



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

Date: October 2, 2018

From: Todd Gross
Director, Parks Services

File: 11-7200-01/2018-Vol
01

Re: 2019 Farm Fest at Garden City Lands

Staff Recommendation

1. That Option 3 (Enhanced Festival Program) be approved for the 2019 Farm Fest at Garden City Lands, as outlined in the staff report titled "2019 Farm Fest at Garden City Lands," dated October 2, 2018, from the Director, Parks Services; and
2. That a one-time additional level request of \$22,000 be submitted through the 2019 budget process to enhance the 2019 Farm Fest at the Garden City Lands as outlined in the staff report titled "2019 Farm Fest at Garden City Lands," dated October 2, 2018, from the Director, Parks Services.

Todd Gross
Director, Parks Services
(604-247-4942)

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Major Events & Filming Corporate Partnerships	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: Dw	APPROVED BY CAO

Staff Report

Origin

At the Council Meeting on March 12, 2018, Council approved the Proposed Plan for Major Events and Programs in 2018 and 2019. Funding in the amount of \$28,000 for the Garden City Lands Farmers Market, later rebranded “Farm Fest at Garden City Lands,” was approved as part of this plan. The staff report to Council noted that the Farm Fest would be evaluated following the 2018 event to determine if it should continue in its 2018 scope or be enhanced to a larger festival in 2019.

The purpose of this report is to provide Council with a summary of the 2018 Farm Fest at the Garden City Lands and present options for an expanded event program in 2019.

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.

2.3. Outstanding places, programs and services that support active living, wellness and a sense of belonging.

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.

8.3. The City’s agricultural and fisheries sectors are supported, remain viable and continue to be an important part of the City’s character, livability, and economic development vision.

This report supports several Council-approved strategies, including the Major Events Strategy and its goals of vibrant programming and creating a dynamic destination, the Parks and Open Space Strategy and its goals of providing great places and experiences celebrating Richmond’s natural and cultural heritage, and the Garden City Lands Legacy Landscape Plan and its goals of celebrating Richmond’s historic connection to agriculture.

Analysis

Background

As part of the City’s Canada 150 celebrations, and to officially open the Garden City Lands to the community, the City hosted a one-time event titled Harvest Fest on September 30, 2017. The festival featured a local farmers market, agricultural displays, farming equipment, live music, agricultural themed children’s activities, a straw maze, and food trucks.

Although Harvest Fest was implemented as a one-time event, there was recognition that the event had many positive outcomes, and that there were benefits to hosting an agricultural-themed event on the Garden City Lands.

As part of the Major Events program for 2018, Council approved a smaller scale event titled Farm Fest at Garden City Lands (Attachment 1). The event was held on Saturday, August 11, 2018, from 10:00 a.m. to 3:00 p.m. and had over 5,600 attendees.

Farm Fest was designed to achieve the following objectives:

- Celebrate Richmond's connection to agriculture;
- Showcase local farmers and vendors;
- Provide education on agricultural practices;
- Strengthen collaboration between local food system stakeholders;
- Connect residents to the Garden City Lands; and
- Provide opportunities for community building in the City Centre.

Farm Fest was developed around the concept of a nostalgic farmers market, bringing together Richmond farmers and local artisans. The event was delivered in collaboration with Kwantlen Polytechnic University (KPU) and the Steveston Community Association's Farmers and Artisans Market (SFAM). City funding for the event was \$28,000 with an additional \$4,500 secured from corporate sponsorship.

Farm Fest 2018 – Feedback Received and Evaluation

Feedback on the 2018 Farm Fest was received through the following methods:

- Questionnaires completed by event partners and vendors;
- Social media posts;
- Discussions with individual farmers; and
- Comments received by event volunteers and staff.

The feedback received from attendees, event partners, vendors, and corporate sponsors was overwhelmingly positive. For many attendees, it was their first time visiting the Garden City Lands and also their first time being exposed to farming operations and farming equipment. The event improved the level of public awareness and appreciation for the Garden City Lands as a new community farm and bog conservation area in the City Centre. Appreciative comments were also received regarding the event having a nostalgic, community market feel.

For event partners including KPU, SFAM, and farmers, the event was an important opportunity to collaborate and collectively raise awareness on the importance of agriculture to Richmond's history and current economy. The event required approval from the Agricultural Land Commission (ALC) for a non-farm use exemption. Post-event feedback received by the ALC on the event was also positive.

Feedback was also received from some residents who had previously attended the 2017 Harvest Fest at the Garden City Lands. These comments were also positive, but there were some requests for

certain Harvest Fest program elements such as the culinary stage, wagon rides, and agriculture-themed children's activity zone to be brought back for future events.

Options for 2019

In the Council-approved Plan for Major Events and Programs in 2018 and 2019, it was recommended that the Farm Fest at the Garden City Lands be evaluated following the 2018 event to determine if it should continue in its 2018 scope or be enhanced to a larger festival in 2019.

This report presents three options for the event in 2019.

Option 1 – Similar Scope as 2018 (City Funding - \$28,000)

With this option, the event would continue to be implemented as primarily a farmers and artisans market. The event would be implemented in collaboration with KPU and SFAM, and would seek to engage additional vendors and farmers.

Event highlights with Option 1 include:

- Agricultural demonstrations and displays by local Richmond farmers and KPU's Sustainable Agriculture Program;
- Locally grown produce and artisanal products from local farmers, artisans, and vendors;
- Community partner displays;
- Bog ecology and conservation education; and
- Background music by local artists.

Option 1 can be achieved within the Council approved budget of \$28,000, plus corporate sponsorship of \$5,000, for a total budget of \$33,000.

Option 2 – Additional Farming Activations (City Funding - \$40,000)

With this option, the event would feature additional program elements to build on the agricultural theme. A centrepiece of the 2018 Farm Fest was the display of farming equipment, such as the 1916 Steam Tractor owned by the Savage family and heritage farm equipment displayed by the BC Farm Museum. There are logistical costs associated with these farming activations (such as moving heavy equipment, providing refrigeration, providing pens for animals, etc.) which the existing budget is unable to cover. This option would help to encourage event participation by local farmers by offsetting logistical costs which acted as a financial barrier for the 2018 event.

Option 2 builds on Option 1 with the following additional event highlights:

- Participation by BC Dairy, Poultry in Motion, and other educational farming groups;
- Participation by additional local farmers and display of their farming equipment;
- Farm animals for event goers to interact with; and
- Educational displays and activations showcasing cranberries and blueberries;

Option 2 can be achieved with City funding of \$40,000, plus corporate sponsorship of \$5,000, for a total event budget of \$45,000. The additional \$12,000 of City funding would be submitted through the 2019 budget process as a one-time additional level request.

Option 3 – Enhanced Festival Program (City Funding - \$50,000) (Recommended Option)

With this option, the program would be enhanced to create a more robust festival atmosphere. As the bulk of the existing event budget is allocated to site set-up, logistics, and safety and security, there is only a minimal amount allocated to the program itself. Given the budget restraints, all of the performing artists for the 2018 Farm Fest significantly reduced their fees to participate. With this option, performers could be remunerated at their fair value and additional program elements fitting the agricultural theme could be added.

One of the highlights of the 2017 Harvest Fest that could be re-introduced as part of the Farm Fest program is a culinary stage. A culinary stage would feature local chefs performing cooking demonstrations using produce and products available for purchase by vendors at the event.

Option 3 builds on Option 2 with the following additional event highlights:

- A culinary stage featuring local chefs;
- Interpretive wagon ride through the Garden City Lands;
- Additional stage performances;
- Farm-themed program elements;
- Expanded children’s play area; and
- Enhanced marketing and communications plan.

Option 3 can be achieved with a budget of \$50,000, plus corporate sponsorship of \$10,000, for a total event budget of \$60,000. The additional \$22,000 of City funding would be submitted through the 2019 budget process as a one-time additional level request.

Corporate Sponsorship

As the 2018 Farm Fest was developed and implemented in a quick timeframe, with uncertainty on how it would proceed in future years, exposure to corporate sponsorship opportunities was limited. Two corporate sponsors did sign on for a sponsorship contribution totalling \$4,500. Given the positive response by the community and partners, it is believed that higher levels of corporate sponsorship can be secured in 2019. Sponsorship revenues received will be used to expand and enhance the event program for the benefit of the community. If sponsorship targets are not achieved, the event program will be reduced accordingly.

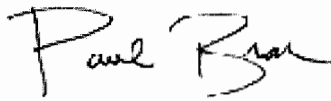
The 2018 Farm Fest was also supported through value-in-kind contributions estimated to be \$5,000. These contributions include loaning of farm equipment for display, farm-themed décor, and contribution of time by community partners. It is believed that similar or higher levels of value-in-kind contributions can be achieved in 2019.

Financial Impact

If Option 3 is approved, staff will submit a one-time additional level request in the amount of \$22,000 through the 2019 budget process for the 2019 Farm Fest at Garden City Lands. Should the additional level request not be approved through the 2019 budget process, staff will proceed with Option 1.

Conclusion

Farm Fest celebrates Richmond's connection to agriculture, showcases local farmers and vendors, provides education on agricultural practices, strengthens collaboration between local food system stakeholders, and connects residents to the Garden City Lands. Enhancing the scope of the event to include additional farming activations and displays, an interpretive wagon ride, a culinary stage, expanded children's activities, and enhanced agricultural themed program elements will help make Farm Fest at Garden City Lands a signature Richmond event that meets multiple City objectives.



Paul Brar
Manager, Parks Programs
(604-244-1275)



Emily Toda
Acting Coordinator, Leisure Services
(604-244-1250)

Att. 1: 2018 Farm Fest Poster

FARM-FEST

AT GARDEN CITY LANDS

SATURDAY AUGUST 11, 2018

10 A.M. – 3 P.M.

GARDEN CITY LANDS
RICHMOND BC



FESTIVAL HIGHLIGHTS

Farmers' Market | Agricultural Displays
Children's Activities | Local Entertainment

WWW.RICHMOND.CA/FARMFEST | [@CITYOFRICHMONDPARKS](https://www.instagram.com/CITYOFRICHMONDPARKS)

COMMUNITY STAGE SPONSOR



FARMERS' MARKET SPONSOR



COMMUNITY PARTNERS

