



**City of Richmond**

**Report to Committee**

**To:** Richmond City Council **Date:** November 7, 2003  
**From:** Dave Semple **File:** 7200-01  
Director, Parks Operations  
and  
Lani Schultz  
Director, Corporate Planning and Intergovernmental  
Relations  
**Re: Richmond 125 Celebration Opportunities**

**Staff Recommendation**

1. That staff be directed to implement the expanded celebration opportunities for Richmond's 125<sup>th</sup> Anniversary as detailed in this report; and
2. That \$25,000 be approved from the 2004 Council Provision to fund the expanded Richmond 125<sup>th</sup> Anniversary activities; and
3. That staff be directed to implement the proposed Richmond Waterfront Festival Celebration as outlined in this report; and
4. That funding in the amount of \$55,000 be taken from the Council Provision fund to hire a coordinator for the Waterfront Festival event, plus an additional \$10,000 contingency, with the understanding that this amount will be recovered through alternate revenue sources associated with the event.

Dave Semple  
Director, Parks Operations  
(3350)

Lani Schultz  
Director, Corporate Planning and  
Intergovernmental Relations  
(4286)

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ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance .....	.Y <input type="checkbox"/> N <input type="checkbox"/>	<i>Bill Wells</i>
Policy Planning.....	.Y <input type="checkbox"/> N <input type="checkbox"/>	
Information Technology.....	.Y <input type="checkbox"/> N <input type="checkbox"/>	
Recreation & Cultural Services.....	.Y <input type="checkbox"/> N <input type="checkbox"/>	

## Staff Report

### Origin

At the August 25, 2003 meeting, Council received a report regarding opportunities for a Richmond 125<sup>th</sup> Anniversary Celebration resulting in resolution # RO3/15-13 directing staff to implement a number of initiatives. These initiatives included:

1. Creating "Richmond 125" promotional materials for use at civic events;
2. Designating 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;
3. Designating 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);
4. Designating theme of 2004 Community Street Banner Competition "Richmond 125" - A Celebration of 125 Years of Community;
5. Incorporating "Richmond 125" celebration into existing civic annual activities, for example park openings, museum exhibits, special events;
6. Developing other opportunities for corporate alignment with the "125" theme as determined by the corporate divisions.

In addition to the above, staff were also directed to form a cross-divisional 125th Anniversary Steering Committee, to investigate expanded celebratory opportunities, and to report back to Council on these discussions. The purpose of this report is to provide Council a list of staff's ideas or suggestions for expanded activities for the 125<sup>th</sup> Celebration, for consideration. As well, this report contains a proposal for the development of a Waterfront Festival in celebration of the 125<sup>th</sup> Anniversary, based on preliminary work completed by the Waterfront Strategy Teams.

### Analysis

The 125<sup>th</sup> Celebration staff steering committee adhered to a number of guiding principles, in developing an expanded list of possible activities for Council consideration. These principles were aimed at ensuring that activities planned for the celebration would:

- provide opportunities for everyone that lives in Richmond to participate and be involved;
- help to create awareness that it is the 125<sup>th</sup> birthday of Richmond;
- celebrate and promote community pride, and link the past to the future;
- provide opportunities to involve pioneers in a big celebration event;
- ensure opportunities for involvement and participation from businesses, schools, service groups and other levels of government;
- support ongoing or planned corporate strategic initiatives; and
- create lasting community legacies via infrastructure, events, and other outcomes.

In addition to the guiding principles, staff were encouraged to develop activities that would include potential roles/opportunities for community involvement.

***Richmond 125<sup>th</sup> Anniversary Steering Committee Proposed Activities:***

The expanded list of potential "Richmond 125" opportunities has been categorized into three key areas of focus. These areas include:

- Branding and Communications - to increase recognition and awareness of Richmond's 125<sup>th</sup> Anniversary of Incorporation;
- Special Events to Celebrate the 125<sup>th</sup> Anniversary and Richmond's heritage, and to promote community involvement, participation, interaction and vibrancy; and
- Projects that provide a lasting community legacy in honour of the 125<sup>th</sup> Anniversary.

The summary of proposed projects for Council consideration follows.

***A. Branding Activities:***

1. *Creation of a Richmond 125<sup>th</sup> Anniversary Logo for use on City Vehicle Decals, letterhead and Special Event Displays.* The development and display of this logo throughout the City - in city facilities, on vehicles, and at community events - will help to raise community awareness and promote celebration of the City's 125<sup>th</sup> Anniversary year. The logo design could be used by community groups at sanctioned events to promote a sense of community and government working collaboratively to improve Richmond's quality of life.

Estimated costs for this initiative: \$10,000 from Council contingency, with a possibility of cost recovery from sponsorship.

2. *Development of a "125 Special Things About Richmond" poster for use in classrooms and around the community to raise awareness of the 125<sup>th</sup> Anniversary.* The development of this poster would be coordinated with community input, by calling for submissions of community events and activities that should be included on the poster as 125<sup>th</sup> Commemorative Events.

Estimated Costs: \$10,000, to be recovered via sponsorship.

3. *Inclusion of 125<sup>th</sup> Anniversary Logo and tagline "Richmond 125 Years - 1879-2004" on street banners.* This would be done as part of the annual street banner competition, with the 125<sup>th</sup> Anniversary being incorporated into the theme of this years banners. Staff would coordinate a special event for the banner unveiling, to kick off the 125<sup>th</sup> Anniversary celebrations.

Estimated Costs: Existing operational budget, no additional levels.

***B. Special Events***

4. *City of Richmond Salmon Festival Float with 125<sup>th</sup> Anniversary theme.* For this initiative, staff would approach community groups to facilitate the development of a parade float with the 125<sup>th</sup> Anniversary theme. This would provide significant community exposure and awareness of the Anniversary Year, as the parade is a well-attended community event.

Estimated costs: Seed money to community group in the amount of \$5,000 from Council Contingency 2004.

5. *Dedication and Opening of Community Garden on South Dyke.* The community garden initiative is already underway. The official "opening" of the gardens could be planned with a theme that celebrates the 125<sup>th</sup> Anniversary. Pioneer families would be invited to attend, including the Blair family members whose original homestead was located in this area.

Estimated Costs: To be covered under existing operational budget.

6. *Re-enactment of the first Council meeting on November 10, 1879.* In addition to the re-enactment ceremony, there would be a pioneer tea ceremony, and an opportunity to provide recognition to community groups that have hosted 125<sup>th</sup> Anniversary celebratory events.

Estimated Costs: Pioneer tea, potential cost for 'period costume' rentals, recognition, approximately \$10,000 proposed from Council Contingency 2004; may be recovered via sponsorships.

7. *Gateway Theatre 20<sup>th</sup> Anniversary Event.* Coinciding with the 125<sup>th</sup> Anniversary of Richmond, the Gateway Theatre will be hosting a gala event on September 29<sup>th</sup>, 2004 celebrating the 20<sup>th</sup> anniversary of the Gateway Theatre. The event will be hosted by the Honourable Iona Campagnolo, PC, CM, OBC Lieutenant Governor of B.C. This event will recognise Richmond's 125<sup>th</sup> as part of the ceremonies.

Estimated Costs: To be funded by The Gateway Theatre.

### **C. Legacy Initiatives**

8. *Opening of new Garden City Community Park.* Garden City Community Park is an ongoing capital project, with substantial completion including construction of a storm water retention pond and boardwalks expected by September 2004. The opening of the park could include 125<sup>th</sup> Anniversary events with community participation.

Estimated Costs: To be funded through existing capital and operational budgets.

9. *Dedicate one public art initiative in 2004 as a 125<sup>th</sup> Commemorative project in a public place.* As part of commemorating the City's 125<sup>th</sup> Anniversary, a sculpture could be installed in a prominent location, in partnership with local service clubs and community groups. Staff would facilitate this initiative by contacting and working with appropriate groups to fundraise, secure partnerships and recover a significant portion of the costs.

Estimated Costs: \$150,000 to be recovered via sponsorship and public art dedication in 2004.

10. *The planting of 125 trees through sponsorship by the community to develop a "grove" in one of Richmond's public open spaces.* This initiative would be done through the Partners in Beautification Program, involving the community in both sponsorship and a tree planting ceremony. A commemorative sign would be installed recognizing the 125<sup>th</sup> Anniversary Event and the community sponsors of the grove of trees.

Estimated Costs: Trees to come from existing nursery stock; planting costs to be recovered through \$125 sponsorships fees.

11. *The unveiling of a new festival site for the City, and new waterfront amenity improvements to be constructed along the Middle Arm.* The Middle Arm public amenities plan is currently being developed, which will identify appropriate improvements to the public domain along the waterfront from Dinsmore Bridge to the Moray Channel Bridge. Based on this plan, and in coordination with the plan being developed for the City's River Road property, an official opening or unveiling of new infrastructure could be done within the 125<sup>th</sup> Anniversary celebrations.

Estimated Costs: Funding would come from the Waterfront Improvement Reserve Fund-Waterfront Improvement Projects, once Council approves the amenities plan, and appropriate projects from this plan.

### **Waterfront Development Strategy - 125<sup>th</sup> Anniversary Waterfront Celebration Proposal**

As a galvanizing force for the Waterfront Development Strategy, and in celebration of the City's 125<sup>th</sup> Anniversary, the Waterfront Development Strategy team is proposing the development of a waterfront festival event. The event would include the unveiling of new public infrastructure, and a series of small and larger waterfront events and programs.

The City-wide Waterfront Festival would be an "umbrella" event extending over the month of August, and could include planned and new activities sponsored by different community groups, agencies and businesses. The intent would be to "mobilize" the community around the development of this festival, resulting in a month long calendar of events taking place at multiple venues along the waterfront.

The aim would be to attract families, volunteers and tourists to celebrate the City's 125<sup>th</sup> anniversary in a way that recognizes our heritage and our uniqueness as an island City. The festival could include such things as:

- FOOD festivals;
- A Signature Event such as: Symphony 125 Legacy Music Festival; Bach on the Dock – wine & cheese; Jazz on the Jetty; etc.;
- The unveiling of a new festival site for the City and/or a new public pier developed perhaps with community or interagency sponsorship;
- The introduction of a unique waterfront public art program that is consistent with the visions for each of the character zones in the strategy;
- Coordination of weekend and evening buskers and musical events at a variety of waterfront locations;
- The hosting of a dragon boat race/event on the Middle Arm of the Fraser River;
- Local artists' venue for craft shows; performing arts series; local talent (single artist w/guitar, or buskers, bands); art shows (archives/local), sales; pioneer days celebration and local actors – skits;
- Theme days that celebrate different aspects of our heritage – fishing, agriculture, multiculturalism, transportation, etc.;

- Lots of activity – kite flying contests; festival pet parade; boat parade with every type of boat possible; dragon boat races and activities; Tall Ships; cruise ships; artificial lake-fishing; a community fishing derby; face painting – kid zone;
- A water-based fireworks display;
- Night lantern tours;
- Natural area interpretive days for residents to gain a greater understanding the value of the fragile ecosystem and riparian areas;
- A coordinated beach clean-up day and celebration through the Partners in Beautification Program; and
- The introduction of Waterfronts Amenities Partners program that would help raise funds for developing waterfront infrastructure development.

Estimated Costs: \$55,000 from 2004 Waterfront Capital Fund to fund the hiring of an event coordinator, plus a \$10,000 contingency fund from the same fund, with all of these funds to be recovered through alternate revenue programs and sources associated with the festival.

### Financial Impact

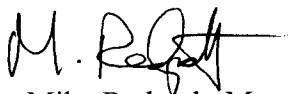
At this time, staff are recommending that Council dedicate \$25,000 towards the proposed 125<sup>th</sup> celebration events, excluding the Waterfront Festival Event.

For the Waterfront Festival, staff are requesting that \$55,000 be dedicated from the 2004 Waterfront Improvement Capital program to fund the cost of an event coordinator as well as an additional \$10,000 to provide seed money for the proposed activities. It is expected that all funds for the Waterfront festival will be recovered through sponsorship, community contributions, and alternate revenue programs.

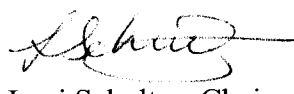
All additional costs beyond the aforementioned are proposed to be funded within existing capital and operating budgets for 2004 and also realized and enhanced via community sponsorship and donations.

### Conclusion

Celebrating “Richmond 125” is an excellent opportunity to recognize the community’s past and celebrate our future. Richmond was incorporated as a municipality November 10, 1879 and designated as a City on December 3, 1990. The proposed schedule of activities as outlined in this report create a year long opportunity for Richmond residents to become involved, and to celebrate a milestone in the evolution of the City of Richmond.



Mike Redpath, Manager  
Parks - Programs, Planning & Design  
(1275)



Lani Schultz, Chair,  
Waterfront Development Strategy Team  
(4286)

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