



# City of Richmond

## Report to Committee

**To:** General Purposes Committee **Date:** December 21, 2017  
**From:** Jane Fernyhough **File:** 11-7400-01/2017-Vol  
 Director, Arts, Culture and Heritage Services 01  
**Re:** Proposed Plan for Major Events in 2018

### Staff Recommendation

That Council consider the recommendations of the Canada 150 Steering Committee when determining the 2018 Major Events program and provide direction to staff.

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

Att. 1

REPORT CONCURRENCE		
<b>ROUTED TO:</b>	<b>CONCURRENCE</b>	<b>CONCURRENCE OF GENERAL MANAGER</b>
Economic Development	<input checked="" type="checkbox"/>	
Finance	<input checked="" type="checkbox"/>	
Parks & Recreation Services	<input checked="" type="checkbox"/>	
Corporate Partnerships	<input checked="" type="checkbox"/>	
<b>REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE</b>	<b>INITIALS:</b> DW	<b>APPROVED BY CAO</b> 

## Staff Report

### Origin

At the General Purposes Committee of December 4, 2017, Council made the following referral:

*That staff outline the major events and concepts for the events planned for 2018 and report back.*

At the Parks, Recreation and Cultural Services meeting of November 28, 2017, Committee made the following motion:

*That the Budget for 2018 events be \$1 million, whereby \$950,000 be allocated for events, and \$50,000 be held as program contingency for the Steering Committee's decision.*

Subsequent to that recommendation, at the Council meeting of December 11, 2017, Council resolved:

*That: 1) Part (3) of the recommendation for item 17 – "Richmond Canada 150 – Year in Review," be deleted from the Consent Agenda and that the recommendation and budget for 2018 events be referred to staff.*

At the Parks, Recreation and Cultural Services meeting of December 20, 2017, Committee made the following referral:

*That staff:*

- 1. Examine options to add the 2018 Steveston Cherry Blossom Festival as a City event and be included in the 2018 Major Events report; and*
- 2. Identify sources of funding for the 2018 Steveston Cherry Blossom Festival; and report back.*

This report outlines the 2018 major events approved with funding in the 2017 budget process and the recent recommendations of the Canada 150 Steering Committee. A Cherry Blossom Festival has also been included in the Canada 150 Steering Committee recommendations.

This report supports Council's 2014-2018 Term Goal #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.*

This report supports Council's 2014-2018 Term Goal #4 Leadership in Sustainability:

*Continue advancement of the City's sustainability framework and initiatives to improve the short and long term livability of our City, and that maintain Richmond's position as a leader in sustainable programs, practices and innovations.*

This report supports Council's 2014-2018 Term Goal #8 Supportive Economic Development Environment:

*Review, develop and implement plans, policies, programs and practices to increase business and visitor appeal and promote local economic growth and resiliency.*

This report supports Council approved strategies including the Major Events Strategy and its goals of programming and creating a dynamic destination waterfront, the Waterfront Amenity Strategy, the Parks and Open Space Strategy 2022, the Community Tourism Strategy, the Arts Strategy vision for Richmond to be an arts destination, and the Resilient Economy Strategy through enhanced destination and tourism products. The program detailed in this report will maximize the social and economic benefits to the community and provide a rich offering of festivals and events.

### **Analysis**

In 2016, staff submitted a one-time additional level request for \$1,510,000 to support the 2018 major event program. This program funding was allocated as follows: \$75,000 for Children's Arts Festival; \$280,000 for Richmond Canada Day; \$200,000 for Ships to Shore; \$250,000 for Richmond Maritime & Wooden Boat Festival; \$45,000 for Sunset Series at the Oval; \$400,000 for Richmond World Festival; \$160,000 for Harvest Fest; \$85,000 for City-wide event marketing; and \$15,000 for City branded event assets. This request was approved by Council during the 2017 budget process from Rate Stabilization Account.

However, the major events plan for 2018 evolved based on the results of events held in 2017. Staff outlined an adjusted plan and presented it to the Canada 150 Steering Committee on November 27, 2017. After a detailed review, the Committee recommended a reduction to the 2018 program budget and scope of events, as detailed in the summary below:

#### ***Children's Arts Festival (February 12-16)***

- **Original Staff Recommendation:**
  - Proposed a similar program to 2017 with a special emphasis on the 10<sup>th</sup> anniversary of the festival. Public day on Family Day (Monday) and school group programs for the rest of the week.
  - Projected event budget: \$187,100 with \$75,000 in City funding.
- **Committee Recommendations:**
  - Scope change: none
  - Budget Change: Reduce City funding from \$75,000 to \$70,000 resulting in an overall budget decrease to \$182,000.
- **Impacts:** Planning is well underway given the pending festival dates; however, the event scope would be reduced due to the \$5,000 decrease in funding with certain performances and activations canceled.

***Richmond Canada Day in Steveston (July 1)***

- **Original Staff Recommendation:**
  - Proposed a similar program to 2017 with continued collaboration with the Salmon Festival organizers and the Gulf of Georgia Cannery on programming, marketing and logistics. The festival will feature a street festival, programming throughout the Village on multiple stages, street hockey, and a fireworks finale. The festival will be one day with landside activations only.
  - Projected event budget: \$442,100 with \$350,000 in City funding.
- **Committee Recommendations:**
  - Scope Change: The committee recommended scaling back the event and limit the activities to the Village area, eliminating programming at Imperial Landing and Britannia Shipyards except as viewing areas for the fireworks. They also recommended that the focus be on the street festival activations and not include any waterside activities or boats. The flag raising ceremony should be continued.
  - Budget Change: Reduce City funding from \$350,000 to \$180,000 resulting in an overall budget decrease to \$342,000.
- **Impact:** The cost to produce a Canada Day street festival, even with a reduced scope in programming, still requires the same investment in traffic management, site security, transportation, and complex event logistics. The \$170,000 budget reduction leaves the scaled back event a projected \$70,000 shortfall. Significant cuts to the overall programming, marketing plan and shuttle service will be required which will reduce sponsorship revenue opportunities.

***Richmond Maritime & Wooden Boat Festival (July 28-29, new date)***

- **Original Staff Recommendation:**
  - Proposed that the festival venue expand to include Imperial Landing resulting in the addition of more vessels and landside programming (similar to previous Ships to Shore events). A focus on wooden boats as an overall theme will continue to be a priority of the festival's programming.
  - Projected event budget: \$511,700 with \$400,000 in City funding.
- **Committee Recommendations:**
  - Scope Change: The committee recommended scaling back the festival to its 2016 scope and reduce the focus of the wooden boat component.
  - Budget Change: Reduce City funding from \$400,000 to \$200,000 resulting in an overall budget decrease to \$291,700.
- **Impact:** The reduced funding will not allow the festival to expand to Imperial Landing and bring in larger vessels (i.e., Class B tall ship).

***Sunset Series and Oval (Every Sunday in July and August)***

- **Original Staff Recommendation:**
  - A summer series of free outdoor fitness programming for the local community featuring yoga, bootcamps, volleyball, dance and more. The series would feature live music, BBQ and family games.
  - Projected event budget: \$50,000 with \$25,000 in City funding.
- **Committee Recommendations:**
  - Scope Change: Committee members do not recommend any City funding for this event.
  - Budget Change: Reduce City funding from \$25,000 to \$0.
- **Impact:** Alternate funding sources will need to be explored or the event will be canceled.

***Richmond World Festival (August 31 – September 1)***

- **Original Staff Recommendation:**
  - A similar program to 2017 is planned with the festival site expanding to include the new Minoru Centre for Active Living. Programming opportunities with the Minoru Centre for Active Living Program Committee will be explored.
  - Projected event budget: \$586,800 with \$400,000 in City funding.
- **Committee Recommendations:**
  - Scope Change: Committee members did not recommend any changes and that City funding remain at \$400,000.
  - Budget Change: none

***Richmond Harvest Fest (September 15)***

- **Original Staff Recommendation:**
  - Plans would include an expanded use of the new trail system and open spaces, incorporate farm tours and programs, adding more agricultural vendors and develop additional partnerships with local farmers.
  - Projected event budget: \$210,750 with \$160,000 in City funding.
- **Committee Recommendations:**
  - **Scope Change:** The Canada 150 Steering Committee does not recommend this event be held in 2018.
  - **Budget Change:** Reduce City funding from \$160,000 to \$0.

- **Impact:** Based on positive community feedback, the festival's sponsors and community partners are keen to continue the partnership. Canceling the festival will impact the potential momentum and efforts created in its first year.

#### ***Richmond Cherry Blossom Festival (April 1 or April 8)***

- **Original Staff Recommendation:**
  - none
- **Committee Recommendations:**
  - **Scope:** The City will become the producers of the event with programming input from Japanese community. The City will lead the coordination of marketing, branding, venue logistics, public safety and volunteer recruitment.
  - **Budget Change:** City funding of \$25,000 with potential increased revenue from sponsorship, food sales and exhibitor fees.

#### ***City-wide Event Marketing Campaign Program & City Branded Assets***

- **Original Staff Recommendation:** The City-wide event marketing campaign (formerly Days of Summer) and City branded shared resources are programs that support all of the City's major events and have been historically funded through the major event program. The comprehensive marketing campaign promotes all of the major events to the region through the major media outlets (e.g., CTV, The Province, Georgia Straight, etc.). The City-branded assets allow the events to properly recognize the City as the producer of the event and support the events infrastructure.
- **Committee Recommendations:**
  - **Scope Change:** Committee members did not recommend any changes and that City funding remain at \$85,000 (marketing) and \$15,000 (branded assets)
  - **Budget Change:** none

#### **Corporate Partnerships & Federal Grants**

Each event relies on its sponsorship revenue to deliver the proposed project scope and quality programming. Based on the original list of proposed events, staff projected that sponsorship and federal grant targets, for all 2018 events, reach approximately \$425,000. This amount is approximately 20% of the overall budget. With a reduction of City funding and the program's change in scope, we can expect the sponsorship target to be decreased accordingly.

In 2017, the City's major festivals, as part of the Richmond Canada 150 program, were supported by numerous corporate partnerships and federal grants totalling \$411,260 in cash and budget relief value in-kind. An additional \$54,600 federal grant was received Building Communities Through Arts & Heritage Fund via the Richmond Arts Coalition for the Maritime Festival.



Federal grants were also received from the Celebrate Canada Fund and the Canada 150 Fund. The City's Corporate Partnerships section secured sponsorship with Coast Capital Savings, YVR, RE/MAX, Port of Vancouver, TD Bank, Lansdowne, Kidtropolis, Ikea, Cowell Auto Group, Kins Farm Market, Tangerine, River Rock, Polygon Homes, Translink, Japan Airlines, JTB International, Dueck GM, SunLife Financial, Townline, OceanSpray, Canadian Western Bank, Fraser Surrey Dock, CF Richmond Centre, KPU, Sheraton Vancouver Airport, Vancity, Richberry Group, and Mayberry Farms.

In addition, the festivals secured media partnerships with CTV, Richmond News, Georgia Straight, Z95, KissFM, QMFM, Virgin Radio, 102.7 the Peak, Daily Hive, and Miss604.

### Financial Considerations

The original program plan for Major Events in 2018 required a budget of \$1,510,000. This amount was approved by Council during the 2017 budget process from the Rate Stabilization Account. With a total City-funded budget of \$1,510,000, the total Major Events budget, including sponsorship, earned revenue and grants, is estimated at \$2,088,350.

At the Canada 150 Steering committee meeting held November 27, 2017, it was recommended that the total City funding for Major Events in 2018 be cut back to \$1,000,000. However, staff recommend that should Council support the decreased scope as recommended by the Steering Committee that Council consider a \$70,000 increase to the Richmond Canada Day budget in order to deliver a safe and professional event. This would bring the Steering Committee recommended scope budget to \$1,070,000.

In addition, at the December 20, 2017, Parks, Recreation, and Cultural Services Committee meeting, a referral was made to have the City produce the Richmond Cherry Blossom Festival and include the event in the 2018 major events program. Should this event be endorsed, staff recommend that an increase of \$25,000 be included in the budget to support the event. This would bring the Steering Committee recommended scope budget to \$1,095,000.

Should Council approve a City-funded budget of \$1,095,000, the total Major Events budget, including scaled back sponsorship targets, earned revenue and grants, is estimated at \$1,527,600 (see table below and Attachment 1 for further details).

EVENT/PROJECT	Original 2018 City Funding Approved Budget for Major Events	Canada 150 Steering Committee Recommended 2018 City Funding for Major Events
Children's Arts Festival	\$ 75,000	\$ 70,000
Cherry Blossom Festival	\$0	\$25,000
Richmond Canada Day in Steveston	\$ 350,000	\$ 180,000*
Maritime & Wooden Boat Festival	\$ 400,000	\$ 200,000
Sunset Series at the Olympic Oval Plaza	\$ 25,000	\$0
Richmond World Festival	\$ 400,000	\$ 400,000
Harvest Fest	\$ 160,000	\$0
City-wide marketing campaign	\$ 85,000	\$ 85,000
City branded shared resources	\$ 15,000	\$ 15,000
Program Contingency	\$0	\$50,000
*In order to meet the steering committee recommended scope for Canada Day, staff recommend an additional \$70,000 be added to the budget		*\$70,000
<b>TOTAL</b>	<b>\$ 1,510,000</b>	<b>\$ 1,095,000</b>

**Financial Impact**

None

**Conclusion**

The proposed schedule of events for 2018 continues the City's tradition of providing numerous opportunities for people to celebrate and engage with their community. Richmond has become a leader in Metro Vancouver when it comes to offering free or low cost festivals to its residents and the attendance and feedback shows this.

The events support the City's Council Term Goal of creating a vibrant, active and connected city. Over the past few years, each event was well attended, strongly supported through corporate sponsorships, created meaningful community partnerships, provided numerous volunteer opportunities and received significant positive public feedback.



Bryan Tasaka  
 Manager, Major Events and Film  
 (604-276-4320)

Att. 1: 2018 Summary Budget for Major Events



# 2018 Summary Budget for Major Events

Updated: January 5, 2018

VERSION #1: STAFF'S ORIGINAL SUBMISSION BASED ON A \$1,510,000 BUDGET											
REVENUE	Children's Arts Festival	Cherry Blossom Festival	Richmond Canada Day in Steveston	Maritime & Wooden Boat Festival	Sunset Series at the Oval	World Festival	Harvest Fest	City-wide Event Marketing Campaign	City Branded Assets	Contingency	TOTAL
City funding: Approved from 2017 budget	\$ 75,000	\$ -	\$ 350,000	\$ 400,000	\$ 25,000	\$ 400,000	\$ 160,000	\$ 85,000	\$ 15,000		\$ 1,510,000
City - Arts Dept.	\$ 42,000										\$ 42,000
Richmond Olympic Oval					\$ 25,000						\$ 25,000
Sponsorship: Target based on previous years	\$ 30,000		\$ 75,000	\$ 60,000		\$ 150,000	\$ 50,000				\$ 365,000
Federal Grants: Anticipated based on previous years			\$ 10,000	\$ 50,000							\$ 60,000
Other Revenue: Ticket sales, exhibitor fees, etc.	\$ 40,100		\$ 7,000	\$ 1,700		\$ 36,800	\$ 750				\$ 86,350
<b>TOTAL EVENT REVENUE:</b>	<b>\$ 187,100</b>	<b>\$ -</b>	<b>\$ 442,000</b>	<b>\$ 511,700</b>	<b>\$ 50,000</b>	<b>\$ 586,800</b>	<b>\$ 210,750</b>	<b>\$ 85,000</b>	<b>\$ 15,000</b>	<b>\$ -</b>	<b>\$ 2,088,350</b>
<b>EXPENSES:</b>											
Programming (e.g., artists, instructors, workshops, speakers, etc.)	\$ 50,800		\$ 107,799	\$ 140,000	\$ 25,000	\$ 150,000	\$ 30,000				\$ 503,599
Production	\$ 83,044		\$ 199,569	\$ 203,639	\$ 5,000	\$ 248,657	\$ 91,881				\$ 831,790
Safety & Security (e.g., first aid, security, traffic, etc.)	\$ 6,550		\$ 51,148	\$ 14,400	\$ 1,500	\$ 53,000	\$ 18,750				\$ 145,348
Feature Zones	\$ 10,700		\$ 10,390	\$ 73,000	\$ 5,000	\$ 20,812	\$ 23,300				\$ 143,202
Marketing & Signage	\$ 26,646		\$ 24,782	\$ 24,186	\$ 7,500	\$ 35,952	\$ 27,224	\$ 85,000	\$ 15,000		\$ 246,290
Volunteer & Sponsor Hosting	\$ 5,561		\$ 19,422	\$ 13,675	\$ 1,000	\$ 24,879	\$ 8,895				\$ 73,432
Contingency	\$ 3,799		\$ 28,890	\$ 42,800	\$ 5,000	\$ 53,500	\$ 10,700				\$ 144,689
<b>TOTAL EXPENSES</b>	<b>\$ 187,100</b>	<b>\$ -</b>	<b>\$ 442,000</b>	<b>\$ 511,700</b>	<b>\$ 50,000</b>	<b>\$ 586,800</b>	<b>\$ 210,750</b>	<b>\$ 85,000</b>	<b>\$ 15,000</b>	<b>\$ -</b>	<b>\$ 2,088,350</b>

VERSION #2: REVISED SUBMISSION BASED ON A \$1,095,000 BUDGET

REVENUE	Children's Arts Festival	Cherry Blossom Festival	Richmond Canada Day in Steveston	Maritime & Wooden Boat Festival	Sunset Series at the Oval	World Festival	Harvest Fest	City-wide Event Marketing Campaign	City Branded Assets	Contingency	TOTAL
City Funding	\$ 70,000	\$ 25,000	\$ 250,000	\$ 200,000	\$ -	\$ 400,000	\$ -	\$ 85,000	\$ 15,000	\$ 50,000	\$ 1,095,000
City - Arts Dept.	\$ 42,000										\$ 42,000
Richmond Olympic Oval											
Sponsorship: Target based on previous years	\$ 30,000		\$ 75,000	\$ 40,000		\$ 150,000					\$ 295,000
Federal Grants: Anticipated based on previous years			\$ 10,000	\$ 50,000							\$ 60,000
Other Revenue: Ticket sales, exhibitor fees, etc.	\$ 40,100		\$ 7,000	\$ 1,700		\$ 36,800					\$ 85,600
<b>TOTAL EVENT REVENUE:</b>	<b>\$ 182,100</b>	<b>\$ 25,000</b>	<b>\$ 342,000</b>	<b>\$ 291,700</b>	<b>\$ -</b>	<b>\$ 586,800</b>	<b>\$ -</b>	<b>\$ 85,000</b>	<b>\$ 15,000</b>	<b>\$ 50,000</b>	<b>\$ 1,527,600</b>
<b>EXPENSES:</b>											
Programming (e.g., artists, instructors, workshops, speakers, etc.)	\$ 45,800	\$ 3,000	\$ 85,000	\$ 60,000		\$ 150,000					\$ 343,800
Production	\$ 83,044	\$ 7,500	\$ 155,000	\$ 120,000		\$ 248,657					\$ 614,201
Safety & Security (e.g., first aid, security, traffic, etc.)	\$ 6,550	\$ 2,500	\$ 50,000	\$ 13,000		\$ 53,000					\$ 125,050
Feature Zones	\$ 10,700	\$ 3,000	\$ 8,000	\$ 50,000		\$ 20,812					\$ 92,512
Marketing & Signage	\$ 26,646	\$ 6,500	\$ 19,000	\$ 20,000		\$ 35,952		\$ 85,000	\$ 15,000		\$ 208,098
Volunteer & Sponsor Hosting	\$ 5,561	\$ 500	\$ 10,000	\$ 9,300		\$ 24,879					\$ 50,240
Contingency	\$ 3,799	\$ 2,000	\$ 15,000	\$ 19,400		\$ 53,500				\$ 50,000	\$ 143,699
<b>TOTAL EXPENSES</b>	<b>\$ 182,100</b>	<b>\$ 25,000</b>	<b>\$ 342,000</b>	<b>\$ 291,700</b>	<b>\$ -</b>	<b>\$ 586,800</b>	<b>\$ -</b>	<b>\$ 85,000</b>	<b>\$ 15,000</b>	<b>\$ 50,000</b>	<b>\$ 1,527,600</b>



# City of Richmond

## Report to Committee

**To:** General Purposes Committee **Date:** January 10, 2018  
**From:** Jane Fernyhough **File:** 11-7400-01/2018-Vol  
 Director, Arts, Culture and Heritage Services 01  
**Re:** Supplemental Information for the Proposed Plan for Major Events in 2018

### Staff Recommendation

That the staff report titled "Supplemental Information for the Proposed Plan for Major Events in 2018," dated January 10, 2018, from the Director, Arts, Culture and Heritage Services, be received for information.

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

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

## Staff Report

### Origin

At the General Purposes Committee meeting of January 8, 2018, Council requested a supplemental report from staff that provides further details and clarification on the following events: Children's Arts Festival, Richmond Canada Day, Richmond Maritime Festival, Harvest Festival and Cherry Blossom Festival, and report back to a Special General Purposes Committee meeting being held Monday, January 15, 2018.

### Analysis

The vision for 2018 events is to provide Richmond residents with a selection of quality events and festivals that celebrate our City's unique arts, heritage and culture. Staff proposed the following five major events: Children's Arts Festival, Richmond Canada Day, Richmond Maritime and Wooden Boat Festival, Richmond World Festival and Richmond Harvest Fest and the continuation of the Sunset Series.

In addition, other annual mid-sized festivals including Doors Open, Culture Days, Remembrance Day and the Public Works Open House would continue. The Cherry Blossom Festival, new in 2017, has also been recommended.

The following sections provide supplemental information on several events outlined in the "Proposed Plan for Major Events in 2018" report presented to the General Purposes Committee at the meeting held January 8, 2018.

#### Children's Arts Festival

Funding options for consideration:

- **OPTION A:** Original Approved City Funding, \$75,000
- **OPTION B:** Canada 150 Steering Committee Recommended City Funding, \$70,000

The 2018 Children's Arts Festival begins on February 12, 2018. The programming and event plans, artists and activations are based on the \$75,000 in City funding that was approved during the 2017 budget process. With the festival weeks away and contracts signed, there is minimal opportunity to reduce programming or production elements to accommodate a \$5,000 decrease in funding and it is not recommended that safety and security be compromised in any way.

Additional information on the Children's Arts Festival as follows:

- Projected overall attendance is 8,000 people with 5,000 expected on Family Day and 3,000 children on the school days (Tuesday to Friday). The school days program is extremely popular with all spots selling out almost immediately to 23 participating schools.
- This is the only festival that is truly dedicated to children in the City.
- The event has been consistently voted as the best thing to do on Family Day on numerous "mommy blogs".

- The festival has a dedicated outreach program which includes:
  - 250 children from Mitchell School attending the event for the first time;
  - 100 children from Diefenbaker School receiving circus classes from Circus West. Two children will then be chosen to go to Circus West to receive additional training and be featured in the Family Day performance- *Runaway and Join the Circus*; and
  - 90 children from James Gilmore School are participating in our version of Caine's Arcade at Lansdowne Centre on February 3<sup>rd</sup>. Children have built their own arcade games that will be judged and the 10 best games will be featured in the Imagination Playground Zone on Family Day.
- 120 volunteers come out year after year to make the entire week a success.

### Richmond Canada Day

Funding options for consideration:

- **OPTION A:** Staff recommended City Funding, \$350,000
- **OPTION B:** Canada 150 Steering Committee Recommended City Funding, \$180,000
- **OPTION C:** Canada 150 Steering Committee Recommended City Funding + \$70,000 (staff recommended addition to achieve scope) = \$250,000

In 2017, the Village streets, Gulf of Georgia lawn area, and Imperial Landing boardwalk were used as the key locations for the festival venue. Additional city venues were also programmed with smaller stages and activations. The Steveston Museum had live music and storytelling along with various crafts. The Steveston Tram and Britannia Shipyards were open to the public as well.

Based on the success and community feedback from the 2017 event, staff recommended the following scope changes:

- The waterside programming (e.g., boat appearances at Imperial Landing) is eliminated. Staff propose moving this activation to Maritime Festival.
- The festival is reduced to a one day event held on July 1<sup>st</sup>. In past years, the event has been held over three days to allow for greater opportunity to visit the fleet of boats brought in for Ships to Shore; however, without boats the event only needs to be one day. Steveston Salmon Festival will also go back to being a one day event.

Staff further recommended the following venues considerations:

- For 2018, Staff propose the festival use the same venues, but without the use of the docks for boats. The main activation zones would continue to be the Village, Gulf of Georgia Cannery, and Imperial Landing.
- Britannia Shipyards, Steveston Museum and Steveston Tram would be open to the public and supplemented with a simple level of programming (e.g., acoustic performances, kid's activities, tours, etc.). All three of these sites reported strong attendance numbers in 2017 (Britannia Shipyards, 15,000; Steveston Museum 2,170 (previous best was 802); and Steveston Tram, 4,155 (previous best was 2,853 in 2013).

*Programming*

Based on three levels of City funding options, the programming opportunities for the Richmond Canada Day festival are detailed in Table 1 below.

Table 1

<b>FEATURE:</b>	<b>OPTION A: Staff Recommended Funding</b>	<b>OPTION B: Canada 150 Steering Committee Recommended</b>	<b>OPTION C: Canada 150 Steering Committee Recommended + \$70,000</b>
City Funding	\$350,000	\$180,000	\$250,000
Sponsorship Potential	\$75,000	\$50,000	\$75,000
Event Hours	9:00am–10:30pm	9:00am-5:00pm, 10:15-10:25	9:00am–10:30pm
Fireworks (sponsored by Dueck)	20 min	10 min	15 min
Flag Raising Ceremony	✓	✓	✓
Street Hockey	✓	✓	✓
Exhibitors (e.g., merchants, artists, etc.)	✓	✓	✓
Food Trucks	✓	✓	✓
Street Performers	✓	✓	✓
DJ Tower (sponsored by Dueck)	✓	✓	✓
Stage at Gulf of Georgia Cannery (sponsored by Cowell)	✓	✓	✓
Stage at Steveston Museum	✓	✓	✓
Stage at the Steveston Tram	✓	x	✓
Main Stage (in Bayview parking lot)	✓	x	✓
Canadian Headliner	✓	x	x
Kids Cove at Imperial Landing	✓	x	x
Artisan Market on Boardwalk	✓	x	x
Stage at Imperial Landing	✓	x	x
Stage at Britannia Shipyard	✓	x	x
Free bus shuttle from City Hall to Steveston	✓	x	x
Boat viewing	x	x	x
Regional appeal	Very good	Local	Good
Volunteer perks (e.g., shirt, food, etc.)	Very good	Limited	Good



Staff envision a Canada Day event that accommodates the large number of attendees and provides them with a great experience. With attendance over 100,000 expected, the festival needs to provide numerous essential services such as toilets, waste management, security, traffic control, communications, signage, seating, bus shuttles and volunteers.

The public safety requirements for Richmond Canada Day are highly complex. With the festival taking place on public roads and along the shoreline, the need for a comprehensive traffic management plan, a strong RCMP presence, and expansive venue security is paramount.

The costs to provide these essential services are the same whether option A, B or C is selected. In addition, the 2017 sponsors are keen to renew their agreements with the festival; however, the deals were structured on an event scope similar to what is proposed in Option A and C, and any adjustment to the event scope could result in reduced sponsorship revenue.

A reduced overall budget (to the \$180,000 level of City funding and therefore reduced anticipated sponsorship) will necessitate severe cuts to the overall festival's programming resulting in a fewer performances, activities and activations. The portion of the budget allocated to artist programming will determine the quality of the acts that are booked. Artists are in high demand on July 1<sup>st</sup> resulting in higher performance fees. The festival will also be forced to reduce the number of activations planned and scale back the marketing program.

### Sunset Series

Funding options for consideration:

- **OPTION A:** Original Approved City Funding, \$25,000
- **OPTION B:** Canada 150 Steering Committee Recommended City Funding, \$0

This event is part of a City wide objective to create and program public spaces for the benefit of all residents of Richmond. The purpose of this event is to animate the Olympic Riverside Plaza which is adjacent to the West Dyke trail system and provide all Richmond residents with a place to interact in the City Centre area. The Olympic Riverside Plaza is an increasingly important destination event site in the City. The Sunset Series has become a fixture in the community over the past two summers with many residents coming on a regular basis.

The Sunset Series also aims to promote health and wellness through free outdoor fitness and dance classes and drop in volleyball. An estimated 200-300 people attend each Sunday night session. The series has been organized by the Major Events and Film Section as a City led initiative. Staff at the Oval support the event and assist with setup and strike. While the Oval has contributed toward the costs, running this event is not part of the Richmond Olympic Oval's direct mandate.

The Sunset Series takes place every Sunday night in July and August (eight in total) and animates an area underserved by free community events. The City Centre area is an important gathering place within the city. An event like the Sunset Series is an initiative in placemaking for the whole Richmond community, builds public awareness for the area and creates a vibrancy that adds to all residents' quality of life.

**Richmond Maritime Festival**

Funding options for consideration:

- **OPTION A:** Staff recommended City Funding, \$400,000
- **OPTION B:** Canada 150 Steering Committee Recommended City Funding, \$200,000

The Maritime Festival is one of the City’s most established events. For 2018, staff propose an expansion to the event in an effort to create a more prominent maritime themed festival. The intent is to consolidate Ships to Shore into the Maritime Festival and deliver one major signature event that celebrates our City’s maritime industry and heritage. An expanded Maritime Festival will have significant tourism benefits and enhance Richmond’s profile in the region.

To achieve this goal, Staff propose the following changes for the 2018 event:

- Expand the festival venue to include Imperial Landing. This will double the available dock space for boat viewing and create a stronger connection to Steveston Village.
- Pursue opportunities to bring in larger vessels (i.e., Class B tall ships).
- Animate the Imperial Landing with the successful activations from previous Ships to Shore events (e.g., Kids Cove, stage performances, food trucks, etc.).
- Move the festival date to the last weekend in July in order to have sufficient spacing between Richmond Canada Day, Maritime Festival and Richmond World Festival.
- Explore new partnerships with the Steveston Merchants Association, Steveston Harbour Authority and the Gulf of Georgia Cannery to include satellite activations as part of the festival.
- The Ships to Shore brand will be reserved for future Class A tall ship visits where a special event is required (similar to the 2002 and 2017 events).

*Programming:*

Based on two levels of City funding options, the programming opportunities for the Richmond Maritime Festival are detailed in Table 2 below.

Table 2

<b>FEATURE</b>	<b>OPTION A: Staff Recommended Funding</b>	<b>OPTION B: Canada 150 Steering Committee Recommended</b>
City Funding	\$400,000	\$200,000
Sponsorship Potential	\$60,000	\$40,000
Event Hours	11am - 7pm (day 1) 11am to 5pm (day 2)	11am - 7pm (day 1) 11am to 5pm (day 2)
Event Location	Britannia Shipyard National Historic Site and Imperial Landing	Britannia Shipyard National Historic Site

FEATURE	OPTION A: Staff Recommended Funding	OPTION B: Canada 150 Steering Committee Recommended
Wooden Boat Displays	ability to bring in higher calibre exhibitors from out of town	local exhibitors only, likely existing BHSS boats in static displays
Level of site animation	very good	good
Volunteer incentives (e.g., shirt, food, etc.)	very good	good
Number of visiting boats	22	12 (local only)
Enhanced First Nations and Community Organisation Involvement	✓	x
Wooden Boat programming on site leading up to the festival	✓	x
Potential Class B or other "flagship" ship	✓	x
Enhanced Wooden Boat Festival Component	✓	x
Potential for larger vessels (any class)	✓	x
Saturday Evening Concert - well known headliner	✓	x
Free Bus shuttle from City Hall to Britannia Shipyard	✓	x
Artists animating boardwalk approaching Britannia Shipyard	✓	x
Water Side viewing from River Queen Shuttle	✓	x
Primary and secondary stages	✓	x
Opening night reception for ship captains/crew	✓	x
Pool Animation (e.g., stand up paddle boarding, canoeing, etc. in a portable swimming pool)	✓	x

Richmond Harvest Festival

Funding options for consideration:

- **OPTION A:** Staff recommended City Funding, \$160,000
- **OPTION B:** Canada 150 Steering Committee Recommended City Funding, \$0

The inaugural Richmond Harvest Festival in 2017 was successful in bringing over 5,000 people to the Garden City Lands. The event built awareness for the City’s newest park and celebrated our agricultural heritage and industry.

Highlights included a marketplace featuring local produce and artisan products, local craft beer and wine, country dining with local food vendors, cooking demonstrations, children’s activities

including a straw bale slide and tractor-pulled wagon ride, and a main stage featuring a headline performance from Jon and Roy. Community displays engaged and educated visitors on topics from urban agriculture and farming in Richmond to recycling and sustainability.

Numerous partnerships were established that were key to the success of the festival. Community partners included Kwantlen Polytechnic University, Richmond Food Security Society, The Sharing Farm Society, Richmond Public Library, David Suzuki Foundation, Richmond Nature Park, City Centre Community Association, BC Dairy Association, Poultry in Motion, Walk Richmond, Country Farms and Garden City Lands Conservation Society.

The festival also engaged numerous marketplace vendors (i.e., Kwantlen Polytechnic University, Marie's Guilt Free Bakery, Island Jerky, The Sharing Farm Society, Elephant Garden Creamery, Phoenix Perennials, Easterbrook Farms Ltd, and Eastvan Bees); food and beverage vendors (i.e., Wheelhouse Seafoods, D'Original Sausage Haus, Hurricane Potato, Purpose Smoothie Co, Thai Box on Truck, Canada Berries Enterprises, Country Vines, Fuggles and Warlock, and Britannia Brewery); and sponsors (i.e., Bank Group, KPU, Mayberry Farms, Richberry Group, AWA, Vancity and Government of Canada)

#### *The Plan for 2018:*

Based on the success and community feedback from the inaugural event, a 2018 iteration of the Richmond Harvest Festival would include the following changes and initiatives:

- Earlier event date, September 15, which may reduce harvesting schedule conflicts that limit farmer's participation and provide a better chance for more favorable weather.
- Expand farmers market and community partner area to involve more local farmers featuring local produce and artisan products, local craft beer and wine, country dining with local food vendors.
- Feature more educational agricultural displays on topics from urban agriculture, gardening, sustainability and farming in Richmond.
- Include farming demonstrations in the KPU field and add more farming equipment on display.
- Create a Harvest-A-Crop activation (i.e., potatoes, corn or cranberries to allow people the chance to harvest a crop/get their hands dirty).
- Replace Straw Bale Slide with a straw bale climbing structure and maze which will be more inclusive for everyone and creates a larger, improved children's area.
- Cooking Stage featuring local chefs using locally sourced ingredients.
- Include farm tours from the festival site to local Richmond farms.
- Add an interpretive guide on hay wagon rides to make them more educational.
- Feature live music from local musicians.
- Work with community partners to organize a ticketed harvest table fundraiser dinner.

The development of Garden City Lands Park will continue throughout 2018 and staff anticipates by this fall to have substantially completed the current phase of agriculture buffer and naturalized plantings, ongoing infrastructure development. KPU will be fully underway with their agricultural activities on the currently established field. The rate of progress and the scope completed would be substantially increased should the City's Non-Farm Use Application to the

ALC be approved. Council will be receiving a RTC seeking direction to proceed with this application in February; shortly thereafter, the City anticipates submitting the application.

With a focus on soil amendment, KPU planted a winter crop for the 2017/18 season and soil cover crops (e.g., rye, wheat, clover, buckwheat, etc.) will be planted in the Spring. In addition, over 200m<sup>2</sup> of raised garden beds will be constructed for the purpose of garden production for farmer's market season.

A key benefit of having a major event at Garden City Lands Park is that it exposes the park to a wide audience through the event's marketing and media promotions, resulting in significant festival attendance. The media exposure also promotes positive awareness and encourages future visitation.

### Cherry Blossom Festival

Funding options for consideration:

- **OPTION A:** Original recommended City Funding, \$0
- **OPTION B:** Canada 150 Steering Committee Recommended City Funding, \$25,000

With the City becoming the producer of the Cherry Blossom Festival, the following information details the key initiatives and changes:

- A festival advisory committee from the Japanese community would be created. This committee would work closely with staff to provide guidance on programming options and ceremony details.
- City would provide professional event expertise and manage all production and marketing aspects.
- The organizer of the 2017 event suggested April 1 or 8 as possible dates for the 2018 event. Staff recommend Saturday, April 7 or Sunday April 8 as April 1 falls on Easter Sunday.
- Last year's organizer expressed the desire to keep the event at Garry Point Park because of the 255 cherry blossom trees. However, alternate venues would be explored and reviewed with the Japanese community before a final venue location is determined.

### **Financial Impact**

None. One time funding of \$1.51 million for 2018 Major Events was approved as part of the 2017 budget process.

### **Conclusion**

Events are an excellent way to connect our community, provide volunteer opportunities, and showcase our City to the region.

Council requested additional information on several of the events outlined in the report titled "Proposed Plan for Major Events in 2018" which was considered at the General Purposes Committee meeting of January 8, 2018. This report provides more detailed information on the

January 10, 2018

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Children's Arts Festival, Richmond Canada Day, Richmond Maritime Festival, Sunset Series at the Oval, Richmond Harvest Festival and a Cherry Blossom Festival.

Each event provides a unique experience with themes celebrating our multiculturalism, maritime and agricultural industry, arts and culture, and community.

A handwritten signature in black ink, appearing to read "Bryan Tasaka". The signature is stylized and cursive.

Bryan Tasaka  
Manager, Major Events and Film  
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