



City of Richmond

Report to Committee

To: General Purposes Committee
From: Mike Kirk
 Deputy Chief Administrative Officer
Re: 8th Annual Maritime Festival

Date: March 22, 2011
File: 11-7400-35-01/Vol 01

Staff Recommendation

1. That Council approve the use of \$65,000 of Tall Ships funds in support of the 8th Annual Richmond Maritime Festival.
2. That any sponsor funds in excess of \$50,000 would offset the City contribution and those funds would be returned to the Tall Ship fund for future festival development and ship recruitment.

Mike Kirk
 Deputy Chief Administrative Officer
 (604-276-4142)

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|-------------------------------------|--|-------------------------------------|-------------------------------------|--------------------------------|--|
| ROUTED TO: | | CONCURRENCE | | CONCURRENCE OF GENERAL MANAGER | |
| Budgets | | Y | <input checked="" type="checkbox"/> | | |
| Arts, Culture and Heritage | | Y | <input checked="" type="checkbox"/> | | |
| REVIEWED BY TAG | | YES | NO | REVIEWED BY CAO | |
| | | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| | | | | YES | |
| | | | | NO | |

Staff Report

Origin

In response to a February 28, 2011 report regarding the expenditure of remaining Tall Ships funding, Council requested

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.

In 2010 it was announced that the Richmond Maritime Festival was to be integrated into the large-scale Tall Ships Richmond 2011 event. Upon the postponement of that festival, however, plans were made to re-mount and re-scale the Richmond Maritime Festival in the summer of 2011, per the recommendation adopted by Council on January 14, 2011

That Council approve a 2011 maritime festival season that begins in June and features a selection of the confirmed ships and also includes the reinstatement of the Richmond Maritime Festival in August.

Analysis

Traditionally the Richmond Maritime Festival has been relatively small in scope and draw, bringing in an audience of between 5,000 and 10,000 guests over 2.5 days. The festival has historically been funded through the Arts, Culture and Heritage operational budget and organized by Heritage staff. Sponsors, volunteers and other City departmental support have also contributed to the mounting of the event.

Over the past two months, staff and other stakeholders have held initial discussions regarding an expansion in the festival's range and focus, per Council report dated February 2, 2011. During the same time period, Enterprise Services and Arts, Culture and Heritage worked with the Richmond Arts Coalition to re-construct the Federal Heritage Grant that had been applied for in regards to the larger Tall Ships Richmond 2011 festival. As the Richmond Maritime Festival is an annual event with a strong heritage component, the festival was found to be eligible and was awarded \$92,000.

The proposed festival details are listed below. Certain expenditures are not eligible for Federal Heritage Grant funding, therefore Council approval for the use of Tall Ships funds is needed. A budget overview (Attachment 1) indicates which costs are eligible and which are not. Programming visioning is still in the early stages, but an established budget is the most critical next step in planning.

Title: 8th Annual Richmond Maritime Festival

Location: Britannia Heritage Shipyard

Dates and Times: Friday, August 5 – 3:00 pm to 9:00 pm; Saturday, August 6 – 11:00 am to 9:00 pm, Sunday, August 7 – 11:00 am to 6:00 pm. (Please note: times are tentative pending programming commitments)

Programming Vision: The festival will celebrate the sea, river and islands that form Richmond's unique heritage and present. It will also look forward to the future and the protection of our waterways and shorelines and to the preservation of our historical memory.

The long-term goal is to annually transform the Britannia Heritage Shipyard in a true festival environment that is relevant to Richmond's maritime culture and that complements the heritage site itself. Preliminary plans are to abandon tradeshow-like booths and an audience in front of a main stage, and to instead feature interactive exhibits and numerous small-scale entertainment "pods" featuring song, dance, theatre and other entertainment. Time allowing, large scale, transformative set pieces, such as archways, banners, and sculpture, will be developed in a fashion that allows re-use in the future years. Building or revitalizing these pieces each year will allow for the event's artistic reputation and visitor impact to evolve and improve. Costumed interpreters will allow guests to experience history in an interactive and entertaining manner. Contests, scavenger hunts and passports will engage children in a non-static manner. A variety of boats and a lively dock atmosphere will draw guests through to the waterside aspects of the site. Friday and Saturday night BBQ's with family-grade entertainment will enhance the summer evening mood.

In the four months left available to plan and program the festival, event organizers, boat enthusiasts and artists will work towards reaching the transformative vision described above. It is this kind of dynamic, imaginative festival that staff hope will stretch from Britannia to Garry Point Park in 2014 when tall ship visits are enhanced by established, engaging landside activation.

As in previous years, the City will provide the event site and production oversight. Staff will work with the community and volunteers to support the festival. Sponsors and partners will be invited to activate in creative ways that are relevant to the maritime theme. As the festival will be much changed from previous years, significant efforts will go into marketing and promotion. Preliminary discussions with Tourism Richmond have confirmed that they are excited about the opportunity the enhanced festival will provide not only this year, but in the future.

Financial Impact

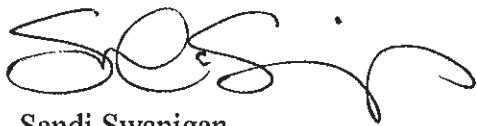
The Federal Heritage Grant provides significant funding to the 8th Annual Richmond Maritime festival. To mitigate risk, the event organizers will build the event to the confirmed revenue amounts and only exceed those amounts when sponsorship funds are confirmed.

The federal funding was provided with an expectation that the City would also contribute funding. Per Attachment 1, the event requires the City to contribute \$65,000, which is available from remaining Tall Ships funds. Should sponsorship funds for the event exceed the \$50,000

target, the excess sponsor funds will be used to offset the City contribution and those funds will be returned back to the Tall Ships fund for the future festival development and ship recruitment.

Conclusion

The Richmond Maritime Festival is positioned to take a significant leap forward in scope and appeal. Staff are hopeful that the event will gain a strong regional profile that will grow in reputation in the coming years. The major goal in 2011 is to change the paradigm and create the footprint for future annual maritime festivals, to promote Britannia, Steveston and Richmond as an exciting family destination, and to establish the Richmond Maritime Festival as one deserving of strong support from partners, senior government and our community in the coming years.



Sandi Swanigan
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SS:ss

8th Annual Maritime Festival Budget Overview

| Expense | Funding | | | | Total |
|-------------------------|------------------------|------------------|-----------------|------------------|-------------------|
| | Federal Heritage Grant | Sponsorship | Vendor Rental | City of Richmond | |
| Arts and Entertainment | \$ 55,000 | \$ - | \$ - | \$ - | \$ 55,000 |
| Non-local Entertainment | \$ - | \$ 10,000 | \$ - | \$ - | \$ 10,000 |
| Infrastructure | \$ 27,000 | \$ 22,500 | \$ - | \$ 20,500 | \$ 70,000 |
| Production Management | \$ - | \$ 7,500 | \$ - | \$ 32,500 | \$ 40,000 |
| Marketing and Promotion | \$ 7,500 | \$ - | \$ - | \$ 2,000 | \$ 9,500 |
| Volunteer | \$ 2,500 | \$ 7,500 | \$ - | \$ - | \$ 10,000 |
| Security | \$ - | \$ 2,500 | \$ 2,500 | \$ 2,500 | \$ 7,500 |
| Traffic | \$ - | \$ - | \$ - | \$ 7,500 | \$ 7,500 |
| Total | \$ 92,000 | \$ 50,000 | \$ 2,500 | \$ 65,000 | \$ 209,500 |

General Notes

Non-local Programming: includes entertainers "without significant connection to the locality", contesting, food and beverage for entertainers, etc

Infrastructure: Grant will not cover certain operating expenses, repairs, or purchases done to site. It will cover rentals, and other non-permanent infrastructure such as tents, etc.

Non-local Promotion: is not covered by grant