

Additional Item  
Aug 28, 2001



**CITY OF RICHMOND**

**REPORT TO COMMITTEE**

**TO:** Parks and Recreation Committee  
**FROM:** Cathy Volkering Carlile  
General Manager - Parks, Recreation & Cultural  
Services  
**RE:** 2002 Tall Ships Festival

**DATE:** August 16, 2001

**FILE:** 7400-20-TALL1

**STAFF RECOMMENDATION**

1. That Richmond 2002 Tall Ships Society be created and terms of reference be drafted; and,
2. The event planning continue; and,
3. The City contribution of \$446,800 be approved in support of leveraging future funding commitments from sponsorship, and federal and provincial governments.

A handwritten signature in cursive script, appearing to read 'Cathy Volkering Carlile'.

Cathy Volkering Carlile  
General Manager - Parks, Recreation & Cultural Services

Attach: 1

**FOR ORIGINATING DIVISION USE ONLY**

**ROUTED TO: CONCURRENCE**

General Manager of Engineering & Public Works .....	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>
General Manager of Finance .....	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>

## STAFF REPORT

### ORIGIN

City Council resolved (R01/11-12) on the June 11, 2001 Regular meeting that:

- (1) *That staff continue to review the potential and details of hosting the Tall Ships 2002 event;*
- (2) *That up to \$82,500 be allocated in 2001 from the Council Contingency Account to cover the resources necessary for staffing costs and consultant expenses to continue this review and to establish and work with a co-ordinating committee;*
- (3) *That a staff committee be established to liaise with the co-ordinator and the co-ordinating committee to ensure consideration of all City services required to host an event of this type; and,*
- (4) *That the Co-ordinating Committee be requested to report to Council with a plan and a budget.*

A 2002 Tall Ships Committee comprising of City staff, four community volunteers and two City Council Liaison members have been planning the festival. Two sub committees have been struck; the Tall Ships Water-side Committee to deal with the logistics of mooring the ships and the Richmond Maritime Society to manage the volunteer program. An event planning company, Panther Management, was hired to draft a report outlining the event, establish the project plan and draft the event budget.

This report deals with the logistics, outlines the required financial commitment and reviews the program for the event.

### ANALYSIS

The City of Richmond has been invited by the American Sail Training Association to host a 2002 Tall Ships Festival over four days in August 2002. The event would bring up to 45 Tall Ships ranging from 20 to 350 feet in length to Steveston Harbour. The event is planned over four days from August 8 – 12, 2002 and would attract thousands of people to Richmond. There are three major barriers to this event. They are:

1. Berthing the fleet in an accessible area with adequate draft for the large ships.
2. Managing an anticipated participation of up to 200,000 attracted by this event in Steveston
3. Funding the event.

The Tall Ships Committee have reviewed these issues and the impacts of supporting a Tall Ships Festival next year. There are benefits and impacts to our City. They are:

## **Community Impacts**

### **1. Impact to Steveston**

Over four days, more than 200,000 visitors are anticipated to converge on Garry Point in Steveston. The community does not have the capacity to accommodate this level of participation. The Tall Ship Committee has plans to assist Steveston in mitigating this issue.

Parking for the event will be offsite utilising a shuttle service to the area. Increased policing and fire protection will occur to ensure that the local residents receive adequate levels of protection. The festival will be located at Garry Point thus permitting regular traffic and local support to Steveston businesses. Business owners and restaurants will benefit by the volume of people being in the area.

The Committee is committed to working with local businesses to ensure that the festival complements existing local business.

Traffic, transportation and business overall in Richmond will be impacted during the four days of the festival.

### **2. Impact to the Fishing Fleet**

The Adams River run is expected in August 2002. This is the biggest salmon run and will increase traffic to the Fraser River. If any of the fishing fleet need to be relocated elsewhere in Steveston, a modest financial compensation package has been discussed. The Harbour Authority has committed to working with the Tall Ship Committee to identify issues and resolve them prior to the fishing season being opened.

### **3. Impact to City Departments**

There will be direct impacts to several city departments should the City commit to this event. An added level of manpower will need to be dedicated to this event. Fire, Police, Public Works, Permits, Bylaw, Parks, Recreation and Cultural Services, Finance Departments will all be heavily involved in this event. Other new initiatives may have to be curtailed during 2002 in order to resource committees and support the festival.

### **4. Timeline Management**

To host this event, commitments to meeting critical deadlines will be required. Strong leadership and up front funds will be needed to contract an Event Manager, create a marketing plan, establish a Marketing Team, and select and appoint the Board of Directors for the 2002 Tall Ships Festival Society. The City will need to facilitate these immediate critical steps. Sponsorship commitments will have to be confirmed by mid October. If funding is not forthcoming by the end of October, the scope of the event should be reconsidered.

## **Community Benefits**

### **1. Economic Benefits**

An event of this magnitude would attract thousands of visitors to our community. Direct economic benefits would result to merchants through retail sales, the maritime industry through provisioning the ships, the hospitality industry through restaurant visits and hotel stays, the transportation industry through transporting people to and from the site and delivering provisions to the ship, the event and entertainment industry through ticketing and festival activities and from local, regional and national private business through sponsorship of the event to name a few.

There are economic impact multipliers that the City should consider such as tourism and the film industry. Standardized economic multipliers adopted by the Tourism Industry are 2.11 to 2.17 which equates to \$11.3 M to \$11.7 M direct economic gain in Richmond resulting from the four day festival.

A detailed economic impact study will outline the direct and indirect benefits of this event.

### **2. Community Spirit**

The City has adopted its 2001 Corporate Plan with eight new strategic initiatives and has committed to provide strong leadership to the Plan. This event fulfils two of the strategies; Community Vibrancy and Civic Beautification and Design. This event is expected to draw over 200,000 people into our community in a four-day family oriented festival. By hosting this event, the City provides a civic theme for 2002. City banners, street floral design and printed material can all be adapted to the Tall Ships event.

It is the intention of the Tall Ship Committee to promote this event as an ongoing maritime festival. The Richmond Maritime Society (unincorporated) is gaining momentum and membership. In future years, this new society would plan and implement this festival. If successful, a tall ship festival could be held in Richmond every three years.

### **3. Community Legacy**

The legacy of this event is tangible. Infrastructure development would both benefit the fishing community by providing permanent upgrades to the Steveston Harbour and would create 910 feet of new floats.

The other major infrastructure improvement would be the development of a community pier at Garry Point. If funded, this pier would enhance the recreational opportunities to our citizens.

### **4. Community Building and Stakeholder Commitments**

The Tall Ship Committee has been feeling out the corporate community to sponsor this event. A letter of intent has been received from CBC Radio/ TV and letters of support are being collected in support of the event. Several community organisations have indicated that they wish to participate in the planning of the event including Tourism Richmond, Fraser Port Authority, and Steveston Harbour Authority, City of Delta, BC Ferries, Richmond Maritime Society (unincorporated).

**FINANCIAL IMPACT**

A budget for the event has been drafted and is attached. The budget accounts for all aspects of the Tall Ships event, land-side festival and water-side infrastructure improvements. The budget is:

Expenditures	\$ 5,397,200
Revenue:	
City Contribution	(\$ 446,800)
Required Contributions (other sources)	<u>(\$4,950,400)</u>
Net Deficit	0

The direct financial impact to the City is \$446,800, which includes the \$82,500 already committed. The budget outlines that all direct city expenses related to hosting the City would contribute the event. Costs have been estimated for policing, fire, grounds maintenance and repairs, waste management, site restoration, fit out and tear down.

Options for funding the City contribution are year-end Surplus, Council Reserves, Gaming Revenues and/or one time only increase to taxes (.5%). Administration will review these options for the best alternatives following year-end. This would enable the City to absorb these costs with minimal impact to 2002 operational budgets. This funding commitment will assist the event planners in leveraging funding from government and from private businesses.

**Infrastructure Impact**

The infrastructure improvements (\$2,500,000) are proposed to be funded through federal and provincial contribution. The City has no capital budget or surplus to offset these costs. Seeking support from the Federal Government is possible and initial contact with Fisheries and Public Works has occurred. The legacy remaining to the City of Richmond will include a new pier at Garry Point and potential ownership (full or partial) of floats that would enable the City to gain revenues from pleasure craft in the future.

**CONCLUSION**

An event report, draft budget and project timeline prepared by the Consultant in co-operation with the Tall Ships Committee are attached to this report. Proceeding with this festival in a ten month window is a challenging task. If sponsorship and government support is committed by mid October, the event can be done. When funding is secured from government and thorough sponsorship, this event will be a signature event for the City of Richmond.



Cathy Volkering Carlile  
General Manager - Parks, Recreation & Cultural Services

:cc



PANTHER  
MANAGEMENT

**Panther Management**

**COMMITTEE REPORT**

**2002 RICHMOND TALL SHIPS  
MARITIME FESTIVAL**

*Panther Ensures Your Projects Make You Look Good*

Prepared for The City of Richmond

August 24, 2001

## **COMMITTEE REPORT**

### **2002 RICHMOND TALL SHIPS MARITIME FESTIVAL**

#### **1.0 PROGRAM OVERVIEW**

The Richmond 2002 Tall Ships Maritime Festival will be an exciting cultural event celebrating our rich maritime history on an international scale.

With a fleet of approximately 40 vessels, this event will establish Richmond as a festival friendly city. It will offer music, culture, history and competition in an appealing, family oriented format. The festival will be supported by volunteers, spectators and participants and will provide numerous opportunities for sponsorship by local and national businesses.

The international media will focus attention on Richmond while ships from around the world get ready to start the first ever Tall Ship Challenge on the West Coast of North America. The event will provide tangible social, economic and recreational benefits to our community, both during the event and hopefully for Tall Ship Events scheduled to take place on the West Coast every three years.

## **2.0 PROGRAM OBJECTIVES**

- 2.0.1 The 2002 Tall Ships Maritime Festival will directly benefit the citizens of Richmond by providing tangible social, economic, and cultural benefits to the community.
- 2.0.2 The 2002 Tall Ships Maritime Festival will be lead by a partnership of community leaders and skilled volunteers and city supported .A professional management team will be put in place to manage the event. The 2002 Richmond Tall Ships Society (RTSS) will be appointed by Richmond City Council and will work with the city in all aspects of the event, such as programming, fund raising, operations, promotion and marketing.
- 2.0.3 The 2002 Tall Ships Maritime Festival will leave a financial and social legacy by way of facility development, waterfront enhancement along the City's foreshore and community partnership. This could serve as a catalyst to kick-start ongoing waterfront economic development.
- 2.0.4 The City will commit resources and funds for the program through its annual budget process and enable a Tall Ships Sponsorship Program to fund the majority of costs related to the event.
- 2.0.5 The City will enter into a formal and binding contract with the American Sail Training Association (ASTA) by resolution confirming the commitment to the event.
- 2.0.6 2002 Richmond Tall Ships Society develops the skills needed to host future Tall Ship Events.



### **3.0 GOVERNANCE**

#### **3.1 ROLE OF THE CITY OF RICHMOND**

The City of Richmond will facilitate the development and implementation of the festival. Upon City Council approval, the role of the City will be to manage and administer the finances related to the event, facilitate the waterside capital improvements, mentor the 2002 Richmond Tall Ships Society, underwrite any deficit remaining following the festival.

The City will assign resources as deemed necessary to the event including but not limited to: venue set up, tear down, financial services, protective services, grounds maintenance, street closure, licensing and liaison to other authorities including RCMP.

The City Richmond will enter into a formal contract with the 2002 Richmond Tall Ships Society and the American Sail training Association. This partnership will be based on a foundation of trust and co-operation.

#### **3.2 ROLE OF THE 2002 RICHMOND TALL SHIPS SOCIETY**

The role of the 2002 Richmond Tall Ships Society is to coordinate all aspects of the festival and liaise with stakeholders and partners. The RTSS will partner with the City and participate fully in the areas of site operations, revenue development, fund raising, program development, volunteer co-ordination, community development, promotion and marketing of the festival.

The 2002 Richmond Tall Ship Society will enter into a formal contract with the City and the American Sail Training Association. This partnership will be based on a foundation of trust and co-operation.

The Society will abide by the constitution and terms of reference.

### **3.3 2002 RICHMOND TALL SHIPS SOCIETY MEMBERSHIP**

The executive of the 2002 Richmond Tall Ships Society will be appointed by City Council. The Society will not exceed 20 Directors. The 2002 Richmond Tall Ship Society will have appointed representation as well as directors at large. All members of the Society with the exception of an appointed Honorary Commodore and ex-officio members will have voting privileges and will be appointed based on skills needed for the event

The role of the Society is as follows:

- Policy Settings
- Directing
- Establish direction by resolution
- Report to Counsel

### **3.4 VOTING MEMBERS**

• Chair	one member
• Vice Chair	one member
• Treasurer	one member
• Secretary	one member
• Member of City Council	two members
• City of Richmond Staff Liaison	three members
• Fraser Port Authority	one member
• Tourism Richmond	one member
• Steveston Harbour Authority/DFO	one member
• Maritime Committee	one member
• Directors	four members

The General Manager will report to and take direction from the Society.

### **3.5 COMMITTEE APPOINTMENTS**

The City will appoint the Chair, Vice Chair and Treasurer. Directors will be appointed following a recruitment and selection process. The Chairperson will chair all Society meetings. The Society will operate on the principle that all members are working members and chair committees related to the Festival including Society Committees such as:

- Volunteer Committee
- Finance and Administration Committee
- Marketing & Fund Raising/Sponsorship Committee
- Operating – Fleet Committee
- Operating – Land Committee
- Government Relations Committee
- Communications Protocol & PR Committee
- Culture Committee

### **3.6 FINANCIAL OBLIGATIONS**

The City will manage, bank and administer all funds on behalf of the Society. The City will receive all funds from sponsors and issue a tax receipt for the cash and in kind revenues. A budget will be developed and approved by the Society and City Council.

### **3.7 RIGHTS AND OBLIGATIONS OF DIRECTORS**

3.7.1 Terms of reference will be drafted and approved by the Richmond City Council.

3.7.2 The members shall serve without remuneration from the Society or elsewhere.

### **3.8 DISSOLUTION OF THE 2002 RICHMOND TALL SHIPS SOCIETY**

Dissolution will occur once final auditor report accepted by the Richmond City Council. All remaining funds to remain with the Richmond City Council, directorships and memberships ceased.

## **4.0 MARKETING**

### **4.1 BROCHURES**

Much of the promotion of the Tall Ships Maritime Festival will be tourism based. Both local (Tourism Richmond) and regional (Tourism B.C.) will play a large part in the successful promotion of the Festival outside of the Lower Mainland.

Effective brochures and an on-line web site will be critical to this initiative. The brochures will need to be dynamic and will have to cover many aspects of the visit such as accommodation, transportation, ticketing, schedules and festival information

### **4.2 POSTERS**

Posters will be considered mostly for local promotion of the visit. They will be used for sponsor fulfillment and should be distributed for a price and used as merchandise. Different sponsor levels will be granted allotments and businesses will be allowed to display them for a fee.

### **4.3 PROGRAM**

This would be a Festival and Tall Ships program that would list all the events planned for the three days both land and water based. These can be used for sponsor fulfillment as well as a potential revenue source.

### **4.4 ADVERTISING STRATEGY**

The media campaign around successful promotion of the Tall Ships Maritime Festival will be defined by a few facts:

- Seattle will be aggressively promoting their Tall Ships visit in the Pacific North West.
- There will be other Lower Mainland events that will be promoting themselves (PNE, ACC, Festival of Light etc.) at the same time.
- The primary demographic for the Tall Ships Festival is mature and family based.
- There will be a charge for the events.

Since it is assumed that Seattle will have an extensive promotional and advertising campaign in the Pacific North West, the Richmond Tall Ships Festival advertising reach should be concentrated in the Lower Mainland, Southern Vancouver Island, Fraser Valley and larger interior centers such as Prince George, Kamloops and Kelowna. Some contesting should be committed to Calgary and Edmonton and some reach into Bellingham and the Mount Vernon area.

#### **4.5 DAILY NEWSPAPERS**

A media partnership with Pac Press will be pursued; probably with The Sun as their readers align with the Tall Ships demographics more appropriately. The Province with their strong reach into the Valley and The Times Colonist in Victoria, need to be included.

An attempt to partner with some dailies in strategic cities outside of the Lower Mainland is key for contesting purposes.

The budget calls for \$100,000.00 for daily newspaper ad buys which should be adequate including production costs.

#### **4.6 BI-WEEKLY / WEEKLY**

The bi-weekly and weekly newspapers should be considered for contesting purposes in the Lower Mainland; \$75,000 for this coverage is ample.

#### **4.7 MAGAZINES**

Family entertainment and activities and tourism-based magazines should carry the Tall Ships message. Special interest and focused content magazines will be needed. Magazine advertising in selected markets outside B.C. should be considered but keeping in mind that the US West Coast will see a lot of Tall Ship promotions due to their stops there.

#### **4.8 TELEVISION**

The B.C. television market is currently undergoing a major change. Advertising on this medium will change drastically over the next few months. Strategic partnerships will be necessary to be effective in the future. There have never been so many choices but the Tall Ships needs are defined by the family and mature demographics.

Again good media partners who are willing to co-present the Tall Ships will be pursued.

Production costs will be determined by available footage for the ad creation process.

Some ads should be placed outside the Lower Mainland in some Vancouver Island, US and Interior markets.

#### **4.9 RADIO**

There is a very wide range of radio audiences to choose from in the Lower Mainland market. The radio ad buys should be placed for a minimum of two weeks prior to the visit, mostly in the Lower Mainland markets directed to mature markets.

Our radio demographic is 25 – 60 years and families.

\$40,000 is modest and may need to be supplemented.

#### **4.10 OTHER MEDIA BUYS**

There will be opportunities for the Tall Ships to take advantage of such partnerships with tourism and government initiatives that will require expenditures in the media.

#### **4.11 PUBLIC RELATIONS**

This is an important area for the Tall Ships committee to concentrate on. The Public Relations area encompasses those many minute issues that have to be conveyed to the public, media, sponsors, merchants, citizens, non-profit partners, and various levels of government. Staff will have to be hired and offices established early to deal with the immense amount of materials that have to be communicated to the public.

#### **4.12 MEDIA RELATIONS**

This key department will need a professional group who are familiar with the ways and means of the media.

The Tall Ships 'Port Manual' defines their needs once the ships are in port but the real work will commence early in the new year, handling all media inquiries, posting on-line up dates, generating weekly releases and dealing with the local, regional and international media needs such as accreditation, accommodation, facilities, transportation and special requests.

## **5.0 EVENT PLAN**

### **5.1 FESTIVAL OVERVIEW**

The Festival will run from Thursday to Monday. With the ships arriving on Thursday: most of that days activities will focus on the operational and administrative details necessary to getting the fleet in place. On Thursday evening, there will be a Captain's briefing.

The larger ships will be moored off Gary Point with the remainder of the fleet situated near the Cannery.

On Friday, a parade will lead to the festival site at Gary Point Park where there will be entertainment, food concessions, beer gardens and amenities. With the backdrop of the Tall Ships, Gary Point will be the focal point of the landside activities hosting all day activities from the arrival of the parade through until Sunday evening. The site will be enhanced by street entertainers and will host numerous activities as well as a feature performance in the evenings.

A "ribbon of activity" will be created along the route that guests will take as they view the ships.

On Monday, we will bid farewell to the fleet as they depart for Seattle with the Parade of Sail. This will conclude the 2002 Richmond Tall Ships Festival.

There will be a fee for attendance at the festival.

### **5.2 ENTERTAINMENT**

#### **THURSDAY**

Captains Briefing  
VIP Reception

#### **FRIDAY**

Parade  
Community entertainment  
Street entertainers  
Activities  
Evening show (Celtic?)

## **SATURDAY**

Community entertainment  
Street entertainers  
Activities  
Feature Entertainer (party)

## **SUNDAY**

Community entertainment  
Street entertainers  
Activities  
Symphony and Fireworks

### **5.3 WATER BASED FESTIVAL**

#### **5.3.1 SHIPS ARRIVAL**

This event, on Thursday, will mostly be a media spectacle. Provisions could be made for ticketed boat excursions from Steveston to the end of the river to greet the ships as they arrive across the Gulf. It is assumed that the arrival, piloting and berthing of the ships will take up most of Thursday and will provide an interesting event from both land and water.

#### **5.3.2 PARADE OF SAILS**

This will be a highlight of the whole event as the ships depart Steveston on Monday and proceed down river to start their voyage to Seattle. Gary Point will be the best viewing on land. Again, there will be opportunities for boat cruises to sell water trips.

#### **5.3.3 ASTA WATER EVENTS.**

- ASTA encourages Tall Ship crew competitions during their stay in port. Some of these can be water based, depending on tides and space. The events such as rowing and dinghy races provide colorful viewing from the docks.



### **5.3.4 FESTIVAL WATER EVENTS**

In keeping with the water theme, there are numerous water based competitions, displays and activities that the committee will recommend, such as:

#### **COMPETITIONS**

Dragon Boat Races  
Small Boat Sailing Races  
First Nation Canoe Races  
Wind Surfing

#### **DISPLAYS**

Wooden Boats/Tugs  
Boom Boat Ballet  
Water Skiing  
Kayak Demonstrations

### **5.4 TRANSPORTATION AND PARKING**

Parking is limited in the immediate vicinity of the festival site and it is anticipated 20,000 spaces will be required. A plan to accommodate the demand will be developed. Schools and park sites will be used to provide parking with shuttle busses providing a connection to the site.

Promotion of the event would include encouragement to use public transport.

### **5.5 POLICING AND SECURITY**

Private security will be used to augment the efforts of the local police.

Access to the fleet during non-event hours will be controlled by private security.

### **5.6 EMERGENCY SERVICES**

The event plan will be developed in cooperation with police fire and ambulance authorities. Ambulance services will be augmented with St. John's first aid attendants.

An emergency plan will be developed and will be in place throughout the event.

All event related services will be supplementary to existing community service levels which will not be compromised.

## **5.7 OPERATIONS**

Operations will be divided into land based and water-side. The water-side operations will be managed by the committee referred to in the Moorage Plan. The land based operations will be managed by the General Manager with cooperation from the City of Richmond.

## **5.8 PERMITS AND LICENSES**

Liaison with City of Richmond Permits and Licenses will be set up at the early stages of planning to ensure compliance.

## **5.9 ADMINISTRATION**

Administration will be the responsibility of the General Manager with the support and cooperation of the City of Richmond. Each committee will have a staff member who will liaise between the committee, the City and the management team.

## **5.10 FLEET RELATIONS**

All reports generated by previous events have stressed the importance of communication with the fleet. A Fleet Liaison Officer will be dedicated to managing this aspect of the festival.

## **6.0 MOORAGE PLAN**

### **6.1 GENERAL**

The principal objective of this exercise was to look at different alternative layouts and possible use of existing structures to accommodate all of the vessels presently committed to attending the venue. This plan also provides tie-ups in a concentrated area in order to make it easier for those attending to see as many vessels as possible with a minimum amount of movement from site to site. This has the added benefit of providing the dramatic visual effect of the whole fleet in one place, recreating Steveston's history.

### **6.2 CLASSES OF VESSELS**

- 6.2.1 Class A – All square-rigged vessels of or over 120ft. (36.6m) length overall (LOA). Fore and aft rigged vessels of 160ft. (48.8m) LOA and over.
- 6.2.2 Class A Division II – All square-rigged vessels with an LOA less than 120ft. (36.6m). (square-rigged vessels include Ships, Barques, Barquentines, Brigs, Brigantines”.
- 6.2.3 Class B – Fore and aft rigged vessels of between 160ft. (48.8m) and 100ft. (30.5m) LOA. (fore and aft rigged vessels include Topsail Schooners, Schooners, Ketches, Yawls, Cutters and Sloops).
- 6.2.4 Class C – All other fore and aft rigged vessels with at least a Waterline Length of 30ft. (9.14m)

Note: Length overall (LOA) is the length between the forward end of STEM post and the after end of the STERN post. It does include the bowsprit, pulpit or any other extension at the bow or stern.

### **6.3 CLASS "A" VESSELS**

The only area close to downtown Steveston is at the harbour entrance and is shown on the attached sketches. There are a number of items which will require approval and clarification if this site is used. Items currently under review include:

- 6.3.1 Access to Steveston Harbour
- 6.3.2 Currents
- 6.3.3 Required navigational aids, clearances, etc.
- 6.3.4 Public access to the vessels
- 6.3.5 Adequate servicing methods
- 6.3.6 Compliance with the Fraser River pilotage authority.

The layout is predicated on providing moorage for the six vessels already listed. This requires draft of from 21 to 24 feet for only three vessels and from 12 to 16 for the other three. For effect it would be nice to have all six ships at the same location.

Since the scows will independently move vertically, this plan allows for a catwalk to provide access from scow to scow. We would also have to allow for temporary handrails or fencing across the ends of each scow for public safety.

It is assumed that large tires on the sides of the scows will be used for fendering.

Availability of suitable scows is a question, however, with enough lead time we could come up with adequate coverage. The big cost is in providing for piling for scow moorage. The figure carried below is quite large and could probably be reduced with thinner wall pipe and sourcing good used or odd sized pipe. Some of these could be left in place for future use.

An approximate cost for this installation is as follows:

Scow rental and towing	\$ 150,000
New abutment and gangway	\$ 50,000
Mooring piles (install and remove at a later date)	\$ 500,000
Scow to scow walkways, fencing, etc.	\$ 50,000
Fendering and miscellaneous	\$ 50,000
Engineering, permits and contingencies	\$ 200,000
Total	\$ 1,000,000

This one will need some fine-tuning.

#### **6.4 CLASS "B" VESSELS**

For this class of vessel, an average length of 130 feet has been assumed. With 14 ships, we would require 910 feet of float, plus an access float and a gangway. Because these vessels only draw from 11 to 13 feet they do not require dredging below the 16.4 foot depth maintained in the main harbour channel.

The cost to rent 10' wide temporary steel pontoons would be approximately \$300,000. By the time you add a timber walking surface, bull rails, fenders and mooring cleats the cost exceeds \$600,000. For slightly less than this we can purchase new 12' wide concrete floats which could be reused at other locations within the harbour. This would require some planning to insure that later installations are cost effective and efficient. It may be possible to have the Steveston Harbour authority provide the floats at a minimum or no rental because they can be reused in their normal replacement or renewal programs. This applies to the mooring piles as well as the floats.

Additional dredging would be required for this location, but it is evident that this can be treated as normal maintenance dredging and the cost should be picked up by the appropriate authority. A very rough takeoff reveals that approximately 35,000cm would be required to be dredged.

Again, approvals would be required to place this facility in the middle of the present navigation channel, even on a temporary basis.

These ships could be serviced with golf carts or rough terrain type vehicles.

The approximate cost to carry out this work is as follows:

Supply new 12' x 910' concrete floats	\$ 500,000
Supply and install mooring piles	\$ 250,000
New 16' x 60' gangway (light loading only)	\$ 50,000
Remove and store floats and piles at a later date	\$ 50,000
Mob-demob, contingencies, etc.	\$ 150,000
Total	\$1,000,000

Note: Dredging costs not included in the above.

## **6.5 CLASS "C" VESSELS**

It has been indicated that a total of 20 of this class of ship will be coming. At an average length of 70 feet we would need 700 feet of floats. The existing floats shown in the class "C" area total approximately 870 feet. In addition there are a number of other wharves and floats which could be used for any overflow. Joe Wideski has checked the water depths adjacent these floats. At low water level there is a consistent depth of 7 feet. Normal August low lows are generally in the range of 1 foot. This means we have 8 feet of water during the event. This is, of course, only for a very short period of time for a couple of days. These vessels only draw from 6 to 10 feet. Maintenance dredging may be required to accommodate specific ships. It is assumed that these ships will not draw any more than the fishing vessels which regularly tie up there and that any required dredging would be considered normal maintenance dredging. There may be a cost to temporarily relocate the fishing vessels during the event.

## **6.6 ALTERNATIVES**

A number of alternatives are being considered as the planning continues with the intention of maximizing the residual value of the work undertaken as well as reducing costs to a minimum.

## 6.7 NOTE

The facilities referred to above would be constructed and installed to Federal Standards. Representation and consent would be sought throughout from concerned parties. The Marine Committee will include the following:

Dave Semple	Director of Parks / Acting Director of Operations
Cathryn Carlile	General Manager Parks, Recreation & Culture
Jane Fernyhough	Manager Recreation and Cultural Services
Eric Gilfillan	Director of Operations on Secondment
Harold Steeves	City of Richmond Councillor
Bob Baziuk	Steveston Harbour Authority
Adrian Rowland	Dept. of Fisheries – Small Craft Harbours
Andy Patterson	BC Ferries (Pager 604.667.5372)
Alan Domas	Fraser Port Authority
Wayne Dutchak	Canadian Coast Guard
Joe Wideski	Consultant
Jerry Hanlon	Consultant
Greg Peterson	BC Ferries
Dave Hart	Fraser Port Authority
Percy Liang	Public Works Canada
Suzanne Jorgenson	Assistant to the Director of Operations

## **7.0 SPONSORSHIP OVERVIEW**

The budget calls for \$375,000 in cash and \$170,000 in kind (goods and services) to be raised by the marketing arm of the Tall Ships Committee.

Alternatives to private sector cash sponsorships such as BC Lottery Corporation are being pursued as it is anticipated that the budget figure for cash support will be difficult to achieve in British Columbia at this time for the following reasons:

- BC has been in an economic down turn for the past five years.
- Most head offices have moved to either Calgary or Toronto and local offices have small regional discretionary dollar spending limits.
- The ACC, INDY, ORCA Bay (Grizzlies & Canucks) have been garnering most large audience and media heavy sponsor dollars lately.
- Sponsorship of any event in BC has been very challenging in the past decade and will not become easier until there is distinct reversal of the economy.
- The sponsorship decisions of the Tall Ships will be made at the head office level for title and presenting sponsors.

It is likely that sponsorship revenues from the private sector corporations will be comprised of more in kind than cash.

## **7.1 EVENT MARKETING PLAN**

The Event Marketing Plan will be developed and designed by the Tall Ships marketing team in conjunction with a professional event marketing company who will direct the Tall Ships marketing initiatives.

A targeted list of national, regional and local sponsors will be developed and pursued.

Print marketing materials and power point presentations will be prepared along with a video of other Tall Ship visits.

A marketing team will be assembled and presentations will be rehearsed.

Various levels of sponsorship with their corresponding benefits will be pursued. Some companies will have differing benefit needs than others and these will be vigorously marketed.



The levels will be designated such as:

- |                            |                  |
|----------------------------|------------------|
| • Title                    | \$100,000        |
| • Presenting               | 2 @ \$50,000     |
| • Major (Platinum)         | \$25,000         |
| • Associate (Silver)       | \$10,000         |
| • Official merchant        | \$5,000          |
| • Supporter                | \$2,500          |
| • Supplier                 | Goods & Services |
| • Combination of the above |                  |

## **7.2 SPONSOR BENEFITS**

- Corporate exposure to the large, daily crowds on site that provides access to a unique target market.
- Exclusive opportunities to display, sell, sample and introduce products at the festival.
- Exclusive access to volunteers.
- Corporate exposure within the aggressive pre-event media campaign
- Extensive exposure within the Tall Ships promotional plan via print materials, videos, web site, billboards, bus signs, event program and ticketing plan.
- Association with a world-renowned “world class” event, backed up by an exciting, well planned and executed local festival
- Opportunity for exclusive VIP, corporate, customer and supplier entertainment on-board ships, VIP receptions and exclusive sponsor events
- Unique contest, sweepstakes, loyalty and LTO program fulfillment opportunities
- Immense media exposure that comes with the ships
- Opportunities to create contact with different levels of government and industry leaders
- ‘Official supplier/merchant’ designations and exclusive use of the Tall Ships logos and marks

### **7.3 SPONSORSHIP PROGRAMS**

Using Halifax and Delaware as examples, a strong Sponsor VIP package needs to be developed to attract sponsorship money from both the private sector and from Government.

Some products to consider are:

- A VIP/Sponsor tent for the arrival of the ships
- A catered yacht to take VIP's & sponsors out to greet the ships as they arrive
- A sponsor tent on-shore that will be fully serviced with food and beverages, washrooms, day care, hosts and shuttle service to VIP parking
- Special VIP tickets and viewing area for crew competitions and parades etc.
- Tickets to ride tall ship during the parade of sails
- Possible VIP trips to Seattle on-board with hotel and transport back to Vancouver (contesting)
- VIP tickets to special receptions hosted by the committee, government or others for the captains and other VIPs
- Special sponsor parties before and during events (Fireworks etc)
- Special VIP section for any special entertainment (VSO)
- Special seating on any tall ships for water based activities (fireworks, Boom Boat Ballet)
- Special VIP tall ship viewing paddocks
- VIP yacht for tall ships parade of sails
- Private sponsor paddocks on-site
- VIP parking
- Multi day, transferable passes

Halifax also benefited greatly from a strong 'official merchant' program that generated significant funds.

#### **7.4 OTHER POSSIBLE SPONSOR PROPERTIES:**

Either title or presenting status of:

- Fireworks
- Festival area(s)
- Crew competitions
- Entertainment/talent
- Stages
- Parking shuttle
- Rest areas
- Each day
- Parade of sails
- Cultural events
- Children's areas and/or activities
- Market place
- On-water activities (Dragon boats, wind surfing, kayak races, water ski demos etc.)
- Street dances, receptions, parties and evening activities
- Ball tournaments and other sporting activities
- Art and craft displays

## **8.0 STAFFING AND MANAGEMENT**

The event will rely upon the efforts of an active group of volunteers and the assistance and cooperation of the City of Richmond along with the members of the Marine Committee. Other event reports and past experience suggest that a professional management team with sufficient middle management staffing is essential to the smooth operation of an event such as this.

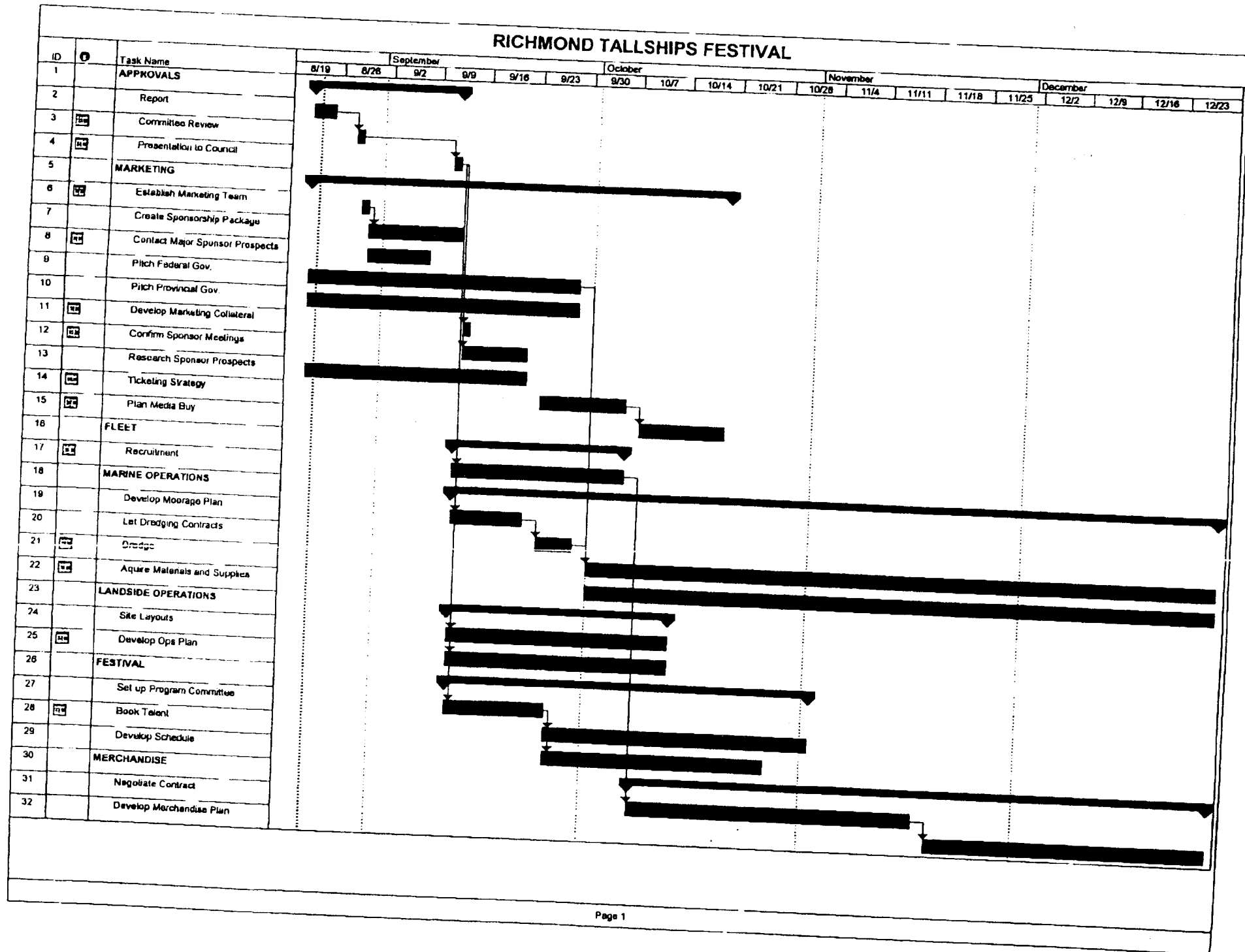
There are two options for staffing the management of the Festival:

- **In House** - A general manager and staff would be hired and directed by the Society. Staff would be hired through Human Resources employment initiatives.
- **Contracted** - An event management company would be contracted to manage a scope of work and would deploy qualified resources as necessary to fulfill the scope and report directly to the Society.

## **APPENDIX 1.0      CRITICAL PATH**

COMMITTEE REPORT – 2002 RICHMOND TALL SHIPS MARITIME FESTIVAL  
PANTHER MANAGEMENT  
AUGUST 22, 2001

# RICHMOND TALLSHIPS FESTIVAL



## **APPENDIX 2.0      BUDGET**

COMMITTEE REPORT – 2002 RICHMOND TALL SHIPS MARITIME FESTIVAL  
PANTHER MANAGEMENT  
AUGUST 22, 2001

## **RICHMOND TALL SHIP 2002 BUDGET**

Appendix 2.0

### **REVENUE**

#### **Government**

City of Richmond \$/ IK	446,800
Federal Government \$/IK	2,000,000
Province of BC \$/IK	200,000

#### **Sponsors**

Cash	375,000
In-kind Sponsors	885,000

#### **Event Revenue**

All sources	<u>1,290,150</u>
	5,397,250

### **EXPENSES**

#### **Port-Fleet Expenses**

Capital improvements; moorage, dredging fenders dolphins etc.	<u>2,500,000</u>
	2,500,000

#### **Fleet-side Expenses**

Fleet Recruitment	130,000
Fleet Logistics	200,750
Fleet Events	98,000
Protocol Events	<u>30,000</u>
	458,750

#### **Land-side Expenses**

Public / Festival	431,250
City Services	
police, public works	
fire,	314,600
Sponsorship Fulfillment	96,900
Signage	30,000
Volunteers	27,500
Marketing / PR / Advert.	906,000
Management / Admin.	364,000
Variables/Contingency	<u>268,250</u>
	2,438,500
	5,397,250

### **BUDGET NOTES**

1. When estimates were required that had no previous history 40-50% of the Halifax budget item was used as an estimate as to for cost comparisons.
2. While Halifax numbers are useful for the Land-side Budget figures, they do not reflect the costs of the Halifax Harbour's Heritage Properties Program that put in the multi-million dollar infrastructure improvements required to house the sailing fleet.
3. The Federal Governments \$1.5 million+ dollars of support in Halifax was used for operations only.
4. Media/Advertising expenses are tied to what the committee expects to receive in in-kind sponsorships. If sponsorship support fails to meet targets, the lower figure will be used, both on the expenses and revenue sides of the budget.
5. Capital improvement budget to be detailed and confirmed.

### **CITY OF RICHMOND SUPPORT**

1. Richmond's support will come from both their 2001 and 2002 budgets.
2. \$500,000 is budgeted for dock repairs o the Britannia wharves.
3. \$250,000 is included as City Services policing, fire waste removal etc.
4. City costs also under festival ops.

### **DONATIONS TO DATE**

1. CBC has indicated they wish to spend similar dollars promoting and programming this event as they did in Halifax.
2. Companies have suggested they will contribute over \$750,000 of support in areas such as international waste removal, product, services and advertising.
3. Once confirmation of the event is finalised Sponsorship Contracts will be issued.



## **APPENDIX 3.0      MOORAGE PLAN DIAGRAMS**

2.30m G.D.  
L.W.D.  
2.25m G.D.  
KM 8

CLASS "A" VESSELS

CLASS "B" VESSELS

CLASS "C" VESSELS

ALTERNATE SITE  
SHALLOW DRAFT  
CLASS "A" VESSELS

NOTE: LOW WATER D.  
IS -2.25m G

61

