to discuss sculpture placements – Eric suggested east side of the pier
- **March 10/22** – Zoom mtg with Arts and Culture
- **March 15/22** – Zoom mtg with PAAC
- **April 01/22** – Sent “Call for Sculptors” to PAAC and Elizabeth
- **April 04/22** – Deanna, Cindy, Eric, Elizabeth – Draft MOU
- **April 13/22** – Deanna, Cindy, Jim Gordon, Eric Stepura, Dustin Abt – walk around to discuss where sculptures could be placed. That is when we were told the city would not assist with installation and we had to hire a professional engineer and licensed carpenters.
- **July 20/22** – 3rd meeting with Jim Gordon @ promenade – city now will assist with installation
- **August 16/22** – Councillor Erika Johansen
- **June 13/23** – Meeting with Jim Gordon, Watson Construction, John Woolgar, Rebecca Forrest @ the promenade
- **August 08/23** – City Hall – Corrine Haer, Kristian Davies, Watson Construction, John Woolgar, Rebecca Forrest