

SCHEDULE 1 TO THE MINUTES OF
THE REGULAR MEETING OF
COUNCIL HELD ON
MONDAY, MARCH 9, 2009

Item 9

Richmond Destination Museum Proposal Review

March 9, 2009

The "destination" museum proposal is an interesting concept. I've visited museums in many Cities, and I'm sure many visitors to Richmond would add a major museum to their itinerary.

However, the question of the cost and suitable location and scale and composition of a destination museum that would actually attract visitors to Richmond is another matter.

Storyeum was open in downtown Vancouver the heart of the BC tourist market from June 2004 - October 17, 2006. It was a destination museum of 104,000 square feet (9,700 m²), and it cost \$22 M Cdn to build, and it closed owing \$6 M.

Whereas the Richmond Museum is proposing to tell the Richmond story, Storyeum told the BC Story and projected 1,000,000 but only received 200,000 visits annually. Would the Richmond story attract more than the BC story?

As a comparison, the Royal Ontario Museum boasts attendance of over 1 M visitors annually, and just undergone a \$270 M expansion. Yet does it really attract Richmond residents to Toronto or just merit a visit if you are already visiting Toronto?

The 178 favourable surveys collected from attendees at a recent meeting in support of a new Richmond museum is an impressive number, but it would be the required hourly attendance to keep the doors of a destination museum open!

The museum study offers the option of housing a 2010 Olympic display. The BC Sports Hall of Fame is in BC Place. Wouldn't some portion of the vast area at the Olympic Oval be a much better location for a 2010 Olympic display, as well as a Richmond Sports Hall of Fame?

As for the appropriate location for a major Richmond Museum, consider the following:

August 21, 1909 - Minoru Racetrack opens.

March 25, 1910 - The first Canadian airplane flight west of Winnipeg occurs at Minoru Park.

May 24, 1912 - The first parachute jump in Canada occurs in Minoru Park.

July 31, 1913 - The first solo flight by a woman in Canada occurs in Minoru Park.

These events are approaching their 100th anniversary as is Minoru Park.

From early flight to the Canada Arm. Where should a significant Richmond Museum be located?

Finally, how do the revenue and expenses and attendance at the current museum, compare to same figures from the other nearby attractions: the library, the pool, the seniors centre, and the arena? These are all identified City priorities too.

PRCS Planning Priorities Follow Up.

1. After significant community wide consultation and submissions by dozens of Richmond groups, PRCS created a prioritized list of projects in February 2007, and on June 25, 2007 Richmond City Council adopted the following PRCS planning priorities:

1 City Centre Community Centre	11 East Richmond Community Hall
2 Britannia Shipyard, National Historic Site	12 Community Centre (City Centre North)
3 Minoru Aquatic Centre	13 Thompson Community Hall Annex
4 Minoru Place Activity Centre	14 Cultural Centre
5 Hamilton Community Space	15 South Arm Community Hall
6 Terra Nova Rural Park Historic District	16 Minoru Arenas
7 Field Sport Tournament Centre	17 Nature Park House
8 Richmond Museum	18 Kinsmen Pavilion
9 Richmond Environmental Centre	19 Minoru Pavilion
10 Visual and Performing Arts Centre	20 Steveston Martial Arts Centre

2. On June 25, 2007 Council approved a number of recommendations and feasibility studies and budgeting plans were to have been made for the 2008 capital budget for priority items 1, 3 and 4: "Staff prepare a joint feasibility study, including a funding strategy, for three new facilities: City Centre Community Centre, Older Adults' Activity Centre and Minoru Aquatic Centre, with funding for this to be considered within the 2008 Capital Budget program;"

as well as direction for priority item 5: "Staff prepare a feasibility study and funding strategy for Hamilton Community Space, with funding for this to be considered within the 2008 Capital Budget program."

3. Also on June 25, 2007 instruction was provided that: "Staff develop an advocacy strategy for federal and provincial funding of recreation, sport and cultural infrastructure;"

and regarding priorities 6, 7, 9, and 10, Council advised "That the following projects be referred to staff to determine how feasibility studies would be developed for each of the projects, and to determine how these projects could proceed in the same manner and in a positive spirit."

It is almost 2 years since the above resolution was approved requesting these studies, and the joint feasibility study, including a funding strategy for the City's identified highest priorities isn't yet at Council though it was to be there for the 2008 budgeting process a year ago.

Given the fixed provincial election date in May 2009, and the status of federal politics, it was obvious to any paying attention that senior government funding would be available for capital project announcements in early 2009. Why aren't the City studies ready?

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~~Attached: Summary of the same priority issues prepared for a March 2008 meeting~~ *Be*
covered sufficiently above