



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee
From: Kate Sparrow
Director, Recreation & Cultural Services
Re: Maritime Events for 2008 - 2011

Date: January 11, 2008
File: 06-2025-20-003/Vol 01

Staff Recommendation

That the City of Richmond submit an Expression of Interest to the American Sail Training Association (ASTA) before the end of 2008 to act as a host port for TALL SHIPS CHALLENGE® 2011.

Kate Sparrow
Director, Recreation & Cultural Services
(4129)

Attachments 2

FOR ORIGINATING DEPARTMENT USE ONLY								
ROUTED TO:		CONCURRENCE		CONCURRENCE OF GENERAL MANAGER				
Major Events.....	Y	<input checked="" type="checkbox"/>	N	<i>K. Sparrow</i>				
Budgets	Y	<input checked="" type="checkbox"/>	N					
Parks	Y	<input checked="" type="checkbox"/>	N					
REVIEWED BY TAG	YES	<input checked="" type="checkbox"/>	NO	REVIEWED BY CAO	YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>
		<i>DW</i>				<i>GD</i>		

Staff Report

Origin

At the October 1, 2007 General Purposes meeting the following referral was endorsed:

That the report (dated September 20th, 2007, from the Director, Recreation and Cultural Services), regarding Maritime Events for 2008, be referred to staff to examine additional options, and for information on:

- 1. more cost effective options for events in July or August or September in conjunction with the Rivermania event;*
- 2. the organizational requirements which would be entailed;*
- 3. the financial sources and financial impact to the City;*
- 4. tentative plans for 2008 and beyond; and*
- 5. examine options for dredging and the camel.*

Analysis

Staff identified several options for events in July, August or September for 2008 - 2011 and looked at organizational requirements and financial impact to the City.

Maritime Festival to coincide with the Steveston Salmon Festival

Staff examined the option of moving the Maritime Festival to coincide with the Steveston Salmon Festival at the beginning of July. However, the Steveston Salmon Festival in its current format takes the majority of City resources as well as being a very successful and anticipated family event. Many of the volunteers that are involved in making the event successful are the same. By combining the events the volunteer resources would be stretched beyond capacity. Hosting the Maritime Festival at its current time in August provides an additional summer event for Richmond residents and draws visitors to our community from around the region.

Maritime Festival in August 2008

For the Richmond Maritime Festival 2008, the organizing committee is looking at new ways of expanding this event beyond Britannia (see Attachment 1 for a list of committee members). Expanding the Richmond Maritime Festival along the boardwalk to the west is being planned. There are opportunities for smaller vessels to use the Imperial Landing fishing pier, to have exhibits and demonstrations along parts of the boardwalk and to utilize the green space between the Seine Net Loft and the Phoenix Net Loft. New components to the Festival being considered include increased artisan sales areas, additional demonstrations and displays, enhanced entertainment to showcase a variety of local and British Columbia performers, and a "Boats for Sale" space. The intent is to increase the Maritime Festival to build the capacity of the organizing committee, volunteers and resources towards hosting Tall Ships 2011.

Applications to both the Provincial BC 150 funding and the Federal government Department of Canadian Heritage Arts Presentation program have been made. Staff and the organizing committee continue to recruit vessels that can be accommodated at Britannia. Maintenance

repairs to older existing floats will be accommodated in existing budgets for 2008. Sponsorship for the Richmond Maritime Festival is expected to remain consistent with previous years.

The 2008 Richmond Maritime Festival staff will:

1. Work with the Richmond Maritime Festival organizing committee to expand the festival beyond the Britannia site;
2. Continue to recruit vessels, particularly one or two "Tall Ships" to attend the festival;
3. Expand the on shore exhibits and demonstrations and;
4. Make minor repairs to some of the older existing floats at Britannia.

Rivermania 2008

The Steveston Not for Profit group (see Attachment 2 for a list of attendees) has agreed to take on the organization of this event in September 2008. The Major Events Development Manager is the liaison for this event and the City has submitted a grant application to the Provincial BC 150 Secretariat. The group will bring forward a request for City involvement as they develop their program within the next several months.

Tall Ships 2011

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 and included the possibility of hosting a Tall Ships event in 2011.

The TALL SHIPS CHALLENGE® is sponsored by the American Sail Training Association (ASTA). Typically a city must purchase the rights to be a host port, with the first rights of refusal given to those ports that have previously hosted successful events. Richmond was the only Canadian host port in 2002, with Seattle hosting in Washington; however, Richmond forfeited its first right of refusal in 2005. To be considered as a host port in 2011, it is important to express the City's interest to ASTA early and for the event to be successful it is also important to begin planning well in advance.

Anticipated hosting of 2011 requires the City to submit an Expression of Interest to ASTA to be a Host City in 2011. This should be done before the end of 2008. Estimated cost for hosting fees is \$40,000 USD payable in 2011.

The operational costs to mount an event of the scale of Tall Ships 2002 in Richmond can be considerable. A report to Council from the CAO in March, 2007 showed the costs to the City were just under \$500,000 over and above capital costs, with uncounted positive economic impact to the community. As noted in his report more of these costs may have been defrayed by sponsorships with earlier planning and commitment to the event. In order to minimize the costs to the City it is critical that the planning for 2011 be started in the fall of 2008. A detailed report outlining the logistics, budget, organizational structure and timing of hosting Tall Ships 2011 will be brought to Council in the fall of 2008.

Infrastructure Required for Future Maritime Events

In order to host any events at Britannia that bring visitors to the river there is waterfront infrastructure required.

Dredging

Water levels throughout Steveston channel, including Britannia are decreasing due to siltation. The Steveston Harbour Authority has done some maintenance dredging of the channel and will continue to do so. Currently, the depths at Britannia are sufficient for existing programming but maintenance dredging will need to be done within the next few years to accommodate some of the larger vessels and Tall Ship vessels for the Maritime Festival or TALL SHIPS CHALLENGE®.

The most cost effective option for the City is to coordinate this work with the Steveston Harbour Authority to complete this dredging in conjunction with any maintenance dredging being done by Steveston Harbour Authority in 2010/2011. At this time, the estimated cost of dredging at Britannia is approximately \$500,000.

To accommodate Tall Ships 2011 additional dredging at a variety of sites may be required at an additional estimated cost of \$500,000.

Coordination with Steveston Harbour Authority, FREMP applications and other preparations should be completed by mid 2009, with dredging completed in late 2010/early 2011.

Floats

Original floats at Britannia were constructed in 1992. Increased public access to the floats for vessel viewing and special events requires these floats to be replaced with stable, safe and wider floats similar to the one designed for No. 3 Road to accommodate larger ships (currently at Britannia). Engineering drawings already exist for this work and construction and installation should be completed as soon as possible to ensure public safety but definitely before hosting a major event such as Tall Ships 2011. This would include installation of mooring piles/dolphins and gangway ramps to secure the float and to provide greater public access. Estimated cost for this construction and required infrastructure is \$750,000 per float.

To host the TALL SHIPS CHALLENGE® in 2011 an additional float will be required for No. 3 Road to accommodate very large vessels.

Financial Impact

There is no financial impact in 2008 associated with these recommendations.

The Richmond Maritime Festival continues to operate on a cost recovery basis including sponsorships and grants. Applications to the Federal government for \$6,000 and Provincial government for \$25,000 have been submitted.

The construction cost of floats at Britannia and the No. 3 Road pier will be submitted through the Capital Budget process in 2009 and 2010.

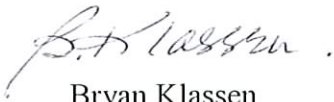
The dredging costs will be submitted as part of the 2010 Budget process as a one time additional level request and approved pending ranking and funding availability.

The detailed report for Tall Ships 2011 will include operating cost estimates which will be submitted as part of the 2010 and 2011 Operating Budget processes.

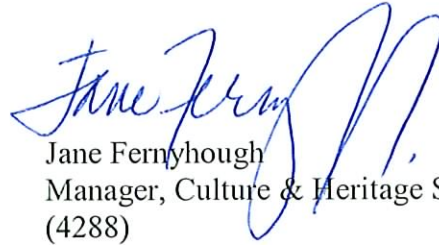
Conclusion

This report outlines the progress to date on the Richmond Maritime Festival and Rivermania 2008. As well the report outlines next steps for hosting a Tall Ships Challenge in 2011.

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.



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Site Supervisor
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Jane Fernyhough
Manager, Culture & Heritage Services
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Attach: 2

Maritime Festival 2008 – Committee Members

Matthew McBride

Deb Robson

Cherelle Jardine

Jim McMillan

Larry Tolton

Bob Butterworth

Peter Mitchell

Britannia staff

Steveston Not for Profit Group

Lorne Slye	Gulf of Georgia Cannery Society
Rob Hart	Gulf of Georgia Cannery Society (staff)
Jim Kojima	Steveston Community Society
Leisa Yee	Steveston Community Society (staff)
Edith Turner	Steveston Historical Society
Ron Hyde	London Heritage Farm Society
Graham Turnbull	Steveston Harbour Authority
Bob Baziuk	Steveston Harbour Authority (staff)
Bob Butterworth	Britannia Advisory Board
Peggy O'Brian	Richmond Review
Bryan Klassen	City of Richmond (Britannia) (staff)