



City of Richmond

Report to Committee

To: General Purposes Committee
From: Cathryn Volkering Carlile
 General Manager- Community Services
Re: Winterfest 2011

Date: October 13, 2010
File: 11-7400-20-RWFE1

Staff Recommendation

1. That the production of Winterfest 2011 on February 12 and 13 at the Richmond Olympic Oval, as outlined in the report from the General Manager of Community Services, dated October 4, 2010, be endorsed.
2. That \$150,000 cash from the Council Provision fund and up to \$90,000 value-in-kind, be approved to support the event.

Cathryn Volkering Carlile
 General Manager – Community Services
 (4068)

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ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER	
Budgets	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Arts, Culture & Heritage Group	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Sports & Events	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
REVIEWED BY TAG	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	REVIEWED BY CAO	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>

Staff Report

Origin

Council Term Goals envision a City that is “vibrant and cultural” and is known for its “well established festivals and arts”. Since February 2006, the City has produced a popular annual mid-winter community event called Winterfest. Growing from a small one-day event in its inaugural year in 2006, Winterfest was last held in 2009 at the Richmond Olympic Oval as a “One Year to the Games” countdown event.

This event contributes to the Council Term Goal:

“Advance the City’s destination status and ensure our continued development as a vibrant cultural city with well established festivals and the arts. “

At the General Purposes meeting on September 20, 2011, it was recommended *“that the report titled Winterfest 2011 be referred back to staff and that staff investigate alternative options for hosting Winterfest 2011 at the Oval and provide further information, including*

- (1) The availability of the Richmond Oval site,*
- (2) The costs associated with hosting the event at the Richmond Oval as a City event, and*
- (3) whether or not the Oval is planning to host a winter public event itself”.*

This report will address the referral and make a recommendation for locating the event.

Analysis

In the 2008-2010 Arts and Culture Plan, a month long Winter Festival of the Arts was identified and held in February of 2009 and 2010. Winter Festival of the Arts was to be continued post games. A variety of activities with themes focusing on Richmond’s rich cultural diversity, were to be included. Winterfest weekend was to be the focus during one weekend of the Festival of the Arts, as a grand community celebration.

The proposed dates for Winterfest 2011 are Saturday February 12 and Sunday February 13, 2011.

Preliminary planning for the event has commenced and includes programs such as:

- Main stage (for entertainment)
- Winter features
- Community displays and demonstrations (sport associations, official agencies)
- Local visual artists and artisans
- “Midway” style food and beverage
- Sponsor activation (as secured)

Programming development is still underway and will be enhanced or changed depending on the venue and as availability is confirmed, pricing is provided and/or sponsorship cash is secured.

In the initial report staff had only considered the City Hall Precinct due to the legacy of previous Winterfest events in the City Centre. Given the interest at Council of locating Winterfest at the Oval, staff have reviewed this option.

As a result of the Council referral, there are now two potential venues for this event:

1. City Hall Precinct
2. Richmond Olympic Oval

City Hall Precinct

Since February 2006, the City has produced a popular annual mid-winter community event called Winterfest. Growing from a small one-day event in its inaugural year in 2006, Winterfest was last held in the North plaza in 2008 and then at the Richmond Olympic Oval in 2009 as a "One Year to the Games" countdown event.

Winterfest was not held in 2010 due to the Winter Games and the City's commitment to create and produce an official Olympic live site. The O Zone, as the site was known, was an overwhelming success and greatly increased Richmond's profile as an event destination. This location is considered the heart of the downtown, is close to transportation and residential developments.

The pros for using the City Hall Precinct are the close proximity to local transportation, the venue can accommodate large crowds, the site would be reminiscent of past Winterfest events, it places the event in a central downtown location, and, the City controls the entire site.

The cons are that a City Hall venue would require higher set up and infrastructure costs. There is no event infrastructure at the City Hall site and the site would have to be built to accommodate the various programs, services and vendors needs. Should the City Hall precinct be used for Winterfest, City Hall and North Plaza, Brighthouse Park, along with the closure of Granville Street from Minoru Boulevard to No. 3 Road, would need to be secured. The cost associated with the City Hall precinct would be \$400,000. **(See Attachment 1)**

Richmond Olympic Oval

The Oval is currently being converted into its post Games legacy mode. The conversion has been underway since after the 2010 games and is nearing completion. The Winterfest would have a different look and feel yet the same programming concepts could take place with the sports and arts groups providing displays, performances, demonstrations, which in turn would keep the costs down.

Council has asked staff to address the following:

1. The availability of the Richmond Oval site,
2. The costs associated with hosting the event at the Richmond Oval as a City event, and
3. Is the Oval planning to host a public winter event?

The Availability of the Richmond Oval Site

The Oval plaza is available and the main activity floor of the Oval could be made available by cancelling currently booked programs and activities on the two days. The lost revenue would have to be recouped by the City at an estimated cost of \$18,000.

Winterfest at the Oval would incorporate both Cultural and Sport themes into the program. The sports activities would be in line with some of the activities presently at the Oval. Oval and City staff could work with the sports groups to ensure that their involvement would be part of the event, and by doing so, would minimize the disruption. The main activity floor could be used for the festival as well as incorporating the riverfront plaza housing the stage, activity zones and food services.

The Costs Associated with Hosting the Event at the Richmond Oval as a City Event

The City would produce the event. The cost would be substantially lower than the City Hall site due to the use of the facility and the assistance of the Oval programs. The cost associated with Winterfest at the Richmond Oval would be \$305,000. (See Attachment 2)

The pros for locating the event at the Richmond Olympic Oval include promoting the Richmond Olympic Oval as a destination, available parking under the Oval, and reduced facility/infrastructure costs.

The cons are traffic capacity, facility limitations in the new conversion mode which may restrict large crowds, impact of cancelling local community use for two days and not in the city centre.

Winterfest at the Oval would make for a different look and feel but certainly an exciting one. Utilizing the inside of the Oval main floor and programming the north plaza will reduce the cost but may also limit the numbers that can be accommodated throughout the day. In order to accommodate more residents, some of the programming and services will be in the plaza area, to ensure more opportunities for the community and to improve the circulation. There will be a finite capacity of use of the ice arenas and the fitness area will not be accessible to the public.

Is the Oval planning to host a public winter event?

At this point the Oval's plan for a winter public event have not been made finalized, but there is discussion with respect to opening the two rinks with a passage way between the two ice surfaces in December. These would be enhanced public skating sessions at the Oval over the holiday season.

In the "Winterfest 2011" report dated September 9, 2010, staff indicated that a decision is needed on the event in order to commence attracting sponsorships and developing the event program. Staff are finding corporate sponsorship budgets are significantly reduced as a result of the recent economic downturn. Staff has applied for provincial grants to support this project, such as the British Columbia Spirit Festival Grants. The scope and scale of the event will be dictated by the available sponsorship. It is much easier to reduce the scope of the event at the Oval than at the City Hall precinct.

For the past 4 years, Winterfest has been funded through Council Provision and General Contingency. In 2011, there are the following funding options for Council consideration.

- Major Events Provisional Fund – funds available
- Council Provision – funds available
- General Contingency – funds available

Staff are recommending that Winterfest 2011 take place at the Oval and that Council Provision be used to offset the City's contribution to this event.

Financial Impact

It is recommended that Winterfest 2011 be supported with a City contribution of \$150,000 cash from the Council Provision, and up to \$90,000 value-in-kind, including, but not limited to, equipment, materials, and services. The two proposed budgets reflect the sponsorship required to put on the event. Should the sponsorship requested not be reached, the program will be scaled back to meet the budget available.

Given that this is an annual event, staff has submitted an ongoing additional expenditure request in the 2011 budget process, to support this initiative into the future.

Conclusion

Between 2006 and 2009, the Richmond community participated in four years of mid-winter festivals, rain or shine. For many, the O Zone defined their 2010 Olympic experience. The underlying essence of those events was the celebration of Richmond residents' connection to their city, to their community, and to their family, neighbours and friends.

The 2011 Winterfest event will carry on and have the community participate in events within the Oval in its new form, experience the arts, and contribute greatly to the Council goals of engaging our community, building our event capacity and reputation, and continuing recognition of Richmond as a vibrant, safe and family-friendly city.



Anne Stevens
Senior Manager, Enterprises Services Division
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Budget Breakdown for City Hall Precinct

Winterfest 2011 – February 12 / 13		
<i>Item</i>	<i>Revenue</i>	<i>Comments</i>
City Contribution (\$)	150,000	
City Contribution (VIK)	90,000	Parks, Engineering and Public Works
Sponsors (\$ and VIK)	160,000	This is a projection only and once in the market will the actual be realized. Should we not be successful, the program will be scaled back.
Total	400,000	
<i>Item</i>	<i>Cost</i>	<i>Comments</i>
Programming and Entertainment	70,000	Stage, winter feature, activities, food and beverage services
Production	60,000	One stage with screen and technical support.
Infrastructure and Site Preparation	60,000	Signage, wayfinding, lighting, tents, power, grounds, etc.
Workforce costs (Volunteer and Paid)	45,000	Installation, site maintenance, volunteer uniforms, support, training, recognition
Marketing and Hosting	25,000	Advertising, promotion materials and hosting, sponsor recognition and fulfilment
Traffic	25,000	Barricades, signage, traffic control persons
Security, Safety and Risk	20,000	First Responders, BC Ambulance, Fire and Rescue, RCMP, private security, event insurance
Project Admin	42,000	Production management and coordination
Subtotal	347,000	
Contingency (15%)	52,050	
Grand Total	399,050	

Budget Breakdown for Richmond Olympic Oval site.

Winterfest 2011 – February 12 /13		
<i>Item</i>	<i>Revenue</i>	<i>Comments</i>
City Contribution (\$)	150,000	
City Contribution (VIK)	90,000	Parks, Engineering and Public Works
Sponsors (\$ and VIK)	65,000	This is a projection only and once in the market will the actual be realized. Should we not be successful, the program will be scaled back.
Total	305,000	
<i>Item</i>	<i>Cost</i>	<i>Comments</i>
Programming and Entertainment	70,000	Stage, winter feature, activities, food and beverage services
Production	40,000	One stage and technical support
Infrastructure and Site Preparation	30,000	Signage, wayfinding, lighting, tents, power, grounds, etc.
Workforce costs (Volunteer and Paid)	35,000	Installation, site maintenance, volunteer uniforms, support, training, recognition
Marketing and Hosting	15,000	Advertising, promotion materials and hosting, sponsor recognition and fulfilment
Traffic	15,000	Barricades, signage, traffic control persons
Security, Safety and Risk	15,000	First Responders, BC Ambulance, Fire and Rescue, RCMP, private security, event insurance
Project Admin/Oval Costs	42,000	Production management and coordination
Subtotal	262,000	
Contingency (15%)	39,300	
Grand Total	301,300	