



To: General Purposes Committee
 From: Kate Sparrow
 Director, Recreation & Cultural Services
 Re: Maritime Events for 2008

Date: September 26, 2007
 File:

Staff Recommendations

That:

1. Council endorse Option 3 for an enhanced Maritime Festival in August 2008;
2. \$50,000 be allocated in 2007 from Council Contingency account to prepare FREMP applications, depth soundings and chemical soil analysis in preparation for dredging;
3. \$1.0 million be considered in the 2008 Capital program for dredging in front of Britannia and construction of an additional heavy duty camel (float);
4. \$200,000 be requested as one time additional level funding in the 2008 operating budget to organize and produce an enhanced Richmond Maritime Festival in August, 2008;
5. Staff be authorized to recruit, negotiate and sign contracts with vessels and, to include a cancellation clause in the contracts should the above funding not be approved;
6. That staff be directed to facilitate a planning committee to organize the Richmond segment of the Rivermania 2008 – Fraser River Festival.

Kate Sparrow
 Kate Sparrow
 Director, Recreation & Cultural Services
 (4129)
 Attach. 3

| FOR ORIGINATING DEPARTMENT USE ONLY | | | |
|-------------------------------------|--|---------------------------------------|---|
| ROUTED TO: | CONCURRENCE | CONCURRENCE OF GENERAL MANAGER | |
| Olympic Business Office | Y <input type="checkbox"/> N <input checked="" type="checkbox"/> | <i>[Signature]</i> | |
| Budgets | Y <input checked="" type="checkbox"/> N <input type="checkbox"/> | | |
| Economic Development | Y <input type="checkbox"/> N <input type="checkbox"/> | | |
| Parks | Y <input checked="" type="checkbox"/> N <input type="checkbox"/> | | |
| REVIEWED BY TAG | YES <input checked="" type="checkbox"/> | NO <input type="checkbox"/> | REVIEWED BY CAO |
| | | | YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> |

Staff Report

Origin

At the April 10th, 2006 meeting Council made the following referral:

“That the matter of Tall Ships be referred to staff to consider a long term plan for these events, including financial implications.”

During discussion on this matter, staff were requested to report on how, if this was to be a long term commitment, it be incorporated into the operating budget of the Parks Department or any other department.

The 2007-2012 Major Events Plan for Richmond “Catch the Excitement” report adopted by Council on April 10, 2007 outlined the long-term directions for events in Richmond. This plan included the possibility of hosting a Tall Ships event in 2008 or 2011.

Staff provided a Tall Ships update in a memorandum to Council in March 2007. (**Attachment 1**)

This report explores options for 2008 maritime festivities including an enhanced Richmond Maritime Festival and the Fraser River celebration being planned to celebrate the Province’s 150th birthday, and position Richmond to bid for future Tall Ships events including the 2011 Tall Ships Challenge.

Analysis

The recently adopted Major Events Plan recommends the development of a Major Events Implementation Plan, including the possibility of a Tall Ships event in 2008. In addition, 2008 is the 150th anniversary of the Province of British Columbia and the 200th anniversary of Simon Fraser’s expedition on the Fraser River. Planning for a Fraser River celebration building on these two important dates is underway in communities from Prince George to Richmond.

2008 Tall Ships Challenge Vessels

Plans for the 2008 Tall Ships Challenge are underway for Pacific Northwest Ports of Victoria, Tacoma and Port Alberni. There are potentially four Class A vessels - Pallada (Russia), Eagle (USA), Cuauhtemoc (Mexico) and Dar Młodzyiesz (Poland) expected. These vessels will race down the coast from Port Alberni to San Francisco and will not entertain a stop in Richmond at this time. Participating Class B and Class C vessels will likely disperse from Port Alberni and it may be possible to recruit several ASTA vessels to Richmond after the Port Alberni event on July 10-12.

These vessels earn their revenue for the year during the summer season. The success of recruiting these vessels will depend upon their summer schedules, their willingness to come to Richmond and the appearance fees offered. Negotiations with any vessels should start immediately in order to meet the vessel needs and schedules. The number of vessels and their appearance fees, the availability of dock space, ticket sales and numerous other factors will

determine the costs of this event. Estimated appearance fees for vessels are \$10,000 to \$15,000 plus travel expenses per vessel. Travel expenses are estimated in the range of \$600 to \$1000.

ASTA member vessels have indicated that they will participate in ASTA sanctioned events only. This is in part due to the agreement between ASTA and US Homeland Security (Maritime Events of National Significance (M.E.N.S.) Agreement) that mitigates many of the onerous security regulations for ships entering and departing U.S. waters during ASTA sponsored events. It is also to discourage other communities from creating mini festivals that are seen to piggyback on ASTA events without paying ASTA fees.

To secure these this event, staff will need authorization to negotiate and sign contracts committing ASTA and the ships to come to Richmond as soon as possible.

A letter from Mayor Brodie to the President of the National Institute for Sea Training inviting the Kaiwa Maru or the Nippon Maru to visit Richmond in 2008 was sent. A response from the President advises that due to their annual training schedule for the cadets they are unable to accept Richmond's invitation in 2008.

Richmond Maritime Festival 2008

The 5th Annual Richmond Maritime Festival is scheduled for August 15-17, 2008. Attendance in 2007 reached approximately 10,000 people and it is anticipated that by 2008 it will exceed 15,000. The number of exhibitors, boats and visitors has steadily increased and there is every expectation that this event will continue to grow and improve. It is expected that the title sponsor relationship with the Fraser River Port Authority will continue and the Richmond Maritime Festival will remain self-funding if the status quo is maintained.

An enhanced Richmond Maritime Festival would build increased capacity for the City for future major events and positions the City for hosting the 2011 Tall Ships Challenge. It would also build the volunteer base for other major events in 2010 and beyond.

In order to accommodate the larger vessels and the anticipated increased attendance for an enhanced Richmond Maritime Festival Event in 2008, the planning and construction components required to enable this are:

- Complete a detailed topographical depth sounding and volume calculation plan to determine amount of materials to be dredged from the Fraser River Basin to accommodate Tall Ship vessels;
- Complete a chemical soil analysis report of the area to be dredged;
- Seek approvals from the various Federal Agencies including Environment Canada, FREMP and Fraser Port Authorities for both the proposed dredging operations and marine construction activities;
- Design, construct and install a 3.66m (12'-0) wide x 61m (200'-0) long vessel berthing camel float at the Britannia Heritage Shipyards to replace existing floats that are in poor condition. This would include installation of mooring piles/dolphins and gangway ramps to secure the float and to provide larger scale access;

- Dredge to a minimum of Minus 3.50m (LLW) elevation to accommodate various class Tall Ships at Britannia Shipyards. The spoils generated from the dredging operations will be towed out for ocean dumping at the Sand Heads disposal site and the dredging method proposed is by means of clamshell and/or cutter suction. In order to accommodate vessels in the summer of 2008 dredging must be completed by March 15, 2008 and/or complete the works after July 15, 2008. DFO regulations do not allow any works to be done during March 15 – July 15.

Conceptual estimated planning & construction costs of these components are \$1.05 million.

Staff have contacted approximately 20 vessels from the immediate area to determine interest and availability. Responses are still being collected but several vessels have indicated that they would be prepared to adjust schedules to attend an enhanced Richmond Maritime Festival August 15 –17, 2008. **Attachment 3** outlines vessels contacted and responses received to date.

Preliminary inquiries suggest that between two and five vessels could be recruited for this event with anticipated appearance fees of \$40,000.00 to \$100,000.00. To secure these ships, staff will need authorization to negotiate and sign contracts committing the ships to come to Richmond as soon as possible. Recognizing that funding has not been approved, staff will include a cancellation clause in the contract. Cancellations may incur some financial impacts.

In addition to the cost of vessels, an enhanced Festival will require additional funding to support coordination, programming and marketing. Enhanced programming will include more maritime related activities such as knot tying demonstrations, net making, and technical talks. Advertising and marketing will be expanded to a regional lower mainland market from the current community levels. An enhanced event will also require a larger volunteer team to support it.

Additional sponsorship will be pursued to reduce the overall costs wherever possible, including increased contributions from existing sponsors.

Options: Maritime Festival (see Attachment 2 for Pros & Cons)

1. Host an ASTA sanctioned Tall Ships event in July and maintain the Maritime Festival in August.
2. Move the Maritime Festival to July and recruit vessels (Class B & C) participating in the Tall Ships Challenge after leaving Port Alberni.
3. Enhanced Richmond Maritime Festival in August - resources allocated to recruit “tall ships” to enhance the event. (Recommended)
4. Maintain the Richmond Maritime Festival in August – status quo

Rivermania 2008 - Fraser River Festival

BC150 Years - Rivermania is designed to spotlight the Fraser River as the cradle of British Columbia, and the Peoples along the river as the creators of the history and culture of British Columbia. Rivermania is a symbolic trip down the river, which will initiate local celebrations created by a local community volunteer group. The province is suggesting that this be done under the leadership of their local Spirit of BC Committee. A variety of tour packages will be

offered so that visitors can join the fun either by participating in segments of the journey or by participating in the entire trip. The project will span the river from Prince George to Steveston to create a “snowball effect” of local festivals and celebrations. These festivities will be captured on video for use in promotional campaigns.

River communities will host major local celebration festivals spotlighting their unique character. This journey will start in Prince George on August 24, 2008 and end in Steveston on September 28, 2008. Using the infrastructure created in 2008, Rivermania will be repeated in 2010 and subsequent alternating years. A marketing campaign, developed by Vancouver, Coast and Mountains Region, Cariboo Chilcotin Coast Tourism Association and Northern BC Tourism Association, will take this project to markets throughout Canada, USA and Europe. Each community will create their own community spotlight by illustrating the theme, which they feel describes their community best.

This event is being spearheaded by the province’s BC150 Years and there is some funding available for local celebrations. Five communities will be supported with funding for a Tillers Folley Concert and Richmond’s Garry Point Park has been designated as one of those funded.

Staff have been advised that the plan is that the boats will likely dock at Britannia Heritage Shipyard with boats coming from Delta to Steveston, culminating in an evening final concert and festivities. A local organizing committee will be necessary to implement planning in Steveston; however, to date, a committee has not been established for this event. The provincial organizer has met with a number of local community groups to make them aware of the opportunity; however, to date no group has stepped forward to take the lead on the event.

Provincial grants may be available for this event and the organizing committee can pursue sponsorship. The Richmond Spirit of BC Committee has assigned a liaison to be the conduit between the provincial organizers and the local organizing committee.

This has the potential of being a major event at the end of September 2008 and the Province is proposing that this festival continue as a biannual event.

Other Major Summer Events 2008

- Steveston Salmon Festival – July 1st
- City Centre Celebration – July
- Nibbles & Bites - September
- Opening of Richmond Oval - Fall

Financial Impact

The following is a recommended budget, subject to the approval of Council.

Enhanced Richmond Maritime Festival (Option 3)

Capital

| | |
|---|------------|
| Replace 200 feet of float with the 200 foot camel | 500,000.00 |
| Dredging in front of Britannia | 250,000.00 |
| FREMP applications, soundings, soil analysis | 50,000.00 |
| Allowance for Contingency | 250,000.00 |

Program

| | |
|---|-------------------|
| Tall Ship recruitment, 3-5 vessels | 100,000.00 |
| Maritime Festival enhancement & promotion | <u>100,000.00</u> |

TOTAL **\$1,250,000.00**

The \$1.0 million capital funding required for dredging operations can be allocated subject to the approval of the 2008 capital plan. A formal capital submission for this project has been included in the 2008 capital plan process.

To complete FREMP applications, depth soundings and chemical soil analysis in preparation for dredging and meet anticipated timelines, we request that \$50,000 be allocated in 2007 from Council Contingency.

The program costs of \$200,000 will be requested through the 2008 operating budget process as a one-time additional level-funding request.

Conclusion

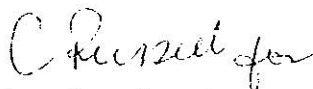
This report provides Council with some of the options that are available for 2008 Maritime related festivals. For an ASTA sanctioned Tall Ships event negotiations with ASTA need to be undertaken immediately. For a non-ASTA event clarification of the event and recruitment and negotiations of vessels needs to begin quickly.

An enhanced Richmond Maritime Festival builds on an existing and successful event, creating a major event for the community. The Fraser River Festival, building momentum along the river from Prince George to Steveston, has exciting potential for a major City of Richmond 2008 event.

The Waterfront Amenity Strategy envisions the Steveston waterfront as an active, vibrant people place with festivals and an active street life that celebrates our maritime heritage. These events contribute to this vision and reinforce Richmond as a major destination for residents and visitors.



Bryan Klassen, Site Supervisor
Britannia Heritage Shipyard
(604-718-8044)



Jane Fernyhough
Manager, Heritage & Cultural Services
(4288)



City of Richmond
Britannia Heritage Shipyard

Attachment I
Memorandum

To: Mayor and Councillors **Date:** March 30, 2007
From: Bryan Klassen **File:**
Site Supervisor
Britannia Shipyard, National Historic Site
Re: **2008 Tall Ships Challenge**

In 2006, staff received a referral to consider a long-term plan for Tall Ships events that included financial implications. This memo provides an update.

American Sail Training Association

The American Sail Training Association (ASTA) sponsors the TALL SHIPS CHALLENGE® Race series of sailing races, cruises, crew rallies and maritime festivals in conjunction with U.S. and Canadian ports.

Traditionally rigged sailing vessels from Canada, U.S. and other countries are crewed by young people (either civilians or cadets) ages 13 - 25 who are engaged in sail training programs under the supervision of captains and professional crewmembers. The races alternate every three years between the Great Lakes, the Atlantic and the Pacific coasts. They are usually well organized and very popular.

ASTA's mission is to encourage character building through sail training, promote sail training to the North American public and support education under sail.

Typically, a city must purchase the rights to be a host port. The 2008 fee is \$30,000 US funds with first right of refusal given to those ports that have previous hosted successful events.

Richmond was the only Canadian host port in 2002 with Seattle hosting in Washington. In 2005, Victoria, Vancouver, Port Alberni and Tacoma hosted the west coast. Richmond forfeited its first right of refusal in 2005. There is a TALL SHIPS CHALLENGE® series scheduled for the west coast in 2008 and again in 2011.



2008 Tall Ships Challenge

For the 2008 TALL SHIPS CHALLENGE®, ASTA has signed contracts with Victoria, Tacoma and Port Alberni. Victoria will host from June 26-30, Tacoma from July 3-7 and Port Alberni July 10-12. The ships will then race down the coast to proposed ports of San Francisco, Los Angeles and San Diego. Due to the overall timing of the series and the availability of the ships, there will likely only be three Pacific Northwest ports.

This series to California will likely involve four Class A vessels. Staff have been advised that there is a possibility that those vessels not racing down the coast could be involved in other smaller events in Richmond, Blaine, Anacortes, and/or Seattle. This is being discussed at ASTA but there is nothing confirmed at this time.

It is not known what the ASTA fees for a smaller event of this kind would be. Several U.S. vessels have clearly stated that they will only participate in ASTA sponsored events in 2008.

United States Homeland Security

Regulations to U.S. Homeland Security have changed significantly since Richmond hosted the 2002 TALL SHIPS CHALLENGE®. ASTA has worked with Washington, DC to implement Maritime Events of National Significance (M.E.N.S.) agreements that mitigate many of the onerous security regulations for ships entering and departing U.S. waters during ASTA sponsored events.

As a result of these new issues, many of the United States vessels will only participate in ASTA sanctioned events. Canadian registered vessels in Canadian ports do not face these regulations. They are subject to these regulations when entering U.S. waters.

The City of Richmond could recruit and negotiate with individual vessel outside of the TALL SHIPS CHALLENGE® and ASTA. Provisions for U.S. vessels to meet the homeland security regulations would be complicated for the City.

Possible Vessels for 2008

The City of Richmond has written to the Japanese Sea Training Institute inviting either the *Nippon Maru* or the *Kaibo Maru* to visit Richmond again in 2008. A response is not expected until early May. The usual schedule for these vessels is to be here in mid to late July. On the previous occasions where these vessels have come to Richmond, more than 15,000 people came to view these spectacular Japanese ships moored at the foot of #3 Road.

For the 2008 TALL SHIPS CHALLENGE®, ASTA host ports are currently negotiating with other vessels, these include 4 Class A vessels – *USCGC Eagle*, Polish naval training vessel *Dar Młodzieszy*, Russian vessel *Pallada* and the Mexican naval training vessel *Cuachtemoc*. Class B and Class C vessels include *R. Tucker Thompson*, *Lady Washington*, *Hawaiian Chieftain*, *Zodiac*, *Adventuress*, *Pacific Grace*, *Pacific Swift*, *North Star of Hershell Island*, *Maple Leaf*, *Thane*, *Red Jacket*, *Brora Thor*, *Blarney Pilgrim*, and *HMCS Oriole*.

As mentioned earlier, the City of Richmond can approach and recruit ships independent of the ASTA TALL SHIPS CHALLENGE®. There are costs related to recruiting Tall Ships. Typically each ship requests an appearance fee.

Staff are preparing a detailed report outlining the options and related financial implications for Richmond hosting future Tall Ships events. If I can provide you with any further information, please contact me at 604-718-8044.

Bryan Klassen
Site Supervisor
Britannia Shipyard, National Historic Site
(604-718-8044)

pc: TAG
Cathryn Volkering Carlile, General Manager, Parks, Recreation & Cultural Services
Kate Sparrow, Director, Recreation & Cultural Services
Dave Semple, Director, Parks and Public Works Operations
Jane Fernyhough, Manager, Arts & Heritage Services

| | |
|---|--|
| Option 1: Host an ASTA sanctioned Tall Ships event in July and maintain the Maritime Festival in August. | |
| Pros | Cons |
| <ul style="list-style-type: none"> • Sets the scene for bidding to be a host port for 2011 Tall Ships Challenge • Maintains consistency of the Maritime Festival as changing the dates may have a negative impact on the established pattern, resulting in decreased attendance of vessels in future years • Enhances the maritime celebrations by adding a maritime event in July 2008 • Takes advantage of ASTA’s agreement on relaxation of the U.S. homeland security regulations | <ul style="list-style-type: none"> • Requires increased staff resources in addition to capital & operational funding • Requires approximately \$1.5 million to dredge the river in front of Britannia, construct a replacement float, attract vessels and pay any associated ASTA fees • Major fundraising / sponsorship strategy required at a time when significant effort is directed to sponsorship for the Richmond Oval • Requires immediate negotiations with ASTA to be included in 2008 program |
| Option 2: Move the Maritime Festival to July and recruit vessels (Class B & C) participating in the Tall Ships Challenge after leaving Port Alberni. | |
| Pros | Cons |
| <ul style="list-style-type: none"> • Sets the scene for bidding to be a host port for 2011 Tall Ships Challenge • Takes advantage of ASTA’s agreement on relaxation of the U.S. homeland security regulations • Concentrates limited staff resources on one event | <ul style="list-style-type: none"> • As the Richmond Maritime Festival is building its reputation this option breaks the consistency of time of year and may cause loss of momentum and decreased attendance of vessels • Requires approximately \$1.5 million to dredge the river in front of Britannia, construct a replacement float and attract vessels. • Requires a major fundraising / sponsorship strategy at a time when significant effort is directed to sponsorship for the Richmond Oval • Does not add to the maritime events available for the public |

Option 3: Enhanced Richmond Maritime Festival in August - resources allocated to recruit "tall ships" to enhance the event. (Recommended)

| Pros | Cons |
|---|---|
| <ul style="list-style-type: none"> • Sets the scene for bidding to be a host port for 2011 Tall Ships Challenge • Maintains consistency of the Maritime Festival as changing the dates may have a negative impact on the established pattern, resulting in decreased attendance of vessels in future years • Concentrates limited staff resources on one event • Builds capacity and volunteer experience for future major events | <ul style="list-style-type: none"> • Requires approximately \$1.25 million to dredge the river in front of Britannia, construct a replacement float and attract vessels • Does not add to the maritime events available for the public • Does not take advantage of the ASTA agreement on relaxation of the US Homeland Security regulations |

Option 4: Maintain the Richmond Maritime Festival in August – status quo

| Pros | Cons |
|---|---|
| <ul style="list-style-type: none"> • Maintains consistency of the Maritime Festival as changing the dates may have a negative impact on the established pattern, resulting in decreased attendance of vessels in future years • Does not require additional staff resources or appearance money for vessels | <ul style="list-style-type: none"> • Does not add to the maritime events available for the public • Does not enhance the infrastructure that will build toward hosting Tall Ships Challenge in 2011 |

Vessel Contacts

| Vessel | Size (loa x b x d) | Rig | Contact | Cost | Comment |
|---|--------------------|--------------------------|-------------------------------------|---|--|
| Adventress, Port Townsend, WA | 101 x 21 x 12 | Gaff topsail schooner | Sound Experience | | Email sent Phone message |
| Copper Sky, Vancouver, BC | 88 x 16.5 x 8 | Staysail Schooner | Copper Sky Sailing adventures | | Cruising area QCI, not available July thru Sept. |
| Cutty Sark, Coupeville, WA | | Schooner | Aeolian Ventures | \$1500.00 USD per day plus travel time | |
| Forbes & Cameron, Vancouver | 39 x 12 x 5 | Schooner | Tony Latimer | | Email sent Contact @ Vancouver Wooden Boat festival, Sails south until 2009 |
| Gaia | 48 x 19 x 9 | Gaff Ketch | Time of Yore Sailing | | Contact information from 2003 no current contact |
| Hawaiian Chieftain, Grays Harbour, WA | 75 x 22 x 6 | Square topsail ketch | Grays Harbour Historical Society | \$5000.00 USD per day | Not out of the question Security issue/ customs & immigration assistance required |
| HMCS Oriole, Esquimalt, BC | 101 x 19 x 10 | Ketch | CFB Esquimalt | no costs, subject to training schedule | Letter sent August 21, 2007 |
| Lady Washington, Grays Harbour, WA | 87 x 24 x 11 | Brigantine | Grays Harbour Historical Society | \$5000.00 USD per day | Not out of the question Security issue/customs & immigrations assistance required |
| Maple Leaf | 77 x 15 x 11 | Gaff schooner | Mapleleaf Adventures | \$5000.00 CD per day may require travel time pay in addition. | Not available from July through Sept. Charter with Sea Cadets. May be possible to adjust schedule |
| North Star of Herschel Island, Victoria, BC | 78 x 15 x 6.6 | Ship | Bruce MacDonald | | Email sent Phone message |
| Odyssey, | 89 x 18 x | Yawl | Nic Marshall | | Message left |

| Vessel | Size (loa x b x d) | Rig | Contact | Cost | Comment |
|---|--------------------|---------------------------------|--------------------------------|--|---|
| Tacoma, WA | 12 | | | | |
| Omega, Vancouver, BC | 50 x 13.4 x 6 | Ketch | Tim Brock | | Attended RMF 2007, invited for 2008 |
| Pacific Grace, Victoria, BC | 115 x 22 x 11.5 | Gaff topsail Schooner | SALTS | | Phone message, Grace is currently on south pacific tour, Not available |
| Pacific Swift, Victoria, BC | 81 x 20.5 x 11 | Square topsail schooner | SALTS | | Phone message, not available due to scheduling |
| Passing Cloud, Duen, Victoria, BC | 67 X 72 X | Schooner Gaff Ketch Ketch | Sea Programs Inc. | \$2000.00 CD per day plus travel time | Email sent, Phone message |
| Red Jacket, Seattle, WA | | | | | |
| Resolute | 44 x 11 x 6 | Yawl | Resolute Sailing Foundation | | Email sent |
| Solstice, Vancouver, BC | 53 x 13.6 x 6.6 | Schooner | Allan Mac Kay | | Email sent Phone message |
| Suva, Seattle, WA | 55 x 14 x 6.75 | Staysail schooner | Drayton Harbor Maritime | | Email |
| Zodiac, Seattle, WA | 127 x 26 x 16 | Gaff Schooner | Vessel Zodiac | \$3600.00 USD per day plus travel time | Draft precludes moorage other than at #3 Rd. could adjust schedule for 2008. Security issue/customs & immigrations assistance required |