



THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6

On-Table handouts for  
Item 4 - Page 6 & 8

September 14, 2018

A MEETING of the **TOUR DE WHITE ROCK COMMITTEE** will be held in the **CITY OF WHITE ROCK COUNCIL CHAMBERS** on **THURSDAY, SEPTEMBER 20, 2018**, at **6:00 p.m.** for the transaction of business listed below.

Tracey Arthur  
Director of Corporate Administration

## A G E N D A

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1. **CALL TO ORDER**

2. **ADOPTION OF AGENDA**

**RECOMMENDATION**

THAT the Tour de White Rock Committee adopts the September 20, 2018 agenda as circulated.

3. **ADOPTION OF MINUTES**

**Page 3**

**RECOMMENDATION**

THAT the Tour de White Rock Committee adopts the minutes of the June 28, 2018 meeting as circulated.

4. **POST-RACE SURVEY FROM LOCAL BUSINESSES**

A presentation will be provided by the White Rock BIA regarding post-race survey feedback and strategies to consider for 2019.

5. **CHAIRPERSON'S REPORT**

B. Dal, Chairperson, to initiate a discussion regarding the 2019 Tour de White Rock event.

6. **SPONSORSHIP**

A discussion regarding potential sponsorship will take place.

7. **MARKETING**

Information regarding the 40<sup>th</sup> Anniversary Cycling Jersey will be provided.

8. **VOLUNTEERS**

A discussion regarding volunteers for the 2019 race will take place.

9. **OTHER BUSINESS**

Volunteer Appreciation Dinner – Wednesday, October 3, 2018

**10. 2018 SCHEDULE OF COMMITTEE MEETINGS**

The meeting schedule was approved at the December 7, 2017 and amended at the January 18, 2018 meeting and is presented for information.

6:00 p.m. on the third (3rd) Thursday of each month with additional meetings in June 2018:

- October 18, 2018
- November 15, 2018

**11. CONCLUSION OF THE SEPTEMBER 20, 2018 TOUR DE WHITE ROCK COMMITTEE MEETING**

**PRESENT:** B. Dalziel, Race Director, Chairperson  
B. Coates, Community Member  
L. Doray, Community Member  
C. Lapena, BIA Director  
M. Isherwood, Treasurer  
L. Taylor, Community Member  
A. Vigoda, Vice-Chairperson, Marketing/Communications  
L. Xu, Community Member

**COUNCIL:** Councillor D. Chesney (non-voting)

**ABSENT:** G. Stonier, Volunteer Director

**STAFF:** E. Stepura, Director of Recreation and Culture  
J. Stech, Community Recreation Coordinator  
G. Diogan, Committee Clerk

Public: 0

Press: 0

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**1. CALL TO ORDER**

The Chairperson called the meeting to order at 6:03 p.m.

**2. ADOPTION OF AGENDA**

2018-TOUR-016 **It was MOVED and SECONDED**

THAT the Tour de White Rock Committee (the Committee) adopts the June 28, 2018 agenda as circulated.

**CARRIED**

**3. ADOPTION OF MINUTES**

2018-TOUR-017 **It was MOVED and SECONDED**

THAT the Committee adopts the minutes of the June 14, 2018 meeting as circulated.

**CARRIED**

**4. SPONSORSHIP STATUS REPORT – SPONSORSHIP SUB-COMMITTEE**

Staff reported that the sponsorship remains at \$42,000 for this year. This is a ten per cent increase over 2017.

**5. MARKETING STATUS REPORT – MARKETING SUB-COMMITTEE**

The Sub-Committee members reported the following:

- There has been much activity on social media. The plan is to post daily to keep the community engaged.

- Brunch Ambassador Certificates will be distributed this weekend.
- Another Business Improvement Association (BIA) newsletter has just been published so there may be activity from Marine Drive merchants.
- The BIA and summer student will distribute posters.
- 5000 “Admission Tickets” will be printed and distributed to the local merchants and at marketing events prior to the Tour de White Rock. The family fun zone and beer garden will be highlighted on the tickets so visitors are aware that it is not only a cycling event.

**6. VOLUNTEER STATUS REPORT**

Sufficient numbers of volunteers have registered.

**7. YOUTH ROAD RACE REPORT**

The City of White Rock is the only City in Super Week offering a youth road race. A good turnout for the men, women and youth races is expected although numbers have yet to be confirmed.

**8. VIP RECEPTION REPORT**

Members reported the following:

- Saturday Reception (4-8 p.m.) - the hosts are working with Chamber of Commerce and the invitations have started going out. Capacity is 30 indoors and 35 outdoors.
- Breakfast reception at The Boathouse (8:30 a.m. – 12:00 p.m.) – the invitations have been sent out and about 120 guests are expected.
- The Chairperson reminded everyone of the importance of networking at these VIP events for potential sponsors for next year’s 40th anniversary event.
- Sponsorship information is available on the sponsorship page of the website.
- The Volunteer Appreciation Reception will take place at 6:00 p.m. on July 12 at the White Rock Community Centre.
- Door prizes are still needed for the 175 volunteers. Members were encouraged to ask for donations.

**9. VARIOUS ACTIVITIES UPDATE**

- Kids’ Zone – There will be lots of activities, many provided by local sports groups.
- Beer Garden – Capacity will be 400. The major cost is fencing and chairs, and a member of the Rotary has volunteered to sponsor the cost of the chairs. Several local restaurants will be serving food adjacent to the beer garden area.
- Beach Front – It is unlikely that activities will occur this year, but potential opportunities for next year are being explored.

**10. SOCIAL MEDIA**

A discussion took place on continuing to build engagement through social media on all the exciting activities and positive features of the Tour de White Rock.

**11. OTHER BUSINESS**

- 40<sup>th</sup> Anniversary - A comprehensive discussion took place on the 2019, 40<sup>th</sup> anniversary race with ideas for active living, wellness and vitality as a theme. The potential of having the City of White Rock's first annual car free day at the 40<sup>th</sup> anniversary of the Tour de White Rock was also suggested.
- Parking - parking passes (10-3 p.m.) for volunteers, committee members, sponsors and VIPs will be available and distributed by City staff.
- The Sea Festival float will be on display near the kids' zone.
- The Risk Management meeting for the Tour de WR is scheduled for 9:30 a.m. on July 3, 2018 at the White Rock Community Centre.
- Lawn signs are available for pick up at the Centennial Arena.

**12. 2018 SCHEDULE OF COMMITTEE MEETINGS**

The July 19, 2018 meeting was changed to an informal debrief dinner. Committee members will meet at the Five Corners Vietnamese Restaurant at 6:00 p.m.

- September 20, 2018
- October 18, 2018
- November 15, 2018

**13. CONCLUSION OF THE JUNE 28, 2018 TOUR DE WHITE ROCK COMMITTEE MEETING**

The Chairperson declared the meeting concluded at 7:06 p.m.

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B. Dalziel, Chairperson



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G. Diogan, Committee Clerk



## 2018 Tour de White Rock Post-Race Business Survey Results

1. Was your business directly affected or involved with the Tour?
  - Yes: 62%
  - No: 38%
  
2. If Yes, were you affected by or involved with the Saturday July 14 Criterium Race, the Sunday July 15 Road Race, or both
  - Saturday: 60%
  - Sunday: 20%
  - Both: 20%
  
3. If Yes, were you affected by the race being at your door, did you participate as a vendor, or both?
  - At My Door: 78%
  - Vendor: 22%
  
4. **Was the event useful to your business? ie, did it increase the number of customers you served or improve your sales?**
  - Yes: 0%
  - **No: 100%**
  
5. Would you be interested in participating more actively in next year's Tour de White Rock 40th anniversary?
  - Yes: 45%
  - No: 55%
  
6. If it wasn't useful, why wasn't it useful?
  - Road closures keep customers away...spectators block businesses and ask to use washrooms....
  - **The heart of it is the roads are blocked. My customers can't get in. The few people that come in never buy anything. I've had my business in White Rock for 24 years and Tour de White Rock is the slowest day of my year.**
  - **I am a breakfast restaurant, I am open 7 a.m. to 3 p.m. and people hesitate to come down to the beach, because there are so many closures. They reopen the streets at 1 p.m. but by then the day is over for me.**

- **Not nearly enough advertising to let people ALL throughout the lower mainland know about this event that brings competitors from across Canada and the U.S.A. It's one of the best kept secrets we have!! ...and that's NOT good!!**
  - **We should have had more media/ posters/exposure at our venue. All we were provided was little “admission free” business cards that didn’t actually say what the free admission was for. Not much exposure highlighting our involvement.**
  - Disruptive
  - No traffic, no customers, horrible for business
  - **Great for community spirit, didn’t do much for businesses**
  - It got our name in the beer garden but didn’t do anything at our door
  - Never useful! No customers
7. Do you have any additional feedback for the event organizers? ie on event management, road closures, or the festival?
- No, and I wish it to continue. It is only one day per year and it is a good community event.
  - The road race is the problem- the criterion is ok *I suspect this business is on Marine Dr- Alex*
  - **If you want the businesses on Johnston to not loathe this event, to not actively campaign against it...throw us a bone. Put up some of our signs along the route. Get the announcers to mention our businesses. Put our names on the back of the volunteers shirts. Do something other than steal our parking, our customers and for one day our livelihoods. Yes please.**
  - I would really like to know who decided to say its 40 years? I have been doing business in white Rock for over 28 years and tour de white rock started long after I was here. How do they do their calculations?
  - Be more aware of ALL the businesses, not just the ones you can see from the one podium. There should be involvement of businesses who are all along the track. T-shirt organization was poor. Poor advertising and publicity,
  - **We're affected every year by the road closure on Johnston below Thrift but not much we can do about it.**
  - Talk to the business owners on site
  - For the tour of white rock move it out of commercial areas! Businesses should not have to close every year in the summer peak season because we have no sales



## **Recommendations for Business Engagement for 2019 Tour de White Rock**

### **Engagement With No Cost to Tour**

1. Have announcer recognize businesses impacted by the Tour with 30 second “commercials”- multiple times throughout race
2. Social Media Posts: how to access Tour/Businesses
3. Social Media Posts: Thanking businesses for their understanding during race
4. Social Media Posts: highlighting restaurants open for the Sunday race
5. Website: page showing how to get to Tour/Businesses
6. Website: highlighting restaurants open for the Sunday race with links
7. More in-person engagement with businesses

### **Ways the BIA Can Support**

In addition to our annual sponsorship of the Tour de White Rock, the White Rock BIA can provide:

1. Social Media Adverts: letting public know that the businesses will be open during the Tour de White Rock- \$300
2. Social Media Adverts: letting public know how to get around during the Tour de White Rock- \$150
3. Provide signage featuring the businesses on the fences: 3 signs (1 per block affected)- \$600

### **Potential Engagement with Cost to Tour**

1. Provide bigger and more posters to restaurants open for the Sunday race
2. Provide t-shirts to the restaurants for free
3. Include logos of businesses affected on t-shirts (or even just the restaurants open on the Sunday)
4. Partner with BIA on signage to provide additional signage
5. Social media adverts for posts thanking/highlighting businesses