



City of Richmond

Report to Committee

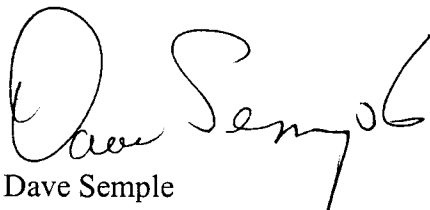
To: Parks, Recreation and Cultural Services Committee
Date: October 23, 2002

From: Dave Semple
 Director of Parks Operations
File: -

Re: **Request for Funding by the Richmond Kinsmen Club for Illuminated Displays at the Richmond Nature Park**

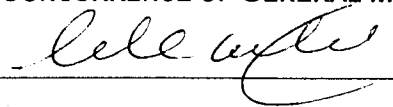
Staff Recommendation

1. That Council approve a one-time expenditure of \$15,000 for the purchase of illuminated displays to be taken from the Council Contingency Fund; and
2. That staff be directed to develop a Contribution Agreement with the Richmond Kinsmen Club outlining the terms (Attachment 2).



Dave Semple
 Director of Parks Operations

Att.5

FOR ORIGINATING DIVISION USE ONLY		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Recreation & Cultural Services	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>	 <hr style="border: 0; border-top: 1px solid black;"/>

Staff Report

Origin

At the General Purposes Committee meeting of October 21, 2002, Council received a letter from the Richmond Kinsmen Club (Attachment 1) requesting funding of \$15,000 for purchase of the remaining assets of the "Nature Comes to Light" at the Richmond Nature Park. At the direction of the committee, staff were asked to send a report to the Parks, Recreation & Cultural Services Committee and respond to the request. This report is a response to the committee's direction.

Analysis

The Richmond Kinsmen Club, in conjunction with the Richmond Nature Park and the Richmond Firefighters Society, have organised a display of lights and festive nature scenes at the Richmond Nature Park for the month of December. Since 1999 during the month of December, over 20,000 visitors have taken pleasure in a walk in the park to view the lights and enjoy refreshments and activities in the Nature House. This event has provided Richmond residents with a destination light show that is similar in concept to those at Van Dusen Gardens and Stanley Park.

Although the event has been successful each year, it has been a struggle for the Richmond Kinsmen Club to meet their financial obligations when leasing the lights each year. In discussion with the Kinsmen it was proposed that if the City contribute the purchase of the lights (\$15,000) the Kinsmen would have the opportunity to generate revenue and continue supporting the program each year. Both the Richmond Nature Park Society and staff have indicated that a coordinated approach with all parties would assist in making this event a financial success.

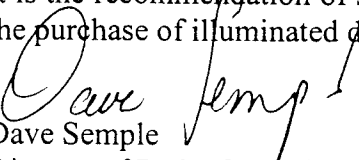
Staff are developing a Contribution Agreement (Attachment 2) to outline the terms with the Richmond Kinsmen Club. Given the commitment the Richmond Kinsmen Club have indicated on this event, staff believe that this is an excellent opportunity for Council to support a partnership with the Richmond Kinsmen Club, the Richmond Firefighters Society, the Richmond Nature Park Society and the City of Richmond to provide a worthwhile festival event for the community (Attachments 3, 4 and 5).

Financial Impact

Currently, the Council Contingency Fund has over \$50,000. As no other funding is available, staff have recommended that this fund be the source of the \$15,000 requested.

Conclusion

It is the recommendation of staff to approve funding for the one-time expenditure of \$15,000 for the purchase of illuminated displays.


Dave Semple
Director of Parks Operations

DCS:cer

LATE DELEGATION REQUEST
FOR GEN. PURPOSES CTEE
- PER CHR McNULTY

October 18, 2002

7400-01

City of Richmond
c/o City Clerk
Richard McKenna

re: General Purposes Meeting
Monday October 21, 2002

Item for agenda: Proposal by the Kinsmen Club of Richmond for the City of Richmond to purchase the assets of "Nature Comes to Light" - the Christmas light presentation during December at the Nature Park, made in conjunction with the Richmond Firefighters, Richmond Kinsmen Adult Centre, and the Richmond Nature Park. Purchase by the city will ensure the continuance of this event for years to come.

Delegation: Warren Karsgaard
Richmond Kinsmen

(604) 241-0167
(604) 908-0367



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Richmond, B.C.
V6Y 2A2



CITY OF RICHMOND CONTRIBUTION AGREEMENT

THIS AGREEMENT made the _____ day of _____, 2002.

BETWEEN:

THE CITY OF RICHMOND

6911 No. 3 Road
Richmond, BC V6Y 2C1

(the "City")

AND:

THE RICHMOND KINSMEN CLUB

P.O. Box 94007
Richmond, BC V6Y 2A2
("Kinsmen")

WHEREAS:

- A. The City is the owner of property located at 11851 Westminster Highway (the "property");
- B. The Richmond Nature Park Society operates the Richmond Nature Park at the Property in partnership with the City;
- C. The Richmond Kinsmen Club wishes to install a seasonal Illuminated Display (the Display) from approximately December 1 to the first week of January (dates to be set in conjunction with Nature Park staff), annually on the property;
- D. The City has agreed to a one time \$15,000 purchase of festive lighting to support the seasonal Display at the property.

In consideration of the following mutual covenants, the parties agree as follows:

1. GENERAL

- 1.1 The Richmond Kinsmen Club shall install and operate a Display at the property from approximately December 1 to the first week of January as outlined in Schedule A, which is attached and forms part of this Agreement.
- 1.2 The Richmond Kinsmen Club may contract out the construction of displays or installation of festive lighting display provided it ensures that any such contractor carries adequate insurance, including WCB coverage, in relation to such construction

and that the display is installed and constructed to comply with all applicable electrical code and Park safety standards and bylaws.

- 1.3 The Display will be operated in partnership with the Richmond Kinsmen Club, the Richmond Nature Park Society, the Richmond Firefighters Society and the City of Richmond.
- 1.4 The City shall become the owner of the Display and lights as detailed in Schedule B.
- 1.5 Prior to October of each calendar year, the Richmond Kinsmen Club will facilitate a meeting between the City of Richmond, The Richmond Nature Park Society and the Richmond Firefighters Society to plan the year's event and to establish a fee for donation or fixed cost for patron entrance to the Display.
- 1.6 Prior to the end of January each year, the Richmond Kinsmen Club will host a second meeting with the City of Richmond, the Richmond Nature Park Society and the Richmond Firefighters Society and others to prepare a written report for the City of Richmond outlining the successes and provide detailed financial statements for the event.
- 1.7 During the term of this Agreement, The Richmond Kinsmen Club agrees to abide by all applicable agreements, City Council directions, City policies, legislation, and bylaws, including the Public Parks and School Grounds Regulation Bylaw No. 7310.
- 1.8 At all times during the Display the Richmond Kinsmen Club will designate a contact person from the Club to liaise with the City of Richmond and the Richmond Nature Park Society staff.
- 1.9 The City liaison will be named each year but will, unless otherwise notified, be the Nature Park Coordinator.
- 1.10 The Richmond Kinsmen Club will solicit donations from patrons attending the Display and all monies, less expenses, will be distributed equally between the City of Richmond and the Richmond Kinsmen Club.

2. DISPLAY OPERATION

- 2.1 The Richmond Kinsmen Club will ensure that traffic control is in place for the Display and that parking attendants are provided at no cost to the City or Nature Park Society.
- 2.2 The City of Richmond will annually provide a large portable power generator for the Display from December 1 to the first week of January. This generator may be

removed by the City without notice in the event of an emergency where it may be needed.

- 2.3 The Richmond Kinsmen Club will be solely responsible for the safe, secure storage of the seasonal festive light Display and the transportation of the lights and Display to and from the Richmond Nature Park.

3. MAINTENANCE

- 3.1. The Richmond Kinsmen Club is responsible for conducting regular safety inspections and maintenance of the Display elements.

4. TERM

- 4.1. This Agreement will be for a term of five (5) years from the date this Agreement is deemed to have come into effect. Should either party not wish to renew this contract, a minimum of six months written notice is required.

5. MODIFICATION

- 5.1. The terms of this Agreement may be modified upon mutual written consent of the parties.

6. TERMINATION

- 6.1. If the Richmond Kinsmen Club is in breach of any significant term of this Agreement and fails to remedy such breach within thirty (30) days of receipt of notice from the City, the City may terminate this Agreement immediately.
- 6.2. In the event that this Agreement is terminated for any reason, the Display and equipment automatically becomes the property of the City of Richmond and the Richmond Kinsmen Club is not entitled to any compensation with respect thereto.

This Agreement shall be deemed to have come into effect on _____ and shall be effective to _____ inclusive.

The Corporate Seal of the **CITY OF RICHMOND** was affixed in the presence of:)
)
)
)
_____)
Mayor)
)
)
_____)
City Clerk)
)

CITY OF RICHMOND
APPROVED for content by originating dept.
APPROVED for legality by Solicitor
DATE OF COUNCIL APPROVAL (if applicable)

Signed by the duly authorized signatories of **RICHMOND KINSMEN CLUB** in the presence of:)
)
)
)
_____)
Signature)
)
)
_____)
Name)
)
)
_____)
Address)
)
)
_____)
Address)

_____)
Authorized Signatory

_____)
Authorized Signatory

January 4, 2002

Blair Tuba
President
Richmond Kinsmen Society

To Whom it May Concern:

Please accept this letter on behalf of the Richmond Nature Park Society. This letter is in support of the Kinsmen Association and their continued annual event "Nature Comes to Light". The Kinsmen Association has worked tirelessly in the last few years with the support of the Richmond Nature Park Society, The City of Richmond and the Richmond Fire-fighters to make this event a success. The Richmond Nature Park Society and the Richmond Nature Park have supported the Kinsmen in this endeavour and feel that it has raised not only the profile and public awareness of the Park, for Richmond residents but has also raised the awareness of this park to communities outside of Richmond.

The cost of this endeavour and the hope of donations covering these costs have not come to fruition but with support we hope that within the next few years there will be net proceeds available to both the Kinsmen and the Richmond Nature Park Society. These proceeds will be used by the Richmond Nature Park Society to enhance the Nature programs that the Society presents as well as enhance any displays within the Nature House used to deliver those programs.

Yours truly,

Brenda Bartley-Smith
President, Richmond Nature Park Society

Semple, Dave

From: Bartley-Smith, Brenda
Sent: Friday, October 11, 2002 5:06 PM
To: Semple, Dave
Subject: Re: Light Show at the Nature Park

After discussing this issue at length with Kris and the Board here are some of the things we have discovered. The Nature Park's visitation in the winter months is decreased, our numbers show that the light show brings in about 20,000 visitors. We offer families an affordable night out and we often have repeat visitors because there is no set cost. This results in repeat business at other times of the year. It raises the profile of the Park considerably not only in Richmond but in the Lower Mainland. All the visitors associate this event with the Park and the City and not the Kinsmen so we realize that any negativity related to this event is directed towards the City and ourselves.

Many of these visitors come from outside of Richmond perhaps as much as 40%. We believe that there is further economic spin off for the Community in general. We have come up with many excellent ideas in the past but the Kinsmen have not demonstrated any interest or feedback in any of them.

We also discussed that there does not seem to be a "Signature" event in Richmond in fall or winter season. We also felt that if the event got bigger we include some of the local schools or other community groups.

These are just a collaboration of some of our ideas.

Brenda Bartley-Smith
604-276-4077

Semple, Dave

From: Bauder, Kris
Sent: Tuesday, October 22, 2002 1:12 PM
To: Semple, Dave
Cc: Bartley-Smith, Brenda; Fernyhough, Jane
Subject: Christmas Light Show at Nature Park

Hi Dave. I'm sorry I can't attend this Thursday's meeting about the light show but here are some thoughts from the perspective of the Nature Park.

Successes:

- * It's a great event. It gives the Nature Park a chance to really shine and brings visitors into the park at an otherwise very quiet season. We estimate last year's attendance at about 20,000. Visitor comments are (almost) universally positive and reflect very well on the City and the park. We feel there is lots of room for the event to grow and that it could, potentially, become a signature fall event for the community.
- * We try to track visitor comments, numbers and point of origin. It appears that many people (est.40%) who attend are first time visitors to the Park. Many express that they will return to see the park by day and would like to attend other events. We do get comments throughout the year that prove this is, in fact, true. Many non-Richmond visitors also shop or have dinner while here so there is a positive spin-off for the community. Visitors are often overheard to say that they will visit the show more than once and will bring friends or guests. We also hear comments that indicate visitors return yearly (and notice any differences from previous years).
- * The event works well for local families. It is affordable (it is by donation). It is in the community so doesn't require a huge investment in time and travel (like Stanley Park, for instance). They can drop in (i.e. on the spur of the moment). They can return as often as they like.
- * Visitors associate the event with the Nature Park and/or the City so its good PR for us. It is a "warm and fuzzy" event. Little kids love it and everyone loves to see little kids all lit of with joy so there is happiness and good vibes all round.

Challenges:

- * The event is not without some challenges. Money is the big thing for the Kinsmen but this isn't something the Nature Park can help with. Our help is in other forms such as our site, our knowledge of our visitors and programming know-how. We'd like to see more advance planning (for ex. knowing the dates of the event in September would enable us to schedule school groups and other participants). It is often too late to get outside participation when the dates are only confirmed in November.
- * Ideally the planning for such a large event should start at the conclusion of the previous year with debriefing, evaluation, ideas and recommendations for next year. We've encouraged the Kinsmen to get together with us for a debriefing but to date have not been successful.
- * We know that corporate donors need to be approached in January if they are to make donations. Planning for this should be a logical consequence of the debriefing.
- * The contributions of the City and Nature Park Society have not been well recognised. Because these contributions have been in kind, rather than cash, there has been a feeling that they are not that valuable. The City has provided the generator which makes the event possible but also provides electricians to support the event, staff to do site preparation, materials (such as sand for the boardwalk), staffing to keep the Nature House open (there wouldn't be accessible washrooms without the Nature House), snow removal and various other small details that ensure the event goes smoothly.
- * There have been instances each season where staff have felt they've been treated poorly or rudely by some Kinsmen or Firefighters. Usually this has occurred when staff try to close the Nature House in the evening. Some individuals (and it is just some individuals - not everyone) have tried to persuade staff to keep the building open late by implying that staff should be volunteering their time just as the Firefighters or Kinsmen do. These staff take their direction from the City supervisors and it is inappropriate to make them feel bad for doing their job.
- * The evening start time needs to be moved up. We are turning families with small children away from the event. These people want to see the lights before dinner and homework so want to visit before they go home. The Kinsmen haven't wanted to do this since it is difficult to get volunteers here before 6pm. There is no reason Nature Park staff, who are on site, can't turn the lights on at 5pm. Not only would it satisfy the early visitors but it would give one more hour of trouble shooting time for the generator. The generator goes haywire several times each season but since it is not usually discovered before 6pm it is often not fixed until much later in the evening (not good for business!). If some donations are lost as a result of not having a firefighter to collect them during the first hour it will be made up for by good customer service. Since many visitors will come more than once there is a good chance they'll donate on their next visit.
- * Traffic flow through the event needs to include the Nature House. Last year some of the Kinsmen &/or firefighters were turning people away from the building. This doesn't promote good feelings between organisations.

* Vehicular traffic is always a problem at big Nature Park events. The Kinsmen have had traffic people on the busiest nights. This is commendable. Perhaps the City could assist in some way? If nothing else it would be helpful to have the parking lots lines repainted (they've worn away to nothing) and to have faster snow removal (we're not a high snow removal priority but for the duration of the light show it would be helpful to have any snow removed before it turned to ice).
* It would also be helpful to have snow removed from the trail that the lights are on. Currently this is hit and miss - sometimes we get assistance, other times we must fend for ourselves.

For Your Info:

* The RNPS has an event coordinator until the end of the year. They are prepared to organize all the "stuff" that happens in addition to the actual lights themselves. It is in everyone's interest to let her coordinate all these things rather than have the various organisations at cross purposes.

No doubt I've forgotten a few things but this hits most of it.

Thank you.

"Come forth into the light of things, let nature be your teacher."
-William Wordsworth

Kris Bauder
Coordinator, Richmond Nature Park

11851 Westminster Highway
Richmond, BC, V6X 1B4

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Email kbauder@city.richmond.bc.ca