



City of Richmond


Report to Committee

To: Parks Recreation & Cultural Services
Committee
From: Dave Semple
Director of Parks Operations
Re: **Richmond Night Market Street Banner Sponsorship**

To PRCS - Apr 29, 2003
Date: April 11, 2003
File: 7200-01

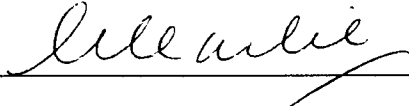
Staff Recommendation

That staff be directed to develop a contribution agreement with Target Event Promotions for the sponsorship of 26 street banners for the Richmond Night Market from May 2003 to October 2003.



Dave Semple
Director Parks Operations
Local 3350

Att 2.

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CONCURRENCE OF GENERAL MANAGER 

Staff Report

Origin

Staff have received a proposal from Target Event Promotions (Richmond Night Market) (Attachment 1) which details a proposal for the corporate sponsorship of a street banner program for the area: No.3 Road, north of Bridgeport Road to River Road and Bridgeport Road, from No.3 Road to Smith Road (see map, Attachment 2). The purpose of this report is to recommend a process for undertaking the street banner proposal in May 2003.

Analysis

The Richmond Night Market event for 2003 will be held at the old Bridgepoint Market site. This event is a shopping and outdoor cultural festival that will run from June 6, 2003 to September 28, 2003.

Proposal

A description of the proposal received from Target Event Production (TEP) for the sponsorship of street banners is located in Attachment 1. In summary, the proposal involves the following:

- The sponsorship of 26 recycled street banners along No.3 Road and Bridgeport Road for a period of five months beginning in May, 2003 and ending in October 2003;
- TEP will sponsor 100% of the cost of installation and removal of the banners, and at the end of the display the street banner hardware would become the property of the City of Richmond;
- TEP will bear the cost of having 'proud sponsor' tail flags sewn to each of the 26 banners as per the proposed design in Attachment 1.

Enabling Policy

As per Section 6 of Policy 7703, the following policy guidelines are supported by the TEP 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 TEP corporate sponsorship street banner proposal complements six recently corporately sponsored and/or recycled street banner initiatives:

- *Onni Group of Companies:* involved the sponsorship of street banners in and along the Imperial Landing area 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’;
- *Steveston Village:* involves the annual recycling of City Centre Street Banners along Moncton and Bayview Streets in Steveston.

Financial Impact

The proposal from TED is for a \$3,500 sponsorship donation to the City for the banner display. Hardware acquisition/installation, and banner installation costs for this proposal are estimated at \$3,000, therefore an opportunity exists to generate approximately \$500 in contributions to the City of Richmond Street Banner Program as a result of the TED Street Banner Sponsorship Proposal.

In conjunction with the direct financial contribution, the City would have the additional benefit of retaining the 13 pieces of street banner hardware at the horizon date of the banner display. Other costs associated with this proposal include the banner tail flag manufacturing which would be borne directly by the corporate sponsor. If approved, a contribution agreement outlining the terms of the sponsorship will be developed with TEP.

Conclusion

Staff recommend supporting the street banner sponsorship initiative as proposed by Target Event Promotions. As presented, the TED 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.

The TED proposal supports the recycling of used street banners from previous year's banner competitions and would also add improvements to an existing gateway to Richmond that is outside the City Centre.



Mike Redpath
Manager, Parks - Programs, Planning & Design
Local 1275

MER:mer

Star Light Convention Center

April 11, 2003

Mr. Paul Morizawa
City of Richmond
5599 Lynas Land
Richmond, BC
V7C 5B2

RE: Banners to be put up along No.3 road to the Bridgeport Road for Richmond Night Market Summer Festival 2003

Dear Mr. Paul,

This is a request letter for putting up 10-15 banners to be put up in the area north of Bridgeport Road along No.3 Road, east along River Road to the east entrance of the Bridgepoint site. Our company, Target Event Production greatly believed that the banners would help to promote our 4th annual Richmond Night Market Summer Festival. Since our event starts on June 6, we hope to install all the banners before May 10th.

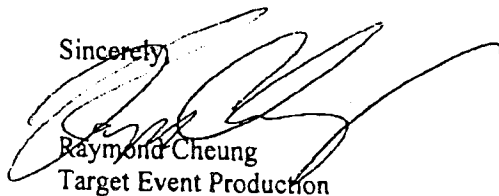
This year, our event will be moved to Bridgepoint from Landsdown Shopping Center, a new location near the beautiful waterfront and also where the Future Great Canadian Casino will be located. Once again, our event will be providing a safe shopping and entertainment environment of live performances and amusement rides and games for the local public and tourists to share a fabulous time with family and friends.

With your permission for putting up the 10-15 banners, our company will accept all costs associated with such request.

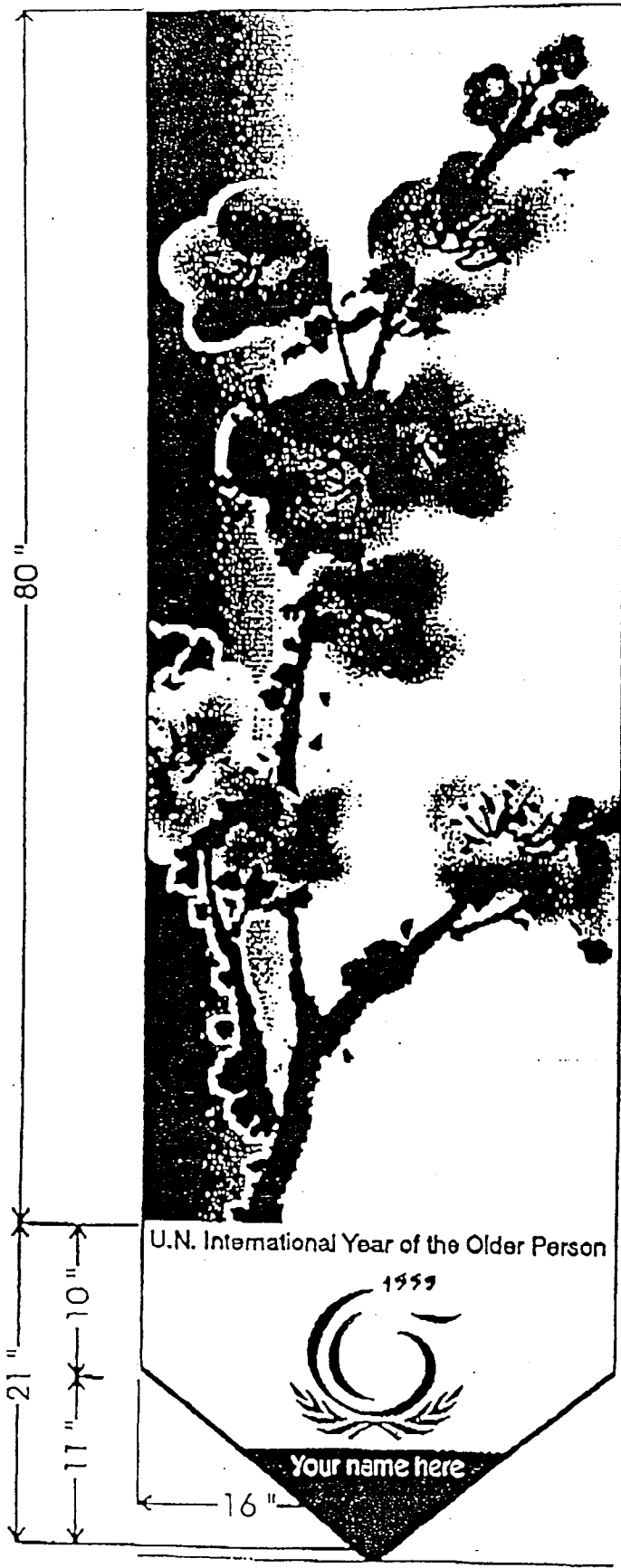
In addition, our company is also greatly looking forward to partner up with Richmond Island City, by Nature, on the Adoption Program. Our company is interested in adopting a street- No. 3 road to Bridgeport Road.

Once again, thank you for your assistance. If you have any questions, please don't hesitate in contacting Dianna Yip at Target Event Production at 604-244-8448 or visit our NEW website at www.targetevent.com.

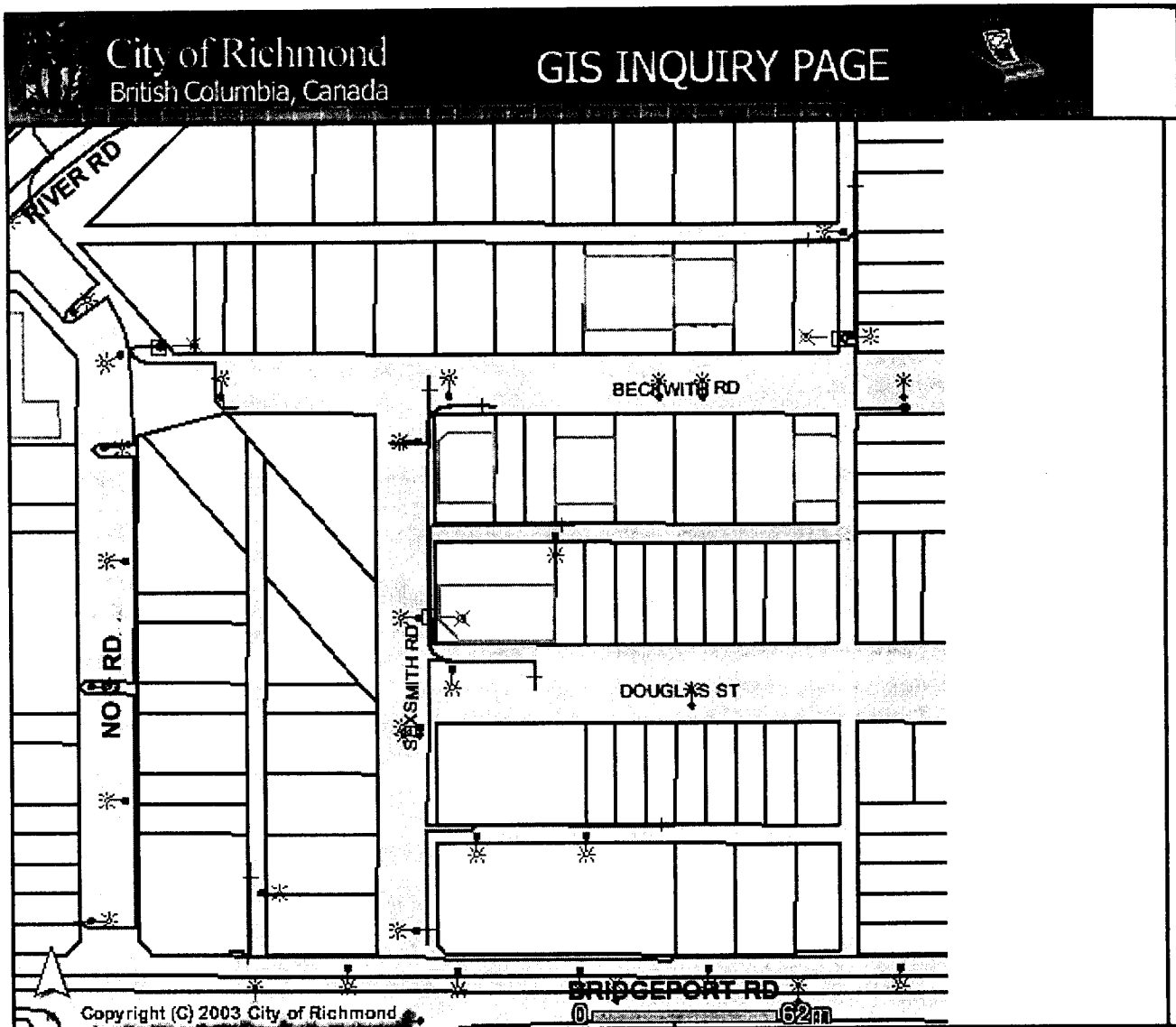
Sincerely,



Raymond Cheung
Target Event Production



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