



To: General Purposes Committee
From: Lisa Fedoruk
Program Manager, Events
Re: **City Events Program 2023**

Date: October 24, 2022
File: 11-7400-01/2022-Vol
01

Staff Recommendations

1. That the City Events Program 2023 as outlined in Table 1 of the staff report titled “City Events Program 2023,” dated October 24, 2022, from the Director, Arts, Culture and Heritage Services be endorsed for the following events and initiatives:
 - a) Children’s Arts Festival;
 - b) Richmond Cherry Blossom Festival;
 - c) Neighbourhood Celebration Grants Program;
 - d) Doors Open Richmond;
 - e) Steveston Salmon Festival;
 - f) Richmond Maritime Festival;
 - g) Supporting food security through community-driven events; and
 - h) Visioning Process for a Signature Multicultural Festival.

2. That expenditures totalling \$775,000 for the City Events Program 2023 with funding of \$73,000 from funds available in the Major Events Provision and \$702,000 from the Rate Stabilization Account be considered in the 2023 budget process.

CM Fenwick

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

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Economic Development	<input checked="" type="checkbox"/>	<i>Elizabeth Ayers</i>
Finance Department	<input checked="" type="checkbox"/>	
Community Social Development	<input checked="" type="checkbox"/>	
Parks Services	<input checked="" type="checkbox"/>	
Recreation Services	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS: <i>CS</i>	APPROVED BY CAO <i>Sever</i>

Staff Report

Origin

The purpose of this report is to provide Council with a proposed program of events for 2023 and an associated budget for planning purposes and for consideration as part of the 2023 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 2023 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 2023 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 2023 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 emerge from the challenges of COVID-19 and moves into restoring events and community programming 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 2023 and an associated budget. This proposed program for 2023 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 with Communicable Disease protocols in place, any emerging health authority directions should they arise, and in alignment with current City policies.

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; and
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. With the removal of restrictions on gatherings and with greater understanding and experience in safely delivering events, staff are now in a position to re-focus on advancing the strategy in 2023, with the goal to bring a strategy forward for Council consideration in the fall of 2023.

Overview of 2022 City Events Program

The 2022 City Events Program included a mix of online and in-person engagement opportunities that provided opportunities for individuals, community groups, artists and local businesses to re-connect with each other and with community places and spaces. An overview of the 2022 City Events Program can be found in Attachment 1.

Proposed 2023 City Event Program

The proposed 2023 City Events Program supports the delivery of a mix of events, including neighbourhood, community, and city-wide events that align with the Council-approved Guiding Principles, celebrating unique, local themes, and appealing to a range of age groups and interests, with a number of events offering the potential for a regional draw.

Children’s Arts Festival

Proposed Program – February 20-24, 2023

The Children’s Arts Festival supports many of the Council-endorsed City Events Strategy guiding principles: 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.

Similar to the 2022 program, the proposed 2023 program will include arts education experiences at partnering community centres. All programs will be led by professional artist instructors in a wide variety of arts disciplines including visual, literary, performance, media arts and more.

The proposed 2023 Children’s Arts Festival's public day will include a more robust program, similar to pre-pandemic conditions, at the Richmond Library/Cultural Centre on Family Day on February 20, 2023 and will be hosted in partnership with the Richmond Arts Centre, Media Lab, Richmond Public Library, Richmond Art Gallery and Richmond Museum. The objective of the event is to engage Richmond's children and expand their horizons through a large assortment of culturally and artistically diverse activities such as:

- participatory art activations;
- drop-in art imagination stations;
- arts and culture workshops; and
- performances led by local artists and art educators.

The Children’s Arts Festival represents a unique opportunity for residents, youth and artists to come together to build community. By introducing youth as early as possible to the arts the Festival strives to instill awareness and engagement in the arts and culture sector in the long term to fulfill the goals outlined in the Richmond's Arts Strategy.

Proposed 2023 City Events Budget: \$60,000

Richmond Cherry Blossom Festival

Proposed Program – April 2, 2023

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 return to an in-person Cherry Blossom Festival in Garry Point Park that features performances, demonstrations and hands-on activities provided by local Japanese craftspeople. Staff are working with the Festival Directors and the Sister City Advisory

Committee to consider options for incorporating recognition of the 50th anniversary of the City of Richmond's Sister City relationship with Wakayama into the festival.

The proposed budget represents an increase from previous years, to account for cost increases in event supplies such as tents and support services such as portable toilets and traffic management that will allow for well-controlled activations and adequate space for event volunteers and visitors.

Proposed 2023 City Events Budget: \$45,000

Doors Open Richmond

Proposed Program – June 3 and 4, 2023

Doors Open Richmond is an annual two-day event featuring free opportunities to explore behind the scenes in Richmond's unique places. The event focuses on promoting intercultural understanding by prioritizing its partnerships with cultural, faith-based and civic partner sites. Working with these partner sites, Doors Open helps organizations and communities share their cultural practices with public in their own way and with their own voice.

For its 16th year, in 2023, the Richmond Museum is planning to host in-person programming at approximately 40 sites across the city, offer a shuttle bus program for sites of faith along No. 5 Road, and continue to provide digital media programming online. To enable the delivery of these activities, the event will also be supported once again by a robust volunteer ambassador program.

Proposed 2023 City Events Budget: \$25,000

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

Neighbourhood Celebration Grants Program

Proposed Program - 2023 or to offset City costs.

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, and 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.

The proposed 2023 Neighbourhood Celebration Grant Program will be launched in the first Quarter of 2023 in order to provide additional time to provide capacity-building support to prospective event planners.

Proposed 2023 City Events Budget: \$75,000

Steveston Salmon Festival / Canada Day*Proposed Program – July 1, 2023*

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.

Taking feedback from community members, merchants and exhibitors, staff, and stakeholders into account, as well as considering the potential impacts of site preparation activities supporting the construction of the replacement Steveston Community Centre, it is recommended that the following elements be considered in planning for the 2023 Steveston Salmon Festival:

- Identify additional resources through the Steveston Community Society/Richmond Agricultural and Industrial Society (experienced volunteers and/or event contractors) to support the planning for a return of the parade;
- Identify additional resources through the Steveston Community Society/Richmond Agricultural and Industrial Society to support the Salmon Bake and Chow Mein Booth;
- Identify additional resources to support enhanced programming for children/families;
- Increase number of community food booths and/or food trucks outside of the Steveston Village;
- Consider collaboration with local businesses to provide a beer garden and main stage entertainment featuring local talent; and
- Explore options for a fireworks display and/or an alternative that will provide an end-of-day celebration.

Proposed 2023 City Events Budget: \$300,000

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

Richmond Maritime Festival*Proposed Program – August 26 and 27, 2023*

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.

For its 20th year, the goal of the Richmond Maritime Festival continues to be to serve as Richmond's signature event showcasing the cultural and maritime heritage of Britannia Shipyards National Historic Site and Steveston. In 2023, this will be accomplished through interactive children's activities, as well as focusing on telling the stories of those who lived and worked along the Fraser River through artistic performances and heritage displays.

Proposed 2023 City Events Budget: \$200,000

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

Supporting food security through community-driven events*Proposed Program - 2023*

Considering the positive community impact of the three farmers markets in different neighbourhoods in 2022, it is proposed that funding be allocated in 2023 to continue to support the existing markets as well as opportunities for other not-for-profit organizations to put forward proposals for community events that support food security and/or promotion of local food and food producers. This proposal directly supports priorities identified in the Community Wellness Strategy.

The 2023 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.

*Proposed 2023 City Events Budget: \$30,000***#RichmondHasHeart***Proposed Program - 2023*

Given that the #RichmondHasHeart program was initiated as a response to the pandemic, it is recommended that it be discontinued for 2023. It is proposed that a model that will allow for evaluation of emerging priorities and opportunities brought forward by the community be considered as part of the City Event Strategy development process.

*Proposed 2023 City Events Budget: \$0***Visioning for a Signature Multicultural Festival***Proposed Program – 2023*

Funding was allocated in 2022 to undertake a visioning and consultation process to develop the scope and plan for a uniquely Richmond multicultural celebration. Given evolving conditions due to the pandemic and the recognition that this proposed visioning process could be rolled into a more fulsome stakeholder and community engagement process to support the development of a City Events Strategy in 2023, this visioning process was not completed in 2022 and none of the available funding for this process was spent.

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 as a key component in the development of a City Events Strategy, the City 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 design thinking sessions to capture community members’ imaginations to collaboratively identify what a “Made in Richmond” celebration of cultural harmony could look like.

Proposed 2023 City Events Budget: \$40,000

Table 1: 2023 Proposed City Event Program and Budget

Event	2022 City Events budget	Total proposed 2023 City Events budget	Unspent 2022 funds available in Major Event Provision
Children’s Arts Festival (CAF)	\$60,000	\$60,000	\$28,000
Richmond Cherry Blossom Festival	\$35,000	\$45,000	\$5,000
Doors Open Richmond	\$20,000	\$25,000	
Neighbourhood Celebration Grants Program	\$75,000	\$75,000	
Steveston Salmon Festival / Canada Day	\$200,000**	\$300,000	
Richmond Maritime Festival	\$200,000	\$200,000	
Supporting food security through community-driven events	\$30,000	\$30,000	
Richmond Has Heart	\$40,000	0	
Visioning for a Signature Multicultural Festival	\$40,000	\$40,000	\$40,000
Total	\$700,000	\$775,000	\$73,000

**2022 Steveston Salmon Festival was supported by \$45,000 in federal funding, \$107,780 in provincial funding, and \$9,000 in community-level sponsorships. It is anticipated that the provincial funding may not be available in 2023.

Financial Impact

The Council-approved City funding for the 2022 City Events Program was \$700,000; however, the overall budget for a number of events was supplemented with grants and sponsorships received by community partners.

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 2023 City Events Program budget of \$775,000, with funding of \$73,000 from funds available in the Major Events Provision and \$702,000 from the Rate Stabilization Account to be considered in the 2023 budget process.

Sponsorship

Given the impacts of COVID-19, between 2020 and 2022, event sponsorships have been opportunistic and small scale (e.g. 2022 Steveston Salmon Festival secured several small community sponsorships totalling \$ 9,000).

In 2023, staff plan to work with community partners to secure community-level sponsors where feasible and appropriate. A more comprehensive sponsorship strategy will be reviewed and considered as part of the Event Strategy for 2024 and beyond.

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 2023 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.



Lisa Fedoruk
Program Manager, Events
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Att. 1: Overview of 2022 City Events Program

Overview of 2022 City Events Program

The 2022 City Events Program included a mix of online and in-person engagement opportunities that provided opportunities for individuals, community groups, artists and local businesses to re-connect with each other and with community places and spaces.

2022 Children’s Arts Festival

The annual Children’s Arts Festival is the City’s signature event for children aged 3 to 12 years and includes two components: A public day and school days. Arts Services, Recreation and Sport Services and Richmond School District No. 38, supported by the Richmond Public Library and the Gateway Theatre Society, worked collaboratively to deliver this year’s program with pandemic limitations in mind. In 2022, the Festival’s school program was expanded with students attending venues throughout Richmond over a period of 10 days. These locations included:

- Richmond Library/Cultural Centre (Library, Art Gallery, Museum, Arts Centre, Media Lab, Public Art);
- Gateway Theatre;
- West Richmond, Hamilton, Cambie, Thompson, South Arm, and Steveston Community Centres; and
- Brighthouse, Hamilton and Mitchell Elementary Schools.

In all, 1,770 children from 14 local elementary schools took part in creative, educational activities led by 23 program leaders, many by simply walking to their local community centre.

For the general public, there were a limited number of in-person registered offerings and self-guided opportunities at the Richmond Library/Cultural Centre on Family Day, Monday, February 21, 2022, attended by approximately 600 people.

2022 Richmond Cherry Blossom Festival

Following the cancellation of the 2020 Cherry Blossom Festival and the pivot to an entirely virtual event in 2021 and again in 2022, the 2022 online festival launched on Sunday, April 10 at www.richmondcherryblossomfest.ca and on signage installed in Garry Point Park with QR codes directing visitors to the online program. Celebrating the arrival of spring and the blooming of the park’s 255 Akebono cherry trees, the program, developed in collaboration with the Festival Directors from the Wakayama Kenjin Kai, featured eleven participatory “how to” videos along with recorded musical performances and Japanese cultural demonstrations. The theme of the 2022 festival was the Japanese words 絆 (KIZUNA), or “the bonds or connections between people”.

Social media content reached more than 66,000 individuals and the videos were viewed more than 7,200 times. The website saw close to 7,400 new users throughout the cherry blossom season, resulting in more than 16,000 page views.

2022 Doors Open Richmond

The 15th edition of Doors Open Richmond was presented from June 2 – 5, 2022 and featured 35 partner sites offering a variety of online and in-person experiences based on each organization’s capacity and preference. This included 15 sites offering virtual experiences through social media

platforms using #DoorsOpenRichmond and the Richmond Museum website; 11 sites hosting in-person tours booked in advance; and 10 sites available for drop-in visitation.

Participation in the in-person programming was strong, with most pre-booked tours filling up in advance of the event. This included a guided bus tour featuring sites along the Highway to Heaven that included stops at the Az-Zahraa Islamic Centre, Richmond Jamia Mosque, and Lingyen Mountain Temple. There were over 10,000 in-person visits to sites recorded throughout the weekend.

Public participation in this year's online content was also robust with a total reach of more than 68,500 unique users on social media and over 2,255 video views.

2022 Neighbourhood Celebration Grants 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.

The launch of the Neighbourhood Celebration Grant Program was announced to the public on May 2, 2022 via the City website, various social media channels, through targeted communications to previous program applicants and in community facilities throughout Richmond. Groups of residents, artists, community champions and community organizations were invited to submit creative proposals for initiatives that offered opportunities to (re)connect residents of diverse backgrounds through shared experiences that could be delivered by the end of 2022.

In total, 105 applications were received by the May 23, 2022 deadline, nearly double the amount received when the program was launched in 2019. Applicants included Parent Advisory Councils, student groups, neighbourhood and strata groups, and non-profit societies.

Of the 105 applicants, 61 projects were recommended for funding totalling \$74,947.96.

2022 Steveston Salmon Festival / Canada Day

The 75th Anniversary Steveston Salmon Festival was successfully delivered in alignment with the vision for the re-imagined festival, providing a much-welcomed family-friendly opportunity for tens of thousands of residents and volunteers to re-connect with each other in person for the first time in three years. Many visitors appreciated the expanded footprint and entertainment that was spread out across the Steveston community.

The activities planned and promoted under the 75th Anniversary Steveston Salmon Festival in 2022 included:

- June 25-26: A pop-up video booth and Steveston Salmon Festival Float at the Kite Festival at Garry Point Park;
- June 30: Drive thru Salmon Sale; and

- July 1:
 - A re-imagined, Steveston Salmon Festival Parade, including a walk, roll or bike-through festival featuring local entertainment and a variety of food options, from 10 a.m. to 4 p.m. that stretched across four “zones” - Garry Point, Steveston Village, Community Centre and Britannia Shipyards;
 - A welcome ceremony including local, federal and provincial government and First Nations representatives;
 - Traditional Steveston Salmon Festival programming including the Japanese Cultural Show; Horticulture Show and Art Show;
 - Programming to celebrate the 75th anniversary of the Steveston Salmon Festival, that included a pop-up video booth capturing festival and community reflections and the #My SammySelfie contest; and
 - Complementary online and city-wide Canada Day engagement opportunities including a Livestream of the Welcome Ceremony on July 1.

Communications and promotions were focused on digital marketing and traditional advertising targeting a local (Richmond) audience and pointing people to the festival website www.stevestonsalmonfest.ca for more information. Between May 4 and July 1, 28,240 users accessed the website. 700 people viewed the Livestream of the Welcome Ceremony on July 1, and 17 community members entered the #MySammySelfie contest on Instagram.

The 2022 festival was delivered in partnership with the City and Steveston Community Society/Richmond Agricultural and Industrial Society, with the support of a number of external contractors and 136 community volunteers recruited through icanhelp.richmond.ca. A framework is in place for continued collaboration between Steveston Community Society/Richmond Agricultural and Industrial Society and the City to work together to plan and deliver future festivals with the support of external contractors. This year’s planning included expanded stakeholder engagement, including with the Steveston Heritage sites, Steveston Merchants Association, Tourism Richmond, Richmond School District and Steveston Harbour Authority, and it is anticipated that these groups will be interested in continuing to be involved in future festivals.

2022 Richmond Maritime Festival

The 19th annual Richmond Maritime Festival returned to its fully in-person format after two years of virtual and hybrid programming. The event program included: maritime-themed décor and installations throughout the site; roving performances; “pop-up” style heritage storytellers; 12 food and beverage vendors; 10 community outreach partners, and 12 wooden and working boats along the dock that included several locally significant, restored heritage boats.

Participation highlights include:

- In-person attendance at the Festival is estimated at 40,000 visitors to the site over the two days;
- The richmondmaritimefestival.ca website was visited by just over 16,800 users leading up to and through the festival weekend;
- Interest in the festival prior to and during the event dates on social media and through digital promotional content generated over 550,000 impressions;

- More than 50 artists, performers, and heritage storytellers contributed to the festival programming; and
- Approximately 87 volunteers contributed over 660 hours to deliver the event.

Supporting food security through community-driven events

When 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, in 2021, Council directed \$20,000 be allocated to support and enhance existing markets. Considering the positive community impact of two farmers markets in 2021, \$30,000 in funding was 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.

In 2022, this funding was used to support:

- Kwantlen St. Farmer’s Market (market dates April 26 – November 8);
- Sharing Farm Society (providing enhanced opportunities for local farmers and food security organizations to activate as part of the return of the Garlic Festival);
- Steveston Farmers and Artisans Market (market dates May 8 – Sept 18); and
- Urban Bounty (pilot pocket farmers market in Hamilton running through 2022)

#RichmondHasHeart

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 2022, funding was allocated under the #RichmondHasHeart umbrella for City-directed initiatives that met 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.

Highlights included the following:

- Public programming to support Richmond Art Gallery’s *Nourish* exhibition included a series of events that encouraged intercultural exchange through a common interest – food;
- Support for the Steveston Spot Prawn & Seafood Celebration, a collaboration between Tourism Richmond and Steveston Harbour Authority that featured interactive stories of Steveston’s fishing history throughout the village, spot prawn sales on the docks directly from local fishing boats, opportunities to learn from professional chefs on the culinary

stage and the invitation to visit local restaurants to enjoy innovative spot prawn-inspired recipes;

- Collaboration with the Big Print Steveston event, which supported six artists from local Musqueam and Japanese Canadian communities to carve unique 4 ft x 8 ft woodblocks, which were then inked and printed on the Labour Day weekend using a full-size City of Richmond steamroller as a press;
- The launch of the first phase of the Rain-Activated Mural Program with a call for budding artists to submit their own stencil designs. Four local professional artists translated submissions from Richmond residents describing the special attributes of their neighbourhoods into graphic designs that were made into stencils. The second phase will feature installation of the selected artworks on neighbourhood sidewalks and public plazas using an eco-friendly hydrophobic paint that is only visible when wet; and
- Support for the *Winter in the Village* initiative, with 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.