



City of Richmond

Report to Committee

To: Corporate Sponsorship Committee
From: Dave Semple
Director Parks Operations
Date: December 18, 2002
File: 7200-20-SBAN1
Re: **Imperial Landing at Steveston Street Banner Sponsorship Proposal - Onni Group of Companies**

Staff Recommendation

That the sponsorship of street banners for the Imperial Landing Site in Steveston by the Onni Group of Companies be approved for commencement in January 2003.

Dave Semple
Director Parks Operations

Att 2.

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CONCURRENCE OF GENERAL MANAGER

Staff Report

Origin

Staff have received a proposal from the Onni Group of Companies (Attachment 1) which details a proposal for the corporate sponsorship of a street banner program at the Imperial Landing development site in Steveston. The purpose of this report is to recommend a process for undertaking the street banner proposal in January 2003.

Analysis

The Imperial Landing site at Steveston (Attachment 2) is currently under construction, the public now has the first opportunity in many years to access the historic waterfront as well as to walk and drive along the Bayview Street extension.

Proposal

Attachment 1 provides details of the proposal from Onni to sponsor a community banner competition at the Imperial Landing site. In summary the proposal from Onni involves the following:

- Onni sponsors the cost of creating 53 rectangular park banners, and 27 triangular street light pole banners – 4 banner designs will be selected
- A call for submissions for the community banner competition is announced in January 2003 seeking banner designs on the theme “The Steveston Waterfront”
- Onni would sponsor the cost of providing an honorarium to each of the selected banner artists
- Sponsorship fulfilment includes the following: Onni installs the Imperial Landing/Onni logo (see design attachment 1) on all banner poles from January 2003 until March 2003 when the community designs have been selected and installed. Commencing March 2003 the Imperial Landing/Onni logo banners remain on every 3rd pole
- The City of Richmond installs the 80 community designed street banners at the Imperial Landing site commencing in March or April 2003

Banner locations

Currently there are approximately 80 banner pole locations in the proposed area (Attachment 2).

Enabling Policy

As per section 6 of Policy 7703, the following policy guidelines are supported by the Onni proposal:

“6. *Cost to Sponsor*

Interested sponsors would be responsible for the cost of manufacturing, installing, and removing banners, and providing hardware--if not already in place--and removing and replacing hardware and banners which are damaged.”

As part of the development of the Imperial Landing Site and Bayview Street Extension, the developer Onni has already provided the banner hardware on the street light poles as well as the park and trail poles.

Examples of Similar Street Banner Sponsorship Initiatives

The Onni corporate sponsorship street banner proposal complements five recently corporately sponsored and/or recycled street banner initiatives:

- *Telos Technologies Initiative*: involved the sponsorship and provision of hardware for 38 street banners along Jacombs road in East Richmond in 2001
- *Progressive Construction Initiative*: involves the ongoing financial sponsorship of recycled street banners from previous years community competitions, the supply of hardware and annual financing for the installation/removal of banners outside the city centre on Barnard Drive in Terra Nova
- *Royal Bank Initiative*: involved the sponsorship of street banners along Minoru Boulevard to recognise the 1999 United Nations International Year of Older Persons, banner tail flags were used to recognise the Royal Bank as 'proud sponsor'
- *Asia International Services Corporation (AIC) Initiative*: involved the sponsorship of street banners along #3 road, Hazelbridge Way and Cambie Roads in 1998/1999, banner tail flags were used to recognise AIC as 'proud sponsor'
- *Steveston Village*: involves the annual recycling of City Centre Street Banners along Moncton and Bayview Streets in Steveston

Financial Impact

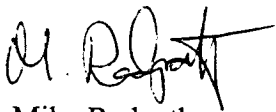
The costs for facilitating the Imperial Landing community street banner program will be funded via sponsorship from Onni.

Value of Sponsorship

The estimated value of the street banner proposal from Onni is approximately \$5000.00.

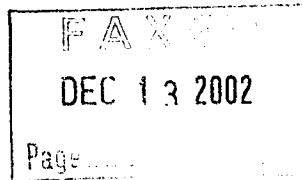
Conclusion

Staff recommend supporting the street banner sponsorship initiative as proposed by the Onni Group of Companies. As presented, the Onni proposal supports the existing street banner sponsorship Policy #7703 for the provision of street banners outside of the City Centre, and also complements Richmond's past practise of working in partnership with the community and business for neighbourhood beautification.



Mike Redpath
Manager, Parks - Programs, Planning & Design

MER:mer



real estate
development
property and
construction
management

December 13, 2002

VIA FAX (604) 244-1242 (3 pgs)
AND COURIER

CITY OF RICHMOND
Parks, Recreation & Cultural Services
5599 Lynas Lane
Richmond BC V7C 5B2

Attention: Mike Redpath, Manager, Parks - Programs, Planning & Design

Dear Mr. Redpath,

Re: "Imperial Landing at Steveston" and Street Banner Proposal

Thank you for your letter dated December 9, 2002 regarding Onni Group of Companies sponsorship of a community street banner competition for Imperial Landing at Steveston.

Onni would be proud to provide sponsorship for this competition, and propose the following timelines and terms for the banner contest.

- The City of Richmond and Onni would coordinate a banner contest for four (4) banner designs, to be selected from entries.
- Contest to run from early January, 2003 to early March, 2003.
- Banners would be supplied by Onni as per City specification.
- The design winning banners would be installed and removed by the City and would remain installed for the duration of one (1) year from the installation date.
- The Onni logo would appear on all contest advertising (not the contest banners).
- Onni to be permitted to install corporate-logo banners (proposed layout attached) on all light posts which would be provided and installed by Onni for the development of Imperial Landing from January 13, 2003 until the contest banners are ready for installation.
- When contest winning banners are installed Onni logo banners would remain installed on every third light post with contest banners in between. These banners would remain installed until Onni has completed the development of all site parcels at Imperial Landing. Onni would be permitted to change Onni banners as we see fit during this time.
- The City of Richmond would coordinate all contest events, advertising, promotion, etc.

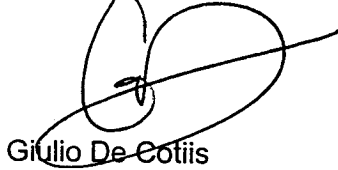
Onni believes that an event of this nature will promote mutual goodwill, harmony and the ongoing collaboration between the Community of Steveston and Onni towards the continued development of Imperial Landing and the Waterfront.

We trust the terms of this program are acceptable to you and Richmond City Council. Since the proposed contest date is fast approaching, we request that a review and decision be made as soon as possible.

We look forward to hearing from you in the very near future and if you have any questions or concerns please do not hesitate to contact me.

Yours truly,

ONNI GROUP OF COMPANIES

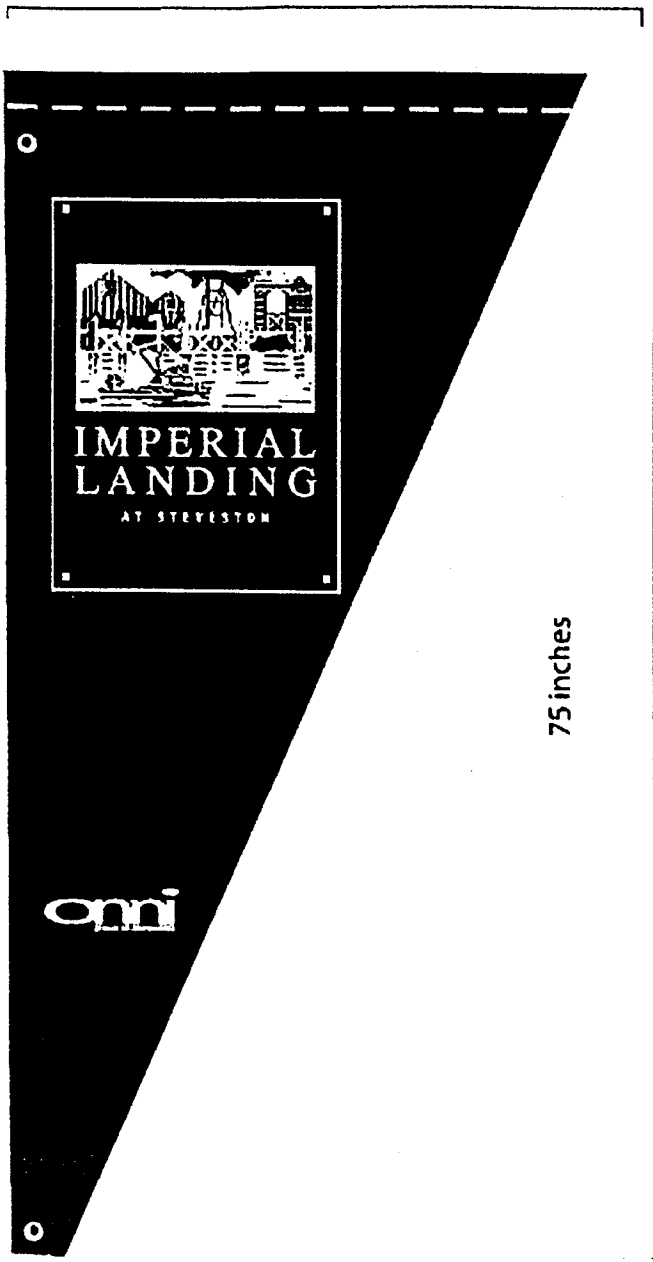
A handwritten signature in black ink, appearing to read 'Giulio De Cotiis', written over a circular stamp or logo.

Giulio De Cotiis
Director

GD/la
Encl.

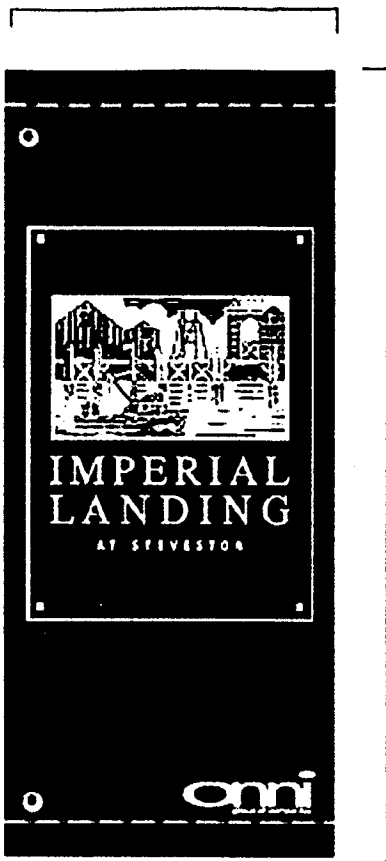
cc Paul Morizawa, Coordinator, Parks Programs via fax (604) 244-1242
Dave Semple, Director of Parks Operations via fax (604) 244-1242

33 inches



75 inches

20.5 inches



50 inches



Banner Programs for Imperial Landing Development Area

- For Street Light Pole
- For Park Light Pole

