



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** December 14, 2017
From: Jane Fernyhough **File:** 11-7000-01/2017-Vol
 Director, Arts, Culture and Heritage Services 01
Re: Major Events Advisory Group Terms of Reference

Staff Recommendations

1. That a Major Events Advisory Group, comprised of up to four members of Council, be established to help guide Richmond's Major Events as outlined in the report titled "Major Events Advisory Group Terms of Reference", dated December 14, 2017 from the Director, Arts, Culture and Heritage Services; and
2. That the Terms of Reference for the Major Events Advisory Group, as outlined in Attachment 1 of this report, be endorsed.

Jane Fernyhough
 Director, Arts, Culture and Heritage Services
 (604-276-4288)

REPORT CONCURRENCE	
CONCURRENCE OF GENERAL MANAGER	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS:
APPROVED BY CAO	

Staff Report

Origin

At the General Purposes meeting on December 4, 2017, committee made the following referral:

That staff propose a terms of reference for a Major Events Committee.

This report outlines a terms of reference for a Major Events Advisory Group for Council's consideration.

This report supports Council's 2014-2018 Term Goals

#2 A Vibrant, Active and Connected City:

Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.

2.3. Outstanding places, programs and services that support active living, wellness and a sense of belonging.

2.4. Vibrant arts, culture and heritage opportunities.

#5 Partnerships and Collaboration:

5.2. Strengthened strategic partnerships that help advance City priorities.

Analysis

The community of Richmond has a long history of hosting a wide variety of events and celebrations. These events enrich the quality of life and contribute significantly to our City's social and economic well-being. They also enhance a community's identity and profile of its residents and visitors.

In 2007, Council endorsed the Major Events Plan to guide the growth and development of festivals and events in the City. Five themes were endorsed with the Plan:

- Celebrate the Island City of Richmond.
- Celebrate our Proud and Diverse Community.
- Celebrate being a Gateway and a Destination.
- Celebrate our Sport Achievements.
- Celebrate Arts and Cultural Experiences.

There are many benefits that festivals and events contribute to a city. They:

- provide an auxiliary economic contribution to the community by retaining resident spending and attracting day visitor spending from the region;
- increase the City's identity and profile and help define a sense of place;
- enrich the quality of life of residents and contribute to the social well-being of a community through increasing sense of community pride and community spirit;
- provide numerous volunteer opportunities and help build capacity in the community;
- create an opportunity to showcase the City's unique features such as our waterfront and maritime history, multicultural diversity and dynamic City Centre; and
- provide free or low-cost entertainment options for the City's residents.

In 2015, Council appointed a Canada 150 Steering Committee to guide Richmond's 2017 initiatives: review the ideas and feedback provided by stakeholders and general public, and recommend Richmond's Canada 150 program of activities and events. As per the Terms of Reference adopted for this committee, the committee was formally dissolved at the end of 2017.

The success of the program and the valuable input of the Steering Committee led to the recommendation to establish a Council Major Events Advisory Group to provide input on major events in the City and advocate for and champion major events contributing to City Council's goals of social and economic well-being. The input of a Council Major Events Advisory Group on a program for 2019, Richmond's 140th anniversary of incorporation, is particularly important.

The Advisory Group would be comprised of up to four Council members appointed by Council as per the Terms of Reference (Attachment 1). The Advisory Group would be guided by the principles Council adopted in the Major Events Plan:

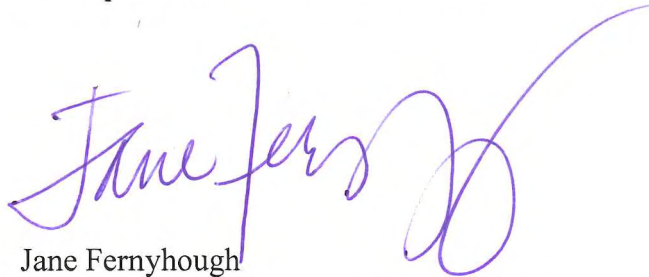
1. Ensure events are safe and well-organized.
2. Balance public benefit and City cost.
3. Encourage community involvement.
4. Benefit the community.

Financial Impact

None.

Conclusion

A Council appointed Major Events Advisory Group to review concepts, advocate for and champion major events will ensure that a strong program of activities and events contribute to the wellbeing of the community. Input into a program to celebrate Richmond's 140th anniversary of incorporation is of particular importance. The Major Events Advisory Group members will provide support for the program to foster civic pride and advance Richmond's continued development as a destination and vibrant cultural city.



Jane Fernyhough
Director, Arts, Culture and Heritage Services
(604-276-4288)

Att. 1: Major Events Steering Committee Terms of Reference

MAJOR EVENTS ADVISORY GROUP TERMS OF REFERENCE

1. PURPOSE

The purpose of the Major Events Advisory Group is to:

- provide input into the types of major events to be produced by the City;
- provide input into a program of activities and events to commemorate Richmond's 140th anniversary of incorporation;
- provide input into the overall concepts and themes of each event; and,
- advocate for and champion a variety of events.

The Major Events Advisory Group will be guided by the principles Council adopted in the Major Events Plan:

- Ensure events are safe and well-organized;
- Balance public benefit and City cost;
- Encourage community involvement; and
- Benefit the community.

2. COMPOSITION

The Major Events Advisory Group will consist of up to four members and be appointed by Council resolution.

The Major Events Advisory Group will be comprised of members of City Council only.

3. PROCEDURES

- i. The Advisory Group will appoint the Chair;
- ii. Meetings will be at the call of the Chair and scheduled based on member availability and the program of work to be undertaken;
- iii. The decision process is to be consensus based;
- iv. The Major Events Advisory Group will be supported by staff from the Arts, Culture and Heritage Department: Major Events section and others as required; and
- v. The Advisory Group will provide input into staff reports on Major Events which will be forwarded to Council through the General Purposes Committee. Staff reports will note any variances between staff and Advisory Group recommendations.

4. SCHEDULE

The Major Events Advisory Group will provide recommendations to Council through the General Purposes Committee on events, activities and budgets for 2019 – Richmond’s 140th anniversary of incorporation – in order for staff to prepare a report for Council consideration prior to the end of February 2018.

In other cases, the Advisory Group will provide recommendations on events and budgets eighteen months in advance of the event year in order for staff to submit a report to Council through the General Purposes Committee prior to the end of June in order for a submission to the annual budget process to be prepared. (ie. June 2018 for events in 2020).

5. TERM

Members are appointed annually.