



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** March 6, 2017
From: Jane Fernyhough **File:** 11-7400-20-
 Director, Arts, Culture and Heritage Services MFES1/2017-Vol 01
 Mike Redpath
 Senior Manager, Parks
Re: **2017 Richmond Maritime Festival – Collaboration with the Britannia Heritage Shipyard Society**

Staff Recommendation

That the staff report titled “2017 Richmond Maritime Festival – Collaboration with the Britannia Heritage Shipyard Society, dated March 6, 2017 ” from the Director of Arts, Culture and Heritage Services and the Senior Manager, Parks be received for information.

Jane Fernyhough
 Director, Arts, Culture and Heritage Services
 (604-276-4288)

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

Att. 2

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Corporate Communications Corporate Partnerships	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS:	APPROVED BY CAO

Staff Report

Origin

At the January 3, 2017 General Purposes Committee meeting the following referral was made:

That staff:

- 1) *Review the proposal from the Britannia Heritage Shipyard Society to produce the wooden boat event in 2017, including the formation of a business plan for a one year trial period; and*
- 2) *Consult with the Canada 150 Steering Committee with regard to the proposal from the Britannia Heritage Shipyard Society and report back.*

This report is in response to this referral.

This report supports Council's 2014-2018 Term Goal #2 A Vibrant, Active and Connected City:

Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.

2.4. Vibrant arts, culture and heritage opportunities.

Analysis

Background

The Richmond Maritime Festival is an annual major event that takes place at the Britannia Shipyard National Historic Site. The festival started in 2003 and attracts an estimated 40,000 visitors each year. The festival is a collaboration between the City of Richmond, the Richmond Arts Coalition (RAC), Britannia Heritage Shipyard Society (BHSS), and many community arts, cultural and heritage organizations.

The Maritime Festival programming varies each year, but maintains a core focus of celebrating the historical and cultural significance of Steveston's waterfront and our maritime heritage. In 2016, per Council recommendation, the scope of the Richmond Maritime Festival was expanded to showcase the wooden boat industry as a more prominent theme of the festival. Britannia Heritage Shipyard Society was instrumental in creating and developing a program that included wooden boat displays, wooden boat educational opportunities, model wooden boat building, ship recruitment of wooden boats at the dock, and partnered with shipwrights and boat builders to animate the wooden boat zone.

As part of the Richmond Canada 150 program in 2017, Council approved \$180,000 to be allocated towards showcasing wooden boats and the wooden boat industry.

As a key partner of the Richmond Maritime Festival, Britannia Heritage Shipyard Society has played an important role in previous festivals providing expertise on heritage wooden boats and other nautical programming.

The Britannia Heritage Shipyard Society has written a letter to Council and the Canada 150 Committee (Attachment 1) requesting that Britannia Heritage Shipyard Society be appointed as the producer of the

wooden boat activities for 2017. Staff acknowledge the expertise of the Britannia Heritage Shipyard Society and the valuable input they may have regarding the wooden boat component of the festival. Accordingly, staff have met with representatives of the Britannia Heritage Shipyard Society and support working with them to animate the wooden boat program for 2017.

City staff will work with the Society in an enhanced capacity for this year's event and anticipate that the combination of additional resources and Britannia Heritage Shipyard Society expertise will result in an even more exciting festival that showcases wooden boat heritage.

During discussions with representatives of the Society and endorsement from the board of directors, a framework for the festival was established. Staff presented this framework for the operational plan to the Canada 150 Steering Committee at their meeting on February 21, 2017. The Steering Committee endorsed this framework and working relationship for the 2017 festival outlined in detail below:

Richmond Maritime Festival Organizing Committee

This Committee will be chaired by the project manager (City staff) and include team leads and/or representatives from Britannia Heritage Shipyard Society, Richmond Arts Coalition and production staff. This Committee has been established and will meet monthly, or as needed, to discuss high level programming concepts, provide area specific updates, collaborate on festival infrastructure requirements and other "big picture" issues related to the festival.

2017 Wooden Boat Coordinator

To ensure strong coordination with Britannia Heritage Shipyard Society, the wooden boat owners attending the event and the festival organizing team, a central point of contact is necessary to ensure strong relationship development and attention to detail. This duty will be assigned to a Britannia Shipyard (City) staff member who will work closely with Britannia Heritage Shipyard Society on the wooden boat component including boat recruitment, liaising with boat owners and activity programming.

Organization of the Richmond Maritime Festival 2017

The following section discusses the structure, functions and relationships of the specific programming elements required to organize and manage the festival.

Project Manager

The event manager oversees all aspects of the event to ensure coordination and efficient operations. This individual will act as coordinator for all areas, chair the Richmond Maritime Festival Committee, be the main point of contact for any City resources and be responsible for budget oversight. The project manager will arrange payment on behalf of the City for all components.

Wooden Boat Programming - Britannia Heritage Shipyard Society

The Wooden Boat Zone will be coordinated by the Britannia Heritage Shipyard Society with responsibility for the key wooden boat elements of the festival. Specifically, the Society will be responsible for the following:

- Ship recruitment;
- Liaising with boat owners;
- Children's wooden boat building activities;

- Waterside programming;
- Landside wooden boat programming;
- Shipwright and boat building educational opportunities;
- Animation of the Richmond Boatbuilders Building;
- Liaising with other members of the team responsible for marketing, promotion, sponsorship and site logistics;
- Working with Corporate Partnerships on any new potential sponsors for the festival;
- Any other wooden boat related programming opportunities or partnerships to support animation of the festival; and
- Play a key role on the festival organizing committee.

The Britannia Heritage Shipyard Society is a prime partner in this festival and a key member of the organizing committee.

See Attachment 2 for the draft budget of the wooden boat component of the Maritime Festival.

Stage and Arts Programming – Richmond Arts Coalition

The Maritime Festival has developed strong arts components which have proved very popular with festival participants and showcase local artists, artisans, performers and arts and heritage organizations. The Maritime Festival activates a main stage throughout all hours of the event. The Richmond Arts Coalition and the production team will be responsible for:

- Securing local arts and heritage organizations to showcase their activities;
- Organize land side participatory activities;
- Site décor;
- Work with the Project Manager to assist sponsors to activate their presence on site;
- Selecting performers appropriate for the festival with emphasis on performers that are local (emphasis on Richmond based but which will also include those from Metro Vancouver), maritime themed, culturally connected to Steveston and appropriate for all ages; and,
- Play a key role on the festival organizing committee.

The Richmond Arts Coalition is a prime partner in this festival and a key member of the organizing committee.

Site Production

The site production team will be responsible for coordinating all festival logistics. Working under the direction of the Project Manager, this area will ensure all other team needs are met on event days. Some of the core duties of this area are:

- Procurement of set elements such as fencing, portable toilets, staging, tents and security;
- Coordination of food trucks;
- Safety and security;
- Site set up and take down;
- Site maps and signage; and,

- Traffic and parking plans.

Marketing and Media

This area will be responsible for marketing components of the festival. Working with the City's Corporate Communications department, this team will purchase ad space, arrange for media interviews and coverage as well as implementation of a social media plan. Marketing and media content will be provided through the Project Manager.

Sponsorship

Sponsorship for the festival will be led by the Manager, Corporate Partnerships. All external (non-grant) funding for the event will come through this team in a coordinated approach that balances the needs of all sponsors and ensures consistency in recognition.

Financial Impact

Council has previously approved one time funding in the amount of \$180,000 towards a Wooden Boat Festival in 2017.

Conclusion

The expertise and volunteers at the Britannia Heritage Shipyard Society are assets to the Richmond Maritime Festival. The City will partner with the Society in an expanded role to coordinate the wooden boat component of the Festival. The Richmond Maritime Festival has also partnered with the Richmond Arts Coalition since 2011. The Arts Coalition's focus is the involvement and showcasing of local artists, crafts people, heritage interpreters and arts organizations. The work of both non-profit organizations are recognized as significant elements of the festival's success.

The Canada 150 Steering Committee has endorsed this structure to manage the 2017 Richmond Maritime Festival.



Dee Bowley-Cowan
Britannia Site Supervisor
(604-238-8044)



Jodie Shebib
Film and Major Event Liaison
(604-247-4689)

- Att. 1: Letter from the Britannia Heritage Shipyard Society, dated December 5, 2016
2: Draft Budget: Wooden Boat Component of the Richmond Maritime Festival

Richmond 150 Committee
City of Richmond
6911 No. 3 Road
Richmond BC V6Y 2C1

December 5, 2016

Dear Councillor McPhail, Councillor McNulty, and Councilor Steves,

Re: Maritime Festival

It is our understanding that there has been \$180,000 earmarked for wooden boat activities in 2017. More specifically we refer to the staff recommendation dated January 19, 2016, file 11-7400-01 / 2016, that states the following:

Richmond Maritime Festival

- a) Expand the festival to incorporate a wooden boat display as a core component of the festival;
- b) Change the name of the event to the "Richmond Maritime & Wooden Boat Festival";
- c) Heritage Shipyard Society (BHSS) to coordinate a wooden boat feature zone on the Britannia docks;
- d) In partnership with BHSS, staff would recruit and coordinate maritime theme demonstrations;
- e) In recognition for their involvement, BHSS would be recognized as a presenting partner for the wooden boat zone, and
- f) Explore the feasibility of creating a stand-alone wooden boat festival as part of the Canada 150 program.

As the local expert on wooden boats we propose that rather than hiring a for-profit event company for 2017, the Committee appoint Britannia Heritage Shipyard Society as the producer of the wooden boat activities for Richmond 150, and award the \$180,000.00 to the Society as well. We believe that appointing our non-profit society and charity would ensure the above goals were met, and would further strategic directions as set in the approved new strategic plan for Britannia Heritage Shipyard, dated June 2014.

According to the Strategic Plan, City Leaders included the following as key components in planning for the use of any City public asset:

- Encourage the development of community volunteer programs and strategies that build a broad, knowledgeable and keen volunteer base, and provide positive and meaningful opportunities for volunteers to utilize their talents while helping to provide important services to the community.
- Work with other levels of government and community organizations including community centres and non-profits to promote and increase cultural activities and programs.
- Promote existing cultural resources and activities to increase public awareness, enhance

The Board of Directors of Britannia Heritage Shipyard Society is committed to building capacity, encouraging volunteerism within our membership and the greater community, expanding public activities, and becoming a valuable community partner to the City of Richmond and its inhabitants. As the presenter of the Wooden Boat Festival, BHSS would build capacity beyond present levels, and become an important partner in future arts and culture events in Richmond.

We hope you will give serious consideration to our proposal.

Yours truly,



pe Loren Siye
Chair
Britannia Heritage Shipyard Society

Draft Budget - Wooden Boat Component of the Richmond Maritime Festival 2017
Presented by the Britannia Heritage Shipyard Society

Revenue	
Council Approved Canada 150 Event Funding for Wooden Boats	\$180,000
<i>Total Revenue</i>	\$180,000
Expenses	
Production, Support and Program Staff/Volunteer	\$ 27,200
Programming (Ship wright, Children's Boat Building, First Nations Animation, Wooden Boat Building, etc.)	\$110,800
Ship Recruitment	\$ 15,000
FF&E (Signage, Supplies and Equipment)	\$ 12,400
Safety and Security	\$ 1,500
Marketing (Enhancement for the Wooden Boat area)	\$ 4,100
Contingency (5%)	\$ 9,000
<i>Total Expenses</i>	\$180,000
Final	\$ 0