



**City of Richmond**

**Report to Committee**

**To:** General Purposes Committee  
**From:** Kate Sparrow  
 Director, Richmond Olympic Office  
**Re:** Richmond Winter Festival 2009

**Date:** January 22, 2009  
**File:** 11-7400-20-RWFE1/2009-  
 Vol 01

**Staff Recommendation**

*That a budget of \$90,000 for event expenses and City Services be allocated from General Contingency, for the 2009 Richmond Winter Festival.*

Kate Sparrow  
 Director, Richmond Olympic Office  
 (604-276-4129)

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<b>ROUTED TO:</b>	<b>CONCURRENCE</b>		<b>CONCURRENCE OF GENERAL MANAGER</b>
Budgets .....	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	
<b>REVIEWED BY TAG</b>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	<b>REVIEWED BY CAO</b>
			YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>

## Staff Report

### Origin

The Richmond Olympic Business Office is responsible for the 2009 Winterfest Event to be held February 14 and 15, 2009. Council has endorsed and indicated their intention to continue with the event and substantial planning has been undertaken by staff. This report will provide an update on the event program and request the city funding required for the successful completion of the event.

### Background

2007's annual Richmond Winter Festival was the first in a series of "test events" leading up to 2010. The 2<sup>nd</sup> Annual Richmond Winter Festival was held February 8 and 9, 2008 and targeted a number of goals that expanded on the success of the first year.

Past successes include:

- Expanding the event timeframe from one to two days and expanding the physical site to include the north side of Richmond City Hall. The overall complexity of the event was increased, allowing staff and volunteers to develop and implement comprehensive traffic management plans including road closures, safety and on-site communications plans and programming activities.
- Working with Volunteer Richmond to recruit, schedule, train, manage and evaluate volunteers. This provided the City and Volunteer Richmond with valuable event experience and laid a base for the volunteer management capacity building needed for future Richmond events, including the 2010 Olympic and Paralympic Games.
- Developing a partnership program that resulted in sponsorship revenues of \$216,000 in cash and an estimated \$90,000 of in-kind services.
- Partnering with a number of non-profit community groups in the presentation of community sport and arts activities.
- Programming two stages with professional and non-professional performers, allowing local amateurs the opportunity to collaborate in a number of productions with more experienced performers.
- Expanding the VIP Hosting activities, which included the hosting of a large delegation from the Federal Government.

Building upon these successes, the 2009 Richmond Winterfest Weekend is planned to engage the community while building new audiences for local and visiting visual and performing artists as well as offering showcase opportunities to other local community organizations.

## **2009 Richmond Winterfest Event Information**

To realize the Winter Festival goal of attracting an increasing number of Richmond and regional residents as well as tourists, an expanded program of on-site activities as well as an enhanced marketing and communication plan has been developed.

The 2009 Winter Festival will be held February 14 and 15 at the Richmond Olympic Oval, both indoors and outdoors, with the following activities taking place:

Petro-Canada Mainstage - featuring both professional and non-professional performers.

Parade Park - A tented venue on the Plaza where participants will go from station to station preparing to take part in a parade. The parade will be led by "Pied Piper" like musicians throughout the site.

Canadian Ice Carving Display – Ten champion ice carvers from across Canada will be creating two very large ice carvings on the Plaza as well as demonstrating their craft throughout the weekend. This is a test program for 2010. There has been an Ice Carving Olympics at the last 5 Olympic Winter Games.

RIE (Richmond Interactive Experience) – Three interactive activities will be showcased at Winterfest Weekend, including "Specdrum", "Graffiti Wall" and the "Ribbon Wall". This is the first time that "Specdrum", which consists of large light towers and drums, is to be tested on the public. It is just a small test of one set of drums and one tower. The Specdrum planned for 2010 will consist of 10 or more towers.

Spirit Fine Arts Exhibition – Fine arts created by Richmond artists will be displayed in this area. The Richmond Spirit Committee and the Chinese Community Society have volunteered to operate this venue.

Community and City of Richmond Marketing Activities – There will be a number of community organizations taking part in the upcoming Winterfest Weekend. These include an Olympic Torch Relay display being organized by Parks, Recreation and Cultural Services staff, numerous sport groups, the Pacific Pin Traders Society, Abreast In A Boat, Kwantlen Polytechnic University, Richmond Rod and Gun Club and BC Wheelchair Sports.

Public Skating – The public will be invited to skate for free during Winterfest Weekend. The Oval is offering free skate rentals as well.

Sponsor Activation – A number of sponsors will be activating at the event. These include Petro-Canada with their glassware sales, a BC Lottery Corporation interactive game dome, and a "Speaker's Corner", hockey game and face painting by Coast Capital.

Sponsorship – The Organizing Committee has been quite successful in attracting sponsorship for this year's event and have confirmed (contracts signed) \$282,500 in corporate sponsorship, \$55,900 from the Department of Canadian Heritage and \$10,000 from Legacies Now, for a total of \$348,200

in external funds. Also confirmed are media contracts valued at over \$200,000 in paid advertising and \$30,000 in Value-In-Kind.

**Volunteers** – Volunteer Richmond and Information Services is expecting to have a full complement of volunteers by the time training seminars commence in the first week of February. Based on feedback from volunteers and staff, in depth training for specific job functions will be held every evening starting February 2<sup>nd</sup>.

**Marketing and Advertising** – The event is being advertised in both the English and Ethnic media. Sponsors include Fairchild Television and Radio, CTV, Canwest (Province and Sun), Richmond Review, Richmond News, and the Beat radio. 10 Bus shelters ads will go up in the next week or so. We are also exploring the opportunity of erecting street banners for the month of February.

### **Mayor and Council Activities**

There are three activities planned for Mayor and Council.

- A public welcome from the Main Stage between the hours of 12 noon and 1 pm on Saturday, February 14<sup>th</sup> and at the same time on February 15<sup>th</sup>. The schedule and script for these two hours are being developed and will be forwarded to you before the event date.
- A Sponsor's Reception is to be held between the hours of 1 pm and 4 pm on Saturday, February 14<sup>th</sup>. There will be an opportunity for Council to meet the sponsors and for the Mayor to do a short speech.

### **Financial Background**

In 2008, Richmond Winter Festival expenses including cash and "value in kind" were estimated at \$396,000 of which the City contributed \$70,000 from the general contingency fund. There was also another estimated \$20,000 in city services. The event secured \$216,000 in cash and \$90,000 of value in kind services from sponsors and partners.

The 2009 Winter Festival estimated expenditure is \$668,400. This will be offset by \$348,400 in cash sponsorships and government grants; \$230,000 value in kind and City contribution of \$90,000.

The City's contribution has increased by \$20,000 over 2008, while the total additional costs have increased by \$272,400. This increase in expenditure is attributed to an increase in the number of planned activities, increase in traffic control costs, and an increase in infrastructure costs.

### **Financial Impact**

Staff is requesting a budget of \$90,000 for event expenses and City services. The funds would come from the General Contingency Account.

## Conclusion

The 2009 Winter Festival is a critical testing event in preparation for 2010. Producing this event achieves the city's goals of a high profile, well-organized event over two days that considers the capacity of the City and its partners to deliver the quality experience expected.

Leveraging 2010 potential to build an annual winter event that will live after the Games is a once-in-a-lifetime legacy opportunity for the City and its residents.



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AP:

