



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee
From: Dave Semple
 Director, Parks Operations

To Parks, Recreation & Culture Apr 25, 2006
Date: March 16, 2006
File: 06-2345-20-TNRP1/Vol 01
Clerk's File : 06-2345-01

Mike Redpath
 Manager, Parks - Programs, Planning & Design

Re: **Richmond Community Foundation Terra Nova Rural Park Endowment Fund Opportunity**

Staff Recommendation

That staff be directed to develop an Endowment Contribution Agreement with the Richmond Community Foundation for the Terra Nova Rural Park.

Dave Semple
 Director, Parks Operations
 (3350)

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

Att. 1

FOR ORIGINATING DIVISION USE ONLY					
ROUTED TO:		CONCURRENCE		CONCURRENCE OF GENERAL MANAGER	
Budgets		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
Law		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
REVIEWED BY TAG		YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>
				REVIEWED BY CAO	YES
					<input checked="" type="checkbox"/>
					NO
					<input type="checkbox"/>

Staff Report

Origin

In April 2006, staff were approached by representatives of the Richmond Community Foundation with a generous proposal to establish an ongoing Terra Nova Rural Park Endowment Fund. The purpose of this fund would be for the Richmond Community Foundation to establish a legacy at the Terra Nova Rural Park site through ongoing funding opportunities. The purpose of this report is to present the Terra Nova Rural Park Richmond Community Foundation Endowment Fund opportunity for consideration and approval.

Analysis

Terra Nova Rural Park

On September 13th, 2004 Council approved the Concept Plan for the area called Terra Nova North West Quadrant. The Vision adopted for this unique 63 acre City owned park is:

"To preserve the unique rural landscape character of Terra Nova North West Quadrant Park while providing a balance between heritage, wildlife conservation, and recreational uses."

Attachment 1 includes a map of the Terra Nova Rural Park concept currently under development. In 2005 significant progress towards the plan was achieved and the following projects initiated or completed:

- Receipt of a \$2,000,000 grant from the Provincial Government of B.C. towards the restoration of a heritage slough and restoration of the exterior envelope of the Parson Heritage House at the site
- Design detail of the Parson Heritage House exterior and foundation restoration
- Establishment and opening of the Terra Nova Community Garden and the active farming of 70 to 90 garden plots by the community
- Design development for the restoration of the Terra Nova Farm Centre barn and classroom restoration
- Compilation of oral histories from Terra Nova's original settlers in the late 1800's and early 1900's
- Installation of the City of Richmond compost and water wise demonstration garden
- Installation of approximately 3 kilometres of significant trails providing the first community access to a large portion of the site in over 100 years
- Property acquisitions at the park site
- Installation of a full-time live in park caretaker
- Site programming for gardening education classes, and site interpretation nature programs
- Demolition of two non essential single family homes at the site opening up significant acreage to the park site
- Design detail of the site interpretive program and 'threshold' program to interpret the site's history
- Clearing of invasive species on approximately 40 acres of the 63 acre park site
- Installation of initial site signage
- One year of farming at the park site by the Richmond Fruit Tree Sharing Farm Society to grow food for the food bank
- Tree planting

In 2006 staff will be pursuing the above, including; the development of the heritage slough, boardwalk design, and look out features across the site, as well as implementing a portion of the site interpretation and site furniture program. Project management at the Terra Nova Rural park site is key to ensuring that the integrity of the biophysical, natural, historic and rural character are respected and is essential. Terra Nova Rural Park is a legacy park site for Richmond, along the waterfront, bordered by Sturgeon Banks and the Fraser River Middle Arm on two sides. Significant development of the park site is expected to be ongoing, depending on future funding opportunities for the next 5 years.

Endowments

Endowments can be established to provide a permanent source of annual funding to support a variety of park and programmatic needs. The establishment of an endowment should be considered for inclusion in any major fundraising campaign to provide for future operations, maintenance and repair costs, especially those associated with major capital improvements such as visitor centers.

Endowments typically in Parks systems must be established by a written agreement under the auspices of the City of Richmond, or by a tax exempt partner such as the Richmond Community Foundation. The Richmond Community Foundation has the benefit and opportunity to invest and manage the endowment in accordance with professional financial management standards.

Recognition in support of contributions from a potential endowment fund is important and many opportunities exist at the Terra Nova Rural park site for sponsorship fulfillment. Examples include physical, on-site recognition opportunities in the form of signage, or plaques, to the annual hosting of events or activities to celebrate the potential fund's accomplishments. It is important to note that recognition should not take away from the intended form and character of the park site, and not give the impression of advertising or solicitation in the public space.

The contribution agreement between the City and the Richmond Community Foundation should establish the endowment funds are to be used solely for the Terra Nova Rural Park purposes as generally described therein, the procedures for determining the annual level of funding available, the decision-making procedure for expenditures, and that the endowment must be subject to the scrutiny of the City of Richmond.

Endowment Contribution Agreement Development

Typically when the City partners with a third party to provide funds or services in-kind, the Parks Department has developed a formal fundraising/or contribution agreement which will be prepared in draft for review by the Solicitor's Office and signature by the City and the potential donor. The primary purpose of the contribution endowment agreement will be to identify:

- (1) roles and responsibilities of the City and the Richmond Community Foundation;
- (2) the project(s) or program(s) to be funded and the priority order of funding, if appropriate;
- (3) the procedures under which the campaign will be conducted including adherence to City of Richmond policies, specifically with respect to the potential usage of the City of Richmond name in advertisements or solicitations;
- (4) the procedure for City to review and approval of planning, design, and construction if the agreement envisions the partner constructing a facility for donation to the City;

- (5) an annual process for reporting on the activities of the campaign to the City and;
- (6) the creation of an endowment and;
- (7) the term of the proposed campaign and avenues for termination of the relationship if necessary and;
- (8) donor recognition and;
- (9) the disposition process of all donated funds.

The agreement will have to ensure that the City's purposes are consistent with the constitutional purposes and bylaws of the Richmond Community Foundation, as well as with the City's statutory authority.

The agreement should not designate the Richmond Community Foundation as the exclusive or primary fund-raiser to avoid confusion among prospective donors. For example, there may be others who wish to partner with the City in the future development of the Terra Nova Rural Park site such as the recent Provincial Grant of \$2.0 million dollars, and the recently Council approved agreement with the Richmond Sharing Farm/Fruit Tree Project Society to undertake agricultural activities at the park.

Financial Impact

The proposal to establish an Terra Nova Rural Park Endowment Fund with the Richmond Foundation would present the opportunity of realising the Terra Nova Rural Park vision through the potential receipt of community and corporate funds channelled through the planned giving endowment fund. This fund may reduce the reliance on City capital revenue sources over time as the endowment fund accumulates. The establishment of the proposed Terra Nova Rural Park Endowment Fund Contribution Agreement would require the dedication of minimal staff time.

Conclusion

The generous opportunity presented to the City of Richmond by the Richmond Community Foundation to establish an endowment fund for the Terra Nova Rural Park site is an opportunity to generate potential funding to help realise and advance the Terra Nova Rural Park vision. The proposed endowment fund would assist in directing potential donors through a focused program that will direct funding to projects at the park site in order of priority and need. Most importantly the development of an endowment fund with the Richmond Community Foundation would build on and enhance Richmond's practise of encouraging strong community involvement in Richmond's Parks system.



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