



City of Richmond

Report to Council

To: City Council

Date: February 3, 2005

From: Dave Semple
Director of Parks

File:

Re: Rotary Clubs of Richmond/Steveston Street Banner Sponsorship Proposal

Staff Recommendation

That the sponsorship of up to 40 street banners for the 100 year Celebration of Rotary International by Rotary Club of Richmond/Steveston be approved for commencement in March, 2005.

Dave Semple
Director of Parks
(3350)

Att.

FOR ORIGINATING DIVISION USE ONLY		
CONCURRENCE OF GENERAL MANAGER <i>[Signature]</i>		
REVIEWED BY TAG	YES <i>[Signature]</i> <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
REVIEWED BY CAO	YES <i>[Signature]</i> <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

Origin

In 2004, the Parks Department received a request from the Rotary Club of Richmond/Steveston for the placement of street banners for the celebration of 100th anniversary of Rotary International.

The purpose of this report is to present the Rotary Street Banner proposal for approval by Council.

Analysis

In commemoration of the international anniversary, the Rotary service clubs have approached staff with a proposal to sponsor the installation of up to 40 banners in two locations. (Attachment 1)

As per the existing Street Banner - Sponsorship Policy 7703, staff have requested a sample banner design and written request from Rotary to present the request to Committee for approval. The Corporate Sponsorship Committee supports this request. (Attachment 2)

Proposal

In summary the proposal from Rotary involves the following:

- Rotary sponsors the cost of creating and installing up to 40 street banners;
- The City will approve the final design of the banner;
- The installation and take down of the proposed street banners will commence in March 2005 with takedown in June 2005 as part of the annual street banner program.

Banner Locations

The proposed placement of the 100 years of Rotary banners will be in four locations:

- Moncton Street in Steveston - 8 poles;
- Granville between Minoru Boulevard and No. 3 Road - 8 poles;
- Westminster Highway between the Marriott and Executive Plaza Hotels - 7 poles;
- A fourth location – TBA.

Enabling Policy

As per the Street Banner - Sponsorship Policy 7703, the following policy guidelines are supported by the Rotary proposal:

“...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.”

Examples of Similar Street Banner Sponsorship Initiatives

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

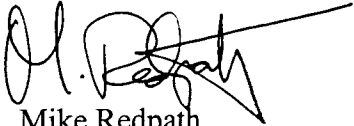
- *2004 World Junior Badminton Championships*: involved the sponsorship of 100 street banners along Minoru Boulevard, Granville Avenue and Gilbert Roads in 2004;
- *Fairchild Developments - Aberdeen Centre*: involved the sponsorship for 120 street banners along Cambie, Hazelbridge Way and No. 3 Road in 2003;
- *Steveston Judo Club 50th Anniversary*: involved the sponsorship for 18 street banners along Moncton Street in Steveston in 2003;
- *Onni Group of Companies*: involved the sponsorship for 80 street banners at Imperial Landing in Steveston in 2003;
- *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 No. 3 Road, Hazelbridge Way and Cambie Roads in 1998/1999, banner tail flags were used to recognise AIC as 'proud sponsor'.

Financial Impact

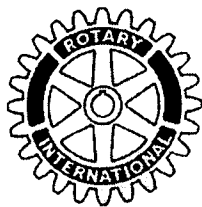
If approved, the Rotary Clubs will bear the full cost of the proposed street banner manufacturing and production. This is estimated at \$3,000. The Clubs will also would cover the costs of the installation and removal of the banners at an estimated cost of \$1,000.

Conclusion

Staff recommend supporting the street banner sponsorship initiative as proposed by the Richmond/Steveston Rotary Clubs. As presented, the Rotary proposal supports the existing Street Banner Sponsorship Policy 7703 for the provision of street banners, and also complements Richmond's past practise of working in partnership with the community and business for neighbourhood beautification.

A handwritten signature in black ink, appearing to read 'M. Redpath', with a long horizontal stroke extending to the right.

Mike Redpath
Manager, Parks - Programs, Planning & Design
(1275)



**Rotary Club of Richmond Sunrise
120-12873 Railway Avenue
Richmond, BC V7E 6K3**

30 August, 2004

City of Richmond
Attn: Mike Redpath
6911 No. 3 Road
Richmond, BC
V6Y 2C1

Dear Mr. Redpath,

I am writing on behalf of the Rotary Clubs of Richmond/Steveston regarding the promotion of the Centennial of Rotary International, which takes place on February 23rd, 2005. Mayor Brodie has already generously declared the month of February 2005 to be "Celebrate Rotary Month" in the City of Richmond, and Premier Campbell will also be declaring the week of 21st February as "Rotary Week" throughout the Province.

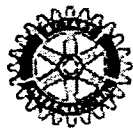
To recognize this anniversary, the Rotary Clubs in Richmond have requested that we be allowed to mount lamppost banners in the city. I understand that the City's Sponsorship Committee has approved this in principle, and I would now ask you assistance in completing the plans for this to happen.

I would therefore request your approval and assistance to the following plan:

1. We would request that banners be installed at 4 locations; provisionally, we were looking at Moncton Street in Steveston; Westminster Highway at suitable locations between in the Marriott Hotel and Executive Plaza Hotel area; Granville or No. 3 Road in the City Hall area, plus one other.
2. The Rotary club will finance these, together with a contribution from the City and we would request that the City arrange to order the banners. The final number of banners should be discussed between us, to correspond to the financing and locations available.
3. The design on the banner should incorporate one, or both, of Rotary International's official Centennial logos, copies of which I attach to this letter.

4. Although the Centennial is in February, we would respectfully request that the banners are installed in January, and allowed to remain for as long as possible, but at least through to the end of February.

5. Rotary International official logos:



Rotary International

A Global Network of Community Volunteers

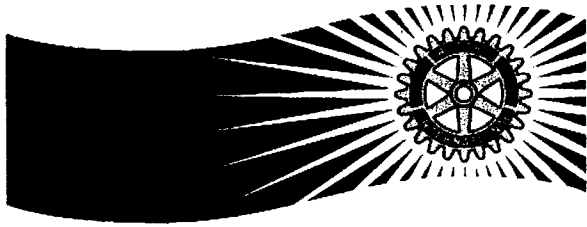
I would therefore request that we arrange a meeting so that the final financial arrangements, and the logistics can be discussed. I thank you for your assistance and support in this project and I look forward to hearing from you.

Yours sincerely,

Gordon M. Dalglish
Director and Project Coordinator
Rotary Club of Richmond Sunrise

Home: (604-241-7602
Bus: (604) 244-2131
Email: gdalglis@ca.ibm.com

cc: Richmond/Steveston Rotary Club Presidents, Cllr. Bill McNulty, Mayor Malcolm Brodie



CELEBRATE
ROTARY

100 Years

A CENTURY OF SERVICE



A NEW CENTURY OF SUCCESS



City of Richmond

Minutes

Sponsorship Committee

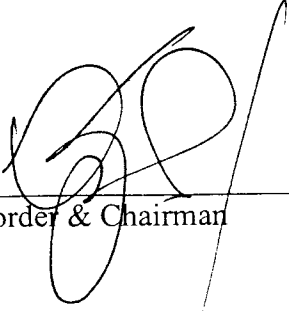
Held - Monday, December 6, 2004 @ 3:30pm
TAG Meeting Room, Richmond City Hall

In Attendance: Councillor Kumagai
Councillor McNulty
Rod Kray, General Manager, Finance and Corporate Services
Mike Redpath, Manager, Parks – Programs, Planning & Design
Dave Semple, Director of Parks

Absent: Councillor Steves

Agenda Items:

1. Rotary Club of Richmond Sunrise Street Banner Sponsorship – approved by Committee. To be forwarded to Council.
2. Olympic Oval – received for information – currently have four groups interested in naming rights and four consultants assisting with process.
3. Athletic Commission – referred to staff to prepare a report outlining the benefits of an Athletic Commission in Richmond, and how it would operate.


Recorder & Chairman