



POLICY TITLE: PIER BANNER USAGE

POLICY NUMBER: COMMUNICATIONS/ RECREATION & CULTURE-178

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Policy:

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1. INTRODUCTION

Purpose

The purpose of the Pier Banner Usage Policy (policy) is to:

- a.) Provide a framework for the use of the Pier Banner. This includes which events are eligible for a pier banner and the priority of scheduling
- b.) Guide staff in the selection on which events are promoted through a pier banner.
- c.) Ensure fairness and transparency and be able to respond consistently to all of the requests for promotion of events.

Principles

The policy ensures that the events promoted on the pier banner are:

- a.) The Pier Banner is used to promote events
- b.) The city prioritizes Category A events
- c.) Not to be used for private or commercial use
- d.) Selected through an informed and fair process as determined by the Communications and Recreation & Culture departments*
- e.) Generating economic and tourism activity
- f.) Demonstrating sensitivity to the environment and First Nations culture
- g.) Adhering to all Federal and Provincial laws, regulations, permits and requirements.

2. DEFINITIONS

The definition for a Category A, B, and C events are as follows according to Council Policy 710-Community Special Events:

Category A - City Produced Events

City produced events are events where all details are organized and/or coordinated by staff usually working with a community volunteer committee to ensure the highest level of community engagement. Examples include Canada Day by the Bay and White Rock Sea Festival and Semiahmoo Days.

Category B – City as a Producing Partner

When the City is a producing partner, a high level of staff support is required to work with the organizers ensuring that the event content optimizes civic engagement, planning and production details, as well as marketing needs are sufficient to achieve strategic objectives.

Category C – City as a Supporter

When the City is a supporter, the role of staff is to provide advice and assistance with basic operations and logistical planning such as public safety considerations, coordinating the use of City staff, facilities, property and/or equipment such as tents, stage, barricades, parking lots, community centres, and road use.

3. CATEGORY A EVENTS

The following events are currently listed as “Category A” events:

- a.) Community Volunteer Fair
- b.) Canada Day by the Bay
- c.) Sea Festival and Semiahmoo Days
- d.) Pride Flag Raising Ceremony
- e.) White Rock & South Surrey Culture Crawl
- f.) Bright Walk in White Rock

Category A events will be promoted in part by the Pier Banner.

4. CATEGORY B EVENTS

The following events are currently listed as “Category B” events:

- a.) The Concerts at the Pier
- b.) National Day of Truth and Reconciliation
- c.) Remembrance Day

Category B events may be promoted by a Pier Banner if it does not interfere with promoting a Category A event.

Exception: Because the Pride Flag Raising Ceremony is a Category A event, the Pride Week banner will be displayed as a Pier Banner.

Category C events are not promoted as part of the Pier Banner program.

5. PIER BANNER SCHEDULE EXAMPLE

- January 8th to April: Generic Events Banner
- April- May: White Rock Volunteer Fair
- May to June: Generic Events Banner
- June 1 to July 2: Canada Day by the Bay
- July 3 to August 6 (or after long weekend): White Rock Sea Festival
- July (one week only): Pride Week
- August to September: Generic Events Banner
- September to October: White Rock & South Surrey Culture Crawl
- October: Generic Events Banner
- Last week of October to November 11: Remembrance Day Ceremony Banner
- November 12-January 8: Bright Walk in White Rock

6. FUNDING

Funding for a set number of banners comes from the Recreation and Culture Department budget. Additional requests for banners will be presented as part of the city’s annual financial planning process.

7. COUNCIL STRATEGIC DIRECTION AND MONITORING

The Policy will be updated as needed in keeping with the strategic priorities and direction set by Council.

8. RATIONALE

The policy has been created to provide a framework for the use of the Pier banner to ensure fairness and transparency.

9. CLAUSE

The Communications Manager by the Chief Administrative Officer is given the authority to approve or deny any last minute requests.