



# City of Richmond

## Report to Committee

**To:** General Purposes Committee **Date:** February 11, 2016  
**From:** Dave Semple **File:** 03-0900-01/2016-Vol  
 General Manager, Interagency Programs & Steveston Waterfront Major Initiatives 01  
**Re:** **Richmond Celebrates Canada 150 – Proposed Program**

### Staff Recommendations

1. That the Canada 150 projects as detailed in the report titled “Richmond Celebrates Canada 150 – Proposed Program”, dated February 11, 2016 from the General Manager, Interagency Programs and Steveston Waterfront Major Initiatives, be approved;
2. That funding in the amount of \$1,200,000 be allocated from the Council Community Initiatives Fund to fund the new events;
3. That \$560,000 be transferred from the Major Events Provisional Fund to support Maritime Festival 2017, Richmond World Festival 2017 and Days of Summer 2017;
4. That the 5 Year Financial Plan (2016-2020) Bylaw be amended to include an additional expenditure of \$1,760,000; and
5. That Staff bring forward a report outlining criteria and a funding source for a Canada 150 Community Celebration Funding Program as outlined on page 5 of this staff report.

*D Semple*

Dave Semple  
 General Manager, Interagency Programs & Steveston Waterfront Major Initiatives  
 (604-233-3350)  
 Att: 2

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Communications	<input checked="" type="checkbox"/>	
Finance Department	<input checked="" type="checkbox"/>	
Corporate Partnerships	<input checked="" type="checkbox"/>	
Parks Services	<input checked="" type="checkbox"/>	
Arts, Culture & Heritage	<input checked="" type="checkbox"/>	
Recreation Services	<input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: <i>DW</i>	APPROVED BY CAO 

## Staff Report

### Origin

Canada's 150th anniversary of Confederation in 2017 is a significant milestone for our country that allows Canadians to connect with the past, celebrate its communities, and build a legacy for the future.

At the Council meeting of July 27, 2015, Richmond City Council endorsed the vision and guiding principles for Richmond's Canada 150 activities, events and infrastructure. Council authorized staff to engage the community for input into Richmond's Canada 150 program and directed staff to report back with options for Council's consideration.

At the Council meeting of November 9, 2015, Council approved the formation of a Canada 150 Celebration Steering Committee which included Councillors Bill McNulty, Linda McPhail and Harold Steves. During the past three months, the committee has reviewed, evaluated and recommended a comprehensive list of possible Canada 150 projects.

This report provides the results of the Canada 150 community survey, recommends funding for existing events and infrastructure from the Major Events Provision, and presents the Canada 150 Steering Committee's recommended list of projects to celebrate the 150th anniversary of Canadian Confederation in 2017.

This report supports Council's 2014-2018 Term Goal #2 -- A Vibrant, Active and Connected City:

*Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.*

*2.3. Outstanding places, programs and services that support active living, wellness and a sense of belonging.*

*2.4. Vibrant arts, culture and heritage opportunities.*

This report supports Council approved strategies including the Major Events Strategy and its goals of programming and creating a dynamic destination waterfront, the Waterfront Amenity Strategy, the Parks and Open Space Strategy 2022, the Community Tourism Strategy, the Arts Strategy vision for Richmond to be an arts destination, and the Resilient Economy Strategy through enhanced destination and tourism products. The program detailed in this report will maximize the social and economic benefits to the community and provide a rich offering of festivals and events.

## Analysis

### Community Input

Staff and volunteers conducted a public outreach survey (Attachment 1) asking the community how they wanted to celebrate Canada's 150th birthday. From September 1 to October 31, 2015, the outreach team connected with people at various events (i.e., Richmond World Festival, Culture Days, and City Centre Grand Opening), facilities (i.e., City Hall, Richmond Olympic Oval, Brighthouse Library, Minoru Place Activity Centre, and eight community centres), and online via Let's Talk Richmond.

Close to 900 residents completed the survey with representation from all age demographics. The results were overwhelmingly positive in support of celebrating Canada 150; 99.6% of the people supported celebrating the milestone.

### Recommended Activities to Celebrate Canada 150

Based on the input from the community and interviews with most members of Council, a list of potential activities and projects was generated for review by the Canada 150 Committee. Projects were evaluated using the Vision and Guiding Principles endorsed by Council at their meeting of July 27, 2015.

#### **Vision:**

*"Richmond's Canada 150 ignites the passions of the citizens of Richmond in a multi-faceted, year-long celebration, honours Richmond's distinct and vibrant cultural diversity, and leaves lasting legacies that foster civic pride and carry the spirit of 150 into the future."*

#### **Tagline:**

*Canada 150: one nation, hundreds of cultures, thousands of communities, millions of people, and limitless stories. Inspiring Richmond to welcome our future.*

#### **Guiding Principles:**

- Tie the past with the future – commemorate the history of the community while celebrating and shaping the future
- Showcase Richmond – activities shed a positive light on all Richmond has to offer
- Create legacies – these legacies include lasting memories, increased organization and community capacity, physical legacies and pride in the community and the country
- Inclusive – ensure opportunities for input and participation for our diverse residents
- Collaborative – partner with the community in planning and implementation and support community organizations to plan their own celebrations
- Environmentally sustainable – follow the principles set out in the Richmond Sustainable Event Toolkit
- Coordinated – activities are coordinated and synergistic to effectively utilize resources and not compete with each other

Existing Festivals with a strong Celebrating Canada 150 theme

The following annual events are recommended to proceed for 2017 by the Canada 150 Steering Committee:

1. **Children's Arts Festival** (February): Over the past several years the Children's Arts Festival has become one of the region's best festivals for children. The festival continues to challenge children's creativity by presenting interactive workshops led by professional artists and performers. The five day festival, including the signature event on BC Family Day, attracted over 5,000 people in 2016. Funding for this event was approved from the Major Events Provision Fund at the Council meeting of February 9, 2016.
2. **Ships to Shore** (May and July): Council has unanimously endorsed the Ships to Shore 2017 for May and July with funding from the Council Community Initiatives Fund. Ships to Shore will be two of the City's largest events of 2017. A highlight of the May event will be the visit of the majestic tall ship Kaiwo Maru from Japan along with a free multi-day festival.
3. **Richmond Maritime Festival**: The Richmond Maritime Festival is a two day event that celebrates the City's maritime and wooden boat heritage. The 15th edition of the festival includes a variety of maritime themed land and riverside activities, animating the entire Britannia Shipyards site and waterfront boardwalk. An estimated 40,000 people attended the 13th annual Maritime Festival in 2015. The Britannia Heritage Shipyard Society will assist the event in featuring wooden boats and the Richmond Arts Coalition will provide artist programming support for the festival. Funding for this event currently exists in the Major Events Provision Fund.
4. **Richmond World Festival**: The Richmond World Festival celebrates Richmond's significant cultural diversity through music, food, arts, and sport. In 2017, the World Festival would become a two day festival featuring multiple performance stages, 100 artist performances, 50 food trucks, 75 exhibitors, and numerous sport demonstrations. The World Festival had great success in its first year engaging various community groups and the event expects to attract more than 75,000 attendees over the expanded two days. Funding for this event currently exists in the Major Events Provision Fund.
5. **Days of Summer**: Richmond Days of Summer is an umbrella marketing program designed to promote the broad array of community events happening in Richmond. In 2017, the Days of Summer program will transition to the Canada 150 brand and it would promote all events that fall under Richmond's Canada 150 celebration. This program will assist many of the smaller events, who might not have large marketing budgets, to reach a much broader audience. Funding for this program currently exists in the Major Events Provision Fund.

Canada 150 Steering Committee's Proposed List of New Projects for Celebrating Canada 150 (Attachment 2)

1. **Canada Day Street Festival:** An enhanced Canada Day celebration with a street festival in Steveston Village on July 1.
2. **Wooden Boat Festival:** A new festival highlighting wooden boats and maritime demonstrations celebrating the City's maritime industries – fishing, boat building, fish processing. (late August)
3. **Pioneer Luncheon:** A special luncheon to recognize the contributions of the City's long term residents who have helped shape the community.
4. **Music in the Plaza:** A series of five outdoor music concerts at City Hall and the Cultural Centre Plaza featuring local Canadian artists during the midweek lunch break. (July & August)
5. **Harvest Festival:** A new festival celebrating the City's agricultural heritage. (October)
6. **Commemorative Legacy:** A number of infrastructure and public art projects are currently planned for a 2017 opening/unveiling. One or more could serve as a legacy to Canada's 150th anniversary.
7. **Possible Project Concepts:** A series of activities that will be advanced by the Canada 150 program office through other organizations and existing events or through adopting a Canada 150 theme.
8. **Marketing, Promotions & Documentation:** A broad based program to promote all events and projects as well as document key moments in this milestone year for our country.
9. **Specialized Resources:** Operational resources are required to coordinate and manage the program. This would involve engaging the community and working with arts, heritage, sports and community groups, and volunteers to host high quality activities and events. This would leave a legacy of increased skill sets and capacity in staff and community.

Community Celebration Funding Program

In order to promote activities to celebrate Canada's 150th anniversary in neighbourhoods and communities and create more lasting memories, a 2017 Community Celebration Funding Program will be proposed. The program is envisioned to help small, Richmond based, non-profit organizations, neighbourhood groups and community associations with activities and events. A report will be brought forward to Council recommending criteria, timelines and a funding source. In order for groups to be able to plan events, this report will come forward within the next month.

### Overall Program Benefits

The recommended Canada 150 Projects strongly relate to the Council endorsed Guiding Principles: tying the past with the future, showcasing Richmond, creating legacies, being inclusive and collaborative, ensuring events and activities are environmentally sustainable, and that activities are coordinated both in timeline and throughout the community.

In addition, the activities celebrate our community and build civic pride, engage a broad section of the community in planning, implementing and participating, contribute to tourism and economic impact, and build capacity for the future in volunteers, community organizations and staff.

### Sponsorship Program

An enhanced sponsorship program for events in 2017 will be developed with an eye to building to 2018 and Richmond's 140th anniversary in 2019. In order for the sponsorship program to be successful it is critical that decisions occur in a purposeful and timely manner. Immediately following Council approval of events and activities, individual programs will be developed. These will be used to develop marketing and media plans, seek media sponsors and create sponsorship materials. In order to hit sponsor funding cycles, these materials should be ready for sponsorship sales to commence as soon as possible. This is especially important knowing that many groups across BC and Canada will be working towards the same goal and competing for sponsorship dollars from the same organizations.

### Value In-Kind

Richmond's Canada 150 program will be a major initiative for the City. As a result, all City departments will work collaboratively to provide in-kind services (e.g., equipment use, venue hosting, staff support, etc.) which will add significant value to the overall program.

Specific examples of value in-kind services include:

- Free venue and event equipment use at the Richmond Olympic Oval for the Pioneer Luncheon
- Use and delivery of generators, picnic tables, mobile stage, audio equipment, site lighting, flooring, signage, transport vehicles, tents, etc.
- Staff support for graphic design, marketing, media, project management, site production, volunteer management, purchasing, fire services, RCMP, and event coordination

The estimated value of in-kind services is between \$500,000 - \$750,000 for the year long program.

Financial Considerations

Table 1: Proposed new projects for Canada 150

Project Name:	Recommended Funding:	Funding Status:
Canada Day Street Festival	\$165,000	Not currently funded. Subject to Council Approval
Wooden Boat Festival	\$180,000	
Pioneer Luncheon	\$ 60,000	
Music in the Plaza	\$30,000	
Harvest Festival	\$150,000	
Commemorative Legacy (Public Art & Infrastructure)	\$0	
Possible Project Concepts	\$75,000	
Marketing, Promotions & Documentations	\$90,000	
Specialized Resources	\$250,000	
Program Contingency	\$200,000	
<b>TOTAL</b>	<b>\$1,200,000</b>	

Table 2: Recommended events funded by the Major Events Provision

Project Name:	Recommended Funding:	Funding Status:
Richmond Maritime Festival	\$200,000	Council approved and funded as part of the Major Events Provision
Richmond World Festival	\$300,000	
Days of Summer	\$60,000	
<b>TOTAL</b>	<b>\$560,000</b>	

Table 3: Events approved and funding allocated

Project Name:	Recommended Funding:	Funding Status
Ships to Shore – May	\$575,000	Council approved and funded from Council Community Initiative Fund
Ships to Shore - July	\$320,000	
Children's Art Festival	\$70,000	Council approved and funded Feb 9, 2016
<b>TOTAL</b>	<b>\$965,000</b>	

Table 4: Event Funding for this event was approved from the Major Events Provision Fund at the Council meeting of February 9, 2016.

Project Name:	Recommended Funding:	Funding Status
Children's Arts Festival	\$70,000	Council approved and funded Feb 9, 2016
<b>TOTAL</b>	<b>\$70,000</b>	

### Financial Impact

The estimated cost of the recommended new projects for the Canada 150 program is \$1,200,000. It is recommended that \$1,200,000 be allocated from the Council Community Initiatives Fund to fund these programs.

This report further recommends that the following amounts be transferred from the Major Events Provision Fund to support the ongoing major events and marketing program in 2017:

- \$200,000 – Richmond Maritime Festival 2017
- \$300,000 – Richmond World Festival 2017
- \$60,000 – Days of Summer (will be realigned to supplement the Canada 150 marketing program)

Funds currently exist in the Council Community Initiatives Fund and Major Events Provision and, therefore, there is no new tax impact.

Grants from both the Federal and Provincial governments will be sought and an enhanced sponsorship program developed. Any funding acquired will go toward program enhancement or returned to either the Council Community Initiatives Fund or Major Events Provision Fund.

### Conclusion

The 150th anniversary of Canada's Confederation is a significant milestone in our country and community. Public input showed overwhelming interest in celebrating this momentous occasion in a variety of ways. This report puts forward a range of activities and events for Richmond to celebrate Canada 150.



Bryan Tasaka  
 Manager, Major Events and Film  
 (604-276-4320)

- Att. 1: Canada 150 Community Survey Results  
 2: Recommended New Projects for Richmond's Canada 150 Celebrations



# CANADA 150 SURVEY RESULTS

## INTRODUCTION:

At the Council meeting of July 27, 2015, Richmond City Council endorsed the vision and guiding principles for Richmond's Canada 150 activities, events, and infrastructure. Council authorized staff to engage the community for input into Richmond's Canada 150 program and directed staff to report back with options for Council's consideration.

Staff and volunteers conducted a public outreach survey asking the community how they wanted to celebrate Canada's 150th birthday. From September 1 to October 31, 2015, the outreach team connected with people at various events (i.e., Richmond World Festival, Culture Days, and City Centre Grand Opening), facilities (i.e., City Hall, Richmond Olympic Oval, Brighthouse Library, Minoru Place Activity Centre, and eight community centres), and online via Let's Talk Richmond.

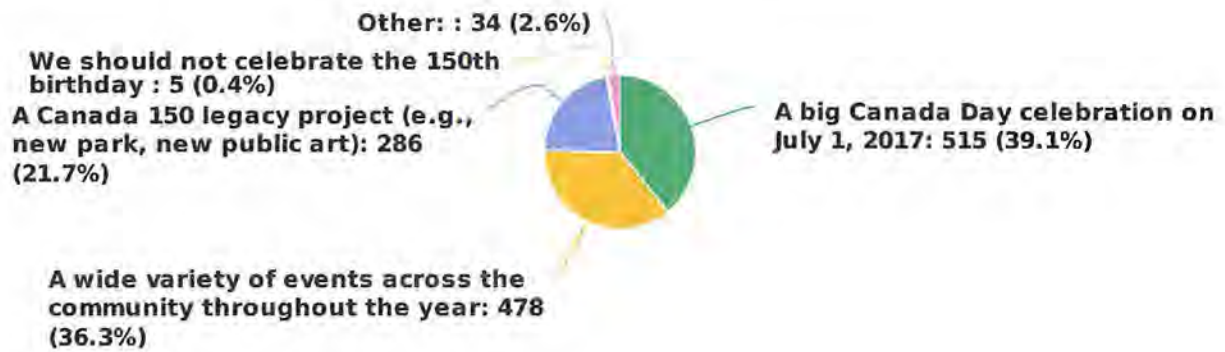
Close to 900 residents completed the survey with representation from all age demographics. The results were overwhelmingly positive in support of celebrating Canada 150; with 99.6% of the people supported celebrating the milestone.

Photos from the Canada 150 Pavilion at the Richmond World Festival



QUESTION #1

**HOW SHOULD RICHMOND CELEBRATE CANADA'S 150TH?**



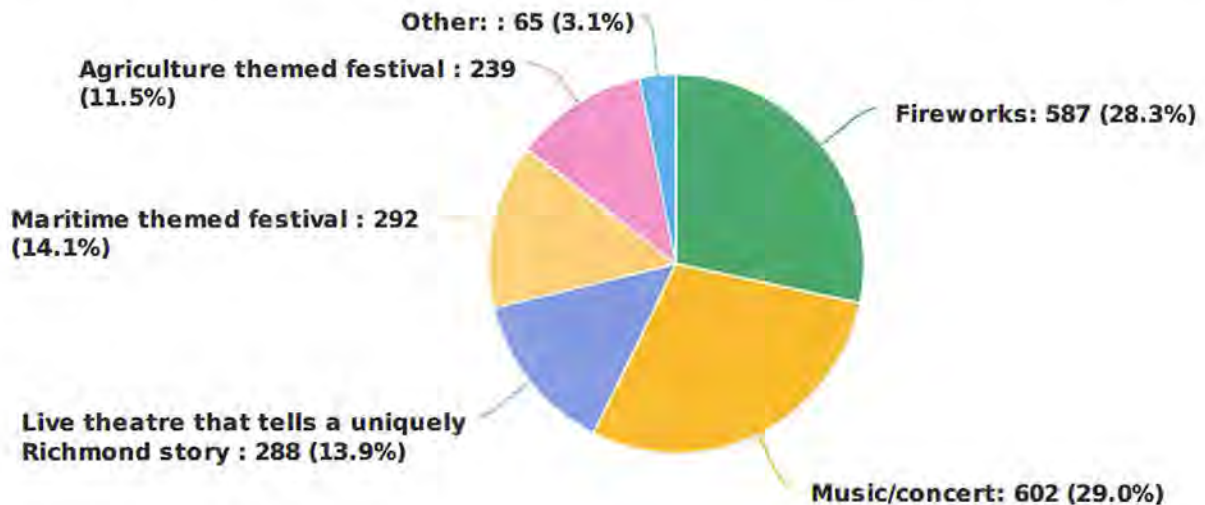
**Other responses:**

- Use it as an opportunity to re-tell stories of how the many cultures have shaped the community over the years and how each brought their own strengths (and weaknesses). We would not be where we are now without the early Asian settlers or the European trail blazers. Let's tell some vivid and important stories about the best of each culture to increase respect between the cultures.
- With a variety of events to showcase all aspects of our country & nature, humanitarian food, culture, art, live music
- I think a large celebration on Canada Day celebrating Canadians, Canada life and its history.....with music, foods, and performances by Canadians. I also think a park dedication; upgrades with trails would be a great long lasting legacy.
- I think whoever organized the World Fest in September should be consulted for the 150th Anniversary...we had the best time at the World Fest...the food trucks were awesome, the live theatre, crafts, the amazing volunteers keeping the place clean...it was reminiscent of the Olympics...loved it!!!!
- I would like to see a celebration on July 1. Perhaps an unveiling of new art work at Minoru Park. The majority of celebration should be there as it was during the Olympics. Perhaps a place where children could play, make something, face painting etc. Educational areas for everyone re Canadian and Richmond heritage. In the evening we cannot forget fireworks.
- Inclusive with long term legacy projects. Separate adult venues such as beer gardens with live entertainment and then separate or mixed family events. We shouldn't have to go to Vancouver to celebrate like adults i.e. Fireworks competition
- I would like it to be a civic event directed to a deeper understanding of the history and uniqueness of Canada among the nations.
- I would like to see an event where I could bring my daughter (she will be 8 in 2017) to learn about how we are working to preserve our environment, which is such a key part of our Canadian-ness, not to mention, key to our survival as a species.
- Possible monthly (during the 2017 year) different articles on Richmond's history and its people in the News and rotating placards in malls, bus stops and public places?
- Museum and City-wide Exhibits, Art shows, Music Festivals, Heritage Festivals, International Food festivals, Regattas, an inaugural Marathon, Triathlon or Tour de Richmond.
- I believe that reconnecting with Richmond's First Nations people is long overdue. A Canada 150 celebration that involves First Nations will provide history, identity, and meaning in ways that Richmond has not experienced before. We do not know ourselves and we will not know our place if we do not know our First Nations people. Thank you.
- I would like to see less 'cultural celebration' type events because those are run quite regularly. The 150th celebration should be the voices of all Canadians in unison.

- I would like to spearhead a community engagement project where residents and visitors share their stories about Richmond in a variety of art forms: from painting to drawing, to poetry to theatre, through video and blogging, and creating public art.
- Canada was created as a place where its citizens can reach the stars. Therefore I think for the 150th birthday of Canada the city of Richmond should invest in the city. Public parks, a tech program for youth, expansion of the public library Children of the future should definitely be involved.
- 3 day festival with salmon BBQ and parade still on the 1st - other events on 30th and 2nd
- Among other things, I'd love to make a time capsule to be opened in 20 to 50 years
- A educational celebration showing the evolution of Canada over the past 150 years covering political, military, fishing, forestry and first nations held in the Oval.
- Stories, stories, stories, and lots more stories about Richmond people and Richmond's place in the world.
- legacy and different events

QUESTION #2:

**WHAT WOULD YOU LIKE TO SEE AT A JULY 1, CELEBRATION FOR CANADA 150?**

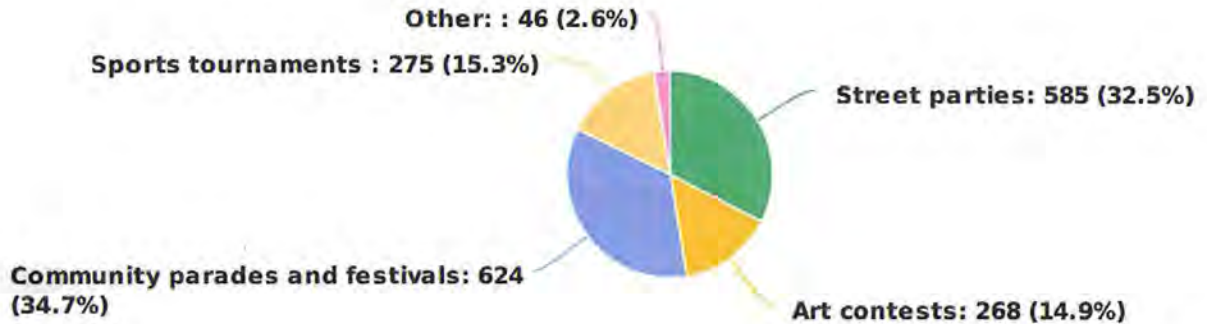


**Other responses:**

- Say Happy Birthday from different people, plus make a video and post it in YouTube
- Promote better knowledge of the history of Richmond and how diverse groups settled here over the years.
- Free Events/Activities (not just for children)
- Awards to community members to recognize contributions
- Educational theme that describes what it means to be Canadian.
- Build on the work started by the Truth and Reconciliation Commission. Our local First Nations people are not visible and our relationship is not healthy. Canada 150 is an incredible opportunity.
- Performances from the many different cultures
- A concert of the historical dance (social and theatrical) from as many countries as we can represent.
- Sports at oval
- fundraiser for poor first nations communities
- Publish a children's book which covers a story myth that is unique to Richmond or Steveston

QUESTION #3:

**IF THERE WERE COMMUNITY EVENTS THROUGHOUT THE YEAR, I WOULD ATTEND:**



**Other Responses:**

- Activities/games much like the set ups during the 2010 winter Olympics to bring the community together
- Close to Steveston – handicapped
- Museum exhibits, Marathons, Triathlons
- Tall ships, street night (farmers like) markets in Steveston, movie nights in Steveston, big named entertainment at Salmon Festival, better parade July
- Concerts of dance, music, storytelling, poetry of as many cultures as we can represent, surrounded by artwork of those countries.
- Live theatre and multiple festivities lend themselves to multiple days throughout the year
- Nature Walks
- Symposiums and talks, and events featuring unique Richmond citizens and celebrities
- Tall ships at Steveston
- Carnivals
- Family Events

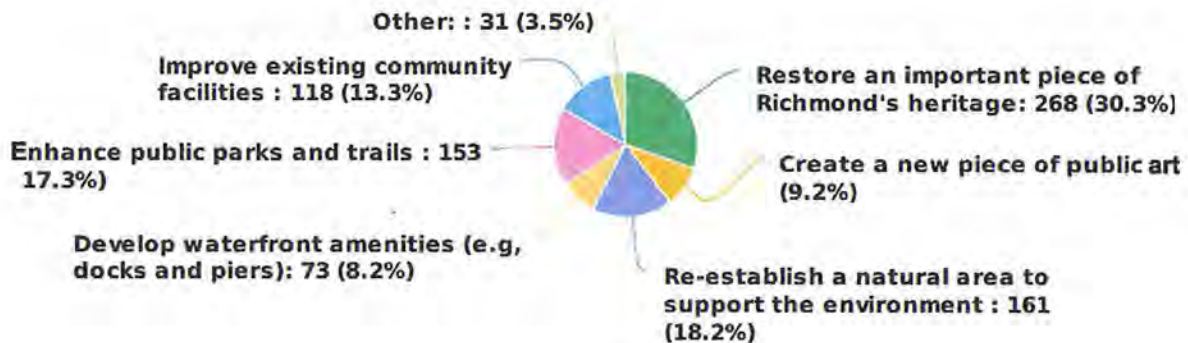
QUESTION #4:

**IF THE RICHMOND COMMUNITY HOSTED SPECIAL EVENTS FOR CANADA'S 150TH, WOULD YOU ATTEND?**



QUESTION #5:

**I THINK THE BEST WAY TO CREATE A CANADA 150 LEGACY FOR RICHMOND IS TO:**

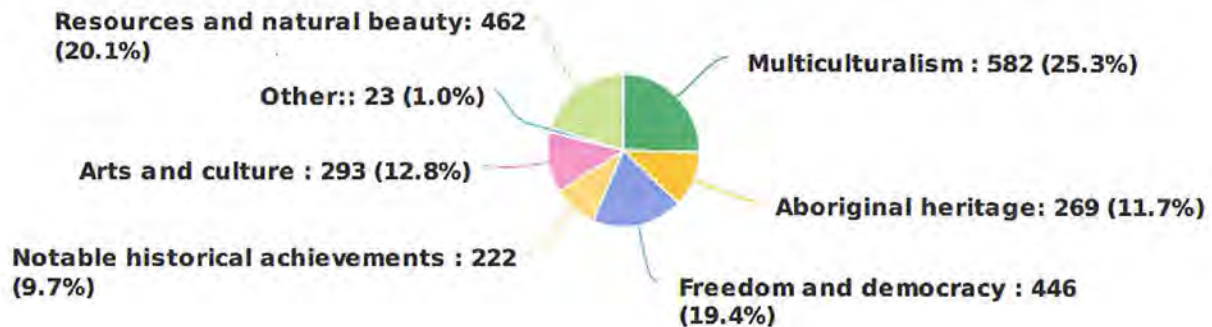


**Other responses:**

- Create a new 150 themed recreational facility open to everyone at no cost. Could be a waterfront amenity and or an active or passive park almost anywhere in the City.
- Public garden or park with reflecting pools, walking paths and several pieces of art
- Restore and operate the Interurban - Richmond heritage, public transportation art, develops waterfront, improves community facilities, and supports the environment
- Build a better network of safe/separated bike routes for commuters
- build a hospital wing
- new park
- preserve an area that is 150 years old
- Restore an important piece of Richmond's heritage & enhance public parks & trails
- keep free land open to more space, no tall building so we can view our mountains
- Don't like Legacy Projects too much cost not worth for 6 term use
- 150 scholarship grants for Richmond's deserving students base on excellence as well as need for university

QUESTION #6:

**THE IMPORTANT ASPECTS I THINK NEED TO BE CELEBRATED FOR CANADA'S 150TH SHOULD BE:**

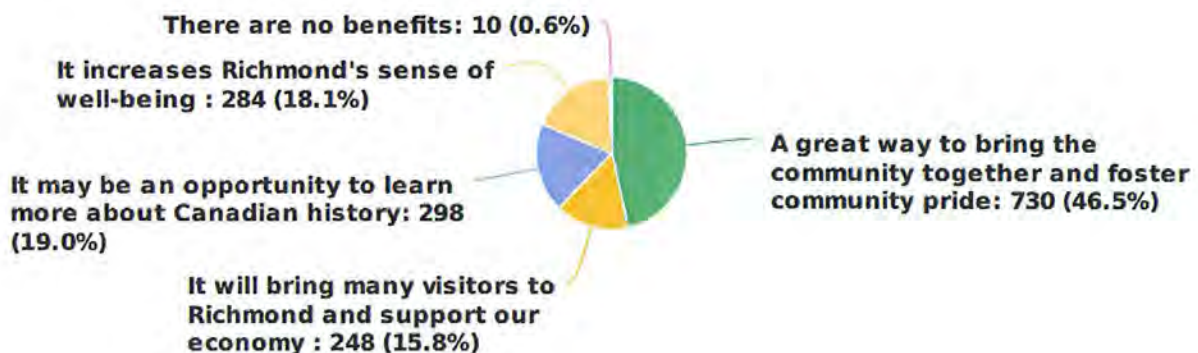


**Other responses:**

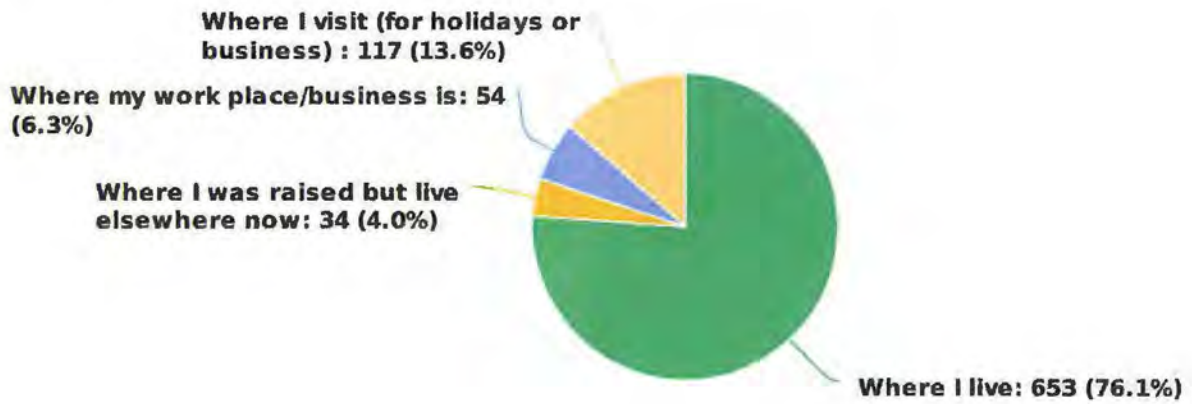
- Richmond's history and the people who settled here during the hard times.
- Our farming heritage.
- emphasis on our form of government - a constitutional monarchy - and on the importance of the two official languages and founding cultures
- Healthy lifestyles
- military achievements
- Explore Richmond's history, culture, and natural areas.
- Provide participatory events which combine many of the above aspects. E.g. community dances from many cultures set in a park environment, interspersed with music, poetry, storytelling and visual art.

QUESTION #7:

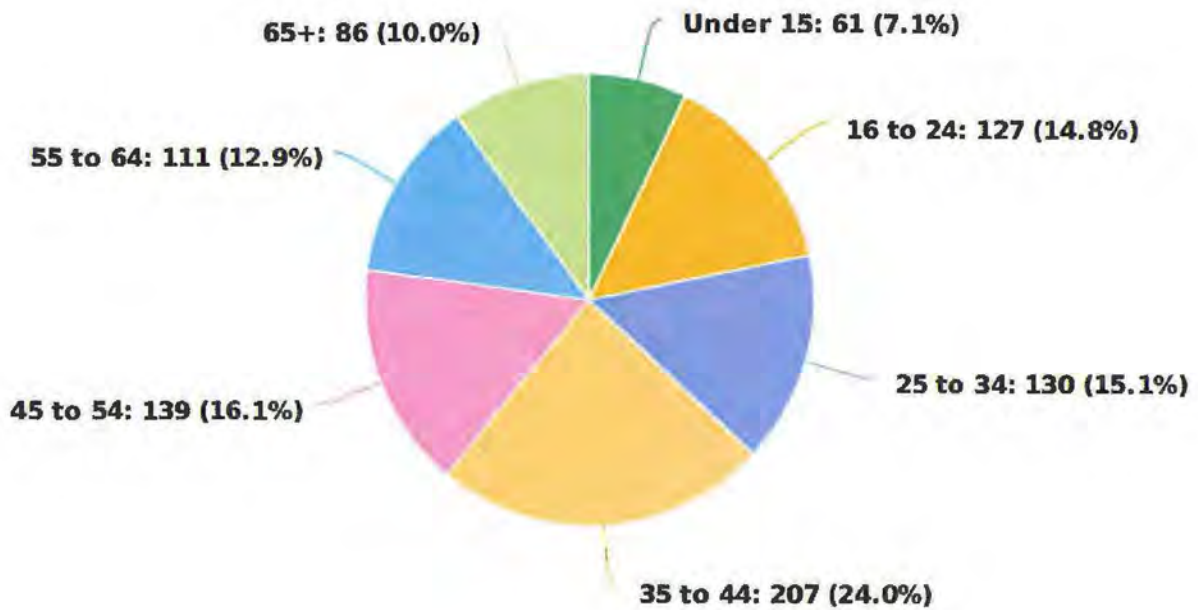
**WHAT BENEFITS WOULD YOU SEE IF RICHMOND CELEBRATED CANADA'S 150 ANNIVERSARY OF CONFEDERATION?**



QUESTION #8:  
TO ME, RICHMOND IS...



QUESTION #9:  
I FALL UNDER THE FOLLOWING AGE GROUP:







**PROGRAM OVERVIEW**

# RECOMMENDED NEW PROJECTS FOR RICHMOND'S CANADA 150 CELEBRATIONS

Prepared by:

Canada 150 Steering Committee

Updated:

February 22, 2016



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## SECTION 1: INTRODUCTION

Canada's 150th anniversary of Confederation in 2017 is a significant milestone for our country that allows us to connect with our past, celebrate who we are as communities and Canadians and build a legacy for the future.

In July of 2015, Richmond City Council endorsed the vision, tagline, and guiding principles for Richmond's Canada 150 activities, events, and infrastructure.

### **Vision:**

*"Richmond's Canada 150 ignites the passions of the citizens of Richmond in a multi-faceted, year-long celebration, honours Richmond's distinct and vibrant cultural diversity, and leaves lasting legacies that foster civic pride and carry the spirit of 150 into the future."*

### **Tagline:**

*Canada 150: one nation, hundreds of cultures, thousands of communities, millions of people, and limitless stories. Inspiring Richmond to welcome our future.*

### **Guiding Principles:**

- Tie the past with the future – commemorate the history of the community while celebrating and shaping the future
- Showcase Richmond – activities shed a positive light on all Richmond has to offer
- Create legacies - these legacies include lasting memories, increased organization and community capacity, physical legacies and pride in the community and the country
- Inclusive – ensure opportunities for input and participation for our diverse residents
- Collaborative – partner with the community in planning and implementation and support community organizations to plan their own celebrations
- Environmentally sustainable – follow the principles set out in the Richmond Sustainable Event Toolkit that has been developed
- Coordinated – activities are coordinated and synergistic to effectively utilize resources and not compete with each other

Council also authorized staff to engage the community for input into Richmond's Canada 150 program; and directed staff to report back with options for Council's consideration.

A public outreach survey was conducted in from September to October, 2015, and close to 900 residents provided input on how they wanted to celebrate Canada 150. Over 99% of the people surveyed supported celebrating the milestone, with 39% wanting a big Canada Day celebration on July 1 and 36% recommending a wide variety of events throughout the year.

Council also approved the formation of a Canada 150 Steering council sub-committee which included Cllr. McNulty (Chair), Cllr. McPhail, Cllr. Steves, and staff. Over the course of three months, the committee reviewed and evaluated a comprehensive list of possible Canada 150 projects.

The following projects are recommended to form a strong component of Richmond's Canada 150 Celebration program.

We invite the community—residents, businesses, and community groups—to become involved and join us in celebrating Canada's 150th anniversary ensuring the Canada 150 program is inclusive, engaging, and community driven.



## **SECTION 2: RECOMMENDED NEW PROJECTS FOR RICHMOND'S CANADA 150 CELEBRATION**

**RECOMMENDED PROJECT:**

# **CANADA DAY STREET FESTIVAL**

**DESCRIPTION:**

Enhance the existing Canada Day weekend celebration (Steveston Salmon Festival, Ships to Shore, Gulf of Georgia Cannery, etc.) with a street festival in Steveston Village featuring a community stage, busking entertainment, and a variety of fun activations. Close Moncton Street and Bayview Street to traffic and bridge the gap between the Gulf of Georgia Cannery and the Steveston Community Centre creating one large festival site.

**BENEFITS:**

- Increases the number of activities and attractions available on July 1
- The increased footprint will help reduce current congestion challenges faced by the Steveston Salmon Festival following the parade
- Expands the programming to bridge the time between Steveston Salmon Festival and the Fireworks
- Increases business opportunities for Steveston merchants
- Provides an enhanced free event for Richmond residents

**DATES/HOURS:**

- Saturday, July 1, 11:00 a.m. – 10:30 p.m.

**LOCATION:** Steveston Village

**ESTIMATED ATTENDANCE:** 40,000

**RECOMMENDED BUDGET:** \$165,000

**RECOMMENDED PROJECT:**

# **WOODEN BOAT FESTIVAL**

**DESCRIPTION:**

Create a new maritime themed festival focused on the wooden boat industry. The City would explore a partnership with the Britannia Heritage Shipyard Society to produce the “Britannia Wooden Boat Festival.”

The two-day festival would be animated with wooden boats, water demonstrations, a wooden boat show on the land, maritime demonstrations, entertainment, food trucks, and maritime themed community booths.

Wooden boats would be invited to attend and the festival date would be coordinated with the existing wooden boat circuit (mid August – mid September).

**BENEFITS:**

- Engages the wooden boat industry and educates the public on its heritage
- Celebrates the City’s maritime industry
- Provides a free event for Richmond residents

**DATE:**

- August or September

**LOCATION:**

- Britannia Shipyards National Historic Site, Imperial Landing, and potentially Steveston docks (SHA)

**ESTIMATED ATTENDANCE:** 20,000

**RECOMMENDED BUDGET:** \$180,000

RECOMMENDED PROJECT:

# PIONEER LUNCHEON

**DESCRIPTION:**

Host a special luncheon to recognize the contributions of the City's long term residents who helped shape the community. Guests must have lived in Richmond for the past 50 years. The event will feature a catered lunch, live entertainment, and words from the Mayor.

**BENEFITS:**

- Celebrates and recognizes the contribution of our City's pioneers
- Provides a free event for the older adult demographic

**LOCATION:**

- Option A -- Inside Richmond Olympic Oval
- Option B -- Tented at outdoor plaza at Richmond Olympic Oval
- Option C -- Tented in plaza at City Hall (500 person capacity)
- Option D -- Tented in a City park

**PROPOSED DATE/TIME:** Spring or Fall, 11:30am – 1:30pm

**ESTIMATED ATTENDANCE:** 500-1000

**RECOMMENDED BUDGET:** \$60,000



**RECOMMENDED PROJECT:**

# **MUSIC IN THE PLAZA**

**DESCRIPTION:**

A series of outdoor music concerts during the midweek lunch break. Local Canadian artists would be featured and food trucks would be invited to service the concert crowd.

**BENEFITS:**

- Activates a public space and encourages community interaction
- A vehicle to promote upcoming Canada 150 events
- Celebrates and showcases the City's local artists
- Provides free events for Richmond residents

**LOCATION:** Alternate between City Hall Plaza and Cultural Centre Plaza

**PROPOSED DATE:**

- 5 dates, every second week, starting in June and ending in August
- Show from 11:45 a.m. – 1:15 p.m. (90 minutes).

**ESTIMATED ATTENDANCE:** 200-500 per show

\$6,000 per show to cover artist fees, audio tech, emcee, coordinator and equipment rentals

**RECOMMENDED BUDGET:** \$30,000

- \$6,000 per show to cover artist fees, audio tech, emcee, coordinator and equipment rentals

RECOMMENDED PROJECT:

# HARVEST FESTIVAL

**DESCRIPTION:**

The Richmond Harvest Festival would celebrate the City's agricultural heritage. This festival could feature a farmers market, farm tours, farming equipment, farm animals, live busking entertainment, straw maze, and food trucks.

**BENEFITS:**

- Engages local farmers and educates the public on the importance of local farming
- Celebrates the City's agricultural heritage
- Provides a free event for Richmond residents

**LOCATION:** Garden City Lands, Terra Nova, or a private farm

**PROPOSED DATE:** Saturday, October 7 (Thanksgiving weekend), 11:00 a.m. – 4:00 p.m.

**ESTIMATED ATTENDANCE:** 10,000

**RECOMMENDED BUDGET:** \$150,000

## RECOMMENDED PROJECT:

# COMMEMORATIVE LEGACY

### DESCRIPTION:

A number of art and infrastructure projects are currently in the works for an opening/unveiling in 2017. One or more of these projects could be used to commemorate our country's milestone and serve as a legacy to Canada 150. These projects include:

#### Public Art:

- Minoru Complex at Minoru Park and Cultural Precinct
- Brighthouse Canada Line Station
- Brighthouse Canada Line Station Bus Loop and Pedestrian Plaza
- Richmond City Hall Gateway Public Artwork
- Capstan Village Park for new Richmond Arts District

#### Infrastructure:

- Minoru Complex
- Hollybridge Pier
- Phoenix Net Loft
- Steveston Tram
- Garden City Lands
- Fire Hall No. 1
- Fire Hall No. 3

### BENEFITS:

- Marks a key milestone in our City's history
- Opportunity to increase the profile of key art and infrastructure projects throughout the city

**RECOMMENDED BUDGET:** Existing Budgets

RECOMMENDED PROJECT:

## POSSIBLE PROJECT CONCEPTS

**DESCRIPTION:**

The following is a sample list of potential projects that could be developed by the Canada 150 Program Office. The projects could be facilitated through partnerships with existing organizations and events or produced in-house. All of these events will be promoted through the Richmond Canada 150 marketing program.

1. Historical Interpretive Sign Program in City Centre
2. Street Festival on Highway to Heaven
3. Beach Volleyball tournament at the Oval
4. Canada 150 themed Geocache Program
5. 130th anniversary of Gihei Kuno
6. 140th anniversary of Manzo Nagano
7. 140th anniversary of Steves Family
8. Old Fashion Sports Day
9. Garden tours
10. Nature Park events
11. Running event
12. School engagement
13. Archives / oral histories
14. Theatrical production
15. Sporting events
16. Arts and heritage events

**BENEFITS:**

- Community outreach and engagement
- Assist with capacity building
- Builds a comprehensive calendar of events and projects that collectively celebrate Canada 150
- Provide resources to organizers that will allow them integrate the Canada 150 theme into their events

**RECOMMENDED BUDGET:** \$75,000

RECOMMENDED PROJECT:

# MARKETING, PROMOTIONS & DOCUMENTATION

**DESCRIPTION:**

A brand for the overall program will be created that will act as the umbrella marketing tool to promote all of the events and projects in 2017. This project will include the development of a robust website to properly showcase each initiative. It will also produce and coordinate the elements for a comprehensive marketing plan (e.g., TV, radio, print, collateral (e.g., posters, brochures, etc.), social media, transit ads, etc.).

The project will include a social media outreach campaign that engages Richmond residents by asking for photo submissions of what Canada means to them. The photos will be collated into a large mosaic art piece with many photos featured individually on the Richmond Canada 150 website.

Richmond's Canada 150 program will likely create many memorable moments. This project would ensure that those key moments are captured on video and through photos. The City's Media Lab could be involved in the project and assist in some of the filming and post-production work.

The City of Richmond's street banner program for 2017 would incorporate the Canada 150 theme and messaging for a year-long display on the 500 street poles in the City. Banner designs are selected through an annual contest that is open to all members of the community. It is recommended that entries celebrate Canada history in Richmond.

**BENEFITS:**

- Ensures broad awareness of the 150 celebrations within the community
- Creates anticipation and excitement
- Communicates stories of the City's heritage
- Builds community pride
- Documents the entire program

**TERM:**

- Fall 2016 – December 2017

**RECOMMENDED BUDGET: \$90,000**

- An additional \$60,000 will be funded by the Days of Summer program via the Major Events Provision Fund.

RECOMMENDED PROJECT:

# SPECIALIZED RESOURCES

**DESCRIPTION:**

Operational resources are required to coordinate and manage the Canada 150 Program in Richmond. The office would create partnerships with existing events and programs, assist in the development of new projects, and coordinate other Canada 150 projects, as required.

The program will require staff support from many different people throughout the organization to help coordinate community outreach, general events, and volunteers. In addition, a program of this magnitude will likely require administrative and procurement support.

Once the Canada 150 program is approved, the funding will be used to build appropriate staff teams for the projects. The team will seek input from the community during the planning process. Developing skills sets and capacity amongst staff and community will be a positive outcome of the program. Specifically, a coordinated call for volunteers to support the slate of events will be an important component of the Canada 150 program. The community will be provided with numerous volunteer opportunities to gain valuable event and project experience.

The overall program will be managed and supported by the Major Events & Film section; reporting through the General Manager, Interagency Programs & Steveston Waterfront Major Initiatives; and the Canada 150 Steering Committee.

**BENEFITS:**

- Proper staff resourcing to ensure successful program delivery
- Enables capacity for optimal community engagement
- Builds capacity within the community for future years

**TERM:**

- April, 2016 to December 2017

**RECOMMENDED BUDGET:** \$250,000



## SECTION 3: THE FINANCIALS

**TABLE: PROPOSED PROGRAM BUDGET SUMMARY**

<b>Project Name:</b>	<b>Recommended Funding:</b>
Canada Day Street Festival	\$165,000
Wooden Boat Festival	\$180,000
Pioneer Luncheon	\$60,000
Music in the Plaza	\$30,000
Harvest Festival	\$150,000
Commemorative Legacy (Public Art & Infrastructure)	\$ 0
Additional Project Concepts	\$75,000
Marketing, Promotions & Documentations	\$90,000
Canada 150 Celebration Staff (Support) Team	\$250,000
Program Contingency	\$200,000
<b>TOTAL PROGRAM FUNDING</b>	<b>\$1,200,000</b>

**SPONSORSHIP & GRANTS:**

Corporate Partnerships and Major Events will explore sponsorship and federal grant opportunities for the Canada 150 program. Any funds generated will either be returned to the Major Events Provision or used for program enhancement.



# SECTION 7: GENERAL PROGRAM SCHEDULE OF KEY EVENTS IN 2017

## JANUARY

- Street Banner program begins

## FEBRUARY

- Children's Arts Festival

## MAY

- Heritage Fair
- Move for Health
- Public Works Open House
- Ships to Shore

## JUNE

- Doors Open

## JULY

- Ships to Shore
- Canada Day Concert in the Park
- Steveston Salmon Festival

## AUGUST

- Richmond Maritime Festival
- Britannia Wooden Boat Festival
- Garlic Festival

## SEPTEMBER

- Richmond World Festival
- Culture Days

## OCTOBER

- Harvest Festival



## **SECTION 8: MAP OF PROPOSED RICHMOND EVENTS CELEBRATING CANADA 150**



# LOCATION MAP: PROPOSED RICHMOND EVENTS CELEBRATING CANADA 150

### MAJOR CITY FESTIVALS

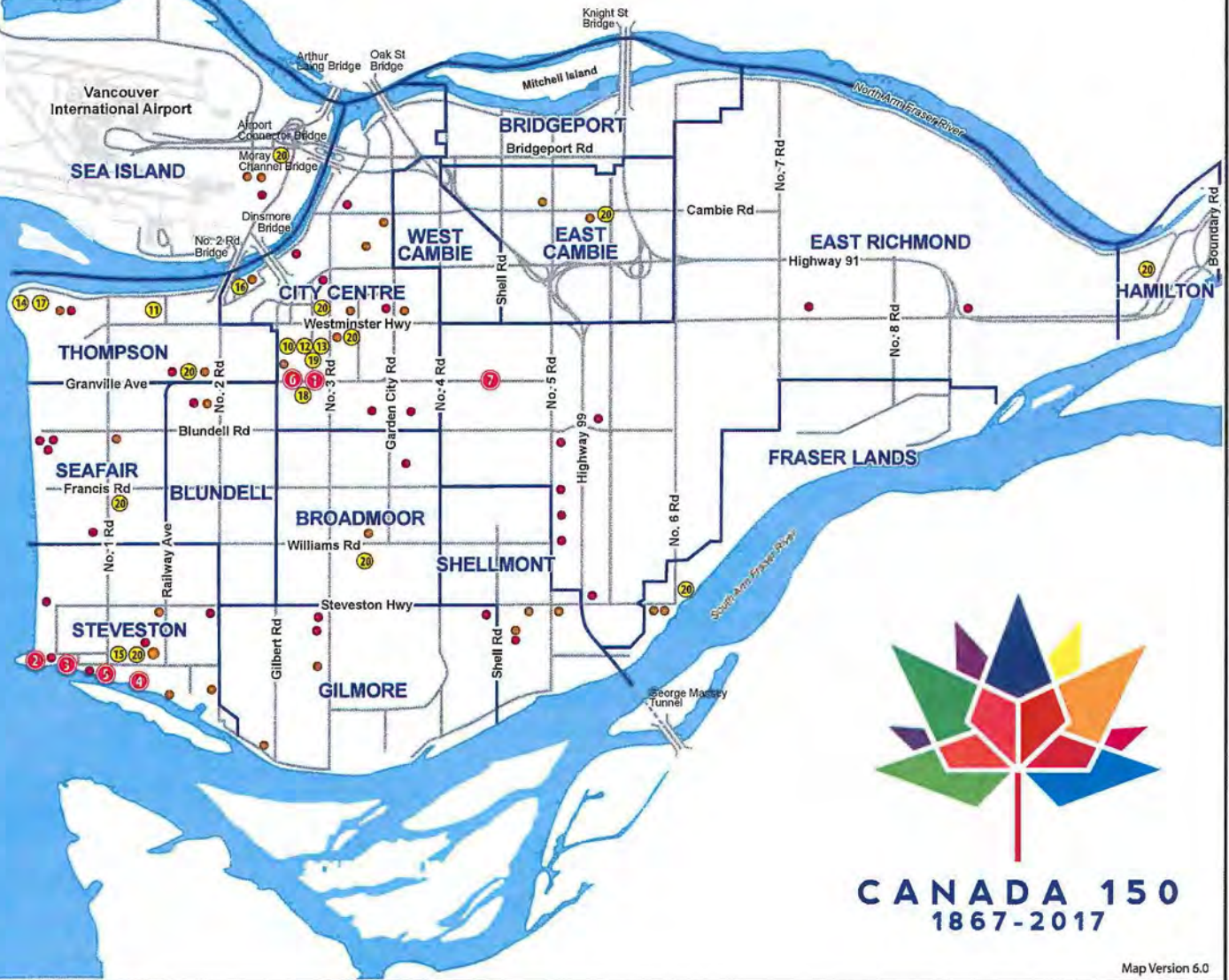
- 1 Children's Arts Festival
- 2 Ships to Shore
- 3 Ships to Shore / Canada Day Street Festival
- 4 Richmond Maritime Festival
- 5 Wooden Boat Festival
- 6 Richmond World Festival
- 7 Harvest Festival

### OTHER KEY EVENTS

- 10 Move for Health
- 11 Public Works Open House
- 12 Music in the Plaza
- 13 Heritage Fair
- 14 Doors Open
- 15 Steveston Salmon Festival
- 16 Pioneer Lunch
- 17 Garlic Festival
- 18 Remembrance Day Ceremony
- 19 Minoru Complex Opening
- 20 Community Centres celebrations

### OTHER CITY WIDE EVENTS

- Doors Open (43 sites)
- Culture Days (35 sites)



Map Version 6.0