



# City of Richmond

## Report to Committee

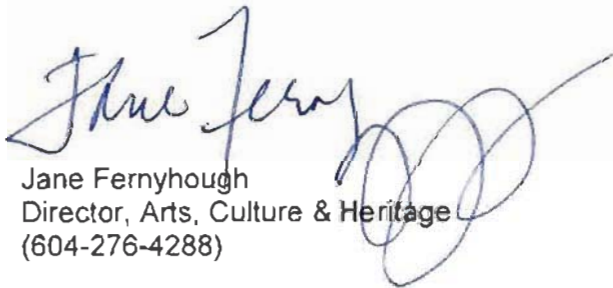
**To:** Parks, Recreation and Cultural Services Committee  
**From:** Jane Fernyhough  
Director, Arts, Culture & Heritage  
**Re:** Maritime Festival 2012

**Date:** February 13, 2012

**File:**

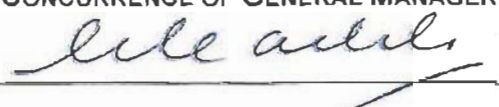
### Staff Recommendation

1. That up to \$200,000 be authorized from the Major Events Provisional Fund to the Maritime Festival account to provide funding in support of the 2012 Maritime Festival, as outlined in the report from the Director, Arts, Culture and Heritage Services dated February 13, 2012; and,
2. That any grant funding approved would offset the City contribution and those funds returned to the Major Events Provisional Fund for future festival development.



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

Att: 1

FOR ORIGINATING DEPARTMENT USE ONLY						
<b>ROUTED TO:</b>		<b>CONCURRENCE</b>	<b>CONCURRENCE OF GENERAL MANAGER</b>			
Budgets		Y <input checked="" type="checkbox"/> N <input type="checkbox"/>				
Enterprise Services		Y <input checked="" type="checkbox"/> N <input type="checkbox"/>				
Sponsorship & Fund Development		Y <input checked="" type="checkbox"/> N <input type="checkbox"/>				
Parks & Recreation		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 Maritime Festival has been held at Britannia for the past 8 years. Up until 2011 it was a small event attracting 5 – 10,000 participants over the 2.5 days.

In August 2011 a revitalized Maritime Festival was held over three days. With a generous grant from the Department of Canadian Heritage through the Building Communities Through Arts and Heritage program, funding from the City through the Major Events Provisional Fund and sponsorship, an estimated 30 - 35,000 people attended the three day event. See Attachment 1 for festival images.

The purpose of this report is to request funding and in kind support from the City in order to host Maritime Festival 2012.

This event supports the Council term goal to *“advance the City's destination status and ensure our continued development as a vibrant cultural city with well established festivals and the arts.”*

### Analysis

The 9th Annual Richmond Maritime Festival, to be held August 10-12, 2012, will celebrate the sea, river and islands that form Richmond's unique heritage and environment. The goal is to annually transform the Britannia Heritage Shipyard site in a true festival environment that celebrates Richmond's maritime culture and that complements the heritage site itself. From wooden boats to model boats, water safety to sea creatures, local lore to fishing history, the festival invites visitors of all ages to explore the site and enjoy music, games, interactive exhibits, roving performers, food and more. The festival is devoted to local arts and heritage programming, with site-specific art installations, hands-on creative experiences with local artists, special interpretive exhibits and exhibitors that represent local artisans from painters to miniature boat builders. There will be a childrens' activity zone and a celebration of the rich and vibrant multicultural communities that make up the fabric of Richmond.

The entire site and all of its entertainment, interactive activities and displays will be open and free to the public. In addition to enjoying the Britannia Shipyard Heritage site and its permanent exhibits, the public can enjoy performances, costumed interpreters, interactive roaming performers, work with artisans, view temporary exhibits, board wooden boats and sailing ships. The festival offers entertainment and education for all.

With crowds anticipated to exceed 50,000 for the 2012 festival, a more formal and expanded governance model will be adopted. Volunteers will be involved in pre-event planning as well as all on-site activities including landside and waterside operations. There will be volunteer rallies held prior to the event and a special area for volunteers during the festival. A volunteer appreciation event will be hosted post event to celebrate Richmond's incredible volunteer base that is the foundation of all events successfully hosted within the City.

Given that there are only five months remaining, it is critical that a budget be confirmed as soon as possible as the organization of a festival of this size requires planning and preparation. The City will provide the production oversight and staff will work with the community and volunteers to support the festival.

The proposed budget for the 2012 festival is estimated at \$310,000 plus value in kind from the City consisting of venue rental, insurance, exhibitions, garbage removal, site maintenance, site preparation and strike, infrastructure and equipment. The final costs for the 2011 festival were \$207,000 including a grant of \$92,000 from the Department of Canadian Heritage (DCH) plus value in kind from the City. Many of the site elements developed in 2011 were produced so they could be used over several years. A sponsorship target of \$110,000 (in cash and budget relief value in kind) has been set with \$45,000 confirmed to date and strong interest expressed by several other corporations.

A grant from the DCH through the Building Communities Through Arts and Heritage in partnership with the Richmond Arts Coalition has been applied for. The funding request for the 2012 festival is for \$125,000. Certain expenditures are not eligible for DCH funding and City funding is required should the grant be awarded. However, to date there has been no confirmation of the grant award.

	2011 (actual)	2012 (budget/projected)
Attendees	35,000	50,000
Sponsorship	\$ 50,000 (cash)	\$ 110,000 (cash & VIK)
City contribution	\$ 65,000	\$ 75,000
Department of Canadian Heritage Grant	\$92,000	\$ 125,000 (unconfirmed)
Total Cost (cash)	\$ 207,000	\$ 310,000
VIK (City)	\$ 115,000	\$ 100,000
Local artists, artisans, performers	575	729
Volunteers	170	220
Volunteer Hours	4,160	4,400

Staff are confident that the sponsorship target of \$110,000 will be met. However, should the full amount budgeted not materialize the scope of the festival will be reduced accordingly.

It is proposed that Council authorize spending up to \$200,000 from the Major Events Provision budget in the event that the grant application is not successful. Should the whole grant or a portion thereof be awarded the City contribution will be reduced accordingly.

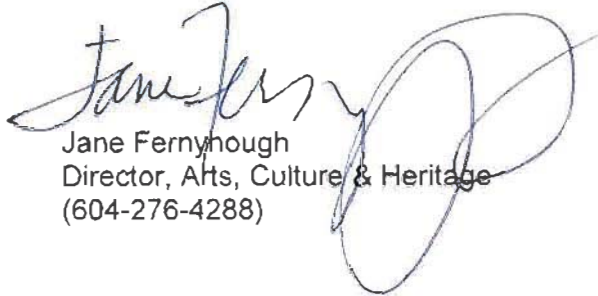
### Financial Impact

Up to \$200,000 to be allocated from the Major Events Provisional Fund.

Should the grant application from the Department of Canadian Heritage be successful in full or in part it will be used to offset the City contribution and those funds returned back to the Major Events Provisional Fund for future festival development.

## Conclusion

The Richmond Maritime Festival 2011 met its goal of taking a significant leap forward in scope and appeal from the previous years. Maritime Festival 2012 will build on that success and is creating a truly unique and signature event for the City as envisioned in the Major Events Strategic Plan.

A handwritten signature in blue ink, appearing to read "Jane Fernynough", with a large, stylized circular flourish to the right.

Jane Fernynough  
Director, Arts, Culture & Heritage  
(604-276-4288)

8TH ANNUAL

# RICHMOND MARITIME FESTIVAL

**AUG 5-7** 2011

FRI-SUN 11:00 AM-6:00 PM

BRITANNIA HERITAGE SHIPYARD  
5180 WESTWATER DR. STEVESTON

[WWW.RICHMONDMARITIMEFESTIVAL.CA](http://WWW.RICHMONDMARITIMEFESTIVAL.CA)

















"I couldn't believe the extent to which Britannia had come alive. It was truly engaging and the exhibits were incredible. It was evident how much time, thought, effort and resources went into making the Maritime Festival a success event for Richmond, Steveston and Britannia."

**– Michelle Dunn, Director of Communications,  
Tourism Richmond**

"I did not count how many sea creatures I have painted, but this time I know my hand is tired ...I really enjoyed it, seeing all the smiling faces young and old.

I met one family [who] came ... 3 days in a roll [sic]. 1st day father, mother and 2 children, 2nd day father, mother, 2 children, grandpa and grandma. On the 3rd day, the same family, grandpa, grandma, neighbours and friends. You can tell everyone are happy [sic] and thank you for allowing me to share my art works."

**– Ricky Choh, festival artist**

"Just wanted to let you know how fantastic the Maritime Festival was. It was a perfect family event. Lucy, Simon, Max and I had a great time... one of the best community events that we've been to anytime."

**– Morgan Muir and family, White Rock resident**

"Port Metro Vancouver has been a proud sponsor of the Richmond Maritime Festival for six years. For its 8th annual festival, the Port was pleased to see a significant growth in the number of attendees and more activities for families to enjoy. We look forward to seeing the festival continue to grow."

**– Ram Chungh, Port Metro Vancouver**

"I had so much fun I had to come back the next day to see everything."

**– Justin Thorsteinson, 9 years old**