



City of Richmond

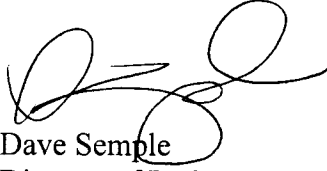
Report to Committee

To: General Purposes Committee
From: Dave Semple
Director of Parks Operations
Re: Richmond 125 Celebration Opportunities

Date: December 4, 2003
File: -

Staff Recommendation

1. That staff be directed to implement the expanded celebration opportunities for Richmond's 125th Anniversary; and
2. That all costs associated with the event be funded from the 2004 Council Provisions fund; and
3. That staff be directed to seek for corporate or community sponsors for Council approved events.



Dave Semple
Director of Parks Operations
(3350)

Att.(3)

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CONCURRENCE OF GENERAL MANAGER



Staff Report

Origin

Background

The Richmond 125 Celebration Opportunities Report was presented to PRCS Committee (see attachment 3) on November 25, 2003 and was referred back to staff for further clarification on the proposed projects. This report deals with the Committee's directions.

Analysis

Please reference the attached framework (attachment 1) which highlights each proposed project and cost estimate, for Council's approval. We wish to highlight that we have added to the principles "Celebrate our Community's Diverse Cultural Heritage", which we want integrated into all the themes.

We have highlighted where there will be additional staff time required. If these projects are approved, staff involved will either drop other projects or delay them. City Strategic Teams will be involved in the process to provide coordination and share the workload. An Inter-agency Staff Team from the Chamber, Tourism and the City will be formed to facilitate communications and coordinate events.

Several planned community events will be occurring in 2004 that will be promoted as part of Richmond's 125 celebrations. For example, the Foundation 2000, UBC Rowing 3rd annual "Rip up the River" Dragon Boat event will occur once again in July 2004. This event which has minimal operating budget impact for the City of Richmond within existing budgets provides the City an opportunity to showcase a signature water based activity in the Middle Arm in the 125 year.

Financial Impact

Upon selection of activities funding is available from Council Provision or 2003 Casino surpluses. Please reference attached cost breakdown (attachment 2).

Conclusion

Celebrating Richmond's 125th Anniversary 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 outlines a year-long opportunity for Richmond residents to become involved and celebrate a milestone in the evolution of the City of Richmond.



Dave Semple
Director of Parks Operations
(3350)



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

Richmond 125th Celebration Overview:

The 125th 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 125th 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, services groups and other levels of government;
- support ongoing or planned corporate strategic initiatives;
- create lasting community legacies via infrastructure events, and other outcomes; and
- celebrate Richmond's diverse cultural heritage.

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

Richmond 125th 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 125th Anniversary of Incorporation;
- **Special Events** - to celebrate the 125th Anniversary and Richmond's heritage, and to promote community involvement, participation, interaction and vibrancy; and
- **Legacy** - to identify projects that provide a lasting community legacy in honour of the 125th Anniversary.

Richmond 125 Activities Approved by Council

Category	Proposed Activities	Timeframe	Staff Role	Community Role	Cost Estimate	Sponsorship	Council Approved	
							YES	NO
BRANDING AND COMMUNICATIONS	Designate 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.	January 2004 to December 2004	Staff liaison to include the content on the City's web page, and to coordinate submissions for inclusion from the community. Communications Team.	Submission of their events and activities happening in 125 for promotion.	Existing operational budget, no additional levels.	None		
SPECIAL EVENTS	Incorporate "Richmond 125" celebration into existing civic annual activities, for example park openings, museum exhibits, special events.	January 2004 to December 2004	Staff coordination through liaison with groups.	Volunteer groups cooperation and coordination for events. Existing community groups will be encouraged to incorporate 125th theme into existing events.	Existing operational budget, no additional levels.	None.	✓	✓

Category	Proposed Activities	Timeframe	Staff Role	Community Role	Cost Estimate	Sponsorship	YES	NO
SPECIAL EVENTS cont'd	Develop other opportunities for corporate alignment with the "125" theme as determined by the corporate divisions.	Present to December 2004	Work allocation through Division.	As designated by Division.	Existing operational budget, no additional levels.	None.	✓	
LEGACY	Designate one or more potential capital projects as a "Richmond 125" legacy project (example - the opening of a community park).	January 2004 to December 2004	Existing coordination of 2004 approved capital programs. Define legacy projects and report back.	Special event attendance for openings.	Depending on projects approved in existing capital 2004 budget.	Some projects may have a community contribution.	✓	
	Designate theme of 2004 Community Street Banner Competition "Richmond 125" - A Celebration of 125 Years of Community.	Present to December 2004	Existing banner program, coordinate display of entries for 125 contest. No additional staff.	Submission of entries, viewing entries at community displays.	Existing operational budget, no additional levels	Community driven submissions, Aberdeen Centre sponsoring part of 2004 program.	✓	

Richmond 125 Proposed Activities

Category	Proposed Activities	Timeframe	Staff Role	Community Role	Cost Estimate	Sponsorship	YES	NO
BRANDING AND COMMUNICATIONS	Develop information package to all groups about the 125th, suggestions how they can adapt their events to focus on celebrating this birthday and the history of Richmond.	December 2003 to December 2004	Coordinate as part of Parks Recreation and Cultural Services Guide process. Project will be web-based and will result in some changes to workplan. Draft and circulate package.	To host events using materials provided by City.	Staff development time.			
	Creation of a Richmond 125 Logo, City vehicle decals and special event displays and pins.	December 2003 to February 2004	Develop logo; print decals in-house at City; create commemorative pins with cornucopia logo. Create signage.		\$10,000 to create decals for vehicles and commemorative pins.	Opportunity for community sponsorship for pins and revenue generation.		
	Provide community instructions on how to be recognized as a 125th event and how to submit information so it can be included in the Calendar of Events (Richmond 125 Challenge Website & PRCS Guide).	December 2003 to November 2004	Provide 125 challenge information to public and community groups. Create guidelines for sanctioning their event. Create Calendar of Events.	Receive information and provide details of their event.	Existing operational budget.	Opportunity to general potential sponsorship.		
	Develop poster: 125 Special Things About Richmond, 125 Commemorative Events.	December 2003 to March 2004	Facilitate development of poster, coordinate community driven submissions via a call for entries, distribute poster.	Distribute poster, submission of events and activities for inclusion in the poster. Poster for use in classrooms and in the community.	\$10,000 for development and printing.			

Council Approved

Category	Proposed Activities	Timeframe	Staff Role	Community Role	Cost Estimate	Sponsorship	YES	NO
SPECIAL EVENTS								
	City of Richmond Festival Float with 125 year theme.	January 2004 to July 1, 2004	Seek community group to develop float with 125 theme. Draft guidelines.	Community volunteers to create and take float to parades in Lower Mainland. Recruit and organize volunteers.	Seed money to community group \$5,000.	Opportunity to leverage community capital and in-hand support for float.		
	Class A Sailing Ship Visit to the South Arm of the Fraser River in Celebration of 125	July 4-6, 2004	Coordination of volunteers, preparation of site and visitor control.	Volunteer opportunities, and viewing the significant ship. Opportunity to recognize community volunteers.	\$23,000 plus in house staff time. This would include the cost of set-up, take down of parking areas, viewing areas, transportation for crews, and insurance/risk management.	Staff would seek community organization assistance to host activities for the ship's crew including potential softball games, and bbq luncheon. Corporate sponsorship opportunities also exist.		
	Dedication and Opening of Community Garden on South Dyke.	May 2004	Organize opening of community garden, invite pioneer Blair family. Assign plots.	Community gardeners to attend, invite pioneer Blair family members to original homestead site.	Existing operational budget.			
	Re-enactment of the first Council meeting from November 10, 1879 and pioneer tea ceremony.	November 10, 2004	Coordinate Special Council meeting and tea ceremony.	Attend event, assist in re-enactment ceremony, opportunity to provide recognition to community groups who hosted 125th celebratory events.	Pioneer tea, period costume rentals, recognition, approximately \$20,000.			
	Historic Re-enactment.	January 2004 to December 2004	None.	Gateway Theatre to coordinate. Invite to events for 125. Actors representing Lulu Sweet, Samuel Brighthouse and Thomas Kidd attend 10 special events throughout the year.	10 community events \$10,000.			

Category	Proposed Activities	Timeframe	Staff Role	Community Role	Cost Estimate	Sponsorship	YES	NO
SPECIAL EVENTS cont'd	<p>Gateway Theatre 20th Anniversary Event. Coinciding with the 125th Anniversary of Richmond, the Gateway Theatre will be hosting a gala event September 29, 2004 celebrating the 20th anniversary of the Theatre. The event will be hosted by the Honourable Iona Campagnolo, PC, CM, OBC Lieutenant Governor of BC. This event will recognise Richmond's 125th as part of the ceremonies.</p>	September 2004	Gateway Theatre staff to coordinate.	N/A	Funded by Gateway Theatre.	N/A		
	<p>The objective of the Waterfront Festival Celebration is to attract families, volunteers and tourists to celebrate the City's 125th anniversary in a way that recognizes our heritage and uniqueness as an Island City. Through the 2004 PRCS Summer HRDC Summer Program Funding, a coordinator and summer leader will be retained to facilitate events along the waterfront including: a Local artist's venue for craft shows; buskers; art shows (archives/local sales); pioneer days celebration and local actors. As part of this program the coordinator will develop one or more Theme days that celebrate different aspects of our heritage, including fishing, agriculture and multiculturalism.</p>	July - August, 2004	Hire Event Coordinator to coordinate all events.	Participating community and businesses.	\$5,000			
	<p>Richmond Orchestra or other community based musical performing group to play down on the dock.</p>	July - August, 2004						
LEGACY	<p>Opening of new Garden City Community Park.</p>	September 2004	Complete construction of storm water retention pond, boardwalks and substantial park construction. Plan and host event.	Participate in opening ceremony.	To be recovered via existing capital and operational budgets.		✓	

Category	Proposed Activities	Timeframe	Staff Role	Community Role	Cost Estimate	Sponsorship	YES	NO
LEGACY cont'd	Dedicate one public art initiative in 2004 as a 125th Commemorative project in a public place (Stevenson Fishermen's Memorial Sculpture).	October 2004	Facilitate installation of art project, community fundraising to recover portion of cost.	Opportunity for partnering with local service clubs, heritage commission and public art committee.	\$150,000 to be recovered via sponsorship and public art dedication in 2004.			
	The sponsorship of 125 trees by the community to develop a "grove" in one of Richmond's public open spaces.	September 2004	Identify tree species, sponsorship through Partners for Beautification program.	Sponsorship of trees, recognition via a site interpretive sign and certificates, participate in opening ceremony.	Trees from existing nursery stock, planting recovered via 125- \$125 sponsorships.	Existing program.		
	Volunteer Recognition.	January - December 2004	Create volunteer recognition for 125.	Recognition.	Certificates for volunteers involved in Richmond 125 City events.			
	125 Years of Arts and Events in Richmond Publication.	January - December 2004	Coordination with volunteers for submissions, looking for corporate sponsorship.	Community editorial committee to review submissions, work with staff and determine content.	\$5,000 seed money.	Sponsorship for printing.		
TOTAL COST ESTIMATE					\$88,000			

ACTIVITY COST ESTIMATE SUMMARY

	Activity	Cost	Sponsorship
COUNCIL APPROVED ACTIVITIES			
Branding & Communications	Website design	Existing	None
Legacy	Potential Capital Projects	Existing	May have a community contribution
Legacy	Banner Competition	Existing	Aberdeen Centre sponsoring part of 2004 program
Special Events	Incorporate "Richmond 125" into existing activities	Existing	None
Special Events	Other opportunities for corporate alignment	Existing	None
PROPOSED ACTIVITIES			
Branding & Communications	Develop info package re 125	No Cost	Web-based information package will be developed by staff
Branding & Communications	Create 125 logo & decals for City vehicles plus commemorative pins	\$10,000	Opportunity for community sponsorship for pins
Branding & Communications	Instructions how to be recognized as a 125th event	Existing	Opportunity to general potential sponsorship
Branding & Communications	Develop poster	\$10,000	
Special Events	Festival float	\$5,000	Opportunity to leverage community capital and in-hand support
Special Events	Class A Sailing Ship Visit	\$23,000	
Special Events	Dedication and Opening of Community Garden on South Dyke	Existing	
Special Events	Re-enactment of 1st Council meeting and pioneer tea	\$20,000	
Special Events	Historic Re-enactment @ 10 special events	\$10,000	
Special Events	Gateway Theatre 20th Anniversary Event	None	Funded by Gateway Theatre
Special Events	Waterfront Festival	\$5,000	
Special Events	Richmond Orchestra or other performing groups play on the dock	None	
Legacy Initiatives	Opening new Garden City Community Park	Existing	
Legacy Initiatives	Dedicate one public art initiative as 125th Commemorative project	None	\$150,000 to be recovered via sponsorship and public art dedication
Legacy Initiatives	Sponsorship of 125 trees to develop a "grove"	Existing	Planting recovered via 125 - \$125 sponsorships (existing program)
Legacy Initiatives	Volunteer Recognition	None	
Legacy Initiatives	125 Years of Arts and Events in Richmond publication	\$5,000	Seed money.
TOTAL			\$88,000



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 125th Anniversary as detailed in this report; and
2. That \$25,000 be approved from the 2004 Council Provision to fund the expanded Richmond 125th 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"/>	
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 125th 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 125th Celebration, for consideration. As well, this report contains a proposal for the development of a Waterfront Festival in celebration of the 125th Anniversary, based on preliminary work completed by the Waterfront Strategy Teams.

Analysis

The 125th 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 125th 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 125th 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 125th Anniversary of Incorporation;
- Special Events to Celebrate the 125th 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 125th Anniversary.

The summary of proposed projects for Council consideration follows.

A. Branding Activities:

1. *Creation of a Richmond 125th 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 125th 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 125th 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 125th Commemorative Events.

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

3. *Inclusion of 125th 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 125th Anniversary being incorporated into the theme of this years banners. Staff would coordinate a special event for the banner unveiling, to kick off the 125th Anniversary celebrations.

Estimated Costs: Existing operational budget, no additional levels.

B. Special Events

4. *City of Richmond Salmon Festival Float with 125th Anniversary theme.* For this initiative, staff would approach community groups to facilitate the development of a parade float with the 125th 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 125th 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 125th 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 20th Anniversary Event.* Coinciding with the 125th Anniversary of Richmond, the Gateway Theatre will be hosting a gala event on September 29th, 2004 celebrating the 20th 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 125th 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 125th 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 125th Commemorative project in a public place.* As part of commemorating the City's 125th 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 125th 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 125th 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 - 125th Anniversary Waterfront Celebration Proposal

As a galvanizing force for the Waterfront Development Strategy, and in celebration of the City's 125th 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 125th 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 Council Provision 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 125th celebration events, excluding the Waterfront Festival Event.

For the Waterfront Festival, staff are requesting that \$55,000 be dedicated from the 2004 Council Provision 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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