

**From:**  
**To:**  
**Subject:**  
**Date:**  
**Attachments:**

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**From:** Guillermo Ferrero  
**Sent:** Wednesday, July 27, 2022 4:48 PM  
**To:** G Gumley **Subject:** Question and Answer period question for July 25, 2022

Hello Gary,

Please see the responses under your inquiries on table during question period:

*What is it about Exhibition and Decorative Lighting that does not warrant a detailed analysis of the benefits associated with the expenditure of nearly 1 million dollars of tax payer money over the past four years?*

**Reply:** The amount spent on tree lights since 2018 is 420k (including Bright Walk). The lights are in place along the waterfront, Johnston Road and Five Corners because of the potential economic benefits in drawing visitors to those areas, but also because residents and business operators have consistently provided feedback over the years that they appreciate the lights and they way it enhances the environment in the evenings. The lights are a supplement to our Park system and contribute to the overall beautification of the City, desired by Council and the community. The lights, parks, planting beds, hanging baskets, walkways etc. are all consistent with Council's Strategic Priorities under the heading "Our Community, Our Waterfront and Our Economy." If Council decides to direct staff for a detailed analysis, we would need to understand what that scope is. Beautifying a City including the addition of lights is a good investment for all communities. Council always has the option to way in and provide direction staff on the level of lighting investment.

*Would City Council please ask City Staff to provide a report for this council in September that provides an analysis of the impact on economic development derived by our community from the funds spent on Exhibition and Decorative lighting since 2018?*

**Reply:** Council is aware of the importance of decorative lighting and the value the winter light display has on not only attracting visitors to the waterfront, but as an important economic driver for this community, especially during the shoulder season. Staff have received Council's full support to continue with light displays including the continuation of the "Bright Walk White Rock" as a Class A event. All the necessary motions have been passed and demonstrate support moving forward.

The following motion is relevant to your question and passed by Council already:

*"THAT Council **consider** a review analysis and recommendations on a long-term*

*coordination for decorative lighting in White Rock. “*

Staff will act on the direction of this motion after defining the parameters that the next incoming Council would like to incorporate and measure. I will work with the new Council later this fall to incorporate this into their priorities. I can follow up with you to provide an update at that time, once I have determined the scope of the analysis, as there may have resource implications.

Thanks,  
G.

**GUILLERMO FERRERO**

**Chief Administrative Officer, City of White Rock**

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"An impossibility is only a possibility that you don't understand"