



City of Richmond

Report to Committee

To: General Purposes Committee
From: Anne Stevens
 Senior Manager, Enterprises Services Division
Re: Special Event Services-in-Kind Support

Date: June 22, 2010
File: 01-0103-60-
 CORE2/2010-Vol 01

Staff Recommendation

That a one-time additional expenditure in the amount of \$30,000 be transferred from the Major Events Provisional Fund to the Parks & Recreation Department operating budget to provide one time City services-in-kind support for the 2010 Steveston Sockeye Spin and the Steveston Dragon Boat Festival.

Cathryn Volkering Carlile
 General Manager - Community Services
 (604-276-4068)

Att. 2

FOR ORIGINATING DEPARTMENT USE ONLY			
ROUTED TO:	CONCURRENCE		CONCURRENCE OF GENERAL MANAGER
Budgets & Accounting	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	
Parks & Recreation	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	
Arts Heritage and Culture	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	
REVIEWED BY TAG	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	REVIEWED BY CAO

Staff Report

Origin

The City has recently received two requests for start-up funds for two inaugural events in Steveston. They are:

1. The Steveston Dragon Boat Festival (Aug 20/21, 2010), sponsored by the Steveston Historical Society with a one-time request for \$20,000. (**Attachment 1**).
2. Steveston Sockeye Spin (Aug 15, 2010) sponsored by the Steveston Community Society with a request for \$10,000. (**Attachment 2**).

These two projects support the Council Term Goal of advancing “the City’s destination status and ensure our continued development as a vibrant cultural city with well established festivals and the arts.” This report will deal with the requests and provide options for Council to consider.

Analysis

Steveston Dragon Boat Festival and Maritime Festival

The Steveston Dragon Boat request, received from the Steveston Historical Society, is to be located in Steveston and will serve to expand the Maritime Festival at Britannia and broaden the appeal of this annual Richmond Festival. The event is anticipated to be a benefit to the Richmond community and will result in direct economic benefits to the local businesses. This event will draw approximately 40 teams with each team paying an entry fee. The event is free to the public.

The overall budget for the Dragon Boat Festival is \$102,000 and the festival organizers have requested the City contribute a one time amount of \$20,000 for this first year. Any profits from the festival will benefit the Richmond Food Bank and the Steveston Historical Society “Japanese House” project.

Steveston Sockeye Spin

The Steveston Sockeye Spin request, received from the Steveston Community Society, is modelled on the Tour de Gastown, a short course cycling race. The first year will be primarily an amateur event, but the three-year plan is to expand to a pro/am model. The event is also anticipated to be a benefit to the Richmond community and will result in direct economic benefits to the local business.

The overall budget for the Steveston Sockeye Spin is \$21,000. The Steveston Community Society has contributed \$2,500 in start up funds and the Festival organizers have requested that the City contribute a one time amount of \$10,000 for this first year. The Steveston Community Society’s recent financial statement states a surplus of \$574,000, which has been allocated in their various reserve funds.

There are three ways to access funds to support events in the City. The City's operating budgets for existing events, City grants program and the Sport Hosting Grant program. Steveston Sockeye Spin has applied for a sport hosting grant program and may be eligible for funding. Due to the timing of these events, neither program can be considered for a City grant.

As these are new events, there is no additional funding within the existing Parks and Recreation budgets to offset these requests.

Public special events incur considerable costs related to site and/or venue maintenance (garbage, recycling, janitorial), traffic and transportation, infrastructure (e.g. tents, stages, etc), and public safety and security.

In order to address the two requests from Steveston Historical Society and Steveston Community Society there are two options for Council to consider:

1. Do not provide one time funding for these events. (Not Recommended).

These events missed the funding deadline for the City Grants and there is no other mechanism to fund these new events. If the City does not offset the costs, either the services will not be provided or budgets are at risk. Staff view is that by denying funding it may stifle community development of new events.

2. Provide a one-time only funding from the Major Events Provisional Fund to the Parks Operating budget to offset services in kind (Recommended).

Rather than giving funds directly to each of these projects, staff propose a one-time transfer of \$30,000 from the Major Events Provisional Account, if the previous report on the Major Events Provisional Account is approved, to the Parks and Recreation operating budget. The Parks and Recreation Department will determine the services-in-kind to be allocated to these two events. As well, Parks and Recreation will liaise with other City departments (e.g. Community Services Department, Community Safety Departments, Transportation Department) to establish the allocation and amount to be provided for individual event support. Direct funding of these events for the first time may set a precedent. Other events in Richmond have taken a break due to funding concerns.

Each of these events has gone through the City's REACT process and will continue to work with REACT to ensure compliance with all city, public safety and health requirements. The City will also require these event organizers to inform the neighbours and local business effected by these events.

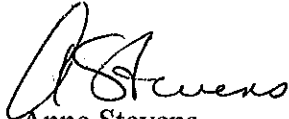
Funding for each of these two new events would be one-time start up funding as it is expected that they will be self-funded in the future.

Financial Impact

That a one-time additional expenditure in the amount of \$30,000 is proposed to be transferred from the Major Event Provisional Fund to the Parks and Recreation Operating budget.

Conclusion

Public special events enhance Richmond's status as a desirable destination for regional residents and international guests. The staff recommendations will allow the City to be immediately responsive to these two event requests.



Anne Stevens

Senior Manager, Enterprise Services Division
(604-276-4273)



3811 Moncton Street, Richmond, B.C., Canada V7E 3A0

June 3, 2010

Mayor and Council,
City of Richmond,
6911 No. 3 Road
Richmond, BC V6Y 2C1

Dear Mayor and Council,

The Steveston Historical Society is embarking on a new chapter in its life. We now have a new board and are looking forward to working more closely together with other Steveston and Richmond heritage groups to make Richmond a more desirable place to live, work and play.

We are looking forward to being full participants with the organization for the Tall Ships 2011 event. We also are looking forward to making Steveston's unique heritage more visible as we become more involved in new initiatives.

One of these initiatives is the proposed Steveston Dragon Boat Festival, tentatively scheduled for this August. This is a reduced version of Vancouver's International Dragon Boat Festival, and is being planned as a complementing initiative. The benefits from any monies made from the project will go to the Richmond Food Bank, and to a fund we're establishing to improve the Japanese House, which is immediately next to our Post Office in Steveston.

Naturally, Steveston merchants, and Richmond, will benefit greatly from this new tourism event – which could become an annual event. We haven't done the return-on-investment analysis of this yet, but will do so within the next 3 weeks.

The Steveston Dragon Boat Festival needs to start small to ensure that there is a proper organization and business plan for it – which will allow it to grow as appropriate. Undertaking it this year will allow us to pre-test some of Tall Ship organization as well, so it's a real opportunity for all.

The reason for this letter is not only to ask for your support for the Steveston Dragon Boat Festival, but for a one-time financial contribution as well – to get it up and running more quickly. We believe that this event will be self-funding after this year. So we are asking you for a contribution/investment of \$20,000.

I've attached a backgrounder on the event organizers, along with a draft plan proposed by them for the event.

We look forward to hearing from you.

With best regards,

Bruce Rozenhart
President
(att)

