



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee
From: Vern Jacques
 Acting Director, Recreation and Cultural Services
Re: TALL SHIPS 2011 Update

Date: June 10, 2009
File: 11-7400-20-RMFE1/2009-Vol 01

Staff Recommendation:

1. That the City continue efforts to secure dates for a Tall Ships Festival as part of the American Sail Training Association's Tall Ships Challenge 2011;
2. Stakeholder groups be consulted as to the opportunities and impacts associated with a Tall Ships Festival in the Steveston area.

Vern Jacques
 Acting Director, Recreation and Cultural Services
 (604-247-4930)

Att. 2

FOR ORIGINATING DEPARTMENT USE ONLY			
ROUTED TO:	CONCURRENCE		CONCURRENCE OF GENERAL MANAGER
Parks Planning, Design & Construction ...	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	
REVIEWED BY TAG	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	REVIEWED BY CAO ^{acting}
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>

Staff Report

Origin

In February of 2008, Richmond City Council passed the following resolution:

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

A letter expressing Richmond's interest in hosting the Tall Ships was sent on October 23, 2008 (Attachment 1.)

This report provides an update on developments to date and seeks Council direction on whether or not to proceed.

Background

The Tall Ships Festival held in Richmond in 2002 was a resounding success. It was extraordinarily well received by both Richmond and regional residents, with an estimate of over 400,000 people taking in the activities over the 5-day event. Given the infrastructure development and extensive learning that occurred, it was anticipated that Richmond would look to host Tall Ships again at a future date. This was considered likely either in 2008 or 2011 (to coincide with ASTA's Tall Ships Challenge, which has events on the west coast of Canada and the USA on a three-year rotation).

Major Events Plan and Council Term Goals

In March 2007, staff were given direction "to prepare and bring to Council, a Major Events Plan and make recommendations on signature events that are best suited for Richmond." On April 10, 2007, the 2007 – 2012 Major Events Plan was approved, with a Tall Ships Festival listed as one of the major significant events to be pursued.

Council Term Goals for 2008-2011 includes Goal 5 to:

Advance the City's destination status and ensure our continued development as a vibrant cultural city with well-established festivals and the arts through:

The implementation of a major events strategy that is based on community values, available funding and resources, and that results in (amongst other outcomes):

- *Increased major events on a regular basis*
- *Events that are "Tradition" for the City*
- *Family events*
- *A City that is both healthy and fun*

A Tall Ships Festival was identified as an event that would achieve these outcomes.

Analysis

Communication with ASTA

At this time there has been no formal response to the Mayor's letter. Staff have been in regular contact with ASTA and informal response has been positive. ASTA has been working on a program that involves several other potential events on the west coast of Canada/USA and has developed a provisional schedule that includes Richmond as a host port in late August 2011. Victoria, Tacoma, Port Alberni and Anacortes are also vying for positions on the ASTA schedule.

Concern has been raised that changes in the global economy may have a critical impact on the viability of tall ships events, but it has been noted that for the Tall Ships Atlantic Challenge 2009, although recruiting sponsor support has not been easy, recruitment of ships is ahead of past years' pace.

Operational Plan

Planning needs to begin soon to prepare for a significant Tall Ships event in Richmond in 2011. Staff have submitted a "One time" additional expenditure request of \$30,000 from 2008 surplus to complete an operational plan for this event. The detailed process of an operational plan is included in Attachment 2.

Communication With Key Stakeholders

Informal discussions with the Steveston Harbour Authority have taken place. Steveston Harbour Authority staff are aware that the City is hoping to host Tall Ships in 2011 and are supportive of the initiative. Details still need to be worked out for float access and timing.

Similarly, Britannia Heritage Shipyard Society Board of Directors has been advised of the City's interest in hosting a Tall Ships event in 2011 and is supportive of the initiative, with the expectation that the event will attract more visitors and create more exposure for Britannia and the Society.

There have also been informal discussions with members of the Gulf of Georgia Cannery Society, Steveston Historical Society and Steveston Community Society, although support has not been asked for at this time. Should staff be directed to continue to pursue a Tall Ships Festival in 2011, formal discussions with all stakeholders will be initiated.

Infrastructure Requirements

Infrastructure improvements to host the ASTA's Tall Ships Challenge 2011 will leave a legacy in Steveston Harbour and surrounding areas and provide long-term public amenity and safety. Specific requirements are as follows:

- Complete a detailed topographical depth sounding and volume calculation plan to determine amount of materials to be dredged from the Fraser River Basin to accommodate Tall Ship vessels.
- Complete a chemical soil analysis report of the area to be dredged.
- Seek approvals from the various Federal Agencies (including Environment Canada, FREMP and Fraser Port Authorities) for both the proposed dredging operations and marine construction activities.

- Design, construct and install new modular berthing floats at Imperial Landing in order to accommodate Class A vessels and larger scale public access.
- Dredge to a minimum of Minus 3.50m (LLW) elevation to accommodate various class Tall Ships at Britannia Shipyards.

Conceptual planning and construction costs of these elements are \$1.5 million. \$250,000 has already been approved for dredging activities in the 2009 Capital project Waterfront Improvement Fund. It is recommended that the additional required infrastructure funds be considered in the 2010 Capital Program (\$500,000) and the 2011 Capital Program (\$750,000) for Waterfront Improvements. Grants and partnerships with other stakeholders will be sought to offset some of these infrastructure costs and, if available, will reduce the Capital Program requests.

Developing a strategy for berthing vessels off Garry Point will also be considered in preparation for the event. At this time, a conceptual plan has not been completed and costs are unknown.

Options

Three options have been advanced for pursuing a Tall Ships Festival in Richmond in 2011:

- 1) A large tall ships festival as part of ASTA’s Tall Ships Challenge 2011 in late August;
- 2) An Enhanced Maritime Festival that would include some tall ships; or
- 3) Maintain the Status quo - a maritime festival in the manner of previous years.

The following table provides a high level of analysis of options.

Options	Pros	Cons
Tall Ships Challenge 2011® in late August 2011	<ul style="list-style-type: none"> • Contributes to Council Goal to advance the City’s destination status. • Goals of the 2007-2012 Major Events Plan- Tourism and Economic Development. • Infrastructure Legacy-floats and dredging will serve the area for years. • Volunteer Development-continue to utilize and develop our volunteer asset. • Staff capacity-an opportunity to further develop a next generation of staff for future major events. • Community vibrancy and pride building from Tall Ships 2002 and Olympic Winter Games. 	<ul style="list-style-type: none"> • Cost of Infrastructure Improvements (\$1,500,000) • Financial commitment for the production of festival including ship fees. • Disruption to community.
Enhanced Maritime Festival	<ul style="list-style-type: none"> • Most benefits the same as for a Tall Ships event but to a substantially lesser degree: <ul style="list-style-type: none"> - Contributes to goal of destination status in small way - Small contribution to tourism/economic development - Modest use of volunteers - Some staff development opportunities - Community benefit will be localized • Infrastructure legacy –floats and dredging will serve the community for years. 	<ul style="list-style-type: none"> • Cost of Infrastructure Improvements – approximately half the cost of a full Tall Ships event (\$750,000) • Financial commitment for the production of festival and recruiting and services (same as Tall Ships) • Small disruption to community.
Status Quo: Maritime Festival with modest growth	<ul style="list-style-type: none"> • Building on a growing successful event • Some volunteer involvement • Limited cost to City (already included in operating budget). 	<ul style="list-style-type: none"> • Not advancing the goals of Major Events Plan or Richmond as a destination • Dredging will need to be done in any case.

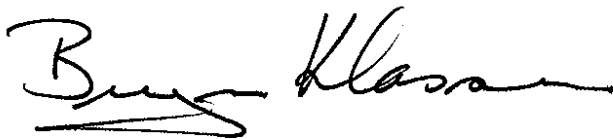
The infrastructure improvements including dredging are essential for hosting a Tall Ships event. The funding must be approved in the 2010 five year Capital plan in order for the work to be completed in time for a 2011 event.

Financial Impact

One time additional level funding of \$30,000 has been approved to complete an operational plan for a Tall Ships Festival in 2011.

Conclusion

To continue to vigorously pursue the goal of Richmond as a destination and take advantage of the opportunities associated with major events such as Tall Ships, efforts should continue toward securing a date on ASTA's 2011 schedule and planning for a significant Tall Ships Festival.

A handwritten signature in black ink, appearing to read "Bryan Klassen". The signature is fluid and cursive, with a prominent initial "B" and a long, sweeping underline.

Bryan Klassen
Site Supervisor
(604-718-8044)

BK:bk



City of RICHMOND

6911 No. 3 Road
 Richmond, B.C. V6Y 2C1
 Telephone: (604) 276-4123
 Fax No: (604) 276-4332

MALCOLM BRODIE
 MAYOR

October 23, 2008

Mr. Bert Rogers, Executive Director
 American Sail Training Association
 240 Thames Street, 2nd Floor
 P.O. Box 1459
 Newport, RI 02840

Dear Mr. Rogers:

Re: Tall Ships Challenge® 2011 Pacific Coast

In 2002, the City of Richmond hosted the Tall Ships Challenge® to the delight of hundreds of thousands of our residents and visitors. As a result of the success of that event we were proud that Richmond was awarded the American Sail Training Association's prestigious "2002 Port of the Year" award.

The 2002 Tall Ships event is still a regular discussion item in Richmond. In February of 2008, City Council passed a resolution to submit an Expression of Interest to the American Sail Training Association (ASTA) to act as a host port for the 2011 Tall Ships Challenge®.

The City of Richmond has the capacity to host major international events. We are a Venue City for the 2010 Olympic and Paralympic Games and central in the Metro Vancouver region of over 2,000,000 people.

Therefore, I would ask that ASTA accept this letter as our Expression of Interest for the City of Richmond to host the Tall Ships Challenge® in 2011. If Richmond is in a position to be considered as a host, please forward the bid package and any supporting background materials and information required to make an application.

I wish you every success with the Tall Ships Challenge on the East Coast this upcoming summer.

If you have any questions, please feel free to contact Bryan Klassen, Supervisor Britannia Heritage Shipyard at 604-718-8044.

Yours truly,

Malcolm D. Brodie
 Mayor

RICHMOND
Island City, by Nature

OPERATIONS PLAN – Tall Ships 2011

What is an Operations Plan?

An operations plan is an integral part of the overall business plan and will include the (proposed) description of Tallships 2011 physical location, facilities and equipment, types of staff and volunteers needed, inventory requirements and suppliers, and any other operation details, as required.

What is included in an Operations Plan?

Structure & Management Model

A high level illustration of the overall structure will enable an assessment to be made of the COR's capacity to manage the event and how we plan to allocate and delegate responsibilities. This section will also allow a view to be taken on the intricacy of the event's planned partnerships. To include:

- How the COR will interact with the other stakeholders, and any contractual arrangements that are required;
- The layers of management, committee and organizational structure within the event.

Event Requirements & Facilities Provision

ASTA will normally stipulate minimum hosting requirements covering all aspects of the event, from the point of view of the Tall Ships. Tallships 2011 also has a huge "Guest Services" component. The level of detail will vary but will be reasonably in-depth. Our operations plan will set out the key requirements and how we intend to satisfy these requirements. As a minimum it should include:

- Volunteers – Numbers required and strategy for recruitment and training;
- Accommodation – Type and standard needed compared with what is available locally, including costs. the plan will include strategy and costs of bridging any gap;
- Facilities – Minimum standards required, and any improvements necessary to meet them;
- Communication infrastructure - Requirements and projected costs including any demands for media centre and television;
- Security – Strongly linked to profile of the event and attendees. Will also include details of COR's plan incorporating anticipated police resources;
- Transportation – Systems required and anticipated cost

Strategic Issues

Strategic issues that the COR must take into account and address effectively, including how the event is going to be funded, the mix of private and public funds and the relationship status of the event organizing team with funders:

- Level of Value In Kind
- Event submission timetable and supporting documentation requirements;
- Communication campaign, target audience, dates and events, including monitoring mechanism;
- Venues strategy, including costs, planning and legacy issues;
- Strengths and weaknesses of the event; and
- Risk assessment.

Event Management & Support

This section will provide clarity and a summary of:

- Key personnel within the organizational structure; experience and expertise, past track record and achievements;
- Key roles and responsibilities;
- Relationship between management and reporting lines;
- Remuneration policies and performance-related packages;
- Organization chart showing the positions pre, during and post event;
- The number of people each manager is responsible for;
- The role of city staff as opposed to contractors, consultants and leadership volunteers, if the project has any;
- Identify vacant or weak positions and set out plans to rectify the situation;
- Present management information systems and changes planned during the run up to the event;
- Timetable to event delivery; and
- The considerations and support of the venues where the event will be held.

The hosting of a major event can also impose additional strains on a City's ability to carry out its existing day-to-day commitments. Arguably, it is more important than ever in the lead up to a major event that these are maintained, or much of the benefit of hosting the event may be lost. The Operations Plan will also therefore detail strategies on how the City can safeguard existing operations, including details of any additional support that may need to be provided.