



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** September 29, 2021
From: Marie Fenwick **File:** 11-7400-01/2021-Vol
 Director, Arts, Culture and Heritage Services 01
Re: **City Events Program 2022**

Staff Recommendation

1. That the City Events Program 2022 as outlined in Table 1 of the staff report titled "City Events Program 2022," dated September 29, 2021, from the Director, Arts, Culture and Heritage Services be endorsed for the following events:
 - a) Children's Arts Festival;
 - b) Richmond Cherry Blossom Festival;
 - c) Neighbourhood Celebration Grants;
 - d) Doors Open Richmond;
 - e) Steveston Salmon Festival;
 - f) Richmond Maritime Festival;
 - g) Farmers' Markets;
 - h) #RichmondHasHeart; and
 - i) Signature Multicultural Festival for Richmond.

2. That expenditures totalling \$700,000 for the City Events Program 2022 with funding of \$161,000 from funds available in the Major Events Provision and \$ 539,000 from the Rate Stabilization Account to be considered in the 2022 budget process.

CM Fenwick
 Marie Fenwick
 Director, Arts, Culture and Heritage Services
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REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Economic Development	<input checked="" type="checkbox"/>	<i>Sevencu</i>
Finance Department	<input checked="" type="checkbox"/>	
Community Social Development	<input checked="" type="checkbox"/>	
Parks Services	<input checked="" type="checkbox"/>	
Recreation & Sport Services	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS:	APPROVED BY CAO
	<i>MF</i>	<i>[Signature]</i>

Staff Report

Origin

The purpose of this report is to provide Council with a proposed program of events for 2022 and an associated budget for planning purposes and for consideration as part of the 2022 budget process.

This report supports Council's Strategic Plan 2018-2022 Strategy #1 A Safe and Resilient City:

Enhance and protect the safety and well-being of Richmond.

1.4 Foster a safe, caring and resilient environment.

This report supports Council's Strategic Plan 2018-2022 Strategy #3 One Community Together:

Vibrant and diverse arts and cultural activities and opportunities for community engagement and connection.

3.1 Foster community resiliency, neighbourhood identity, sense of belonging, and intercultural harmony.

3.2 Enhance arts and cultural programs and activities.

3.3 Utilize an interagency and intercultural approach to service provision.

3.4 Celebrate Richmond's unique and diverse history and heritage.

This report supports Council's Strategic Plan 2018-2022 Strategy #4 An Active and Thriving Richmond:

An active and thriving community characterized by diverse social and wellness programs, services and spaces that foster health and well-being for all.

4.1 Robust, affordable, and accessible sport, recreation, wellness and social programs for people of all ages and abilities.

The City Events Program 2021 supports the following Strategic Directions set out in the *Richmond Arts Strategy*:

Strategic Direction #1: Ensure Affordable and Accessible Arts for All

1.1.1 Review the City's offerings of free and low-cost arts programming and events, and assess required resources to keep cost barriers low.

1.1.2 Develop or expand opportunities to directly support individual artists, cultural organizations and venues that provide low and no cost public program delivery.

Strategic Direction #2: Promote Inclusivity and Diversity in the Arts

- 2.1. *Celebrate Richmond's cultural diversity, history, growth and change as a community.*
- 2.1.5 *Connect with the diverse cultural communities of Richmond (including faith-based communities) to encourage sharing of art, food and music.*

The City Event Program 2021 supports the following Strategic Directions set out in the *Community Wellness Strategy*:

Focus Area #1: Foster healthy, active and involved lifestyles for all Richmond residents with an emphasis on physical activity, healthy eating and mental wellness.

Focus Area #2: Enhance physical and social connectedness within and among neighborhoods and communities.

The City Event Program 2021 supports the following Strategic Directions set out in the *Cultural Harmony Plan*:

Strategic Direction #1: Intercultural Connections

- 1.1 *Continue to recognize and celebrate Richmond's diverse cultures and unique heritage through intercultural celebrations and events.*
- 1.2 *Develop and implement a neighbourhood approach to facilitating positive intercultural exchange and understanding between Richmond's diverse cultural communities, such as community-based dialogues, storytelling, and sharing of art, food, and music.*
- 1.5 *Incorporate criteria into the City Grant program that supports programs and events that facilitate intercultural interaction and promote intercultural understanding.*

Strategic Direction #5: Programs and Services

- 5.4 *Strengthen relationships with various cultural and ethnic communities in order to integrate their arts, cultural and heritage practices into the City's programs and events.*

Analysis

Background

As part of the mix of programs and services delivered and supported by the City, events enrich the lives of residents by providing the opportunity for the community to connect, learn and celebrate together. Events contribute to social and economic well-being, provide valuable volunteer opportunities, build a sense of community and enhance our quality of life.

As Richmond continues to navigate the challenges of COVID-19 and moves into future phases of restoring services to pre-pandemic levels, well-planned and appropriately scaled events that consider equity, access and cultural considerations will be an important means to maximize community connections and contribute positively to short and longer term social wellbeing outcomes.

The purpose of this report is to provide Council with a proposed program of events for 2022 and an associated budget. This proposed program for 2022 will enable staff to work with community partners to effectively support a number of key priorities in Council's Strategic Plan as well as a number of Council-approved strategies and plans. All activities will be planned and produced in accordance with evolving health authority directions and in alignment with the Restoring Richmond Plan.

City Events Strategy

On March 9, 2020, Council endorsed the following guiding principles for City events:

1. Build local capacity by prioritizing and investing in community-driven events.
2. Provide opportunities for Richmond residents and community groups to collaborate, contribute and participate.
3. Maximize social benefits to the community by fostering volunteerism and increasing sense of community pride and belonging.
4. Celebrate local themes and include programming that is uniquely Richmond.
5. Advance the City's environmental sustainability goals.
6. Ensure events are safe, well-organized and sustainably funded.
7. Encourage and support the development of unique events with a regional draw that bring economic and community benefit, and raise the profile of Richmond.

Development of the City Events Strategy was put on hold given so many unknowns about the potential short and long term impacts of COVID-19. Staff will continue to advance the Strategy further in 2022 with targeted community and stakeholder engagement opportunities incorporated into the proposed events program as described in this report.

The proposed 2022 City Events Program includes enough flexibility to plan for a mix of online and in-person engagement opportunities should health directions allow that will provide opportunities for individuals, community groups, artists and local businesses to re-connect with each other and with community places and spaces. The proposed program supports the delivery of a mix of events, including neighbourhood, community, and city-wide. It intentionally includes events that celebrate unique, local themes that have the potential for a regional draw should discretionary travel between communities in 2022 be further encouraged.

The proposed budgets for the events described in this report reflect the desire to deliver events, particularly into the summer months, at a scale similar to those offered in 2019, but modified to respond to learnings from the community's collective COVID-19 experience.

2021 City Event Update and Proposed 2022 City Event Program

Children's Arts Festival

Overview of 2021 program

The objective of the annual Children's Arts Festival is to spark the imagination of children through music, hands on activities, literary and performing arts, while directly supporting artists to deliver the programming. This year's Festival was re-imagined for COVID-19 times, pivoting online with two components: an outreach program for schools and a series of free, online activities for the general public. Presented in partnership with Richmond School District No. 38, Gateway Theatre, Richmond Public Library and Richmond Art Gallery, six artist-led videos were produced and shared to Richmond schools, accompanied by unique supplies for all students.

Following school participation, all videos were released to the public on Family Day, February 15, accompanied by supply lists for each activity. In addition to the pre-recorded videos released by the Children's Arts Festival, the Richmond Art Gallery also created a video called Fabulous Figures for community members to enjoy.

The 2021 Children's Arts Festival saw registration from 37 schools, resulting in participation by over 800 Richmond students. More than 2,800 virtual attendees viewed the online content.

Proposed Program – 2022

The Children's Arts Festival is the City's signature event for children aged 3 to 12 years, and supports many local artists through a range of programming.

Given the potential that gathering restrictions may still be in place in February, staff recommend that a large public event on Family Day as has happened in previous years not be considered for 2022. However, in addition to once again offering an online school program using some of the videos produced earlier this year for classrooms who were not able to access them at that time, it is proposed that limited access public programming is available for pre-registration inside the Library and Cultural Centre on Family Day. This would provide an opportunity to solicit feedback from community members on priority elements of an in-person Children's Arts Festival once restrictions around indoor festivals and events are allowed to return to normal operations.

To further support the schools with providing high quality arts experiences and expand the reach to additional students to be able to receive in person instruction from local artists, the delivery of up to five days of community outreach at schools is included in the proposed budget.

Proposed 2022 City Events Budget: \$60,000

Requested City funding for 2022: \$60,000

Richmond Cherry Blossom Festival

Overview of 2021 program

Following the cancellation of 2020's event due to COVID-19, a virtual festival launched on Sunday, April 11, 2021. The online festival, produced in collaboration with the festival directors from the Wakayama Kenjin Kai, featured a custom website www.richmondcherryblossomfest.ca

that gave viewers the opportunity to click on five virtual “tents” to explore facets of Japanese culture through a series of new videos highlighting performances, how-to demonstrations and more. The theme of this year’s festival was the Japanese word 希望 (Kibou) or “hope”, a timely concept as the country continued to navigate the challenges of the pandemic.

Social media content reached more than 80,000 individuals and the online program, uploaded as videos to YouTube, was viewed almost 4,000 times. The website saw more than 5,300 users throughout the cherry blossom season, which resulted in more than 13,000 page views.

Proposed Program – 2022

The Richmond Cherry Blossom Festival supports many of the Council-endorsed City Events Strategy guiding principles: building local capacity by investing in community-driven events; providing opportunities for Richmond residents and community groups to collaborate, contribute and participate; increasing sense of community pride and belonging; celebrating local themes and including programming that is uniquely Richmond; and supporting the development of a unique event with a regional draw that raises Richmond’s profile.

As initially envisioned by the B.C. Wakayama Kenjin Kai, the Richmond Cherry Blossom Festival celebrates the natural and transient beauty of the 255 Akebono cherry trees in bloom at Garry Point Park, while providing festival visitors the opportunity to experience unique Japanese customs and tradition. Initial conversations with the Festival Directors indicate an interest in proceeding with planning for a Cherry Blossom Festival that includes a series of lessons (either online or in person with pre-registration) featuring local Japanese craftspeople and performers sharing step-by-step instructions for participants to experience and practice Japanese cultural traditions first-hand in the weeks leading up to the proposed festival date of April 10. The proposed budget provides some flexibility to consider options for well-controlled activations at Garry Point Park, should health directions in early Spring allow.

Proposed 2022 City Events Budget: \$35,000

Requested City funding for 2022: \$35,000

Doors Open Richmond

Overview of 2021 program

Doors Open Richmond is an annual event, delivered in partnership with the Richmond Museum Society, which welcomes visitors to “behind-the-scenes” experiences at various cultural sites across the city. The 14th edition of Doors Open Richmond was presented from June 5 – 12, 2021, online for a second year due to the health restrictions related to COVID-19. This year’s event featured 35 partner sites and organizations that contributed more than 225 virtual experiences through social media platforms using #DoorsOpenRichmond.

In 2021, efforts were made to increase the representation of groups that showcase Richmond’s diversity and help promote civic understanding.

Public participation in this year's event was strong with:

- Collective reach of social media content exceeding 185,000;
- 25,000 social media interactions (this represents how many people liked, shared or commented on the #DoorsOpenRichmond posts); and
- Over 13,000 video views.

Proposed Program - 2022

Doors Open Richmond supports many of the guiding principles of the City Events Strategy: building local capacity by investing in community-driven events; providing opportunities for Richmond residents and community groups to collaborate, contribute and participate; maximizing social benefits to the community by fostering volunteerism and increasing sense of community pride and belonging; and celebrating local themes and including programming that is uniquely Richmond. Doors Open Richmond supports a number of the strategic actions outlined in the Cultural Harmony Plan.

It is proposed that the 2022 Doors Open Richmond event include both online and in person components that celebrate the many diverse faith and food offerings that make this community so unique. In addition to the traditional components of the event, initial planning for 2022 includes the development of in-person and self-guided, as well as facilitated tours of some of the many places of worship along Richmond's Highway to Heaven, as well as some of the unique food establishments that contribute to the city's vibrant culinary scene.

Proposed 2022 City Events Budget: \$20,000

Requested City funding for 2022: \$20,000

It is proposed that any additional funds brought forward by Richmond Museum Society to support this event be used for program enhancements.

Neighbourhood Celebration Grants

Overview of 2020 program

The Richmond Neighbourhood Celebration Grant Program was originally established in 2017 as part of the Richmond Canada 150 program to help small, Richmond-based non-profit organizations and neighbourhood groups plan and execute community-building events that connect residents with their local streets, parks and green spaces, and each other.

While 62 applications were received for 2020 Neighbourhood Celebration Grants, the program itself was put on hold due to the pandemic.

Proposed Program - 2022

The Neighbourhood Celebration Grants Program supports a number of the guiding principles of the City Events Strategy: building local capacity by investing in community-driven events; providing opportunities for Richmond residents and community groups to collaborate, contribute and participate; and maximizing social benefits to the community by fostering volunteerism and increasing sense of community pride and belonging. This program also supports the objectives of the Community Wellness Strategy. This program also offers opportunities to activate specific actions in the Cultural Harmony Plan at the grassroots level by incorporating criteria that

prioritizes proposals that facilitate intercultural interaction and promote intercultural understanding.

It is proposed that the previously approved funding is left in place to support the launch of a re-branded grant program that fosters community engagement at the grassroots level. Revised criteria will provide inspiration for residents, artists, community champions and community organizations to submit creative proposals for initiatives that offer opportunities to (re)connect residents of diverse backgrounds through shared experiences that can be delivered even if barriers to gathering in physical locations continue into 2022.

Proposed 2022 City Events Budget: \$75,000

Requested City funding for 2022: \$0

Steveston Salmon Festival / Canada Day

Overview of 2021 program

Given the ongoing restrictions on gathering, the Steveston Salmon Festival Organizing Committee, comprised of members from the Steveston Community Society and City staff, presented “Canada Day at Home presented by the Steveston Salmon Festival” to celebrate the decades-long traditions of the Steveston Salmon Festival and commemorate Canada Day. The primarily online program shared and celebrated the traditions and cultural richness of Steveston and Richmond through performances, demonstrations, storytelling and interactive activities that showcased local talent and highlighted the community’s history, diversity and resilience. Leading up to July 1, the online program focused around the theme of a “Salmon BBQ at Home” that supported the Society’s drive through Salmon Sale fundraiser. Supportive online content on the stevestonsalmonfest.ca website included:

- Demonstrations from local chefs sharing different ways to prepare salmon;
- Sammy’s Fun Zone, featuring activities for kids as well as a salmon-themed public art scavenger hunt; and
- A video produced in collaboration with the Gulf of Georgia Cannery featuring a historical perspective on what the canneries and salmon meant to Steveston.

Additional online content released on July 1 included:

- A Digital Parade featuring video messages from community organizations, sports and arts groups, local businesses and cultural groups;
- A re-imagined Japanese Cultural Show that featured an online tour highlighting the impact that Japanese Canadians have made on the development of the Steveston Community Centre and surrounding facilities and programs, after returning from internment, as well as some martial arts demonstrations;
- A virtual Main Stage that featured pre-recorded performances from local artists and musicians as well as a singing and dancing performance by the Coastal Wolfpack, a local Coast Salish song and dance group; and
- A re-imagined Horticulture Show that featured an online photo contest along with videos providing gardening and photography tips.

Public participation in this year’s event was strong with:

- 500 “Salmon BBQ at Home” packages sold;
- Collective reach of online program exceeding 350,000;
- More than 3,700 interactions across all social media platforms; and

- 7,000+ video views.

Proposed Program - 2022

The Steveston Salmon Festival supports many of the guiding principles of the City Events Strategy: building local capacity by investing in community-driven events; providing opportunities for Richmond residents and community groups to collaborate, contribute and participate; maximizing social benefits to the community by fostering volunteerism and increasing sense of community pride and belonging; celebrating local themes and including programming that is uniquely Richmond; and supporting the development of a unique event with a regional draw that raises Richmond's profile.

Initial conversations with the Steveston Community Society indicate an interest in working collaboratively with the City to plan for a Steveston Salmon Festival that can be delivered safely, over the two weeks leading up to and including July 1, in alignment with evolving health directions. Building on the success and feedback from this year's program, elements of the Steveston Salmon Festival being considered include:

- The Bullhead Derby at Garry Point on Father's Day, June 19;
- Celebration and recognition of the 75th anniversary of the Steveston Salmon Festival with the publishing of a history book, a community-engaged art project and possibly a Pioneer Picnic to celebrate the local survivors of the Japanese internment who returned to Steveston after World War II;
- Sales of fresh sockeye salmon prior to July 1 to promote a Salmon BBQ at Home;
- The return of the Steveston Salmon Festival Parade, potentially re-imagined as a reverse walk or bike-through parade depending on health restrictions at the time;
- Traditional programming such as the Japanese Cultural Show; Horticulture Show; Art Show and Car Show, spread over the two week period leading up to July 1 with pre-registration and ticketing contingency plans in place;
- Entertainment featuring local artists on the main stage, as well as pop up performances around the Steveston Community Centre and park site and through Steveston Village; and
- An evening celebration that includes a lightshow or fireworks display.

The Steveston Community Society has also indicated initial support for planning for a City-wide online engagement initiative to commemorate Canada Day that includes engagement with local First Nations communities.

Proposed 2022 City Events Budget: \$200,000

Requested City funding for 2022: \$200,000

It is proposed that any additional funds brought forward by Steveston Community Society or through sponsorship to support the Steveston Salmon Festival be used for program enhancements.

Richmond Maritime Festival

Overview of 2021 program

The 18th annual Richmond Maritime Festival was re-imagined for 2021 with an event program that included a blend of online and on-site programming. The event program included: maritime-themed décor and installations throughout the site; roving performances; "pop-up" style heritage

storytellers; five food trucks; and 10 wooden and working boats along the dock that included several local, restored heritage boats.

Participation highlights include:

- In-person attendance at the Festival is estimated at 9,000 visitors to the site over the two days;
- The richmondmaritimefestival.ca website was visited by close to 4,500 users leading up to and through the festival weekend;
- Pre-registered timeslots to enter the Seine Net Loft, docks and Britannia Shipyards building were fully subscribed in a few days;
- More than 60 artists, performers and heritage storytellers contributed to the online and on site programming;
- Approximately 70 volunteers contributed over 360 hours to deliver the event.

Proposed Program - 2022

The Richmond Maritime Festival embodies many of the guiding principles of the City Events Strategy - building local capacity by investing in community-driven events; providing opportunities for Richmond residents and community groups to collaborate, contribute and participate; maximizing social benefits to the community by increasing sense of community pride and belonging; celebrating local themes and including programming that is uniquely Richmond; and supporting the development of a unique event with a regional draw that raises Richmond's profile.

Initial conversations with Britannia Shipyards National Historic Site Society and Richmond Arts Coalition indicate that both organizations are passionate about moving forward with planning for an event in 2022 that once again activates the vision of the Richmond Maritime Festival as Richmond's signature event showcasing the cultural and maritime heritage of Britannia Shipyards National Historic Site and Steveston. Should health restrictions be further lifted on gatherings, it is proposed that the event in 2022 include expanded programming across the site featuring interactive maritime-themed children's activities, and continued focus on telling the stories of those who lived and worked along the Fraser River.

Proposed 2022 City Events Budget: \$200,000

Requested City funding for 2022: \$200,000

It is proposed that any additional funds brought forward by Richmond Arts Coalition or Britannia Shipyards National Historic Site Society to support this event be used for program enhancements.

Farmers' Markets: Supporting food security through community-driven events

Overview of 2021 program

While Farm Fest at Garden City Lands was cancelled in 2020 due to COVID-19, staff were given direction to direct a portion of the funding allocated to that event to support a local farmers market. Due to the relatively high cost for the City to host a single day farmers market on the Garden City Lands, Council directed \$20,000 be allocated to support and enhance existing markets.

In 2021, this funding was used to support:

- the re-launch of the Steveston Farmers and Artisans Market with the introduction of COVID-19 protocols as required by the BC Centre for Disease Control;
- the continuation of the Kwantlen St. Farmers Market at Brighthouse Park following the same COVID-19 protocols as required by the BC Centre for Disease Control, with an extension of dates into the fall season;
- The Sharing Farm Society to do an additional fall planting and commit to making this produce available for the public to purchase at four of the extended Kwantlen St. Farmers Market dates.

Proposed Program - 2022

Considering the positive community impact of two farmers markets in 2021 and in alignment with Council's direction to direct resources to support local farmers through community-driven events, it is proposed that funding be allocated in 2022 to further support the expansion of existing markets as well as expanding the funding eligibility to include support for community events related to food security and/or promotion of local food and food producers (such as the return of the Garlic Festival). This proposal directly supports priorities identified in the Community Wellness Strategy.

The 2022 program would meet the following program objectives:

- promoting local farmers and food producers;
- supporting and promoting options for Richmond residents to access local food in an outdoor setting; and
- highlighting opportunities through community events to promote food security/address food insecurity in innovative ways in response to the pandemic.

Proposed 2022 City Events Budget: \$30,000

Requested City funding for 2022: \$30,000

#RichmondHasHeart

Overview of 2021 program

The #RichmondHasHeart program was initiated in Spring 2020 in response to the rapidly evolving COVID-19 pandemic. The original objectives of the program included building community spirit and pride and amplifying actions happening organically across the community to show support for front line, essential services and health care workers, and first responders.

In 2021, City and community partners developed, promoted and showcased initiatives to connect and engage residents using this unifying hashtag, in addition to virtual and neighbourhood-scale activations that provided opportunities for residents to engage with each other and in public spaces in a manner consistent with provincial health directions.

Highlights include the following:

- In collaboration with Tourism Richmond, redesigned panels for seven temporary wayfinding kiosks were installed in Steveston and included messaging providing residents with information on local amenities, attractions, and the location of special initiatives such as Tourism Richmond's pop-up picnic tables.

- Commemorative signs with the #RichmondHasHeart branding were installed at seven scenic locations to provide a memorable and safe backdrop for photos celebrating Richmond's 2021 grads.
- As part of Culture Days 2021, a local artist collective engaged visitors at the Cultural Centre to contribute to the creation of a stop-motion video using LEGO mini-figures and a custom Minoru Park/Cultural Centre "set". The final deliverable, a video with the central narrative about a family's mixed emotions about re-connecting with the community as gathering restrictions are relaxed, is featured as part of Richmond's month-long online Culture Days programming;
- Public programming to support Richmond Art Gallery's *Nourish* exhibition will include a series of events that encourage intercultural exchange through a common interest – food; and;
- As part of this year's *Winter in the Village* initiative, funding has been allocated to support enhanced creative programming in Steveston Village to complement the festive lighting and individual events planned by the Steveston Merchants Association, Tourism Richmond and the Steveston Heritage sites.

Proposed Program - 2022

Building on the success of the #RichmondHasHeart initiative, it is proposed that funding be allocated in 2022 under the #RichmondHasHeart umbrella for City-directed initiatives that meet the following objectives:

- Support participatory activities reflective of the themes of re-connection and in support of local artists, businesses and community organizations that are uniquely Richmond;
- Collaborate with community partners, local businesses and Richmond-based artists to animate local business districts, parks and open spaces, and invite residents back to rediscover neighbourhood offerings and local entertainment; and
- Include programming elements that support priority themes identified in the Cultural Harmony Plan.

Proposed 2022 City Events Budget: \$40,000

Requested City funding for 2022: \$40,000

Signature Multicultural Festival for Richmond

Overview of 2021 program

The Richmond World Festival was initially conceived in 2015 as a free summer block party that would celebrate Richmond's cultural diversity through music, food and culture and cater to families and children. Over the next four years, the festival evolved in scope, scale and cost. In 2019, questions were raised about whether the festival was effectively meeting desired outcomes. With the onset of the pandemic, the festival did not take place in 2020 or 2021.

Proposed Program - 2022

Including a signature festival in Richmond's program of annual events that involves and truly represents residents from the diverse cultural groups who call Richmond home is aligned with the priorities identified in both the Cultural Harmony Plan and the Richmond Arts Strategy. It is proposed that funding be allocated in 2022 to undertake a visioning and consultation process to develop the scope and plan for a uniquely Richmond multicultural celebration that engages community members, cultural leaders, community service organizations, ethno-cultural and faith

groups, arts and cultural organizations and local businesses. This process could involve a series of facilitated conversations to collaboratively identify what a “Made in Richmond” celebration of cultural harmony could look like.

Proposed 2022 City Events Budget: \$40,000

Requested City funding for 2022: \$40,000

Table 1: 2022 Proposed City Event Program and Budget

Event	Council approved budget - revised events program - 2020	Council approved budget - events program - 2021	Funds available in Major Events Provision	Total proposed additional City funding - 2022	Total proposed 2022 City Events budget
Children’s Arts Festival (CAF)	\$75,000	\$20,000	0	\$60,000	\$60,000
Cherry Blossom Festival	0	\$15,000	0	\$35,000	\$35,000
Doors Open	\$20,000	\$20,000	0	\$20,000	\$20,000
Neighbourhood Celebration Grants	\$75,000	\$75,000	\$75,000	0	\$75,000
Steveston Salmon Festival / Canada Day	\$10,000	\$25,000	\$86,000	\$114,000	\$200,000
Richmond Maritime Festival	\$45,000	\$43,000	0	\$200,000	\$200,000
Farmers Markets	\$20,000	\$20,000	0	\$30,000	\$30,000
Signature Multicultural Festival for Richmond	0	0	0	\$40,000	\$40,000
Richmond Has Heart	\$40,000	\$40,000	0	\$40,000	\$40,000
Total	\$285,000	\$258,000	\$161,000	\$539,000	\$700,000

Financial Impact

The Council-approved City funding for the 2021 City Events Program was \$258,000; however, the overall event budget was supplemented with grants, sponsorships received by community partners, and in some cases, supported by operational budgets to enable the delivery of event programs that responded to opportunities that emerged with the relaxing of health restrictions.

The Council-approved budget for the City Events program in 2019, the last year that events were delivered at full capacity, was \$1,345,000.

Staff propose a total 2022 City Events Program budget of \$700,000, with funding of \$161,000 from funds available in the Major Events Provision and \$539,000 from the Rate Stabilization Account to be considered in the 2022 budget process.

Should the scope or scale of any of these events be modified due to changes in the Provincial Health Orders or unanticipated funding opportunities, Council will be updated via memo and the budgets will be adjusted accordingly.

Conclusion

Events enrich the lives of residents by providing the opportunity for the community to connect, contribute, learn and celebrate together. They contribute to social and economic well-being, fostering community resiliency, building community capacity and a sense of community identity and contribute to a vibrant city with a strong sense of place and distinct identity. A program of events for 2022 that is flexible enough to be delivered online or in person in response to the pandemic and in alignment with the Restoring Richmond Plan will allow the City to work collaboratively with a range of community organizations to safely deliver on a number of priorities identified in Council's Strategic Plan and contribute to the quality of life of Richmond residents.



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