



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** May 27, 2019
From: Marie Fenwick **File:** 11-7400-01/2019-Vol
 Director, Arts, Culture and Heritage Services 01
Re: Referral Response: Proposed Plan for Major Events and Programs in 2020

Staff Recommendations

1. That the Major Events and Programs for 2020 as outlined in the staff report titled "Referral Response: Proposed Plan for Major Events and Programs in 2020" dated May 27, 2019, from the Director, Arts, Culture and Heritage Services, be approved;
2. That the expenditures totaling \$1,775,500 for Major Events and Programs in 2020, of which \$1,345,000 is funded from the Rate Stabilization Account and \$430,000 funded from projected sponsorships and grants, be included in the amended Consolidated 5 Year Financial Plan (2019–2023); and
3. That the development of a new Major Events Strategy as outlined in the staff report titled "Referral Response: Proposed Plan for Major Events and Programs in 2020" dated May 27, 2019, from the Director, Arts, Culture and Heritage Services, be approved.

Marie Fenwick
 Director, Arts, Culture & Heritage Services
 (604-276-4288)

Att. 3

| REPORT CONCURRENCE | | |
|--|-------------------------------------|--------------------------------|
| ROUTED TO: | CONCURRENCE | CONCURRENCE OF GENERAL MANAGER |
| Communications | <input checked="" type="checkbox"/> | |
| Corporate Partnerships | <input checked="" type="checkbox"/> | |
| Parks Services | <input checked="" type="checkbox"/> | |
| Finance | <input checked="" type="checkbox"/> | |
| REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE | INITIALS: | APPROVED BY CAO |

Staff Report

Origin

On April 1, 2019, staff presented the Proposed Plan for Major Events and Programs in 2020 report to the General Purposes Committee. This report recommended a 2020 program of events with the same scope and funding levels as 2019.

General Purposes Committee made the following referral:

That the Proposed Plan for Major Events and Programs in 2020 be referred back to staff for further review and re-evaluation including:

- 1. Council comments in terms of an evaluation of the various events held by the City;*
- 2. Sponsorship potential;*
- 3. Re-evaluation of the various events and budget;*
- 4. Completion of an economic impact study; and*
- 5. Report back to the General Purposes Committee.*

This report supports Council approved strategies, including the Major Events Strategy and its goals of programming and creating a dynamic destination waterfront, the Waterfront Strategy, the Parks and Open Space Strategy 2022, the Arts Strategy vision for Richmond to be an arts destination, and the Resilient Economy Strategy by providing 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

Background

At the City Council meeting on January 15, 2018, Council approved a Terms of Reference and appointed a Major Events Advisory Group (MEAG) to provide input into the types of major events to be produced by the City.

The Terms of Reference for MEAG is to provide recommendations on the annual event program which will allow staff to submit a report to Council through the General Purposes Committee and prepare a submission to the annual budget process. MEAG consists of Councillors' Day and Au (Co-Chairs), Loo and Steves, and staff, who have conducted a series of meetings to review the Major Event Program for 2020.

On January 22, 2019, the MEAG reviewed the proposed festival program and recommended the following for consideration by Council:

1. That the 2020 program include the same schedule of events as presented by staff, including the Children's Arts Festival, Cherry Blossom Festival, Doors Open Richmond, Steveston Salmon Festival, Richmond Maritime Festival, Farm Fest at Garden City Lands, Richmond

World Festival, Neighbourhood Park Celebration Grants and City-wide Event Marketing Campaign Program and City Branded Assets; and

2. That the funding for the event program remains at the same funding levels as the 2019 program (see Table 1).

Defining the Success of the Current Major Events Program

In the Proposed Plan for Major Events and Programs in 2020 report, staff described the following ways the success of the existing festival program was evaluated:

- Through feedback from a recent Art Strategy survey and community engagement, free public events were considered one of the top priorities for Richmond residents.
- Exit surveys taken at the Maritime Festival and World Festival in 2018 were positive with 94 per cent of respondents rating the festivals as very good to excellent.
- Each festival received strong volunteer support from the local community. Volunteers are provided an opportunity to develop new skills, experiences and relationships.
- Richmond festivals receive strong support from community partners who take an active role in planning and participating in the event. Festival partners include the Richmond Agricultural and Industrial Society, BC Wakayama Kenjin-Kai, Richmond Arts Coalition, Britannia Heritage Shipyard Society, KPU, Vancouver Cantonese Opera Society, Richmond Public Library, and Cinevolution. A full list of community engagement partners is listed in Attachment 2.
- In 2018, attendance for the City's festival program exceeded 200,000 people and sponsorship sales totalled \$303,500. These two figures speak to the popularity of free community festivals and the satisfaction level of the festival's corporate partners for the program.
- The Canadian Event Industry Awards recognized the inaugural 2015 edition of the Richmond World Festival as the Best Public Entertainment Event in Canada. The Richmond World Festival (2019), Richmond Maritime Festival (2018) and the Richmond Canada 150 program (2017) were finalists in the Canadian Event Industry Awards Best Festival category.

Additional Processes to Evaluate the Major Event Program

- Festivals will continue to be evaluated based on feedback from the community. Specifically, an intercept survey will be conducted at this summer's major festivals to determine origin of attendees and how much they spent locally during their stay. This data collected will be used in Tourism Richmond's Festival Impact Calculator to estimate the economic impact of the festival. The surveys will also collect general input on the attendees overall experience.

- Staff will meet with the MEAG at the end of the festival season to review the outcome of each event, the impact the event had on the community and discuss if any changes are required to the overall scope of the event.

Sponsorship Potential

The sponsorship sales cycle and federal grant applications for the 2020 season will begin in the fall of 2019. Based on the current progress of sponsorship sales and grant funding awards for the 2019 events program, staff project comparable levels of success for a similar event program in 2020.

The major event program relies heavily on sponsorship revenue and federal grant funding to deliver its current lineup of annual festivals. In 2018, sponsorship and federal grants accounted for 26 per cent of the total festival budget.

Table 1: Sponsorship and Grant Revenue Expressed as a Percentage of the Total Major Event Program

| Year | Sponsorship (A) | Federal Grants (B) | City Funding for Major Events (C) | Total Funding for Major Events (A)+(B)+(C)=(D) | Sponsorship + Grants as a % of Total Festival Funding (A+B)/D |
|-----------------------------|----------------------------|-----------------------------------|--|---|--|
| 2016 | \$215,900 | \$52,900 | \$740,000 | \$1,008,800 | 27% |
| 2017 | \$300,327 | \$166,200 | \$2,875,000 | \$3,341,527 | 14% |
| 2018 | \$303,500 | \$87,400 | \$1,128,000 | \$1,518,900 | 26% |
| 2019 (projected) | \$348,750 | \$85,216 | \$1,345,000 | \$1,778,966 | 24% |

Should the scope of the 2020 program change, then projected funding from sponsorship and grants can be expected to change accordingly. For example, if a festival is decreased from two days to one, then the fee charged for presenting level sponsorship could drop relative to the reduction in overall benefits.

Re-evaluation of Festival Program Budget

Staff recommends the major events program plan and budget (Table 2) as recommended by MEAG. This program includes the Children’s Arts Festival, Cherry Blossom Festival, Doors Open Richmond, Steveston Salmon Festival, Richmond Maritime Festival, Farm Fest at Garden City Lands, and Richmond World Festival.

Table 2: Recommended Major Events Program

| PROPOSED EVENTS & PROGRAMS | 2019 City Funding <i>Approved</i> | Major Events Advisory Group Recommended 2020 City Funding | 2020 Projected Sponsorship & Grants | TOTAL: Event Budget |
|---|--|--|--|--------------------------------|
| Children's Arts Festival | \$75,000 | \$75,000 | \$30,000 | \$105,000 |
| Cherry Blossom Festival | \$35,000 | \$35,000 | \$0 | \$35,000 |
| Doors Open Richmond | \$20,000 | \$20,000 | \$7,000 | \$27,000 |
| Steveston Salmon Festival (in partnership) | \$250,000 | \$250,000 | \$138,000 | \$388,000 |
| Richmond Maritime Festival | \$300,000 | \$300,000 | \$90,000 | \$390,000 |
| Farm Fest | \$40,000 | \$40,000 | \$15,000 | \$55,000 |
| Richmond World Festival | \$400,000 | \$400,000 | \$150,000 | \$550,000 |
| Neighbourhood Celebration Grant Program | \$75,000 | \$75,000 | \$0 | \$75,000 |
| City-wide marketing campaign | \$85,000 | \$85,000 | \$0 | \$85,000 |
| City branded shared resources | \$15,000 | \$15,000 | \$0 | \$15,000 |
| Program Contingency | \$50,000 | \$50,000 | \$0 | \$50,000 |
| TOTAL PROGRAM BUDGET | \$1,345,000 | \$1,345,000 | \$430,000 | \$1,775,000 |

A detailed summary of each event, along with projected attendance figures, can be found in Attachment 1. In addition, a summary of the City funding from 2016 to the proposed 2020 budget is detailed in Attachment 3.

Options to Reduce Proposed Event Program

There are a number of ways in which the proposed event program can be reduced including cancelling individual events or reducing the scope of events. Should Council wish to reduce the festival program for 2020, staff have identified the following three options for consideration:

1. Steveston Salmon Festival

- a. Reduce the level of support for entertainment programming that was added as part of the Richmond Canada Day in Steveston (2017–2018) and support Salmon Festival with site production and marketing only. (\$75,000 budget reduction)

2. Richmond Maritime Festival

- a. Cancel the previously approved expansion to Imperial Landing and revert back to the 2018 model with programming limited to the Britannia Shipyards site. (\$100,000 budget reduction)
- b. Reduce the festival to a one day event. (\$70,000 budget reduction)

3. Richmond World Festival:

- a. Reduce the festival to a one day event. (\$100,000 budget reduction)

Any changes to the proposed program should consider the City's current relationships with sponsors. For example, reducing the Richmond World Festival to a one day event will result in a decrease in sponsorship revenue.

Many of the festivals have also developed strong partnerships with various community groups (e.g., Salmon Festival Society, BC Wakayama Kenjin-Kai, Richmond Arts Coalition, Britannia Heritage Shipyard Society, Cinevolution, etc.). A change in a festival's scope may impact the opportunities to collaborate with the community.

Economic Impact of Festivals

Economic impact models are commonly used to evaluate the economic impact of major events and festivals. These models take a variety of inputs into account including festival size, festival type, percentage of local residents and estimated spend on-site and off-site by visitors. The data generated by these models can be used to determine the return on investment.

An industry scan revealed a number of economic impact models applied to similar festivals. For example, the Surrey Fusion Festival conducted an intercept survey in 2018 to determine how much visitors spent at stores and restaurants while visiting the festival. The data revealed that the average spend per group was \$51 and the average group size was 2.6 people. Based on a 100,000 attendance estimate, the estimated total spend in the community was \$1,960,000.

On a national level, the Canadian Festivals Coalition commissioned a report in 2009 titled Economic Impact of Canada's Festivals and Events. This report measured the economic impact of 15 of Canada's largest festivals. The study revealed that over \$1B in new spending was generated by these events and that they also support employment of 15,600 full-time equivalent jobs and \$283M in tax revenue to the municipal government.

Staff collaborated with Tourism Richmond to estimate the economic impact of festivals in the City. To accurately measure the economic impact of Richmond festivals, Tourism Richmond obtained third-party input and guidelines from a variety of analysts and statisticians at multiple organizations including Pacific Analytics, Destination British Columbia, Destinations International and BC Statistics.

Using a variety of methodology recommendations and industry figures, Tourism Richmond developed a customized Festival Impact Calculator specifically for Richmond’s festival environment. Several of these figures were provided from BC Stats and were customized specifically for the Richmond market using Tourism Richmond’s primary data on where Richmond visitors spend money across different sectors. The Richmond Festival Impact Calculator also takes into account event budget, earned sponsorship revenue, resident spending, day visitor spending and overnight visitor spending.

Key outputs include the Total Economic Impact of new money brought into the Richmond economy, including its indirect and induced value, as well as an estimate of Total Value which includes spending by residents and the City funding. The projected economic impacts of City’s major events program in 2019 are detailed in Table 3.

Table 3: Projected economic impact of the City’s 2019 major events program

| Category | Total | Description |
|-------------------------|--------|--|
| Total Resident Spending | \$1.7M | Resident spending at festivals |
| Day Visitor Spending | \$2.3M | Non-Richmond residents spending in and out of festival |
| Total Economic Impact | \$2.9M | Includes day visitor spending and sponsorship revenue |
| Total Value | \$5.7M | Includes day visitor spending, sponsorship revenue, Richmond resident spend and City funding |

The importance of a robust festival program can also be measured by its socio-cultural impact on a city. Festivals can enhance the vibrancy of a city, create a greater sense of civic pride and connectedness between residents and improve the overall livability. Specifically, Richmond’s current festival program celebrates its maritime roots, agricultural heritage and unique cultural diversity and each are free (or low cost) to attend making them financially accessible to the community.

Furthermore, providing residents with opportunities to attend festivals in Richmond provides a staycation opportunity and keeps spending in Richmond.

Development of a Major Events Strategy

In 2007, Council adopted the *Major Events Plan 2007–2012* in advance of the 2010 Winter Olympics. The objectives of this plan were to leverage Games related opportunities for long term legacies, maximize social and economic benefits to the community, complement the Games’ program of events, attract visitors to the City and enhance the international profile of Richmond. The plan’s vision statement was “Richmond, the premier events destination in Canada”.

The recommendations from the Major Events Plan 2007–2012 can be credited with supporting the creation of the Richmond Canada 150 program, Richmond World Festival, Farm Fest at Garden City Lands, Richmond Cherry Blossom Festival, Children’s Arts Festival and the Neighbourhood Celebration Grant Program. The plan also supported the vision of an expanded Richmond Maritime Festival and the Ships to Shore: King of the Sea in 2017.

As the existing Major Events Plan is no longer current, and the development and delivery of major events in the city has changed significantly since this plan was developed in 2007, staff recommend the development of a new Major Events Strategy. This new Strategy will guide the future direction of the City's major events program and will include the following:

1. An assessment of the economic and social benefits of the current program of festivals.
2. A review of operating models to resource, manage, fund and evaluate the delivery of events in the City.
3. A review of opportunities to attract and/or produce new events that align with the City's objectives.
4. A review of the opportunities and capacity for community involvement in the major event program.
5. The development of a decision making framework for determining which major events to support and/or produce in future years.

Development Timeline for Major Events Strategy:

- **Summer 2019** – Collect visitor data through intercept surveys at the City's summer festivals.
- **Fall 2019** – Through a series of workshops and outreach initiatives, staff will conduct a major events needs assessment with input from key stakeholder and community members.
- **Winter 2020** – Major Events Strategy drafted and presented to Council.
- **Spring 2020** – Report to Council, including a proposed program and budget request for 2021. This program and budget will be developed based on Council direction from the Major Events Strategy.

Financial Impact

The financial impact for the proposed Major Events Program in 2020 is \$1,345,000 which is proposed to be funded through the Rate Stabilization Account.

Conclusion

The proposed schedule of events for 2020 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 in offering free or low cost festivals.

Richmond events are well attended, strongly supported through corporate sponsorships, create meaningful community partnerships, provide numerous volunteer opportunities and receive significant positive public feedback.

May 27, 2019

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A handwritten signature in black ink, appearing to read 'Bryan Tasaka', with a large, sweeping flourish at the end.

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

- Att. 1: Summary of the Major Events Program for 2020
- 2: Community Engagement at the City's Major Events
- 3: Five Year Funding Summary (2016–2020)

Summary of the Major Events Program for 2020

1. Children's Arts Festival (*February 17–21*)

A festival dedicated to children that opens on Family Day and features numerous performances, art activities, and workshops, and ends with four days of school group programs.

Attendance (projected): 8,000 **Venue:** Richmond Cultural Centre

Target Audience: Children aged 3-12; surrounding school districts

2. Richmond Cherry Blossom Festival (*April 5, tentative date*)

Set amongst the 255 cherry trees in Garry Point Park, this festival will feature a variety of Japanese performances, kite flying, activities and food. The festival will include mini-workshops where participants can learn the art of bonsai, origami, ikebana, traditional tea ceremony and more. The artistic direction for the festival is led by representatives of the local Japanese community.

Attendance (projected): 3,500 **Venue:** Garry Point Park

Target Audience: All ages; local community

3. Doors Open Richmond (*June 6–7*)

Doors Open is one of Metro Vancouver's largest celebrations of heritage, arts and culture. Doors Open offers visitors a free opportunity to explore 40+ sites showcasing the richness and depth of Richmond's history and culture.

Attendance (projected): 16,000 **Venue:** Various locations throughout the city

Target Audience: All ages; local community

4. Steveston Salmon Festival (*July 1*)

A Canada Day celebration featuring festival programming throughout Steveston Village, a headline concert, parade, salmon bake, exhibitors and artisans, kids zone, street hockey, and a fireworks finale. The festival will be organized in partnership with the Salmon Festival organizers.

Attendance (projected): 80,000 **Venue:** Steveston Village

Target Audience: All ages; local community

5. Richmond Maritime Festival (*July 25–26*)

A two day festival celebrating the City's maritime heritage using both Britannia Shipyards National Historic Site and the docks at Imperial Landing. Wooden boats will moor at Britannia and the larger modern boats (e.g., Navy vessels, tug boats, tall ships [i.e., Adventurous]) will dock at Imperial Landing. The festival will showcase local performing artists and artisans. Exhibits will include various boat building demonstrations in collaboration with the Britannia Heritage Shipyard Society. The Richmond Arts Coalition will assist in programming local artists.

Attendance (projected): 40,000 **Venue:** Britannia Shipyards & Imperial Landing

Target Audience: All ages; Metro Vancouver residents; tourists

6. Farm Fest at Garden City Lands (August)

The Farm Fest at Garden City Lands is a nostalgic farmers market that celebrates Richmond's connection to agriculture, provides educational opportunities on agricultural and gardening practices, and connects residents to the Garden City Lands. In addition to the farmers and artisans marketplace, festival highlights will include agricultural demonstrations, farm equipment displays, educational exhibits, and an interpretive wagon ride. The Farm Fest will celebrate Richmond's farming heritage, provide learning opportunities for community members, strengthen collaboration between local food system stakeholders, and provide opportunities for community building in the City Centre.

Attendance (projected): 6,000 **Venue:** Garden City Lands

Target Audience: All ages; Metro Vancouver residents

7. Richmond World Festival (September 4–5)

A two day festival at Minoru Park featuring over 140 performances on nine stages including international headliners. The World Festival will showcase over 80 artisans and vendors and 50 food trucks in the FEASTival of Flavours. The Culinary Stage features cooking demonstrations by local chefs and Cinevolution produces the Digital Carnival zone. The award winning World Festival is a top tourist event for the City that has a strong regional appeal and can also be leveraged through a partnership with Tourism Richmond. Community partnerships include Richmond Public Library, Cinevolution, the local African community, and the Vancouver Cantonese Opera Society.

Attendance (projected): 60,000 **Venue:** Minoru Park

Target Audience: All ages; Metro Vancouver residents; tourists

8. Neighbourhood Celebration Grant Program

Neighbourhoods are the cornerstone of Richmond's communities. They are the natural spaces for building healthy, vibrant, trusting, and resilient communities.

The Neighbourhood Celebration Grant Program is designed to facilitate the hosting of high quality, grassroots events in neighbourhood parks thus building a sense of neighbourhood pride and identity.

The City would provide opportunities for residents, community groups and Parent Advisory Committees to submit proposals for the hosting of community-building events in their neighbourhood. The City would collaborate with event organizers to provide a base level of resources to support each selected event (e.g., event leader(s), permits, tents, water stations, equipment). Event organizers would be responsible for event programming, acquiring additional resources, and mobilizing neighbours.

The Major Events Advisory Group (MEAG) would provide direction on the eligibility and selection criteria for this program. The resources made available and the number of events to be selected, would be determined by the MEAG.

The benefits of this program include promoting resident interaction; strengthening community connections while building a sense of ownership and neighbourhood pride; connecting residents with their local streets, parks and green spaces; providing the

community with the resources to host a high quality community building event; and providing an opportunity for community members to gain experience organizing grassroots events.

9. City-wide Event Marketing Campaign Program and City Branded Assets

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 as part of the major event program. The comprehensive marketing campaign promotes all of the major events to the region through the major media outlets (e.g., TV, radio stations and online blogs). The City-branded assets allow each event to properly recognize the City as the producer of the event, promote sponsors correctly and support the event's infrastructure (e.g., kiosks, city branded arch, tents, and sky flags, etc.).

Community Engagement at the City's Major Events

Children's Arts Festival

- **Programming Partners:** Richmond Public Library and Richmond School District

Richmond Cherry Blossom Festival

- **Community Organizers:** Jim Tanaka & Mary Hirano
- **Programming Partners:** Vancouver Language School and BC Wakayama Kenjin Kai
- **Exhibitors:** Sister Cities Advisory Committee

Doors Open Richmond

- **Programming Partner:** Richmond Museum Society
- **Participating Sites:** Richmond Cultural Centre, Richmond Museum, Richmond Art Gallery, Richmond Media Lab, Richmond Public Library, Textile Arts Guild of Richmond, Richmond Weavers and Spinners Guild, Richmond Potters Club, Bahá'í Community of Richmond, Brighthouse Fire Hall No. 1, Minoru Chapel, Bodhi Meditation Centre, Lipont Place, Olympic Experience at the Richmond Olympic Oval, Vancouver International Airport (YVR), WildResearch—Iona Island Bird Observatory, Waters Edge House Art Studio, Yulia Radchenko Studio, Richmond Eastern Catholic Church, Alice Saunders Home Art Studio, Gina Page Seawrack Press Studio, Loraine Wellman Fine Art Home Studio, BC Emergency Health Service Station, Steves Family Farmhouse, Open Art Studio, Steveston Museum, Steveston Tram, Steveston Japanese Canadian Cultural Centre, Steveston Hub, Britannia Shipyards National Historic Site, Branscombe House, London Heritage Farm, Finn Road Studio and Garden, Fuggles & Warlock Craftworks, Lingyen Mountain Temple, Az-Zahraa Islamic Centre, Richmond Mosque BC Muslim Association, Richmond Nature Park, The Museum at the Sherman Armoury, Richmond Ismaili Jamatkhana, Phoenix Perennials, Nanaksar Gurdwara Gursikh Temple, BCIT Aerospace Campus, Gulf of Georgia Cannery, Wild Sweets

Steveston Salmon Festival

- **Community Organizers:** Richmond Agricultural and Industrial Society
- **Programming Partners:** Steveston Farmers Market, Steveston Museum and Tram, Gulf of Georgia Cannery

Richmond Maritime Festival

- **Programming Partners:** Richmond Arts Coalition and Britannia Heritage Shipyards Society
- **Exhibitors:** Richmond Carvers, Fraser River Discovery Centre, SALTS, Eddie Hawk, Britannia Heritage Shipyards Society, Sea Cadets, Maritime Mammal Rescue Center, Gulf of Georgia Cannery, Greyhaven Exotic Bird Sanctuary, Richmond Pottery Club,

Richmond Weavers and Spinner Guild, Steveston Maritime Modelers, Fraser Riverkeepers and Richmond Artists Guild

Farm Fest at Garden City Lands

- **Programming Partners:** KPU
- **Exhibitors:** Richmond Nature Park Society, David Suzuki Foundation, BC Association of Farmers Markets, Young Agrarians, Garden City Conservation Society, Richmond Food Security Society, KPU, Walk Richmond, The Sharing Farm, BC Dairy Association, Poultry in Motion, and Steveston Farmers Market Association

Richmond World Festival

- **Programming Partners:** Cinevolution, Somali Women Empowerment Society, Vancouver Cantonese Opera Society, Mary Wilson (Richmond Black History Month), Richmond Public Library, Richmond Art Gallery, Richmond Museum, and Richmond Arts Centre
- **Exhibitors:** Richmond Cares Richmond Gives, Richmond Multicultural Community Services, Richmond Centre for Disability, S.U.C.C.E.S.S. ISIP, ISSofBC, Aviva Employment Services/Back in Motion, Canucks Autism Network, Gateway Theatre, Bodhi Meditation, City of Richmond Youth Street Team, City of Richmond- Recycling and Waste Management, Minoru Centre for Active Living, Richmond Art Gallery, City Centre Community Association and Emotive Electric Vehicles

Five Year Funding Summary (2016-2020)

The following table details the City, sponsorship and grant funding levels since 2016:

| | 2016 | 2017 | 2018 | 2019 | 2020 (proposed) |
|--|-------------------|-------------------|-------------------|-------------------|-------------------|
| CHILDREN'S ARTS FESTIVAL | | | | | |
| City Funding | \$ 60,000 | \$ 70,000 | \$ 75,000 | \$ 75,000 | \$ 75,000 |
| Sponsorship | \$ 27,000 | \$ 23,000 | \$ 28,000 | \$ 33,750 | \$ 30,000 |
| Total | \$ 87,000 | \$ 93,000 | \$ 103,000 | \$ 108,750 | \$ 105,000 |
| CHERRY BLOSSOM FESTIVAL (funding for 2017 was through the Richmond Canada 150 Celebration Grant Program) | | | | | |
| City Funding | | | \$ 25,000 | \$ 35,000 | \$ 35,000 |
| Total | | \$ - | \$ 25,000 | \$ 35,000 | \$ 35,000 |
| DOORS OPEN | | | | | |
| City Funding | | | | \$ 20,000 | \$ 20,000 |
| Federal Grant | \$ 4,100 | \$ 3,600 | \$ 2,700 | \$ 2,000 | \$ 2,000 |
| Sponsorship | \$ 1,500 | \$ 500 | \$ 5,000 | \$ 5,000 | \$ 5,000 |
| Total | \$ 5,600 | \$ 4,100 | \$ 7,700 | \$ 27,000 | \$ 27,000 |
| CANADA DAY (Ships to Shore 2013-2016; Richmond Canada Day in Steveston 2017-2018); merged with SalmonFest 2019) | | | | | |
| City Funding | \$ 180,000 | \$ 365,000 | \$ 250,000 | \$ 250,000 | \$ 250,000 |
| Federal Grant | | \$ 28,000 | \$ 32,000 | \$ 32,816 | \$ 33,000 |
| Sponsorship | \$ 25,000 | \$ 53,000 | \$ 75,000 | \$ 105,000 | \$ 105,000 |
| Total | \$ 205,000 | \$ 446,000 | \$ 357,000 | \$ 387,816 | \$ 388,000 |
| MARITIME FESTIVAL | | | | | |
| City Funding | \$ 205,000 | \$ 380,000 | \$ 200,000 | \$ 300,000 | \$ 300,000 |
| Federal Grant | \$ 48,800 | \$ 54,600 | \$ 52,700 | \$ 50,400 | \$ 50,000 |
| Sponsorship | \$ 47,400 | \$ 40,000 | \$ 39,500 | \$ 40,000 | \$ 40,000 |
| Total | \$ 301,200 | \$ 474,600 | \$ 292,200 | \$ 390,400 | \$ 390,000 |
| FARM FEST (Harvest Fest in 2017) | | | | | |
| City Funding | | \$ 150,000 | \$ 28,000 | \$ 40,000 | \$ 40,000 |
| Federal Grant | | \$ 40,000 | | | |
| Sponsorship | | \$ 16,452 | \$ 4,500 | \$ 15,000 | \$ 15,000 |
| Total | \$ - | \$ 206,452 | \$ 32,500 | \$ 55,000 | \$ 55,000 |
| WORLD FESTIVAL | | | | | |
| City Funding | \$ 230,000 | \$ 300,000 | \$ 400,000 | \$ 400,000 | \$ 400,000 |
| Sponsorship | \$ 115,000 | \$ 133,000 | \$ 151,500 | \$ 150,000 | \$ 150,000 |
| Total | \$ 345,000 | \$ 433,000 | \$ 551,500 | \$ 550,000 | \$ 550,000 |
| SHIPS TO SHORE - KING OF THE SEA | | | | | |
| City Funding | | \$ 695,000 | | | |
| Sponsorship | | \$ 34,375 | | | |
| Total | | \$ 729,375 | | | |
| NEIGHBOURHOOD GRANT PROGRAM | | | | | |
| City Funding | | \$ 150,000 | | \$ 75,000 | \$ 75,000 |
| Total | | \$ 150,000 | \$ - | \$ 75,000 | \$ 75,000 |
| SUPPORT SERVICES | | | | | |
| Marketing | \$ 50,000 | \$ 150,000 | \$ 85,000 | \$ 85,000 | \$ 85,000 |
| Shared Event Assets | \$ 15,000 | | \$ 15,000 | \$ 15,000 | \$ 15,000 |
| Program Contingency | | \$ 200,000 | \$ 50,000 | \$ 50,000 | \$ 50,000 |
| Total | \$ 65,000 | \$ 350,000 | \$ 150,000 | \$ 150,000 | \$ 150,000 |

CANADA 150 SPECIFIC EVENTS

| | | |
|--|-----------|----------------|
| Federal Grant (High School Concert Series) | \$ | 40,000 |
| Pioneer Luncheon | \$ | 60,000 |
| Music in the Plaza | \$ | 30,000 |
| Additional 150 Projects | \$ | 75,000 |
| Specialized Services | \$ | 250,000 |
| Total | \$ | 455,000 |

| | | | | | | | | | | |
|---------------------------|-----------|------------------|-----------|------------------|-----------|------------------|-----------|------------------|-----------|------------------|
| TOTAL | \$ | 1,008,800 | \$ | 3,341,527 | \$ | 1,518,900 | \$ | 1,778,966 | \$ | 1,775,000 |
| TOTAL CITY FUNDING | \$ | 740,000 | \$ | 2,875,000 | \$ | 1,128,000 | \$ | 1,345,000 | \$ | 1,345,000 |
| TOTAL GRANT FUNDING | \$ | 52,900 | \$ | 166,200 | \$ | 87,400 | \$ | 85,216 | \$ | 85,000 |
| TOTAL SPONSORSHIP FUNDING | \$ | 215,900 | \$ | 300,327 | \$ | 303,500 | \$ | 348,750 | \$ | 345,000 |

NOTES:

1. Base level funding for each event was through the Rate Stabilization Fund; except for the Richmond Canada 150 program in 2017 which received \$2,095,000 in funding from the Council Community Initiative Fund.
2. The 2017 Cherry Blossom Festival was funded through the Richmond Canada 150 Celebration Grant program.
3. Figures shown in italics are estimates or requested amounts