



To: Parks, Recreation and Cultural Services Committee  
 From: Dave Semple, Director of Parks and Public Works Operations  
 Re: Richmond Hospital Foundation Street Banner Proposal

Date: September 10, 2007  
 File: 11-7200-20-SBAN1/2007-Vol 01


Staff Recommendation

That the sponsorship of street banners by the Richmond Hospital Foundation be approved for installation on 4 street lighting fixtures along Gilbert Road, between Azure Road and Westminster Highway, and on 6 street lighting fixtures on Westminster Highway, between Gilbert Road and Alderbridge Way, from October 2007 to March 2008.



Dave Semple  
 Director of Parks and Public Works Operations  
 (3350)

Att. 3

<b>FOR ORIGINATING DEPARTMENT USE ONLY</b>		
<b>CONCURRENCE OF GENERAL MANAGER</b>		
		
<b>REVIEWED BY TAG</b>	YES <input checked="" type="checkbox"/> <i>DS</i>	NO <input type="checkbox"/>
<b>REVIEWED BY CAO</b>	YES <input checked="" type="checkbox"/> <i>CS</i>	NO <input type="checkbox"/>

## Staff Report

### Origin

On July 27<sup>th</sup>, 2007, the Parks Division received a letter from Lisa Westermarck, Executive Director of the Richmond Hospital Foundation, requesting the installation of street banners promoting the Richmond Hospital Foundation along Gilbert Road.

The purpose of this report is to present the Richmond Hospital Foundation banner proposal for approval by Council.

### Analysis

The Richmond Hospital Foundation's proposal requests permission to install a special set of street banners that promote the foundation and raise awareness on the work it is doing.

The Richmond Hospital Foundation is Richmond's largest registered charity, raising funds to ensure that the Richmond Hospital has the highest quality medical equipment and facilities. The foundation is currently launching a fundraising campaign to raise \$4 million to fund MRI facilities at the Richmond Hospital and believes that street banners will strategically help to raise the organisation's profile. The timing of these street banners will also coincide with the 20<sup>th</sup> anniversary of the inception of the Richmond Hospital Foundation, which has been active in the community since 1987.

As per Policy 7703 (Street Banners – Sponsorship), a formal written request from Volunteer Richmond Information Services (attachment 1) and a sample banner design (attachment 2) has been received and are attached for approval.

### *Enabling Policy*

This proposal by the Richmond Hospital Foundation supports the stipulations outlined in Policy 7703 in regards to applying for the sponsorship of street banners.

“Applicants will apply to the City with their proposals indicating which banners and the number of banners they wish to sponsor, including banner design if applicable. Staff will review submissions and forward appropriate applications to Council for approval...”

This proposal also supports the stipulations outlined in Policy 7703 that relate to the associated costs to banner production and installation:

- “Interested sponsors would be responsible for the cost of manufacturing, installing, and removing banners, and providing hardware – if not already in place – and removing and replacing hardware and banners which are damaged.”

*Banner Locations*

The proposed installation of the Richmond Hospital Foundation banners is as follows (attachment 1):

- Location 1: 11 streetlight poles along Gilbert Road, between Granville Avenue and Westminster Highway.
- Location 2: 21 streetlight poles along Westminster Highway, between No. 2 Road and No. 3 Road.

Both of these locations are currently included in the City Centre Street Banner Program and are displaying winning entries from the 2006 Street Banner Contest. This contest allows Richmond residents to become actively involved in the beautification of their city by submitting entries that portray places, activities, and experiences that make Richmond unique. The substitution of 64 existing banners (32 poles) for those produced by the Richmond Hospital Foundation would represent a 10% reduction of all banners involved in the existing community-based street banner program.

Staff recommend that only locations in the immediate proximity of the Richmond Hospital be used to display Richmond Hospital Foundation Banners (attachment 3). The recommendation is to permit use of 4 streetlight poles at Location 1, beginning at the south end of Azure Road, and 6 streetlight poles at Location 2, from Gilbert Road to Alderbridge Way.

The intent of the City of Richmond's Street Banner Program is community engagement and civic beautification as opposed to corporate promotion. The recommended locations would successfully "wrap" the Richmond Hospital and assist the Richmond Hospital Foundation in accomplishing its promotional goals while preserving the integrity of the existing community-based street banner program.

If approved, the Richmond Hospital Foundation banners would be installed in October 2007 and would remain in place until March 2008.

*Examples of Similar Street Banner Sponsorship Initiatives*

This proposal by the Richmond Hospital Foundation for street banner sponsorship parallels recent initiatives by other community organisations and businesses, including:

- 2005 ICBC Traffic Safety Banners
- 2005 100 Years of Rotary Banners
- 2004 Anniversary of Gateway Theatre Banners
- 2004 Disability Resource Centre Banners
- 2004 World Junior Badminton Championships Banners
- 2003 Fairchild Developments Banners
- 2003 Steveston Judo Club 50<sup>th</sup> Anniversary Banners
- 2002 Onni Group of Companies Banners

### Financial Impact

If approved, the Richmond Hospital Foundation will bear the full cost of designing and manufacturing the proposed street banners as well as City costs for installation. The production cost is estimated at \$3,000. The installation cost is estimated at \$1,500, which includes labour and equipment costs. There is no hardware cost as there is existing hardware in place.

### Conclusion

Staff recommend supporting the Richmond Hospital Foundation's proposal by granting permission to display 8 banners on 4 streetlight poles along Gilbert Road between Azure Road and Westminster Highway and 12 banners on 6 poles along Westminster Highway between Gilbert Road and Alderbridge Way. This proposal supports the existing policy on street banner sponsorship and also compliments Richmond's past practice of working in partnership with the community and businesses for neighbourhood beautification.



Mike Redpath  
Manager, Parks - Programs, Planning & Design  
(1275)



Paul Brar  
Coordinator, Parks Programs  
(1250)

MER:pb



THE  
RICHMOND HOSPITAL  
FOUNDATION

7000 Westminster Hwy  
Richmond BC V6X 1A2  
Tel 604.244.5252  
Fax 604.244.5547

July 27, 2007

Paul Brar  
Coordinator, Parks Program  
City of Richmond  
6911 No 3 Rd  
Richmond BC V6Y 2C1

Dear Mr. Brar,

Thank you for reviewing our submission to participate in the City of Richmond's banner program. The banner program presents a unique and outstanding opportunity to promote our foundation and raise awareness of our important work. The Richmond Hospital Foundation has been active in the community since 1987, yet few people understand how critical our funding is to type of hospital we have in Richmond and the quality of care provided.

The Richmond Hospital Foundation is Richmond's largest registered charity, raising funds to ensure our hospital has the highest quality medical equipment and facilities. We fill the gap between government funding and the greater needs of our hospital and are committed to ensuring that Richmond has an outstanding hospital that is responsive to the needs of our dynamic, growing community.

Did you know that our foundation funds 75% of all medical equipment purchased for Richmond Hospital? Or that over the past 20 years we have raised over \$26 million to purchase and upgrade vital equipment, support programs and services and expand and improve facilities? Today Richmond Hospital is no longer a small, community hospital; it is an integral acute care facility within Vancouver Coastal Health (VCH).

### **Why Now?**

As we embark on our most significant, transformational campaign to date, it is of paramount importance that we raise awareness. Our goal is to raise \$4 million dollars to fund an MRI machine and the construction of a specialized room for this high-tech equipment. Estimates show this new equipment will increase the number of MRI exams conducted within VCH by 25% - enabling more than 4,500 people a year to access this vital test.

The success of this campaign requires broad-based support from the community. Participating in the banner program will allow us to directly promote our foundation; it's a key part of a larger marketing strategy that includes media sponsorship, advertising and events.

## Why Us?

We recognize that the City of Richmond receives many appeals for banners from non-profit organizations who, like us, work for the betterment of our community. But the fact is, The Richmond Hospital Foundation is not simply another non-profit. We provide vital, sustaining support to our hospital – a place that makes a life-or-death difference in the lives of Richmond residents everyday. It's simple, by supporting The Richmond Hospital Foundation you will save lives and improve the quality of lives for people in your community.

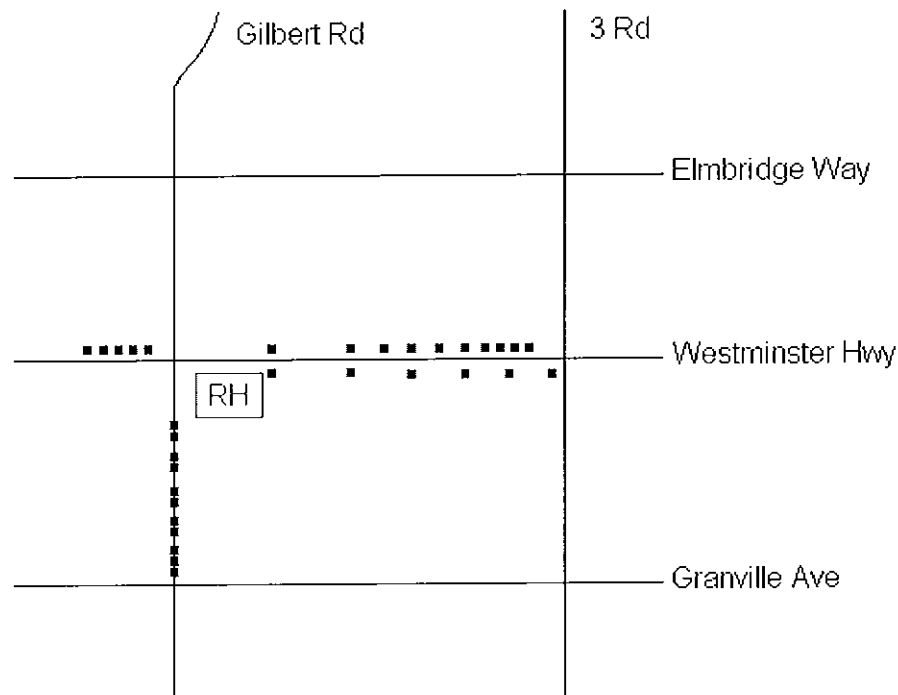
## Our Request

To hang:

- 42 banners on the 21 poles on Westminster Hwy between 2 Road and 3 Road
- 22 banners on 11 poles on Gilbert Road between Granville and Westminster Hwy

These banners will “wrap” the hospital and expand down two of Richmond’s busiest streets. We feel that it is important that our banners have a large reach in order to make a greater impact and – through that – a greater difference in the health of our community.

While our request is larger than typically seen by the City of Richmond’s Corporate Banner Program, it is modest in comparison to the support the City of Vancouver regularly provides to non-profit organizations. For example, last spring the Canadian Cancer Society hung 130 banners prominently across the entire span of the Granville Street Bridge.



**Timing**

We would like to display the banners from October 2007 to March 2008. This will successfully launch our campaign and keep the momentum up beyond the Christmas giving season.

**Recognition**

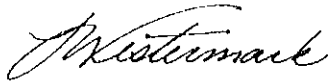
We would be please to recognize this support from the City of Richmond. Your assistance will be acknowledged in foundation publications.

**Design**

The final design is attached. As I'm sure you'll agree, it's simple, colourful and artistic. The banners have been professionally designed and will be created by a reputable banner printer.

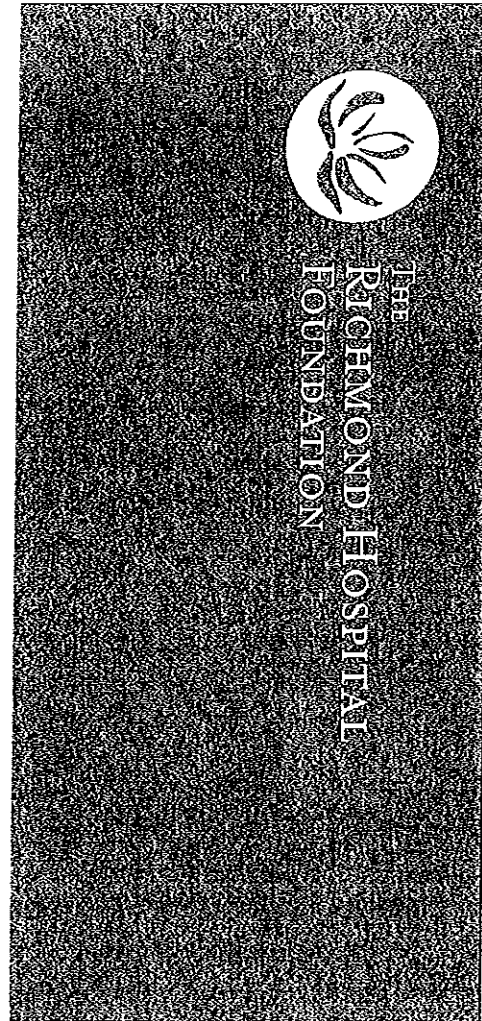
Thank you for your consideration of this request. I am available to discuss this proposal further at the City Council meeting on September 25, 2007. If you have any questions or would like more information, please call me directly at 604-244-5205.

Sincerely,



Lisa Westermarck  
Executive Director

Encl.





# Attachment 3

## Recommended Banner Locations

