



# 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!*



# Christmas on the Peninsula

In the style of Classical Christmas Traditions



The Semiahmoo Peninsula is a beautiful, vibrant area and a popular stopping point for tourists, particularly during the summer months. However, with less to attract visitors in the winter, tourism on the Peninsula declines noticeably.

We now have a memorable winter event on the Semiahmoo Peninsula, which retains its quaint seaside village atmosphere all year round and brings visitors to this beautiful and picturesque area in the off-season.

The Christmas on the Peninsula Festival with its Christmas Parade, Christmas Village and Christmas Entertainment also incorporates many of the Christmas events currently happening around the Peninsula. Our "Opening of Christmas Season on the Peninsula" takes place on the last Saturday in November.

## MISSION STATEMENT

To provide a first-class Christmas Festival on the Semiahmoo Peninsula for visitors and local communities, to gather together to hear and see the Christmas story unfold.

## GOAL

To have a Christmas Parade, Christmas Village and Christmas Entertainment in a beautiful setting, and to promote special Christmas events all around the Peninsula at the beginning of each Christmas Season.

## **The Christmas Parade**

The Parade is unique in that it consists of floats/entries with people enacting various aspects of *Memories of Christmas* and the *Christmas Story*. We also have a section for the *dignitaries*.

## **Christmas Market/Activities**

The market is located at the White Rock Community Centre/Miramar Plaza off Johnston Road. Our aim is for it to resemble a German Christmas Market or Charles Dickens' Christmas Street (similar to the "Christkindl Market" in Chicago and Kitchener, Ontario). There are a variety of delights in the market to attract visitors of all ages, and the wonderful aroma of roasted chestnuts, hot apple cider, and other delicious Christmas treats.

Beautiful handcrafts by artisans are offered for sale in the market booths and there are Craft Activities and a Children's Stage. The market is subject to review by a Standards Committee.

## **Christmas Entertainment**

We have an active stage program where a variety of performances take place throughout the day. Small groups of carolers also perform uptown and on Miramar Plaza.

In the evening, following the *Parade* and *Christmas Tree Lighting Ceremony*, the festival concludes with a *Christmas Carol Sing-Along*.

## **Christmas Staging/Costumes**

Our vision encompasses streets with decorative trees, garlands and lights, and storefront windows displaying beautiful Christmas decor. Residents will be encouraged to trim their homes with festive lights. The White Rock Community Centre is decorated for Christmas and many of the market booths are adorned with garlands and lights. The majority of volunteers are dressed in Victorian costumes.

## **Town Centre Walkabout/Christmas Events Calendar**

Organizations are encouraged to hold special events throughout the season, and to participate in activities in the community on the day of the Festival. The events are promoted in a newspaper insert, ads, lawn signs, posters, news releases as well as by a Festival Program and the festival website. The festival is also promoted on other websites, social media, info kiosks etc.

## **Friends of "Christmas on the Peninsula"**

City of White Rock, South Surrey and White Rock Chamber of Commerce, churches, service clubs, Peace Arch News, and more than sixty other businesses and organizations are *Friends of Christmas on the Peninsula*.

Interested businesses and organizations can become *Friends of Christmas on the Peninsula* through donation, festival promotion, supplying volunteers, or, in some other creative way, lending their support.

The City of White Rock is providing assistance with necessary permits, funding, equipment, etc.

...continued overleaf





## Local Organizations

We are hoping for even greater participation from the White Rock/South Surrey business and church communities. There is good opportunity to be involved through sponsorship of the **Christmas Village, Entertainment and Craft Activities**, or by providing some of the approximately 120 volunteers.

## Promotion

The long-range goal is to expand local newspaper promotion to include newspaper promotion throughout the entire Lower Mainland, and to incorporate radio and TV.

Notices are printed in church bulletins and community newsletters. A Schedule of Events is sent to organizations and posters as well as lawn signs are displayed throughout the Peninsula on notice boards and in store windows.

## Schedule of Events (Subject to revision)

### *Town Centre Walk-about*

"Festive hair for Christmas". workshops @ Pristine Hair and Beauty Studio  
"Christmas Café" and "Charity Fair" @ Star of the Sea Parish Centre  
Christmas trees from around the world @ WorldServe Thrift Store  
Semiahmoo Jazz band/Christmas Music @ Laura's Coffee Corner  
"Mini-Gingerbread House Decorating" @ White Rock Community Church  
Carolers on Johnston Road and Miramar Village Plaza  
The Tree House Child Development Centre shuttle bus  
"Open House" @ Coast Capital Playhouse by WR Players' Club  
"Tasters of Winter Ale" + Brew house @ WR Beach Beer Company  
Listen to Christmas songs @ Island Cafe  
Play a game @ Table Top Crepes and Games

### *White Rock Community Centre Christmas Market*

Christmas Entertainment @ Main Stage, WR Community Centre  
Spinning Demonstration in the lobby @ WR Community Centre  
Christmas Market and Concession @ WR Community Centre  
Indoor Craft Activities @ WR Community Centre  
VIP Holly-by-Donation Event @ WR Community Centre  
Children's Stage @ the Studio

### *Activities On / Off Miramar Village Plaza*

Holy Smokies Concession Truck Outside WR Community Centre  
Trackless Train rides on the Plaza and through Bryant Park  
Activities @ Miramar Village Plaza Outside WR Community Centre  
Carolers, Roasted Chestnuts, Snow Sculptor, Vendors etc.  
The donkey "Cloe" visits with the children @ Miramar Village Plaza  
Christmas Parade  
Regent Christian Academy Ensemble  
Christmas Tree Lighting Ceremony @ Miramar Village Plaza with Mayor  
Carols by Candlelight Sing-Along @ St. John's Presbyterian Church

## Budget

The annual budget is approximately \$19,000. Please see "*Festival Sponsorships*" in this package for additional information.

## Board of Directors

On August 4, 2008, the group was incorporated as a not-for-profit society under the BC Society Act. The Board of Directors meets regularly to oversee the vision and finances of the festival. Many of the directors also assume responsibility for specific areas of management.

## Organizing Team

The Organizing Team organises the various functions.

**Secretarial** (Minutes, Archival, Parliamentary, Meeting Logistics)

**Finances** (Financial Reports, Grant Research)

**Activities** (Crafts, Outside Events, Demonstrations, Decorations)

**Christmas Entertainment** (Main Stage, Children's Stage, Carolers/Outside Music, Tree Lighting Ceremony, Sound/Tech, Carols by Candlelight Sing-along, Stage Decorations)

**Christmas Market** (Vendors, Decorations, Tables set-up)

**Christmas Parade** (Dignitaries, the Christmas Story, Memories of Christmas)

**Costumes** (Organizing Team, Carolers, Christmas Parade)

**Food Services** (Inside Concession, VIP *Friends of Christmas on the Peninsula* Reception, Volunteer food, Decorations)

**Friends of Christmas on the Peninsula** (Sponsor Recruitment, Fund Raising Events, Sponsor Accreditation)

**Logistics** (Communication, Equipment, First Aid, Parking, Sanitation, Security, Traffic/Crowd Control, Transportation, Tents- and Frames set-up, Decorations)

**Promotions** (Printed Materials, Domain/website, Poster Distributions, Signage, Public Relations/Ads, Media, Christmas Events Calendar)

**Town Centre Walkabout** (Event Venues, Passports, Decorations)

**Volunteers & Decorating** (Volunteer Recruitment, Volunteer Registration, Volunteer Appreciation, Decorations, Festival Set-up and Take down)

## Visitors increase as we add new events

Our aim is for the Festival to grow each year and include new events. Approximately 2,000 visitors attend each year.

