

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: March 11, 2024
TO: Mayor and Council
FROM: John Woolgar, Director Recreation and Culture
SUBJECT: Uptown Music Festival

RECOMMENDATION

THAT Council approve the new proposed “Uptown Music Festival” as a C Category Event organized by the White Rock Business Improvement Association.

EXECUTIVE SUMMARY

The White Rock Business Improvement Association (WRBIA) has applied to hold a free Uptown Music Festival on Saturday, August 10, 2024. The festival focuses on bringing community members and tourists to the Uptown area of White Rock to listen to music, visit restaurants and patronize local businesses.

PREVIOUS COUNCIL DIRECTION

Motion # & Meeting Date	Motion Details
2023-473 December 11, 2023	It was MOVED and SECONDED THAT Council direct staff to work with organizers to obtain more information to bring back to Council related to the two following proposed events: 1. South Asian Festival; and 2. Uptown Music Festival.

INTRODUCTION/BACKGROUND

The Uptown Music Festival is a category C level event, where the city is a supporter providing in kind logistical support and some event equipment. The proposed free festival, to be organized by the WRBIA will be held on Saturday, August 10 from 11:00 a.m. to 9:00 p.m. The festival will feature two stages, one at Miramar Plaza and the other in the Johnston Road parking lot. Local performers will be featured with a blend of bands and solo artists.

This event was developed to draw more visitors and raise the profile of the Uptown area of White Rock. Five local Uptown businesses initiated the idea of this event and are working with the White Rock BIA to assist in the planning.

FINANCIAL IMPLICATIONS

Support of this event has been included as part of the 2024 Financial Plan. The WRBIA will rent the city stage for this event.

LEGAL IMPLICATIONS

The city requires all “C” Category events to 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

Event organizers can take advantage of the city’s events calendar and events are promoted on the city’s social media platforms. Staff request approved event organizers complete a marketing intake form to optimize promotions.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

Staff from the Recreation & Culture Department work closely with other city departments including staff from Parks, Operations, By Laws, Parking and Communications to provide advice and guidance to community organizers and ensure public safety.

CLIMATE CHANGE IMPLICATIONS

The Recreation and Cultural Department prioritize green initiatives when planning and celebrating events. Staff will continue to work closely with C Category organizers to identify and execute environmentally sustainable practices.

ALIGNMENT WITH STRATEGIC PRIORITIES

Events support Council Strategic Goals:

Community

2. Encourage positive community gathering by designing and implementing inviting public spaces and beautification projects.

Local Economy

2. Increase patronship of our commercial districts.

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

3.3 Objective: Support a thriving Uptown arts district “Beyond the Beach”

OPTIONS / RISKS / ALTERNATIVES

The following alternate option is available for Council’s consideration:

1. Not approve the Uptown Music Festival, which negates an opportunity to draw residents and visitors together to this area that would increase local business activity and create a more vibrant atmosphere.

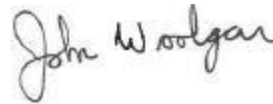
CONCLUSION

The Uptown Music Festival, presented by the WRBIA, is a new event, to encourage community members and tourists to visit the Uptown area of White Rock to enjoy the event and shop locally.

This event supports the Cultural Strategic Plan objectives to mobilize event partners, grow diverse special events and support an uptown arts district beyond the beach.

Respectfully submitted,

Approved by,

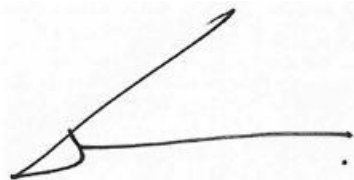


Rebecca Forrest
Manager, Cultural Development

John Woolgar,
Director, Recreation & Culture

Comments from the Chief Administrative Officer

I concur with the recommendation of this corporate report.



Guillermo Ferrero
Chief Administrative Officer