



**To:** General Purposes Committee **Date:** June 30, 2003  
**From:** Jim Bruce **File:** -  
General Manager, Finance and Corporate Services  
**Re:** **Steveston Judo Club Street Banner Sponsorship**

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**Staff Recommendation**

That Council approve the installation of 20 street banners along Moncton Street between Third Avenue and No. 1 Road and on Bayview Street to commemorate the 50<sup>th</sup> Anniversary of the Steveston Judo club and that all costs for the production, installation and removal be the responsibility of the Judo Club.

Jim Bruce  
General Manager, Finance and Corporate Services

## **Staff Report**

### **Origin**

The Sponsorship Committee reviewed the attached report from staff which detailed a proposal from the Steveston Judo Club.

### **Analysis**

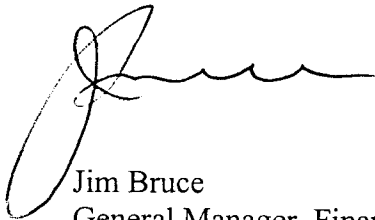
Committee were supportive of the staff recommendation and the proposal of the Steveston Judo Club.

### **Financial Impact**

None to the City.

### **Conclusion**

That the recommendation of the Sponsorship Committee to approve the Steveston Judo Club proposal be approved.



Jim Bruce  
General Manager, Finance and Corporate Services  
(4095)

JWB:gjn



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## SPONSORSHIP COMMITTEE

Held June 26, 2003 \*

**In Attendance:**

Chair:	Councillor	B. McNulty
	Councillor	K. Kumagai
	Councillor	H. Steves
	Staff	J. Bruce

**ITEM:**

1. STEVESTON JUDO CLUB STREET BANNER SPONSORSHIP

Committee reviewed the staff report on the subject matter and were unanimous in endorsing the request and recommended this be forwarded to General Purposes on July 7, 2003.

- \* Discussion on the item.
- \* Meeting was held during break of the Long Term Financial Sustainability meeting.



## **Staff Report**

### **Origin**

Staff have received a proposal from Steveston Judo Club which details the corporate sponsorship of a street banner program for the area: Moncton Street between Third Avenue and No.1 Road (Attachment 1). The purpose of this report is to recommend a process for undertaking the street banner proposal in June 2003.

### **Analysis**

2003 marks the 50<sup>th</sup> Anniversary of the Steveston Judo Club. To help celebrate this event, the club will be hosting a series of dignitaries from Japan and several special events including the North American Sumo Bashi on August 23, 2003.

### **Proposal**

The proposal from the Steveston Judo Club (SJC) involves the following:

- The production of 20 street banners to be placed along Moncton Street between Third Avenue and No. 1 Road and potentially on two banner poles along Bayview Street for a period of four months beginning in June 2003 and ending in September 2003.
- SJC will sponsor 100% of the cost of installation, removal and production of the banners.

### ***Enabling Policy***

As per Section 6 of Policy 7703, the following policy guidelines are supported by the SJC 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 SJC 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.

### **Banner Design**

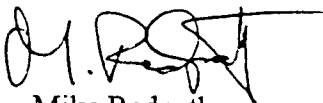
Attached (Attachment 2) is the proposed design for the SJC banner display. The banner design represents a cherry tree blossom supporting the strong Japanese cultural heritage of Steveston. Staff recommend approving this design which will contribute to and complement the character of Steveston Village for the duration of the display.

### **Financial Impact**

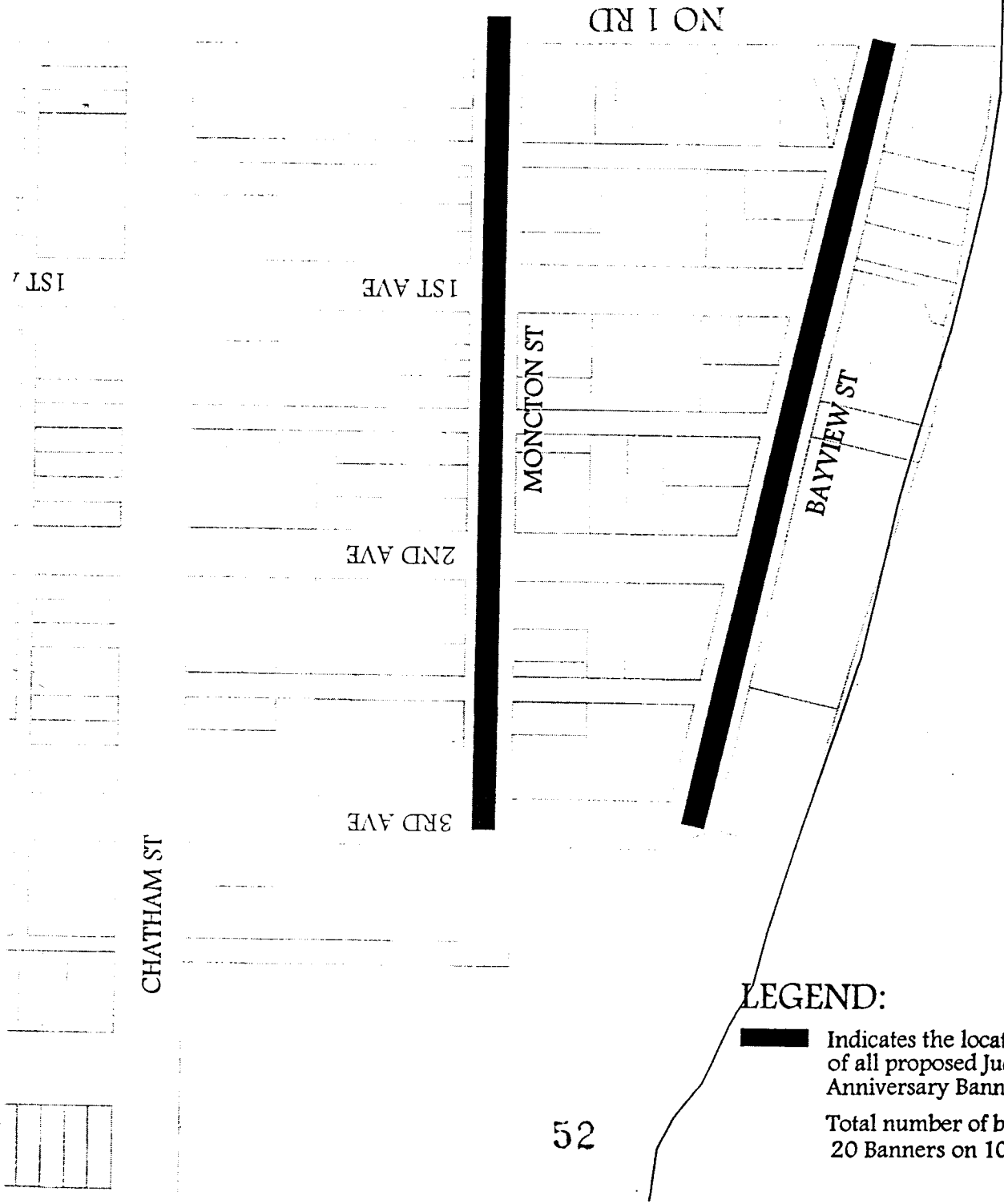
The proposal from SJC covers the total cost for banner manufacturing, installation and removal. If approved, a contribution agreement outlining the terms of the sponsorship will be developed with Steveston Judo Club.

### **Conclusion**

Staff recommends supporting the street banner sponsorship initiative as proposed by Steveston Judo Club. As presented, the SJC 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 for neighbourhood beautification. The proposed display of banners in Steveston would both celebrate the Japanese heritage in Steveston and help the club recognize its 50<sup>th</sup> Anniversary.



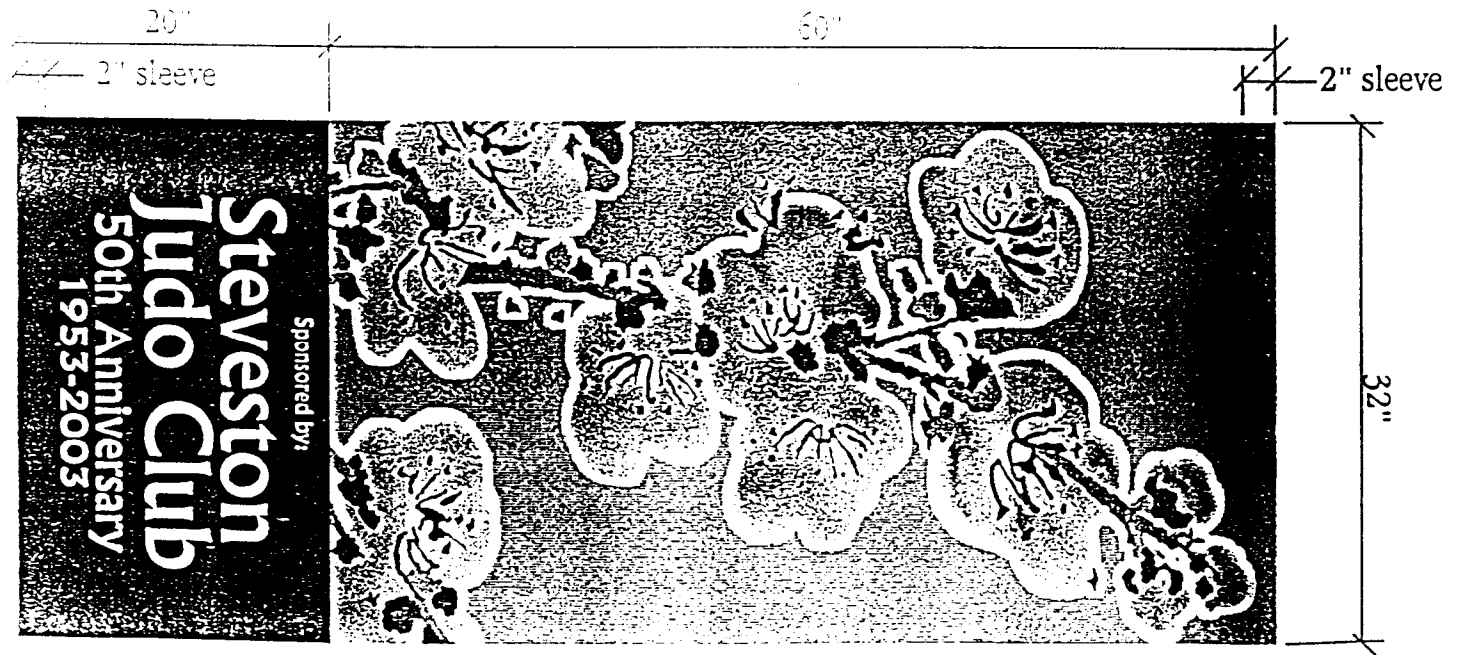
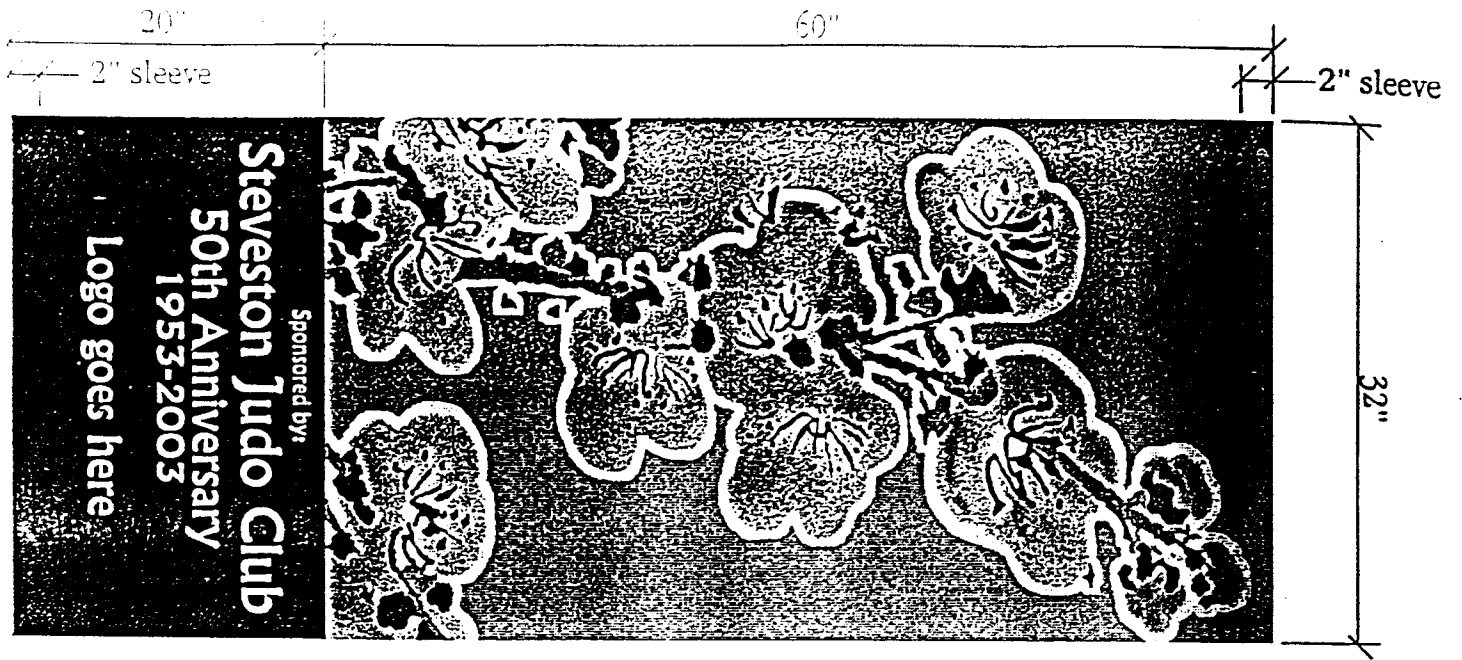
Mike Redpath  
 Manager, Parks - Programs, Planning & Design  
 Local 1275



LEGEND:

Indicates the location of all proposed Judo Club Anniversary Banners.

Total number of banners and poles:  
20 Banners on 10 poles





**Morizawa, Paul**

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**From:** Keith Adams [keithadams@shaw.ca]  
**Sent:** May 18, 2003 2:08 PM  
**To:** Morizawa, Paul  
**Subject:** Banners

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Dear Mayor and Council

The Steveston Judo Club is celebrating its 50th Anniversary. We are planning a variety of events. On August 2nd we are planning a reunion barbeque at the Steveston Community Centre where we hope that members of the club, former members and friends will attend. In addition we are hosting the North American Sumo Basho at the SCC on August 23rd. Finally on November 8th we are planning a formal banquet to celebrate the accomplishments of the the club.

In additon, each year the SJC participates in the Steveston Salmon Festival and this year to commemorate this special occasion we would like to purchase banners which would be placed on Moncton Street for June, July and August. We have spoken with Sammy Morizawa about the logistics of this and the process necessary to do this. We hope that this meets with your approval.

This would be a great way to promote one of the cultural groups in Richmond.

Yours truly,

A. Sakai  
President, SJC