

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: Night Market by the Pier

RECOMMENDATION

THAT Council receive for information the corporate report dated March 11, 2024, from the Director of Recreation and Culture, titled “Night Market by the Pier” sharing additional information received from the organizer that it received from local businesses regarding the new event approved by Council.

EXECUTIVE SUMMARY

The Greater Vancouver Food Truck Festival (GVFTF) submitted a proposal through the City’s event application process to hold a Night Market on the Promenade on Fridays, from May 24 to September 20. The Night Market would include vendors, food trucks and live entertainment, as well as involve the City’s art walk participants and buskers. The Night Market was in the list of new events approved by Council at the regular Council meeting on December 11, 2023, however, direction was given to staff to provide feedback following consultation with the local business community. This report provides further information following business community consultation by the GVFTF.

PREVIOUS COUNCIL DIRECTION

Motion # & Meeting Date	Motion Details
2023-470 December 11, 2023	It was MOVED and SECONDED THAT Council approve the following new event for 2024: a. Night Market by the Pier.

INTRODUCTION/BACKGROUND

The GVFTF applied through the City’s event application process to hold a Night Market on the Promenade from 3:00 p.m. to 10:00 p.m., on Fridays, from May 24 to September 20.

At the December 11, 2023, Council Meeting, the Night Market event was approved with direction for staff to further consult the local business community. This report provides additional information for Council following consultation from the business community by the GVFTF.

The GVFTF initially proposed a Night Market by the Pier with approximately 20 vendors and up to 6 food trucks in Memorial Plaza and west of the Museum. A high-level plan of the site has been provided by the GVFTF which is included in Appendix A. The GVFTF will target local vendors, artisans, entertainment, and food carts/trucks that are complementary to the restaurants and retail stores in the community. The Night Market will also include a stage supplied by the GVFTF featuring live music and performances.

The GVFTF will incorporate the City's busking, art walk and food cart vendors at no additional costs to these individuals and businesses. A process will be created to ensure space is secured for the artists, buskers, and food carts. Some minor relocation of dedicated busking spots may be required for the day of the Night Market, but the City will work closely with the buskers to ensure as little disruption as possible. Set up would begin in the morning and would come down at the conclusion of the event each night, with the GVFTF managing all aspects of installation and deinstallation.

The GVFTF shared the names of the following local businesses who have indicated their support for the Night Market (Appendix B).

- Ocean Beach
- Little Ooties
- Little Louie's
- Galaxie
- Ricardo Kandy Korner
- Ricardo's
- Waffle Bar
- Cilantro
- Sushiiwa
- India Chaat House
- Charlie Don't Surf
- Ulis
- Five Kitchen & Oyster Bar
- Boathouse

At the regular meeting of the Board of Directors on February 27, 2024, the White Rock Business Improvement Association endorsed the event on a one-year trial basis with a request to review the impacts on local businesses and parking. Appendix C contains the letter of support from the White Rock Business Improvement Association.

The GVFTF recognize the importance of working with the community and hope to scale the event and expand it over the next few years. This approach will allow the City to assess the benefits and impacts of the market to determine future viability and potential expansion. The GVFTF have experience in delivering community minded, fun, engaging events including Food Truck Wars, Coquitlam Community Fest, and the Shipyard's Night Market in North Vancouver. The GVFTF's goals for the Night Market are to attract tourism, support the local economy and facilitate community engagement.

FINANCIAL IMPLICATIONS

The City provides C Level event organizers with in-kind support. The City will require the GVFTF to pay for any additional costs for extra cleaning and garbage services.

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 participate in this opportunity to optimize promotion of its events.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

Recreation and Culture staff use a production plan circulated to all impacted departments to host and support events safely and economically. Staff work collaboratively with other departments to ensure the success of events and mitigate any adverse impacts. Other departments and organizations that may be impacted include staff from By-Laws, Parking, Engineering & Municipal Operations, Parks, Museum, Finance, Communications, RCMP and Fire Rescue.

CLIMATE CHANGE IMPLICATIONS

The Recreation and Cultural Department prioritize green initiatives when working with community event organizers. Organizers are encouraged to use sustainable products and implement strategies to lessen any negative environmental impacts. The GVFTF has committed to using full compostable materials and responsibly address waste management.

ALIGNMENT WITH STRATEGIC PRIORITIES

Events support the corporate vision to provide a high quality of life where arts and culture flourish and heritage is celebrated, where we can all live, work and play in an enjoyable atmosphere where the community feels safe and secure.

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

OPTIONS / RISKS / ALTERNATIVES

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

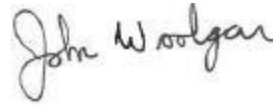
1. Decline its previous approval of the GVFTF Night Market by the Pier.

CONCLUSION

The Night Market by the Pier will add and compliment White Rock's diverse events and further animate the waterfront. The Night Market will draw visitors to the waterfront that will build tourism, support local businesses, and create opportunities for local artisan's, musicians, entertainers, and food cart operators. Staff will review the success of the event at the end of the season to gauge impact and determine future viability and potential expansion.

Respectfully submitted,

Approved by,

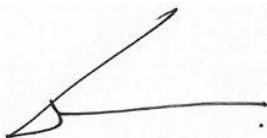


Rebecca Forrest
Manager, Cultural Development

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

- Appendix A: High Level Site Plan
- Appendix B: Businesses Supportive of the Market
- Appendix C: Letter of Support from the White Rock BIA