



## City of Richmond

## Report to Committee

**To:** General Purposes Committee  
**From:** Kate Sparrow, Director  
Recreation and Cultural Services

*To General Purposes - Nov 17, 2003*  
**Date:** October 30, 2003  
**File:** 6510-05

**Re: Steveston Interurban Tram - Revenue Generation Options**

### Staff Recommendation

1. That Council receive for information, the sponsorship and granting sources listed.
2. That Council encourage the formation of a community based fundraising committee for the development of tram infrastructure.
3. That Council direct staff to prepare letters of support, on their behalf, for sponsorship requests and funding applications and that the Mayor be authorized to sign such correspondence on Council's behalf.

*K. Sparrow*

Kate Sparrow, Director  
Recreation and Cultural Services

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CONCURRENCE OF GENERAL MANAGER

*Mike White*

## **Staff Report**

### **Origin**

At the Council meeting of October 15, 2002 Council received for information, the Steveston Interurban Tram Feasibility Study. Included in the motions endorsed by Council was resolution R02/18-16:

*6) That revenue generation options which could contribute to the funding of the Steveston Interurban Tram project, be referred to the Finance Select Committee.*

This report explores sources for funding that could contribute to the capital cost of infrastructure required for the operation of Interurban Tram Car #1220 in the Steveston area.

### **Analysis**

The tram project has two main parts. Interurban Car #1220 is being restored by the Steveston Interurban Restoration Society (SIRS). It is approximately 80% restored; still requiring some time and between \$300,000 and \$400,000 to be completed. SIRS has undertaken the responsibility for restoring car #1220.

The much larger part of the project is the significant infrastructure required to run the fully restored car. Roadbed preparation, electrified track, overhead power service and a permanent car barn (including workshop, office, meeting room and display space) are the main components, which, for the length of service from London Landing to the Gulf of Georgia Cannery, will cost an estimated \$8.1 million. Of this the car barn, valued at approximately \$700,000, is being provided as a condition of rezoning of the London Landing Development.

Seeking a combination of grants, sponsorships and developing private/public partnerships would provide significant additional funding and in-kind contributions for the development of tram infrastructure. For example, the track is estimated in the capital budget at a cost of \$320 - \$480 per metre and there has been some indication that Canadian National Railway may be interested in donating rails.

Community interest in having a working tram in Steveston is considerable. There has been interest expressed in forming a committee for the specific purpose of raising funds for the building of tram infrastructure. The City could support such a committee by providing letters of support to sponsoring and fundraising agencies.

The following grants and corporations are the most probable sources of funding or in-kind donations at this time.

**Grants**  
**Federal**

- Cultural Capitals of Canada – Provides matching funds for municipalities with an ongoing commitment to arts and culture by building a legacy for further aspects of community planning.
- Cultural Spaces Canada – Supports arts and culture including increased access for Canadians for museum collections and heritage displays.
- Museums Assistance Program – Priorities for support are for projects, which tell the Canadian story and promote inter-provincial perspectives.
- Canada/British Columbia Infrastructure Program – \$800 million invested in B.C. by cost sharing publicly or privately owned fixed capital assets for public use or benefit. The City currently has an application submitted for the tram project.

**Provincial**

- B.C. Heritage Legacy Fund – A new \$5 million endowment that will support communities to take a leadership role in heritage conservation.

**Private**

- The Real Estate Foundation of British Columbia – Mandated to support non-profit initiatives related to real estate and land use.
- CN Community Investment – Canadian National Railway targets five key areas to sponsor including Heritage Initiatives, particularly those that encourage understanding of North American history with emphasis on projects relating to the role of railroads in the formation of our communities and countries.

**Sponsorship**

**Railway Companies**

Canadian Pacific Railway  
Canadian National Railway  
Via Rail Canada  
BC Rail  
Southern Railway  
PNR Rail Contractors  
A&B Rail Contractors  
Ironhorse Railroad Contractors  
Westrail Construction Ltd.

**Transportation Companies**

Translink  
RAV line - There is a possibility to work with companies bidding for the RAV line project.

**Power Companies**

BC Hydro

### **Local Businesses**

Those who want to contribute to a community project, not necessarily directly related to rail, power or transportation. One local businessman has already committed \$10,000 to the project if it proceeds.

### **Fundraising Committee**

Both SIRS and the City have suggested that a community-based committee be established to coordinate and implement fundraising activities for tram infrastructure. There is currently a local group being established (not affiliated with SIRS) to pursue fund raising activities. This fund raising group would develop strategies, collateral material and approach corporations, granting bodies and individuals for funding.

Typically, requests for fund raising require a letter from the City in support of the project or initiative as part of the application. Staff recommend that Council enable staff to prepare such letters on their behalf. If not, each time a letter from Council is requested or required, a council resolution will be needed.

Staff would work with this group to ensure the information is accurate on the infrastructure needs for completion of this project and that city requirements are met.

### **Financial Impact**

Staff time to support fundraising activities, liaise with SIRS and a fundraising group and to draft correspondence on behalf of Council will be required.

### **Conclusion**

Securing grant monies, sponsorships and developing private/public partnerships will allow the City of Richmond to proceed with the Steveston Interurban Tram Project with substantially reduced impact on the City's budget.

Connie Baxter  
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