



A brief story...

Conceptual origins & economic/social environment

The Roots of a Great Idea

While working as Special Events Coordinator for the Prince George Downtown Business Improvement Association, Liv Butow had an idea for a Christmas festival that would bring to life some of the glorious Christmas traditions she remembered from her European childhood. Her idea incorporated a parade, market and a traditionally decorated Christmas tree. The Prince George BIA opted for a Santa parade and, so, Liv kept her vision on hold. Eventually, she and her husband moved to the Peninsula.

New opportunity arose when a local business association decided not to have a Santa Parade in White Rock. Liv began to put her ideas into action and the **“Christmas on the Peninsula”** Festival became a reality.

Liv’s commitment and careful planning are products of her faith and her years of experience. She has shared her vision with many people and formulated a clear objective. A Board of Directors was formed from members of the community who are guided by their own faith and call to service in their individual areas of expertise.



Economic / Social Environment

*A mandate of the **White Rock City Council** is to attract visitors during the off-season.*

***Local corporations** would like an enhanced and vibrant business community.*

***Churches** within the community fully support the event.*

All agree this festival is a great idea!

The Festival Executive keeps in touch with Council members, City officials, pastors, business executives and various organizations. Current partners include the City of White Rock, the South Surrey and White Rock Chamber of Commerce, White Rock Business Improvement Association, eighteen churches, many businesses and service clubs. Everyone would like to see **Christmas on the Peninsula** continue as an annual event.

The Board of Directors is inviting your participation. This package will provide information as to how your business or organization can become a sponsor for **Christmas on the Peninsula**.

*It is evident from discussions with individuals, churches and the business community that enthusiasm for the festival is strong. Many are eager to participate in **Christmas on the Peninsula** as a means of attracting people to the Semiahmoo Peninsula.*

The Board of Directors believes this is the time to seek additional financial partnerships with individuals and local businesses.

We sincerely hope you, too, will want to be part of this unique and exciting community event!

