

Schedule 1 to the Minutes of the General  
Purposes Committee meeting of  
Richmond City Council held on  
Monday, November 30, 2020

Linda Barnes - 4551 Garry St Richmond - Chairperson of Richmond Arts Coalition (RAC)

RAC supports the staff motion you have before you; however we also want to let Council know we would support additional festivals and/or opportunities to

showcase Richmond's vibrant cultures and provide local artists and performers with further opportunities to connect with our residents. As you can see from

the stats in the staff report, people want to participate in any way possible -whether on-line or in person. Opportunities for low-cost, authentic festivals and

events that residents can attend within their community to connect, celebrate their own or other's culture and artists are in high demand. As the Richmond

Arts Strategy Guiding Principles themes:

- Striving for EXCELLENCE
- SUSTAINABILITY to ' future-proof the arts
- Expressing CREATIVITY
- ACCESSIBILITY to arts experiences and advancing INCLUSIVITY to connect people through the arts.
- COMMUNITY-BUILDING and honouring the spirit of Reconciliation
- CELEBRATION

I urge you to -at minimum - to support the events and budget as outlined in the

staff report or even add additional events to support our residents as we all

look forward to a much healthier and better 2021.

Salmon Festival - An overview of community participation is as follows:

- Over 16,000 people viewed Richmond's content across all digital platforms, including Facebook, Instagram, Twitter and the Richmond.ca/CanadaDay web page;
- Videos were viewed over 8,000 times, including the Welcome Program, singing of O Canada and the Uzume Taiko drumming demonstration; and
- 50 submissions were received for the Home Parade contest, with over 500 votes being cast for the favourites in each of five categories.

Highlights of the Richmond Maritime Festival Re-Imagined include:

- 62 local artists, 18 artisans and 19 heritage performers featured over the 11 day festival;
- Over 46,000 people viewed the content on Facebook and Instagram;
- Approximately 6,500 video views across Facebook and YouTube;
- Over 5,100 page views on RichmondMaritimeFestival.ca;
- Over 600 contest entries were received through the @FunRichmond social media accounts to enter to win a sail on the Providence, Britannia's flagship; and
- Over 2,800 engagements (likes, comments, shares) on Facebook and Instagram, featuring exclusively positive interactions.

RAC hours for Maritime Festival: (estimate)

ED 100+ - paid & unpaid

BD 40+ -unpaid

Cheers

Linda Barnes