



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** April 7, 2015
From: Jane Fernyhough **File:** 11-7400-01/2015-Vol
 Director, Arts, Culture and Heritage Services 01
Re: **Name Selection for the City's New Multicultural Festival**

Staff Recommendation

That the name, Richmond World Festival, be approved as the name for the new City multicultural festival scheduled for September 5, 2015, at Minoru Park.

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

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
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 March 24, 2015, Parks, Recreation and Cultural Services Committee meeting, staff presented the “New City Multicultural Festival – Naming” report which provided name options for the City’s new event.

Council made the following referral:

That the staff report titled New City Multicultural Festival – Naming, dated March 5, 2015, from the Director, Arts, Culture and Heritage Services, be referred back to staff to:

- (1) review the proposed name for the new City multicultural festival; and
 - (2) consult with cultural community groups and other stakeholders on the proposed name for the new City Multicultural Festival;
- and report back.

The report outlines the process that was followed and recommends a name for the new festival.

Analysis

Following Council’s direction, a workshop was organized that invited members from various Richmond-based community groups to participate in a discovery session with the goal to brainstorm names for the new City multicultural festival.

The list of representatives included members from City Centre Community Association, Tourism Richmond, Richmond Intercultural Advisory Committee, Richmond Chamber of Commerce, Richmond Sister City Advisory Committee, S.U.C.C.E.S.S., Richmond Centre for Disability, School District #38, Aberdeen Centre, Cinevolution, Choice Communications, Richmond Mandarin Lions Club, and the City of Richmond. The group consisted of 21 culturally diverse people that covered a broad age range.

David Martin from Hyphen Communication was contracted to facilitate the two hour workshop and evaluate the results. The session generated numerous ideas and themes from an enthusiastic group. A short list was created and the following three names were issued (via an online survey) for consideration:

- **OPTION #1: Richmond World Festival**

Note: This name is simple and unambiguous. It states where it is by showcasing the Richmond name and speaks to the overall theme. This name does not allude to any one cultural theme over another.

- **OPTION #2: HotPot World Festival**

Note: A hotpot is a traditional Asian dish that is the centerpiece for special family gatherings and festive occasions. It is made with a wide blend of different ingredients that all come together to create an irresistible, unique mix of flavours and colours. Much like the dish that inspired its name, HotPot is a tasty blend of food, family and fun.

- **OPTION #3: Pearl in the Park**

Note: This name leverages Richmond's reputation, locally and beyond, for being known as "the pearl in the dragon's mouth". The juxtaposition of 'pearl' and 'park' suggests a combination of contrasts—East and West, traditional and new, formal and casual, young and old. This name has the added advantage of referencing the event location.

The survey results favoured Richmond World Festival. The strength of this name is in its simplicity. It gives prominent recognition to Richmond as the host and speaks to the multicultural nature of the event.

A strong brand and marketing campaign will be developed to support the festival name. In addition, the quality features of the event (music, food truck, activities, etc) will elevate the brand in the region.

The name is easy to remember and will appeal to a broad demographic and diverse cultures.

Financial Impact

There is no financial impact with this report.

Conclusion

Following a discovery workshop and consultation process with the key community stakeholders, the recommended name for the new City multicultural festival is "Richmond World Festival".



Bryan Tasaka
Manager, Major Events and Film
(604-276-4320)