City of Richmond

Report to Committee

To General Purposes - Aug 18, 2003

To:	General Purpose Committee	**Date:**	July 31, 2003
From:	Dave Semple Director of Parks Operations	**File:**	7200-01
Re:	**Richmond 125 Celebration Opportunities**		

Staff Recommendation

1. That staff be directed to implement Option 1 of activities as outlined in this report to celebrate the 125th Anniversary of Richmond in 2004; and

2. That staff be directed to form a cross-divisional 125th Anniversary Steering Committee to investigate expanded celebratory opportunities and report back to Council in September 2003.

Dave Semple
Director of Parks Operations
Local 3350

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Staff Report

Origin

The City of Richmond, incorporated in 1879, will reach a milestone in the year 2004 with the celebration of its 125th Anniversary. The purpose of this report is to recommend potential opportunities to commemorate and celebrate Richmond's Quasquicentennial event in 2004.

Analysis

Staff have identified a range of potential opportunities for celebrating this event in 2004, detailed below, based on existing work programs and City initiatives that may be suitable:

Option 1 – Examples of Existing Opportunities for Celebration

Initiative	Initiative Sponsor	Financial Implication
Create "Richmond 125" promotional materials for use at civic events	All	Existing Operational Budget
Designate a section of Richmond's website as the "Richmond 125 Challenge" to challenge other community organizations to develop their own Richmond 125 events, and allow the community to submit stories, and other media showcasing the last 125 years of Richmond	Finance; and Corporate Services	Existing Operational Budget
Designate one or more potential capital projects as a "Richmond 125" legacy project (example- the opening of a community park, or the planting of 125 trees from the City's nursery commemorating the milestone)	All	Existing Operational Budget
Designate theme of 2004 Community Street Banner Competition "Richmond 125" - A Celebration of 125 Years of Community	Parks Department	Existing Operational Budget
Incorporate "Richmond 125" celebration into existing civic annual activities, for example park openings, museum exhibits, special events	All	Existing Operational Budget
Other opportunities for corporate alignment with the "125" theme as determined by the corporate divisions	All	Existing Operational Budget

All work in this option is proposed to be done within existing staff work programs. A cross divisional Staff Steering Committee would be developed to create the content for the website, as well as to strategically record and coordinate corporate involvement in celebrating the "125" theme.

Option 2 – Expanded Celebration Opportunities

If Council wishes to expand the program, the cross-divisional "Richmond 125 Celebration" Staff Steering Committee would investigate and/or identify potential expanded opportunities together

with developing a strategic approach to the events. Additional potential opportunities may include:

- designating the theme of the City's 2004 Salmon Festival float as "125 years in Richmond"; estimate $10,000.00
- incorporate City Hall and Works Yard events into an Open House, celebrating both "Richmond 125" and educating the public on our services; estimate $50,000.00
- organizing a homecoming event with reception and entertainment; estimate $25,000.00
- developing a legacy project specific to "Richmond 125" that celebrates a significant event in community history to be funded through partnerships (eg: first flight in Western Canada in Minoru Park on March 10, 1910); estimate $50,000.00 to $150,000.00
- developing a "Richmond 125" branding program to incorporate event recognition into letterhead, website, advertisements, publications; estimate $10,000.00
- organizing a major community cultural arts festival and homecoming event that showcases the Civic Centre precinct as a major arts and recreation destination; $50,000.00
- establishing a special grant fund to provide seed money for community organizations wishing to develop "Richmond 125" events;$12,500.00 to $125,000.00
- develop legacy projects specific to "Richmond 125" that celebrates significant events in community history to be funded through partnerships and/or "Buy A Brick"- type fundraising initiative;
- developing partnerships with key stakeholders such as Richmond Chamber of Commerce and Tourism Richmond to leverage City commitment; and
- challenge other community organizations to develop their own "Richmond 125" events.

Funding would be required to support special event costs, promotional materials, grant program and legacy project.

The Steering Committee will report back to Council in September 2003 with further details regarding proposed activities, timing and financial implications.

Timeframe

If approved, staff will establish a cross-divisional Steering Committee to identify and review opportunities and to develop a proposed event schedule supported by a detailed budget for celebrating "Richmond 125". This report will be presented to Council in September 2003.

Financial Impact

The proposed activities outlined in Option 1 are to be funded through existing work programs and existing operational and capital projects. Should Council direct staff to report back on Option 2 outlining expanded 125th celebration program opportunities, detailed cost estimates would be developed.

Conclusion

Celebrating "Richmond 125" is an excellent opportunity to recognize the community's past and celebrate our future. Staff will detail whichever option Council selects.

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