



**To:** Parks, Recreation and Cultural Services Committee      **Date:** February 13, 2012  
**From:** Dave Semple  
General Manager, Parks and Recreation      **File:** 06-2345-00/Vol 01  
**Re:** Canada Day Ships to Shore 2012

**Staff Recommendation**

That:

1. The proposed Canada Day Ships to Shore 2012 program, as detailed in the report, "Canada Day Ships to Shore 2012," dated February 13, 2012 from the General Manager, Parks and Recreation, be approved.
2. That up to \$115,000 be approved from the Major Events Provisional Fund for the proposed 2012 Ship to Shore Program and 2013 Tall Ship Recruitment program.

Dave Semple  
General Manager, Parks and Recreation  
(604-233-3350)

Att. 1

FOR ORIGINATING DEPARTMENT USE ONLY					
<b>ROUTED TO:</b>		<b>CONCURRENCE</b>		<b>CONCURRENCE OF GENERAL MANAGER</b>	
Community Services		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
Budgets		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
Corporate Communications		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
Community Safety		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
<b>REVIEWED BY TAG</b>		YES	NO	<b>REVIEWED BY SAO</b>	
<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	

## Staff Report

### Origin

In February 2011, Council approved the event concept “Ships to Shore” and the following recommendations:

- (1) *That \$175,000 from the remaining Tall Ships budget be approved for the Summer of Sails event on June 4 and 5, 2011 and any other ship visits in 2011; and*
- (2) *That any part of the \$175,000 expense that is offset by sponsor cash contributions and/or unspent on the Summer of Sails and other ship visits in 2011 together with the remaining uncommitted funding of \$82,000 to be used to support ship recruitment and festival development in future years, subject to further report.”*

The purpose of this report is to provide a summary of the Ships to Shore Steveston 2011 event and to make recommendations for a 2012 Canada Day Ships to Shore event. In addition opportunities for 2013 maritime programming in Steveston are detailed.

### Analysis

#### Ships to Shore – Steveston 2011

##### *Event Overview:*

Ships to Shore Steveston 2011 took place at Garry Point Park and in Steveston Village from June 3<sup>rd</sup> – 6<sup>th</sup>, 2011. Four tall ships attended the event at the invitation of the City: The Hawaiian Chieftain, the Lady Washington, the Zodiac and the Adventuress. All ships were moored at the newly built 600 foot pier and floats at Garry Point Park.

##### *Key Elements of the 2011 event included the following:*

- Estimated 40,000 people in attendance over four days;
- Participation of seven Steveston-based community organizations in delivering the event;
- Over 100 volunteers trained in land and water-based procedures to manage/operate portions of the event;
- Four ships that offered a variety of public activities including boarding, viewing and registered sails and school-age and older-adult educational programs;
- \$21,000 in cash and \$116,950 value in kind raised in sponsorship;
- Local community entertainment presented on the main stage (music, dance, drumming);
- Two evening outdoor movie screenings;
- Broadcast of the Canucks play-off hockey game on a large outdoor screen with an estimated attendance of 1,500 people;
- Comprehensive safety and security plan that included both water and land safety;
- Twelve community organizations and sponsor booths lining the corridor of Moncton Street providing educational and interactive stations;
- Concurrent hosting of the Steveston Farmer’s & Artisan market along the Moncton corridor.

**Ships to Shore 2012**

Given the success of Ships to Shore 2011, staff have been exploring options for an event in 2012. Staff are proposing a 2012 Ships to Shore event at Imperial Landing (Map Attachment 1) from June 29<sup>th</sup>, 2012 to July 1<sup>st</sup>, 2012. This event is proposed to be delivered in conjunction with the City and Steveston based community organizations to plan, organize, and implement the event program. Hosting an event at Imperial Landing for 2012 would achieve the following:

- Provide added value and a waterfront element to the existing Steveston Salmon Festival;
- Give exposure to the relocation of the new civic float at the Imperial Landing location;
- Continue to establish Richmond as a programmed maritime port on the West Coast;
- Have reduced financial implications versus hosting an event at Garry Point (no need to move the floats, critical mass of attendees from the Salmon Festival will be on site nearby);
- Continue to build on the established volunteer base from the 2011 Ships to Shore event, and engage/maintain trained volunteers for future ship related events;
- Support the 2010 Waterfront Strategy and 2007-2012 Major Event Strategy goals of programming the new waterfront infrastructure, creating a dynamic and destination waterfront; and
- Be fully funded from the 2011 Ships to Shore surplus and the existing Major Events Provisional Fund.

Staff have been in contact with potential ships to attend a June 29<sup>th</sup> to July 1<sup>st</sup> Ships to Shore Event and have received positive interest from an exciting mix of vessels. Subject to Council approval, staff will confirm ship appearances and prepare and execute a marketing program similar to the 2011 Ships to Shore event.

**Proposed 2012 Ships to Shore Itinerary:**

Date	Activity
June 28	Arrival of the Ships to Imperial Landing
June 29 to 30	Educational day camp for children, public registered sails, ship viewing
July 1	Public event including public boarding/viewing of ships and roving entertainment on shore during ship boarding
July 2	Departure of the Ships from Imperial Landing

**Projected 2012 Event And 2013 Ship Recruitment Budget:**

Area	Summary	Expense
Program	Roving entertainment along the waterfront, queuing control and pier/dock access.	\$ 3,000
Marketing	Coordinated plan building on 2011 marketing plan to promote the event.	\$ 7,000
Site Overlay	Traffic control, equipment, tents, fencing, flags, volunteer management, signage, supplies.	\$ 25,000
Ships	Ship recruitment, and ship servicing, crew management.	\$ 64,000
Safety and Security	First Aid, Ambulance, RCMP, security	\$ 16,000
<b>Projected Expenses:</b>		<b>\$ 115,000</b>

During the 2011 Ships to Shore event, revenue was generated from registered sails on the tall ships. It is proposed that a similar program be initiated in 2012 which will generate some revenue to the event. Sail revenues and sponsorship played a significant role in 2011, with \$21,000 in cash donations being received for the event. Due to the revenues and positive cash sponsorship, \$33,500 was returned to the Major Events Provisional Fund in 2011.

For the proposed 2012 Ships to Shore Event, sail revenues and direct cash sponsorships would offset event expenses and any surplus would again be returned to the Major Events Provisional Fund for future ship recruitment and events.

Should Council decide not to support a 2012 Ships to Shore event, staff will continue to work on securing interest for future ship visitations and waterfront programming.

### **Future Events and Ship Recruitment 2013**

Staff have consulted with representatives from the Steveston community, Victoria, Tacoma, Port Townsend, and Gray's Harbor, about collectively recruiting ships to help reduce ship recruitment expenses and assist with getting advance notice for ship visitation commitments. A Coordination of Ports Committee has been established to share regional knowledge and when possible, resources for hosting maritime port events.

Efforts are now underway to secure a major vessel for a visit in 2013 and or 2014. The Japanese Sail Training Institute has expressed interest in potentially visiting Richmond again, and negotiations for the visit are currently underway to have the Nippon Maru (visited in 2002) and/or the Kaiwo Maru (visited in 2005) return.


These magnificent Japanese tall ship sailing vessels would be a welcome addition to the maritime programming in Steveston, both have historically drawn a large regional audience for ship viewing and boarding opportunities. In addition, the proposed visits are an excellent opportunity to celebrate the 40<sup>th</sup> Anniversary of Richmond's Sister City twinning with Wakayama Japan. As part of the future year ship recruitment program, discussions with South American and Latin American vessels from Chile, Argentina and Mexico will also be explored. It is proposed that a portion of the Major Events Provisional Fund allocation detailed in this report be directed to ship recruitment. This allocation is consistent with the February 2011 Council direction to utilize the Major Events Provisional Fund for future ship recruitment.


### **Financial Impact**

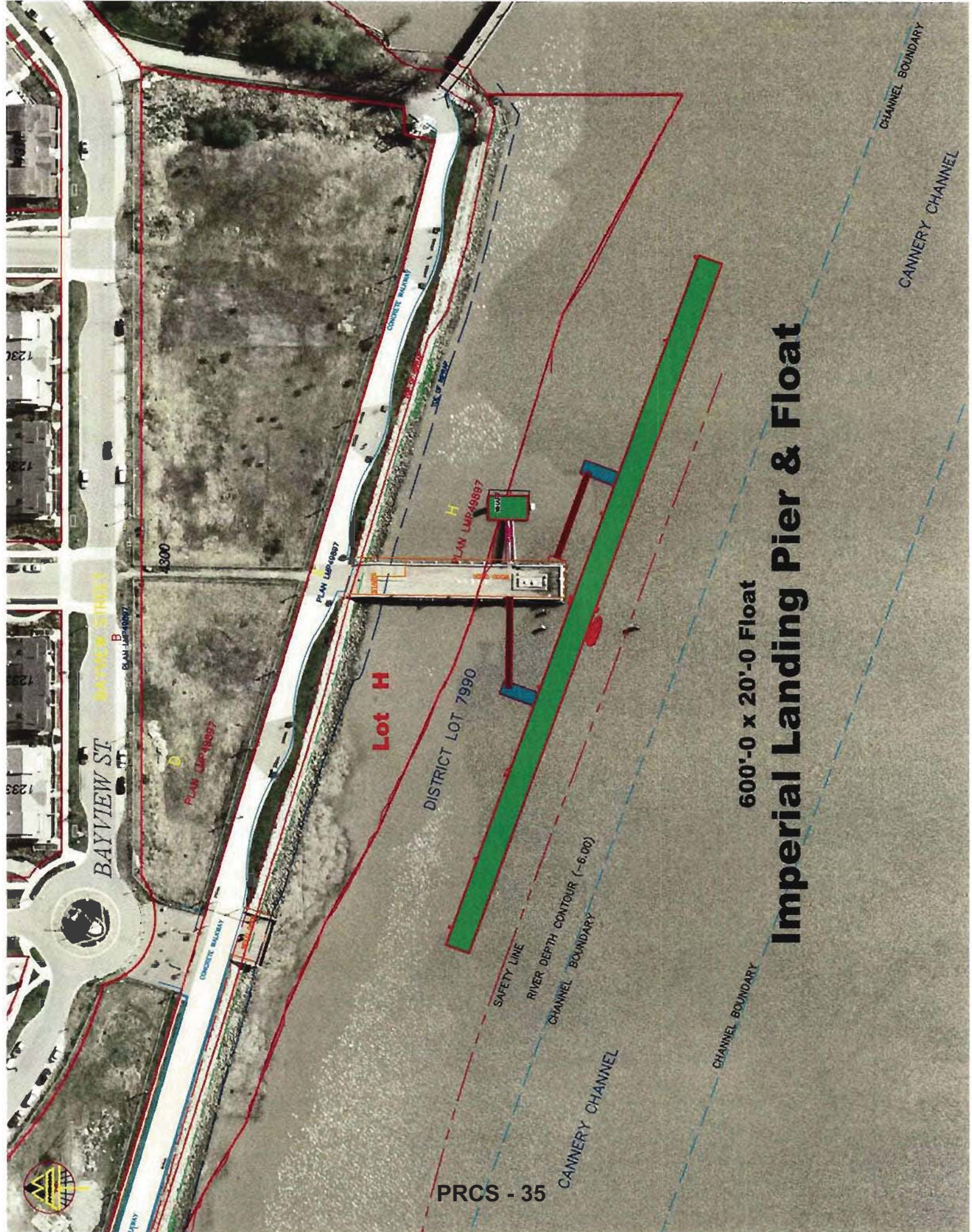
This report proposes a \$115,000 allocation from the Major Events Provisional Fund.

### **Conclusion**

Given the success of the Ships to Shore event in 2011, staff are recommending hosting a 2012 Ships to Shore Event and continuing a focus on recruitment for Tall Ship visitations in future years. The Ships to Shore event has been identified as one of Richmond's signature events supporting the Council approved 2010 Waterfront Strategy and the 2007-2012 Major Events Plan goals of creating a world class, vibrant waterfront.

  
Mike Redpath  
Senior Manager, Parks  
(604-247-4942)

  
Dee Bowley-Cowan  
Parks Programs  
(604-244-1275)



**600'-0 x 20'-0 Float**  
**Imperial Landing Pier & Float**