



# City of Richmond

## Report to Committee

TO PRES - JUN 29 2013

**To:** Parks, Recreation and Cultural Services  
Committee

**Date:** January 12, 2013

**From:** Jane Fernyhough  
Director, Arts, Culture and Heritage

**File:** 11-7000-01/2013-Vol  
01

Mike Redpath  
Senior Manager, Parks

**Re:** 2013 Maritime-Themed Summer Festivals




### Staff Recommendations

1. That the transfer of up to \$345,000 be authorized from the Major Events Provisional Fund to the Ships to Shore account and the Maritime Festival account to provide funding in support of the 2013 Ship to Shore program, the 2013 Tall Ship Recruitment program, and the 2013 Maritime Festival as outlined in the report from the Director, Arts, Culture and Heritage and the Senior Manager, Parks dated January 12, 2013;
2. That any revenues realized from sponsorship for Ships to Shore and public sail trips be used to offset the City contribution to this event and those funds be returned to the Major Events Provisional Fund for future festival development;
3. That any grants awarded to the Maritime Festival 2013 be used to offset the City contribution to this event and those funds be returned to the Major Events Provisional Fund for future festival development; and
4. That the City's budget for the 2013 Ships to Shore and 2013 Maritime Festival be included in the 5 Year Financial Plan (2013-2017)

  
Jane Fernyhough  
Director, Arts, Culture and Heritage  
(604-276-4288)

  
Mike Redpath  
Senior Manager, Parks  
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Att. 4

REPORT CONCURRENCE			
ROUTED TO: Communications Finance Division Sponsorship & Fund Development	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER	
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REVIEWED BY SMT SUBCOMMITTEE	INITIALS: 	REVIEWED BY CAO	INITIALS: 

## Staff Report

### Origin

In 2011 Council approved two maritime-themed events: Ships to Shore and an enhanced Richmond Maritime Festival. Both events were very successful, popular, and held again in 2012. This report summarizes the 2012 events and recommends that the events be supported in 2013.

These events advance several Council Term Goals:

*#3 – Economic Development: developing a “stay-cation” appeal for the City and region;*

*#9 – Arts and Culture: support the development of a thriving, resilient and diverse cultural sector in creating a vibrant City and promoting existing cultural activities to increase public awareness, enhance quality of place and engage citizens across generations; and*

*#12 – Place greater emphasis on protecting and enhancing the City's waterfront while successfully integrating a balance between urban development, public access and events, and a healthy river environment.*

*#12.1 – Enhance boating and sailing skill development opportunities.*

### Analysis

#### 2012 Overview

The two maritime-themed summer festivals provided much benefit to the community. Highlights from 2012 include:

- An estimated 65,000 visits
- 30 vessels over the two festivals provided viewing and ship boarding
- Over 250 volunteers equaling 2855 volunteer hours
- Involvement of over 200 local Richmond artists, artisans and performers
- Collaboration with many local community organizations
- Over \$116,400 in cash sponsorship and \$40,000 in-kind sponsorship (non-media)
- Grant of \$59,900 from Department of Canadian Heritage through the Richmond Arts Coalition for Maritime Festival to engage local artists and performers
- Major media coverage, both local and national

More detailed information about each of the two 2012 events can be found in **Attachments 1** (Ships to Shore) and **2** (Maritime Festival).

Proposed for 2013

*Ships to Shore*

Given that Ships to Shore was successfully hosted in 2012 in conjunction with the Steveston Salmon Festival and that this timing facilitates strong ship recruitment opportunities, it is proposed that the 2013 event be planned for June 29 to July 1 with moorage for ships at Imperial Landing and Britannia Heritage Shipyard. The benefits of this event and the proposed timing are:

- adds value and a waterfront element to the Steveston Salmon Festival;
- continues the establishment of Richmond as a programmed maritime port on the West Coast;
- reduces financial implications in comparison to hosting an event at Garry Point (no need to move floats; critical mass of attendees from the Salmon Festival nearby);
- builds on the established volunteer base from past events and maintains trained volunteers for future ship related events; and
- supports the 2010 Waterfront Strategy; the 2007-2012 Major Event Strategy and the Council term goal of programming the waterfront thereby creating a dynamic destination waterfront.

Staff have been in contact with various ships to attend a June 29 – July 1, 2013 event and have received positive interest from an exciting mix of vessels. Subject to Council approval, staff will negotiate and confirm ship appearances.

The budget for the event has been estimated at \$147,000 which includes ship recruitment for future events. Funds of up to \$145,000 from the Major Events Provisional Fund are requested to ensure that project planning can proceed. Any sponsorship or day-sail trip revenue will be returned to the Major Event Provisional Fund, thereby reducing the City's contribution. See **Attachment 3** for a budget overview.

*Maritime Festival*

The Richmond Maritime Festival will celebrate its 10<sup>th</sup> anniversary in 2013. It has been growing and diversifying over the past two years with support from the federal government through grants, the City, and a growing number of sponsors. The 2013 event will build on the elements that have made it a success, such as the engagement of many Richmond artists, artisans, and performers; partnerships with heritage, community and cultural organizations; and the integration of sponsor activation into the festival programming. The proposed dates are August 9-11, 2013.

The benefits of hosting this event are:

- continues a popular and growing event in the summer which engages all ages;
- showcases local artists, artisans, performers and heritage organizations and provides opportunities for them to display, promote and sell creative products;
- engages over 170 volunteers;
- provides an opportunity for the public to view and board heritage vessels of all kinds and interact with the owners and crews;

- animates the waterfront with arts and crafts hands-on activities, demonstrations, performances, storytelling and ships of all types; and
- supports the 2010 Waterfront Strategy; the 2007-2012 Major Event Strategy; and the 2012 Arts Strategy and Council term goals of promoting existing cultural activities and programming the waterfront thereby creating a dynamic destination waterfront.

Federal and provincial grants are being pursued at this time; Staff do not anticipate notification on the outcome of these grants until March or April 2013.

The budget for the Richmond Maritime Festival is estimated at \$362,000 plus in-kind media coverage. Funds of up to \$200,000 from the Major Events Provisional Fund are requested. Any grant funding received would be returned to the Major Events Provisional Fund, thereby reducing the City's contribution. See **Attachment 4** for a budget overview.

### *Summer of Sail*

Staff are proposing the Ships to Shore 2013 event be the catalyst for a broader "Summer of Sail" program. The "Summer of Sail" program will invite vessels that are not available to attend the Ships to Shore event to visit throughout the summer. This will provide an opportunity for Richmond residents and visitors to enjoy additional maritime experiences in Steveston. In addition to vessel visits, Britannia Heritage Shipyard will be offering a sail-training program. This program is designed to spark the imagination and foster an interest in science, leadership and the environment while on board a ship. The first program offered in 2013 will be on board the tall ship, the Adventuress. Funding for these visits and associated programming will be through existing operating budgets where possible. If opportunities arise requiring any additional City funds towards this event, staff will present such requests to Council for further consideration.

### *Richmond Summer Event Promotional Campaign*

Staff are also developing, for Council's future consideration, a multi-media promotional campaign highlighting all Richmond summer events. This campaign will broaden awareness among residents and visitors and highlight Richmond as a destination.

### **Financial Impact**

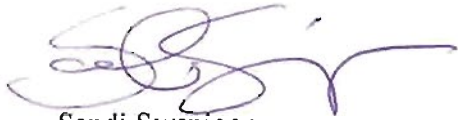
The financial cost for Ships to Shore 2013 is up to \$145,000. The financial cost for the 2013 Richmond Maritime Festival is up to \$200,000. The combined financial cost to the City for the summer maritime-themed festivals is up to \$345,000. Funds to cover the requested City contribution for the Ships to Shore 2013, future ship recruitment and the 2013 Maritime Festival are available in the Major Events Provisional Fund. Any Ships to Shore revenue from ship day-sail trips and sponsorship would be returned to the Major Events Provisional Fund. Any grant funding received in support of the Maritime Festival would be returned to the Major Event Provisional Fund. Both or either action would reduce the City's contribution.

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### **Conclusion**

Given the popularity and growth of the Ships to Shore event and the Richmond Maritime Festival over the past two years it is recommended that they be supported again in 2013. The two events have been identified as signature summertime destinations that attract residents and visitors, showcase Richmond's arts, culture and heritage, and create an active, vibrant Steveston waterfront.



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2012 Event Overview  
Ships to Shore

June 29 – July 1 2012  
Imperial Landing, Steveston, Richmond, British Columbia

**Event Overview:**

Ships to Shore 2012 was held in conjunction with the Steveston Salmon Festival. With a focus on ship boarding, sails and water safety education, the event hosted 8 Pacific Northwest ships at Imperial Landing: Hawaiian Chieftain, HMCS Oriole, Mallory Todd, SS Master, Juanita, Silver Ann, Grail Dancer, Steveston Lifeboat and two Royal Canadian Marine Search and Rescue Society boats. An additional Tall Ship, the Kaisei was originally scheduled to attend the Ships to Shore event but, due to weather conditions, participated in August in the 2012 Maritime Festival.

**Event Management:**

Both City staff and volunteers from Ships to Shore 2012 and the Steveston Salmon Festival jointly undertook event management including marketing and emergency protocol. This organizational structure was successful in engaging the Steveston community, provided additional resources for both events, and will serve as a good operating and safety-security model for future City events. Significant contributions to the event were also provided through relationships with the Steveston Community Society, the Gulf of Georgia Cannery, Britannia Heritage Shipyard, and local restaurants and merchants.

**Volunteer Work Force:**

Over 80 new and returning volunteers contributed 1355 volunteer hours to the Ships to Shore event. There are now 40 new volunteers trained with the resources and knowledge to lead and develop future water-based events.

**Marketing and Communication Plan:**

The event was marketed through the combined efforts of the City, the Steveston Salmon Festival and Tourism Richmond. Pre-event media coverage included news releases and event site visits by eight media outlets including News 1130, CKNW and Fairchild Radio. Additional published coverage occurred in the Richmond Review and the Richmond News, on the City's website and facebook page, and on posters distributed throughout Richmond. The final value of the media exposure received was estimated to be \$20,000 which resulted in the excellent promotional exposure needed to increase awareness and drive attendance to the event.

**Safety and Security:**

The event safety and security plan was developed jointly by the event coordinating committee, Steveston Community Society (Salmon Festival), Richmond RCMP, Richmond Fire-Rescue, TransLink, Royal Canadian Marine Search and Rescue Society, BC Ambulance, First Aid Responders and the City of Richmond Transportation, Emergency Services and Community

Services Departments. One plan was developed for both the Steveston Salmon Festival and the Ships to Shore events. This allowed for the efficient use of resources required to cover both events and provide the community with a safe environment.

**Final Budget and Sponsorship:**

The Ships to Shore 2012 event was funded from the Major Events Provisional Fund for a total of \$115,000 plus additional funding of \$35,000 for the visit of the Kaisei at the Maritime Festival. Through a combination of sponsorship and revenue from registered sails, the event was under budget and \$7,661 has been returned to the Major Events Provisional Fund. A successful sponsorship package was developed for the event. \$6,400 in cash and \$4,000 value-in-kind was raised with \$1,400 of the cash sponsorship going to the Salmon Festival in a joint marketing agreement. Sponsors for the event included: ONNI Group, Port Metro Vancouver, Save-On-Foods, Granville Island Brewing, Gold Seal–Canfisco, Van Houtte Coffee and several media outlets.

2012 Events Overview  
Maritime Festival

August 10-12, 2012  
Britannia Heritage Shipyard, Richmond, British Columbia

**Event Overview**

The 9<sup>th</sup> Annual Richmond Maritime Festival was held from August 10-12 at the Britannia Heritage Shipyard and drew over 35,000 participants and visitors. The Festival celebrates Steveston and Richmond's maritime and cultural heritage through a variety of land and seaside activities. The two-day and one-evening event animated the Britannia site and docks.

**Event Management**

City staff worked in partnership with the Richmond Arts Coalition and other community volunteers to produce the Maritime Festival. This approach to event production proved very successful as it engaged local community members and created a Steveston heritage focus. A variety of backgrounds and expertise came together in all aspects of planning. This approach has proven successful for the Maritime Festival and should be continued for 2013.

**Programming**

The 2012 Maritime Festival programming included 250 Richmond painters, wood carvers, potters, stilters, puppets, storytellers, dancers and other performers, artists and exhibitors. Site animation included interactive activities such as fish print flags, wish boats, mural box sculpture, giant jigsaw puzzles, demonstrations from the Richmond Sharing Farm, on-site installations such as waterslide sails, entrance gate sails, Words of Hope tree flags, exhibits and displays by community organizations and artisans, and performances by local youth and emerging actors. All programming tied into the maritime or cultural theme. This exciting mix of programming ensured a rich experience for visitors, whether they participated land-side, sea-side or both.

A total of 22 heritage vessels were on site: Eva, Ocean Guile, Silver Ann, Silver Dolphin, PT Boat, SS Master, Juanita, Iona, Eagle Rock, Penelope Isle, Dollars Aweigh, Merrilee II, Lady Allysha, Sea Maid, Sitka Spruce, RCMSAR, Raincoast Spirit, Pirate Mini Brigs, Brown Shoes, Pacific Yellowfin, Steveston Lifeboat and the Kaisei.

**Volunteer Workforce**

The 2012 Maritime Festival owes much of its success to the hard-working volunteers that were engaged in all aspects of planning and execution. Volunteers included the Britannia Heritage Shipyard Society, the Richmond Arts Coalition, and local merchants, residents and representatives from a variety of maritime-themed community groups. A total of 172 trained volunteers provided over 1500 hours of service in order to ensure that the event was successful.



**Marketing and Communication Plan**

The event was marketed through the efforts of the City, Maritime Festival sponsors and key media partners. The 2012 media partners included CTV, 24 Hours, 103.5 QMFM and the Richmond Review. The final value for media was estimated to be \$600,000. A special press event profiling the Kaisei and its environmental work drew extensive local, regional and national media coverage. (The Kaisei, originally scheduled for the Ships to Shore event, was a welcome addition to the Maritime Festival.) Festival media sponsors provided radio and television commercials for the festival, as well as newspaper advertising, and taped footage for newscasts and live broadcasting at the event itself. Non-media sponsored publicity included City press releases, information on the City's website and Facebook page, posters throughout the City, advertising in bus shelters, information on event sponsor websites and a dedicated event website. New digital media tools were also used to promote the event, including a mobile application.

**Safety and Security**

A safety and security plan was developed by the event producers with input from the Richmond RCMP, Richmond Fire Rescue, BC Ambulance, Translink and staff from the City's Emergency Programs and Transportation Departments. The plan was reviewed by the City's REACT committee to ensure that all required protocols were adhered to.

**Final Budget and Sponsorship**

The operating budget for the 9<sup>th</sup> Annual Maritime Festival was \$290,000 (not including value-in-kind). The City made an initial contribution of \$200,000. A Department of Canadian Heritage grant of \$59,900 was secured to support funding. These funds, along with those saved through efficiencies and value-in-kind contributions, resulted in \$101,000 being returned to the Major Events Development Fund, per Council resolution. The City's final contribution, therefore, was \$99,000.

The event drew 15 sponsors: Port Metro Vancouver (Presenting Sponsor), Vancouver Airport Authority, Canadian Western Bank, RE/MAX, Ricoh Canada, Fortis BC, BC Hydro, Coca-Cola, Coast Capital Savings, Urban Impact Recycling, Mustang Survival, River Rock Casino Resort, New Car Dealers Association of BC, Peller Estates Winery, and The Bread Garden resulting in a record \$110,000 in cash sponsorship. There were a total of 4 Media Partners: CTV, 24 Hours, 103.5 QM/FM and the Richmond Review.

## Attachment 3

2013 Ships to Shore  
Proposed Budget

Revenue Sources	Cash	In-Kind	Total
City	138,500		
Sponsors (non-media)	5,000	2,000	
Ship Sails	1,500		
<b>TOTAL Cash + In-Kind</b>	<b>145,000</b>	<b>2,000</b>	<b>\$147,000</b>

Expenses	
Ships	59,000
Program	7,000
Marketing and Promotion	15,000
Site Overlay and Production	36,000
Future Events and Ship Recruitment	30,000
<b>TOTAL</b>	<b>\$147,000</b>

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Attachment 4

2013 Maritime Festival  
Proposed Budget

Revenue Sources	Cash	In-Kind	
Sponsors (non-media)	108,000	19,000	
City*	200,000	35,000	
<b>Total</b>	<b>308,000</b>	<b>54,000</b>	
<b>TOTAL Cash + In-Kind</b>			<b>\$ 362,000</b>

Expenses	
Program	130,500
Marketing and Promotion	33,500
Site Overlay and Production	198,000
<b>TOTAL</b>	<b>\$ 362,000</b>

\*Federal and provincial grants applied for. Any award will offset City Contribution.