

SCHEDULE 3 TO THE MINUTES  
OF THE GENERAL PURPOSES  
COMMITTEE MEETING OF  
MONDAY, MAY 5, 2008.

Good afternoon, Mayor Brodie and Councillors:

Thank you for agreeing to see me at this general purposes committee meeting. I've had the pleasure of introducing myself to most of you. For those I haven't met, my name is Paul Cheung and I'm the director of operations for Lions Communications.

We are pleased to have the opportunity to continue the Night Market for the benefit of the City of Richmond, its residents and the business community. For the past few months, my team and I have been working with city staff in hopes of obtaining an operating permit for this event.

Lions Communications, a Richmond based business is proposing to fill a void left by the former night market operator. We believe that the Night Market is an important attraction for Richmond. It celebrates the city's diversity by offering an array of food from all over the world, a showcase of arts and culture and, of course, a fabulous shopping experience. It's a unique, fun, family-friendly event that attracts thousands of Metro Vancouver residents and international tourists. The Summer Night Market is a great opportunity to showcase the city, and we want to ensure that this popular event stays in Richmond.

We have successfully secured a long-term lease with the landlord of the site behind Home Depot, and we've received tremendous support from the community – in short, people *want* a Night Market. And the support from the vendors has been great, with more than 100 vendors already signed up. They are keen to participate and are currently filling out applications for City of Richmond health permits.

The Summer Night Market will also create jobs for Richmond residents. We'll be looking to hire production and set-up staff, cashiers and information booth attendants, just to name a few.

I am confident that my team and I will be able to stage a safe and successful Night Market event that would make the City proud.

I started my career with an event coordination firm called Paradise Entertainment – they were the exclusive event company dealing with all events at the Plaza of Nations on the Expo 86 grounds.

I spent 10 years (from 1988-1998) with Paradise Entertainment and it was an excellent business experience for me to learn all aspects of event coordination and management. I managed up to 100 staff during the large events. As an event producer, I oversaw a wide variety of large-scale events such as the Molson Indy, Du Maurier International Jazz Festival and the Dragon Boat Festival. In my album, you'll see just a small sampling of my special event experience.

(Detail a couple of the events)

In addition to my event management experience, I have been successfully running my own China import/export company for the past eight years. My fluency in English, Cantonese and Mandarin has come in very handy in allowing me to efficiently organize the Summer Night Market and communicate with all the parties involved.

I want to assure you that this year's Summer Night Market will have many improvements. I have consulted extensively with past vendors, local business operations, residents and Richmond city staff about their comments and concerns, and I'm committed to addressing them. For starters, we will be increasing the number of traffic controllers, janitorial staff and security guards, and decreasing the parking fees.

I have a professional and well-trained team assisting me in managing the Summer Night Market, and I'm committed to growing and improving this popular event – I want to make it more enjoyable and successful every year.

Lions Communications is eager to work with the City of Richmond and its staff to ensure this event continues to be a major attraction and an overall benefit for the community.

Thank you for your time.