



City of Richmond

Report to Committee

To: General Purposes Committee
From: Marie Fenwick
 Director, Arts, Culture and Heritage Services
Re: **City Events Program 2021**

Date: November 4, 2020
File: 11-7400-01/2020-Vol
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Staff Recommendation

1. That the City Events Program 2021 as outlined in Table 1 of the staff report titled "City Events Program 2021", dated November 4, 2020, from the Director, Arts, Culture and Heritage Services be approved for the following events:
 - a) Children's Arts Festival;
 - b) Richmond Cherry Blossom Festival;
 - c) Neighbourhood Celebration Grants;
 - d) Doors Open Richmond;
 - e) Steveston Salmon Festival;
 - f) Richmond Maritime Festival;
 - g) Farmers' Markets;
 - h) Richmond Has Heart; and

2. That expenditures totaling \$258,000 for the City Events Program 2021 with funding of \$151,000 unused from the approved Major Events and Programs in 2020 and an additional \$107,000 from the Rate Stabilization Account be considered in the 2021 budget process.

CM Fenwick

Marie Fenwick
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REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Economic Development	<input checked="" type="checkbox"/>	<i>Severance</i>
Finance Department	<input checked="" type="checkbox"/>	
Community Social Development	<input checked="" type="checkbox"/>	
Parks Services	<input checked="" type="checkbox"/>	
Recreation Services	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS:	APPROVED BY CAO
	<i>M</i>	<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.

This report supports Council's Strategic Plan 2018-2022 Strategy #4 An Active and Thriving Richmond:

An active and thriving community characterized by diverse social and wellness programs, services and spaces that foster health and well-being for all.

4.1 Robust, affordable, and accessible sport, recreation, wellness and social programs for people of all ages and abilities.

The City Events Program 2021 supports the following Strategic Directions set out in the *Richmond Arts Strategy*:

Strategic Direction #1: Ensure Affordable and Accessible Arts for All

1.1.1 Review the City's offerings of free and low-cost arts programming and event, and assess required resources to keep cost barriers low.

1.1.2 Develop or expand opportunities to directly support individual artists, cultural organizations and venues that provide low and no cost public program delivery.

Strategic Direction #2: Promote Inclusivity and Diversity in the Arts

2.1. Celebrate Richmond's cultural diversity, history, growth and change as a community.

2.1.5 Connect with the diverse cultural communities of Richmond (including faith-based communities) to encourage sharing of art, food and music.

The City Event Program 2021 supports the following Strategic Directions set out in the *Cultural Harmony Plan*:

Strategic Direction #1: Intercultural Connections

- 1.1 *Continue to recognize and celebrate Richmond's diverse cultures and unique heritage through intercultural celebrations and events.*
- 1.2 *Develop and implement a neighbourhood approach to facilitating positive intercultural exchange and understanding between Richmond's diverse cultural communities, such as community-based dialogues, storytelling, and sharing of art, food, and music.*
- 1.5 *Incorporate criteria into the City Grant program that supports programs and events that facilitate intercultural interaction and promote intercultural understanding.*

Strategic Direction #5: Programs and Services

- 5.4 *Strengthen relationships with various cultural and ethnic communities in order to integrate their arts, cultural and heritage practices into the City's programs and events.*

Background

As part of the mix of programs and services delivered and supported by the City, events enrich the lives of residents by providing the opportunity for the community to connect, learn and celebrate together. Events contribute to social and economic well-being, provide valuable volunteer opportunities, and build a sense of community.

Well planned and appropriately scaled events will be an important means to maintain and build community connections as Richmond continues to navigate the challenges of COVID-19.

The purpose of this report is to provide Council with a proposed program of events for 2021 and an associated budget. This proposed program for 2021 will enable staff to work with community partners to effectively support a number of key priorities in Council's Strategic Plan as well as a number of Council-approved strategies and plans. All activities will be planned and produced in accordance with evolving health authority directions.

City Events Strategy

On March 9, 2020, Council endorsed the following guiding principles for City events:

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.

Development of the City Events Strategy has begun and staff will continue to advance the Strategy further in 2021 as more is understood about the potential short and long term impacts of COVID-19. Considerations will include restrictions on gatherings, both for planning purposes as well as delivery of events, and any emerging priorities for the City.

At the initial meeting of the City Events Strategy staff working group, a number of themes emerged as priorities as the City continues to look at innovative ways to connect and engage the community. These themes include:

- accessibility of events for people with disabilities, all age groups and all income levels;
- intercultural dialogue;
- animating business districts;
- supporting local artists;
- building on local capacity/supporting authentic locally-driven events; and
- promoting local food security/addressing food insecurity.

The proposed City Events program for 2021 is designed to support both the City Event Strategy Guiding Principles endorsed by Council on March 9, 2020, as well as 2021 priorities identified by the City Events Strategy staff working group.

2020 City Event Update and Proposed 2021 City Event Program

On December 9, 2019, Council approved a City event budget of \$1.065 million to support the planning and delivery of a program of events. On May 25, 2020, in response to the uncertainties surrounding the impacts of COVID-19, Council approved a revised program with a reduced scope and a budget of \$285,000.

Below is a summary of the 2020 event program as well as a description of the events that staff recommend for 2021. The proposed 2021 program includes enough flexibility to plan for a mix of online and in-person engagement opportunities should health directions allow.

Children's Arts Festival

Overview of 2020 program

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 – 21st, 2020 at the Richmond Library/Cultural Centre and Minoru Plaza. The event featured a fun-filled public day of creativity and entertainment on Family Day, February 17th with a range of performances and hands-on activities. Between February 18 – 21st, school children and their teachers experienced a tailor-made version of the Festival.

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

Proposed Program – 2021

The Children’s Arts Festival is the City’s signature event for children aged 3 to 12, and supports many local artists through a range of programming.

Given the likelihood that gathering restrictions may still be in place in February 2021, staff recommend that a large public event on Family Day as has happened in previous years not be considered for 2021. Given that for many local schools, this event has become an annual tradition, it is proposed that staff explore opportunities for the school portion of the Festival to continue for 2021 with the Art Truck taking the Children’s Arts Festival to the schools. This initiative would also mirror previous Children’s Arts Festival outreach programs and build on the recent success that arts staff have had in supporting teachers during COVID-19.

Proposed 2021 City Events Budget: \$20,000

Requested City funding for 2021: \$20,000

Richmond Cherry Blossom Festival

Overview of 2020 program

The 2020 Richmond Cherry Blossom Festival was cancelled.

Proposed Program – 2021

The Richmond Cherry Blossom Festival supports many of the Council-endorsed City Events Strategy guiding principles: building local capacity by investing in community-driven events; providing opportunities for Richmond residents and community groups to collaborate, contribute and participate; increasing sense of community pride and belonging; celebrating local themes and including programming that is uniquely Richmond; and supporting the development of a unique event with a regional draw that raises Richmond’s profile. There is also the potential to integrate elements into the festival that encourages intercultural dialogue, a priority identified by the City Events Strategy staff working group.

As initially envisioned by the B.C. Wakayama Kenjin Kai, the Richmond Cherry Blossom Festival celebrates the natural and transient beauty of the 255 Akebono cherry trees in bloom at Garry Point Park, while providing participants the opportunity to experience unique Japanese customs and tradition. Initial conversations with the co-organizers of the event indicate an interest in proceeding with planning for a Cherry Blossom Festival that is predominantly online. There is interest in considering options for a controlled event at Garry Point Park should health directions in early spring allow. The proposed theme for the 2021 Richmond Cherry Blossom Festival is “HOPE”.

Proposed 2021 City Events Budget: \$15,000

Requested City funding for 2021: \$15,000

Doors Open Richmond

Overview of 2020 program

Doors Open Richmond is an annual event that welcomes visitors to “behind-the-scenes” experiences at various cultural sites across the city. Originally intended to be a two-day event over the June 6-7th weekend, due to COVID-19 restrictions, this year’s event was delivered online. Over the course of two weeks, through content hosted on the Richmond Museum Society’s Doors Open website, individuals were given the opportunity to “experience” sites from their homes.

Of the 40 partner sites originally expected, 37 were able to participate online. Event organizers at the Richmond Museum and partner sites contributed to producing content, with 135 virtual experiences pushed out through Facebook and Instagram using the unifying hashtag #DoorsOpenOnline, resulting in over 20,000 views.

Proposed Program - 2021

Doors Open Richmond supports many of the guiding principles of the City Events Strategy: building local capacity by investing in community-driven events; providing opportunities for Richmond residents and community groups to collaborate, contribute and participate; maximizing social benefits to the community by fostering volunteerism and increasing sense of community pride and belonging; and celebrating local themes and including programming that is uniquely Richmond. This event offers numerous opportunities to encourage intercultural dialogue, a priority identified by the City Events Strategy staff working group.

It is proposed that City funding be provided to allow for a reduced scale event in June 2021 that includes a combination of in-person activations at partnering sites as health directions allow, as well as an online component that builds on the experience gained and content created for this year’s program.

Proposed 2021 City Events Budget: \$20,000

Requested City funding for 2021: \$16,000

It is proposed that any additional funds brought forward by Richmond Museum Society to support this event be used for program enhancements.

Neighbourhood Celebration Grants

Overview of 2020 program

The Richmond Neighbourhood Celebration Grant Program was initially established as part of the Richmond Canada 150 program 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 and 62 applications were received. Applicants included parent advisory committees, student councils, neighbourhood and strata groups and community societies. In May 2020, Council approved keeping the grant funding in place and extending the deadline for proposed activities to 2021. A survey of grant applicants found that 93% of applicants who responded would like to keep their applications open for 2021.

Proposed Program - 2021

The Neighbourhood Celebration Grants Program supports a number of the guiding principles of the City Events Strategy: building local capacity by investing in community-driven events; providing opportunities for Richmond residents and community groups to collaborate, contribute and participate; and maximizing social benefits to the community by fostering volunteerism and increasing sense of community pride and belonging. This grant program offers the potential to encourage intercultural dialogue, a priority identified by the City Events Strategy staff working group.

It is proposed that the previously approved funding is left in place to support a Neighbourhood Celebration Grant Program in 2021, should health regulations allow. If approved, staff will update Council by memorandum should gathering restrictions be relaxed to the point where it is feasible to re-launch the program.

Proposed 2021 City Events Budget: \$75,000

Requested City funding for 2021: \$0

Steveston Salmon Festival / Canada Day*Overview of 2020 program*

The Steveston Community Society voted to cancel the 2020 Steveston Salmon Festival in April 2020 in response to the COVID-19 pandemic. In order to acknowledge the important role the Steveston Salmon Festival has played in community Canada Day celebrations for the past 75 years, the Steveston Salmon Festival Organizing Committee, comprised of members from the Society and City staff, collaborated to develop an online program that reinforced the importance of adhering to provincial health orders during times of celebration by providing opportunities for Richmond residents to get creative in celebrating our local and national pride, together but apart.

An overview of community participation is as follows:

- Over 16,000 people viewed Richmond's content across all digital platforms, including Facebook, Instagram, Twitter and the Richmond.ca/CanadaDay web page;
- Videos were viewed over 8,000 times, including the Welcome Program, singing of O Canada and the Uzume Taiko drumming demonstration; and
- 50 submissions were received for the Home Parade contest, with over 500 votes being cast for the favourites in each of five categories.

Proposed Program - 2021

The Steveston Salmon Festival supports many of the guiding principles of the City Events Strategy: building local capacity by investing in community-driven events; providing opportunities for Richmond residents and community groups to collaborate, contribute and participate; maximizing social benefits to the community by fostering volunteerism and increasing sense of community pride and belonging; celebrating local themes and including programming that is uniquely Richmond; and supporting the development of a unique event with a regional draw that raises Richmond's profile.

Initial conversations with the Steveston Community Society indicate an interest in working collaboratively with the City to plan some elements of the Steveston Salmon Festival that can be delivered safely, even if the current restrictions on gathering are still in place. Ideas include the

traditional Salmon Bake (drive through or timed pick up) and as well as looking at ways to engage the local catchment schools. It is proposed that the 2021 event focus on highlighting the important role salmon has played in the community. The Society's intention is to defer recognition of the 75th anniversary of the Salmon Festival to a future date when gatherings are once again fully supported by health authorities.

The Steveston Community Society has also indicated initial support for a City-wide online engagement initiative to celebrate Canada Day.

Proposed City support of these proposed July 1st activities would include assistance with permits, security, traffic control, and communications to support and promote on site activities in and around the Steveston Community Centre and park, as well as programming and marketing/communications support to develop and deliver an online (and/or if appropriate, neighbourhood-based) Richmond-wide Canada Day program.

Proposed 2021 City Events Budget: \$25,000

Requested City funding for 2021: \$25,000

It is proposed that any additional funds brought forward by Steveston Community Society to support this event be used for program enhancements.

Richmond Maritime Festival

Overview of 2020 program

In response to the Provincial Health Authority ban on events with more than 50 people and in alignment with the Restoring Richmond Plan, the organizers of the Richmond Maritime Festival (Richmond Arts Coalition, Britannia Shipyards National Historic Site Society and City staff) planned and delivered a re-imagined online event over 11 days. The Richmond Arts Coalition collaborated with City staff to develop a revised program which allowed for \$65,000 of funding from the Department of Canadian Heritage to produce the arts component of the festival. Original content was premiered daily, featuring pre-recorded performances, a live digital performance, hands-on activities and storytelling that celebrated the City's maritime heritage with the Britannia Shipyards National Historic Site as the backdrop.

Highlights of the *Richmond Maritime Festival Re-Imagined* include:

- 62 local artists, 18 artisans and 19 heritage performers featured over the 11 day festival;
- Over 46,000 people viewed the content on Facebook and Instagram;
- Approximately 6,500 video views across Facebook and YouTube;
- Over 5,100 page views on RichmondMaritimeFestival.ca;
- Over 600 contest entries were received through the @FunRichmond social media accounts to enter to win a sail on the Providence, Britannia's flagship; and
- Over 2,800 engagements (likes, comments, shares) on Facebook and Instagram, featuring exclusively positive interactions.

While Council had approved funding for boat recruitment as part of the revised event program endorsed in May 2020, given the restrictive provincial health direction regarding gatherings, the decision was made to not proceed with on-site activities as part of the event. Britannia's Flagship, the Providence, was featured as part of the online program.

Proposed Program - 2021

The Richmond Maritime Festival embodies many of the guiding principles of the City Events Strategy - building local capacity by investing in community-driven events; providing opportunities for Richmond residents and community groups to collaborate, contribute and participate; maximizing social benefits to the community by increasing sense of community pride and belonging; celebrating local themes and including programming that is uniquely Richmond; and supporting the development of a unique event with a regional draw that raises Richmond's profile.

Initial conversations with Richmond Arts Coalition and the Britannia Shipyards National Historic Site Society indicate that both organizations are passionate about moving forward with planning for an event in 2021 that will truly celebrate the unique maritime heritage of the historically significant Britannia Shipyards site.

The Richmond Arts Coalition has submitted an application to the Department of Canadian Heritage for grant funding to support the event in 2021. It is proposed that the working group, made up of representatives from the Britannia Shipyards National Historic Site Society, Richmond Arts Coalition and City staff, continue its collaborative planning process for an event in 2021 that includes an intentional focus on activities that will allow visitors to experience and appreciate the fishing and boatbuilding industries that thrived in Steveston over the past century.

Proposed 2021 City Events Budget: \$43,000

Requested City funding for 2021: \$15,000 to support maritime-themed arts programming such as roving and stage(d) performances, storytelling, demonstrations, interactive/hands on activities and artist installations as appropriate given current health guidelines, as well as event marketing and communications.

It is proposed that any additional funds brought forward by Richmond Arts Coalition or Britannia Shipyards National Historic Site Society to support this event be used for program enhancements.

Farmers' Markets (Farm Fest at Garden City Lands)*Overview of 2020 program*

The 2020 Farm Fest at Garden City Lands was cancelled. Due to the relatively high cost for the City to host a single day farmers market on the Garden City Lands, Council directed \$20,000 be allocated to support and enhance existing markets. This funding was used to support an extension of the Kwantlen St. Farmers Market into the fall season, as well as support the Sharing Farm to do an additional planting and commit to four of the extended market dates. This extension will provide Richmond residents with access to locally grown produce and food products every Tuesday until December 15th in an open air venue with COVID-19 protocols in alignment with guidelines set out by the BC Centre for Disease Control.

Proposed Program - 2021

Considering the success of the program in 2020, it is proposed that funding be allocated to support existing markets and consider alternative pop-up farmers markets in 2021. The objectives of this program would include promoting local farmers, supporting and promoting

options for Richmond residents to access local food in an outdoor setting, and building on the opportunity to address food insecurity in innovative ways in response to the pandemic.

Proposed 2021 City Events Budget: \$20,000

Requested City funding for 2021: \$12,000

Richmond Has Heart/ We Are Richmond BC

In addition to the revision to the existing programs as described above, building on the success of the #RichmondHasHeart initiative, and supporting the We Are Richmond BC initiative, staff propose supporting these two campaigns in 2021 through a series of coordinated virtual and neighbourhood-scale activations that will provide opportunities for residents to engage with each other and in public spaces in a carefully controlled manner.

Programming could include:

- Participatory activities reflective of themes that are uniquely Richmond that incorporate appropriate physical distancing and hygiene considerations;
- Collaborating with community partners, local businesses and Richmond-based artists to provide opportunities to animate local business districts, parks and open spaces, and invite residents back to rediscover neighbourhood offerings while enjoying local entertainment; and
- Opportunities to include programming elements that support priority themes identified by the City Events Strategy staff working group, such as encouraging intercultural dialogue and promoting food security.

Proposed 2021 City Events Budget: \$40,000

Requested City funding for 2021: \$4,000

Table 1: 2021 Proposed City Event Program and Budget

Event	Council approved funding - revised events program - 2020	Funds remaining from 2020 budget	Total proposed new City funding - 2021	Total proposed 2021 City Events budget
Children's Arts Festival (CAF)	\$75,000	0	\$20,000	\$20,000
Cherry Blossom Festival	0	0	\$15,000	\$15,000
Doors Open	\$20,000	\$4,000	\$16,000	\$20,000
Neighbourhood Celebration Grants	\$75,000	\$75,000	0	\$75,000
Steveston Salmon Festival / Canada Day	\$10,000	0	\$25,000	\$25,000
Richmond Maritime Festival	\$45,000	\$28,000	\$15,000	\$43,000
Farmers Markets (Farm Fest)	\$20,000	\$8,000	\$12,000	\$20,000
Richmond Has Heart/ We Are Richmond BC	\$40,000	\$36,000	\$4,000	\$40,000
Total	\$285,000	\$151,000	\$107,000	\$258,000

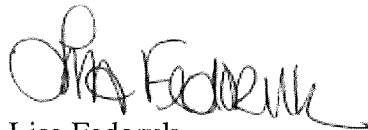
Financial Impact

Staff propose a total 2021 City Events Program budget of \$258,000, with funding of \$151,000 unused from the approved Major Events and Programs in 2020 and an additional \$107,000 from the Rate Stabilization Account to be considered in the 2021 budget process.

Should restrictions on gatherings relax sooner than anticipated and/or additional opportunities emerge, staff will report back to Council with updates and if required, individual funding requests for consideration.

Conclusion

Events enrich the lives of residents by providing the opportunity for the community to connect, contribute, learn and celebrate together. They contribute to social and economic well-being, fostering community resiliency, building community capacity and a sense of community identity and contribute to a vibrant city with a strong sense of place and distinct identity. A program of events for 2021 that is flexible enough to be delivered online or in person will allow the City to work collaboratively with a range of community organizations to safely deliver on a number of priorities identified in Council's Strategic Plan and in alignment with the principles approved by Council for a future City Events Strategy.



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