



# City of Richmond

## Report to Committee

**To:** General Purposes Committee **Date:** April 20, 2020  
**From:** Marie Fenwick **File:** 11-7000-01/2020-Vol  
 Director, Arts, Culture and Heritage Services 01  
**Re:** Revised City Event Program 2020

### Staff Recommendation

1. That the Revised City Event Program 2020 and budget as outlined in Table 1 of the staff report titled "Revised City Event Program 2020", dated April 20, 2020, from the Director, Arts, Culture and Heritage Services be approved; and
2. That \$790,000 be returned to the Rate Stabilization Account.

*CM Fenwick*

Marie Fenwick  
 Director, Arts, Culture and Heritage Services  
 (604-276-4288)

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance Department	<input checked="" type="checkbox"/>	<i>Sevener</i>
Parks Services	<input checked="" type="checkbox"/>	
Recreation Services	<input checked="" type="checkbox"/>	
<b>SENIOR STAFF REPORT REVIEW</b>	<b>INITIALS:</b> <i>GF</i>	<b>APPROVED BY CAO</b> <i>[Signature]</i>

## Staff Report

### Origin

This report supports Council's Strategic Plan 2018-2022 Strategy #1 A Safe and Resilient City:

*Enhance and protect the safety and well-being of Richmond.*

*1.4 Foster a safe, caring and resilient environment.*

This report supports Council's Strategic Plan 2018-2022 Strategy #3 One Community Together:

*Vibrant and diverse arts and cultural activities and opportunities for community engagement and connection.*

*3.1 Foster community resiliency, neighbourhood identity, sense of belonging, and intercultural harmony.*

*3.2 Enhance arts and cultural programs and activities.*

*3.3 Utilize an interagency and intercultural approach to service provision.*

*3.4 Celebrate Richmond's unique and diverse history and heritage.*

### **Background**

The City of Richmond has a long history of hosting a variety of events. Events enrich the lives of residents by providing the opportunity for the community to connect, learn and celebrate together. They contribute to social and economic well-being and build a sense of community. Well planned and appropriately scaled events will be an important means to reconnect the community as Richmond moves out of the current period of physical distancing.

At the regular Council meeting on December 18, 2019, Council approved the 2020 Major Event program and budget for the following programs and events:

- Children's Arts Festival;
- Doors Open Richmond;
- Neighborhood Celebration Grants;
- Steveston Salmon Festival;
- Richmond Maritime Festival;
- Farm Fest at Garden City Lands; and
- Richmond World Festival.

The purpose of this report is to provide Council with a proposed revised program and budget in light of restrictions on public gatherings as a result of COVID-19. Under the current restrictions, the remaining Council-approved program of events would be not permitted by provincial health authorities in their current forms. The planning phase for many of these events is also difficult without the ability to gather with members of the community, volunteers and contractors. In the scenario that restrictions are lifted in advance of the proposed event date(s), effective planning

would still not be feasible. Several key sponsors have also informed the City that they will not be able to provide sponsorship support for City events as they have in previous years. With the ability to secure new sponsors at this time unlikely, staff have accounted for no further sponsorship dollars for 2020.

With these factors in mind, a proposed revised event program has been designed to be delivered at scale more suitable to the period after physical distancing has ended, or been relaxed to the extent that this type of programming is permitted and reasonable. According to the World Health Organization, large public gatherings can amplify the spread of infectious diseases and therefore planning and hosting of these events must be considered carefully at this time. All of the programs proposed in this report will only be planned and produced in accordance with the provincial health authority guidelines.

The proposed revised program recommendations are designed to meet both the City Event Strategy Guiding Principles endorsed by Council on March 9, 2020, as well as the objectives initially approved by Council for the 2020 Major Events Program for individual events.

Council endorsed the principles that City Events will:

1. Build local capacity by prioritizing and investing in community-driven events.
2. Provide opportunities for Richmond residents and community groups to collaborate, contribute and participate.
3. Maximize social benefits to the community by fostering volunteerism and increasing sense of community pride and belonging.
4. Celebrate local themes and include programming that is uniquely Richmond.
5. Advance the City's environmental sustainability goals.
6. Ensure events are safe, well-organized and sustainably funded.
7. Encourage and support the development of unique events with a regional draw that bring economic and community benefit, and raise the profile of Richmond.

**2020 City Event Update and Proposed Revised Program**

Table 1 below provides a high level outline of the proposed revised event program and budget.

Table 1: 2020 Proposed Revised City Event Program and Budget

<b>Event</b>	<b>Description</b>	<b>Approved City-Funding</b>	<b>Total Proposed Revised City-Funding *</b>	<b>Return to Rate Stabilization Account</b>
Children's Arts Festival	Event Complete	\$75,000	\$75,000	
Cherry Blossom Festival	Cancelled	\$35,000		\$35,000
Doors Open	Continues Online	\$20,000	\$20,000	
Neighbourhood Celebration Grants	Deferred to 2021	\$75,000	\$75,000	
Steveston Salmon Festival / Canada Day	Revised program on July 1	\$250,000	\$10,000	\$240,000
Richmond Maritime Festival	Revised program over multiple days	\$250,000	\$45,000**	\$205,000
Farm Fest at Garden City Lands	Cancelled, funding redirected to support farmers markets	\$40,000	\$10,000	\$30,000
Richmond World Festival	Cancelled	\$200,000		\$200,000
City Wide Marketing Campaign	Not required to meet sponsorship obligations for large events, marketing included in individual budgets	\$60,000		\$60,000
City-Branded Shared Resources	Not required due to revised program	\$15,000		\$15,000
Program Contingency	Not required due to revised scale	\$45,000		\$45,000
Welcome Back Richmond	Small-scale activations and marketing campaign		\$40,000	(\$40,000)
<b>Total</b>		<b>\$ 1,065,000</b>	<b>\$ 275,000 *</b>	<b>\$ 790,000</b>

\* This total includes \$112,000 of expenses already incurred or committed including \$75,000 for the Children's Arts Festival, \$20,000 for Doors Open Richmond and \$17,000 for the Providence Flagship.

\*\* Plus \$65,000 Grant from the Department of Canadian Heritage to the Richmond Arts Coalition.

### **Children's Arts Festival (Complete)**

The objective of the Children's Arts Festival is to spark the imagination of children through music, hands on activities, literary and performing arts.

The 12th annual Children's Arts Festival welcomed over 6,500 attendees between February 17 and 21, 2020, at the Richmond Library/Cultural Centre and Minoru Plaza.

The event boasted a fun-filled public day of creativity and entertainment on Family Day, February 17. Attendees of all ages wandered through multiple zones, enjoyed fun performances and participated in hands-on arts activities. Between February 18 - 21, school children and their teachers experienced a tailor-made version of the Festival. For many of the schools, this event has become an annual tradition.

Highlights this year included a new poster design from local Richmond artist, Dawn Lo, feature children's author presentation by Jeff Chiba Stearns and *The Hungry Feast Dish* presentation from the award-winning Axis Theatre Company. The event achieved new goals in sustainability, becoming balloon and glitter free and placing a focus on waste reduction with all arts activities.

Attendance was down by approximately 7% from 2019, likely in response to public concerns about the then emerging COVID-19 pandemic.

### **Doors Open Richmond**

The purpose of Doors Open Richmond is to help visitors discover Richmond by offering "behind the scenes" access to some of Richmond's most interesting places including museums and heritage sites, places of worship, cultural centres, businesses, and more.

Planning for Doors Open Richmond, initially scheduled for June 6 and 7, 2020, was well underway when physical distancing measures were put in place as a result of COVID-19. Doors Open is completely reliant on the support of the participating partner sites. As such, staff contacted the participating partners to assess their interest and availability in participating in an on-line version of Doors Open, postponing the event for later in the year pending the direction of provincial health authorities, or cancelling the event. Both the Richmond Museum Society and the majority of site partners support a revised online event. Doors Open Richmond will launch online on Saturday, June 6, 2020 and take place over 8 days, finishing Saturday June 13, 2020, allowing for engagement with the general public and school students.

The event will be hosted on the Richmond Museum Society's Doors Open website with daily content pushed out through Facebook, Twitter and Instagram. Partner sites can choose their methods of participation which might include activities such as virtual tours, captioned behind-the-scenes images, exclusive recipes or anecdotes, speaking appearances and/or readings. A unifying hashtag will be used to link content on the Richmond Museum Society, City of Richmond and participating partners' social media.

This newly imagined event will be produced with the support of the Richmond Museum Society and within the existing Council-approved budget of \$20,000.

### **Neighbourhood Celebration Grants**

The Richmond Neighbourhood Celebration Grant Program was established to help small, Richmond based non-profit organizations and neighbourhood groups plan and execute activities and events to create lasting memories.

The 2020 Neighbourhood Celebration Grant Program was announced to the public on February 11, 2020 via the City website, various social media channels, and in community facilities throughout Richmond. In total, 62 applications were received by the March 8, 2020 deadline. Applicants included parent advisory committees, student councils, neighbourhood and strata groups, and societies.

Staff recommend leaving the \$75,000 of Council-approved funding in place and extending the deadline for proposed activities to 2021. Pending Council approval, applicants will be contacted and given the option to extend the date of their proposed activity to occur later this year or in 2021 (subject to provincial health authority guidelines), or withdraw their application. Staff will then prepare a report with grant recommendations for Council's consideration and report back in Q3 2020.

### **Steveston Salmon Festival / Canada Day**

The objectives of the Steveston Salmon Festival are to encourage community engagement, community and national pride, promote volunteer engagement and raise funds for the Steveston Community Society.

The Steveston Community Society voted to cancel the 2020 Steveston Salmon Festival in April 2020. The Steveston Salmon Festival Organizing Committee, comprised of members from the Society and City staff, continue to meet regularly to discuss alternative program options to celebrate Canada Day. This group will continue to meet and consider options for July 1.

These may include:

- A brief online program that could include some traditional program elements such as an address from the City to the residents of Richmond and the singing of Oh Canada;
- The creation of an online gallery where people can share their photographs, videos and memories of the Steveston Salmon Festival;
- A marketing campaign to encourage residents to show their national and community pride by decorating their homes and sharing photos of their decorations on-line; and
- Encouraging residents to participate in national initiatives such as *Canada Day Drumming Celebration*, or other national initiatives that are being developed in response to the cancellation of Canada Day celebrations in Ottawa.

The current Council-approved funding for Steveston Salmon Festival is \$250,000. Staff recommend retaining \$10,000 of this funding for the revised program.

## **Richmond Maritime Festival**

The objective of the Richmond Maritime Festival is to showcase the cultural and maritime heritage of Steveston. This event is produced in partnership with the Richmond Arts Coalition (RAC) and the Britannia Shipyards National Historic Site Society.

On April 17, 2020 RAC received notification that its application for \$65,000 for a *Building Communities through Arts and Culture Grant* from the Department of Canadian Heritage was successful and could be awarded pending confirmation of a revised program that meets the same objectives as the original program.

Staff propose that this event be broken into a series of smaller events that can be delivered over a period of several months when provincial health authority guidelines allow. These smaller events include:

- Celebrate Britannia's Flagship
  - On April 14, 2020 Council supported entering into an agreement with the Providence to serve as the flagship for Britannia Shipyards National Historic Site. This event would encourage residents and visitors to come to Britannia Shipyards and learn about the site's new flagship.
  
- Experience Maritime Heritage on the Waterfront
  - Funding currently allocated for ship recruitment for the Richmond Maritime Festival can be directed to a series of boat-rendezvous events over several weekends. Visitors can walk the docks at Britannia and learn about a variety of vessels. The events can be tailored based on the availability of boats due to any travel restrictions and general availability. Appropriate measures to respond to evolving direction from the provincial health authorities may include timed entry to docks, physical distancing measures, etc.
  
- Richmond Maritime Arts Festival
  - This event would deliver the arts elements of the Richmond Maritime Festival in a series of smaller events over a longer period of time. This could include live music and dance performances, art installations, and participatory arts experiences as appropriate given evolving direction from the provincial health authorities.

The current Council-approved funding for Richmond Maritime Festival is \$250,000. Staff recommend retaining the Ship Recruitment portion of this budget. The initial Council-approved budget accounted for \$45,000 for ship recruitment and related expenses. \$17,000 of this has been allocated for the flagship agreement with the Providence, leaving \$28,000 for the Celebrate Britannia's Flagship and Maritime Heritage on the Waterfront events.

It is proposed that the Richmond Maritime Arts Festival be delivered in partnership with the RAC using the \$65,000 grant should the revised program be approved by the Department of Canadian Heritage.

### **Farm Fest at Garden City Lands**

The objective of the Farm Fest at Garden City Lands is to celebrate Richmond's connection with agriculture, showcase local farmers and vendors, educate the public on agricultural practices and connect residents to the Garden City Lands.

Staff recommend cancelling the 2020 Farm Fest as there are currently challenges to recruiting farmers, vendors, and sponsors as a result of the COVID-19 pandemic.

Staff have investigated the viability of hosting a single day farmers market to replace the Farm Fest, which would be permissible under the existing ALC non-farm use application. To host a single day farmers market on the Garden City Lands is projected to be \$20,000. As no site services exist on the Garden City Lands, the base level infrastructure costs are high to host any type of event on the site. Due to lack of parking and access to public transportation, traffic control personnel and shuttle buses are required to facilitate bringing people to the site. The British Columbia Centre for Disease Control has also issued strict guidelines on how temporary food markets are to operate, including restricting the types of vendors and activities, enhanced measures for hygiene, and physical distancing measures.

Due to the relatively high cost for the City to host a single day farmers market on the Garden City Lands, staff recommend that \$10,000 be re-allocated to support and enhance existing markets.

### **Richmond World Festival**

The goal of the Richmond World Festival is to showcase Richmond's cultural diversity through food, art, dance, performance and crafts.

Richmond World Festival was launched in 2015 as the City's signature multicultural festival in Minoru Park. Following the approval of the 2020 Major Event Program, and the referral to explore Richmond World Festival Options, staff were developing plans to further engage the community in the planning phase to enhance the festival programming for 2020. These plans included the re-establishment of the Richmond World Festival Community Steering Committee, consultation with the City's Richmond Intercultural Advisory Committee (RIAC), connecting and engaging with Richmond children and youth through summer day-camps in the Community Centres and the Richmond Cultural Centre and connecting and engaging with residents of all ages through a variety of programming opportunities in the Community Centres, Minoru Centre for Active Living and the Richmond Cultural Centre that will encourage intercultural dialogue and understanding.

In order to ensure opportunities for residents of all ages and backgrounds to participate and contribute more meaningfully to the Richmond World Festival, the actions detailed above are key to the development and delivery of an event consistent with the Council-approved guiding principles. Additionally, the Richmond World Festival has relied heavily on sponsorship support to provide the funding to deliver its program, and sponsorship funding is unlikely for 2020.

As such, staff recommend cancellation of the 2020 Richmond World Festival.



## **Welcome Back Richmond**

In addition to the revision to the existing programs as described above, building on the success of the #RichmondHasHeart initiative, staff propose the addition of a *Welcome Back Richmond* community engagement campaign. This campaign would seek to inform residents that facilities are open and safe to use, and also seek to educate them about any emerging provincial health authority guidelines.

This could be accomplished through a series of coordinated virtual and neighbourhood-scale activations that will provide opportunities for residents to gradually re-engage with each other and in community facilities in a carefully controlled manner.

Programming could include:

- Marketing campaign highlighting emerging provincial health authority guidelines and what to expect through the various phases to “*Welcome Back Richmond*”;
- Participatory activities reflective of themes that are uniquely Richmond that incorporate appropriate physical distancing and hygiene considerations; and
- Collaborating with community partners, local businesses and Richmond-based artists to provide opportunities to invite residents back to rediscover neighbourhood offerings while enjoying local entertainment.

Staff recommend allocating \$40,000 of funding to support this initiative.

## **Financial Impact**

Council approved \$1,065,000 to support the 2020 Major Event Program. \$112,000 has been incurred or committed to date. The total City cost of the proposed revised event program is \$275,000 (\$112,000, plus \$163,000 for future programs).

If approved, \$790,000 will be returned to the Rate Stabilization Account.

## **Conclusion**

The City of Richmond’s program of events enriches the lives of residents by providing the opportunity for the community to connect, learn and celebrate together. They contribute to social and economic well-being and build a sense of community.

Properly planned and appropriately scaled events will be an important means to reconnect the community as Richmond moves out of the current period of physical distancing.



Marie Fenwick  
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