



# City of Richmond

## Report to Committee

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**To:** Parks, Recreation and Cultural Services Committee      **Date:** June 19, 2015

**From:** Jane Fernyhough, Director, Arts, Culture and Heritage Services      **File:** 11-7000-01/2015-Vol 01

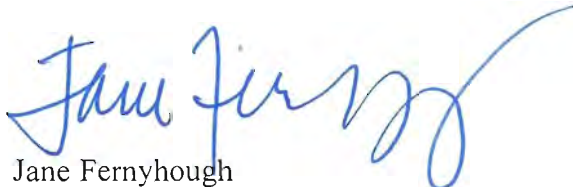
**Re:** **Canada 150 Activities**

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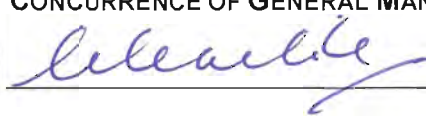


### Staff Recommendations

That:

1. The vision for Richmond’s Canada 150 activities, events and infrastructure be endorsed, as outlined in the staff report titled, “Canada 150 Activities”, dated June 19, 2015, from the Director, Arts, Culture and Heritage Services;
2. The guiding principles for determining Richmond’s Canada 150 activities, events and infrastructure be endorsed;
3. Staff be authorized to engage the community for input into Richmond’s Canada 150 activities, events and infrastructure; and
4. Staff report back with options for Council’s consideration.



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REPORT CONCURRENCE		
<b>ROUTED TO:</b> Finance Corporate Partnerships Corporate Communications	<b>CONCURRENCE</b> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<b>CONCURRENCE OF GENERAL MANAGER</b> 
<b>REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE</b>	<b>INITIALS:</b> 	<b>APPROVED BY CAO</b> 

## Staff Report

### Origin

Canada's 150<sup>th</sup> 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 honour our exceptional achievements and build a legacy for the future.

Should the City of Richmond choose to celebrate this milestone in a significant way, it is critical that planning be initiated in the fall of 2015. This report sets out for Council consideration a vision and guiding principles for Richmond's Canada 150 and outlines a process for determining activities to celebrate this pivotal event in our history.

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.*

### Analysis

In 1967 Canada celebrated its 100<sup>th</sup> anniversary of Confederation and virtually every Canadian caught Centennial fever. Millions participated in thousands of Centennial projects and events and an unprecedented surge of enthusiasm, creativity and energy swept the nation. 2017 marks Canada's sesquicentennial, the 150<sup>th</sup> anniversary of Confederation. It is an opportunity to experience this excitement again by bringing the community together, commemorating the past, celebrating the present, imagining the future and learning from each other.

### Vision

A draft vision has been crafted for Council consideration in order to guide Council and staff when determining what activities, events and infrastructure to produce and support. The proposed vision for Richmond's Canada 150 is:

*"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."*

From this vision a tagline was created that could be part of the branding for the year-long celebration:

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

### Guiding Principles

A draft set of guiding principles by which the planning and staging of activities would be checked were developed.

- 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

### Potential Types of Activities

A wide variety of activities, events and legacy infrastructure could be explored. Large festivals such as a major tall ship event, unique Canada 150 activities that can be incorporated into existing events, small events that bring neighbourhoods together, public art, rejuvenating current facilities and restoring historic buildings, providing mechanisms for citizens to tell their stories, commissioning or remounting a community play, unique citizenship ceremonies, as well as a branding and marketing program of the sesquicentennial are all ways to build excitement and pride in the community and the country.

### Involving the Community

It is proposed that a process be implemented in fall 2015 to involve the community in identifying what citizens might like to see happen to celebrate this important milestone in our country's history. Generating ideas on how the community would like to celebrate Richmond's Canada 150 could be driven by one simple media campaign:

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

**How would you like to celebrate in your community?**

This campaign would include outreach at City events (e.g., Richmond Maritime Festival, Richmond World Festival, Culture Days), Steveston Farmers Market, community centres and schools asking the community for feedback. In addition, the question would be posed online through Let's Talk Richmond and social media.

This input would be brought back to Council in the late fall for direction on activities, events and infrastructure implementation.

### Key Milestones and Critical Path

Canada 150 is a once in a lifetime event and the planning is time sensitive. In order to plan major events and activities and any related infrastructure to celebrate in 2017 it is critical that decisions occur in a purposeful and timely manner. The table below outlines key milestones and dates in order to deliver a quality program of events.

WHEN	ACTIVITY	RATIONALE
July 2015	Council endorse vision, guiding principles, and community engagement process as outlined in this report for Richmond's Canada 150.	Planning for any activities, events, and infrastructure must start as soon as possible. Endorsement by Council for community engagement starts the process.
Aug 2015	Staff prepare preliminary budget submissions to ensure inclusion in 2016 operating and capital budgets.	In order to be ready for any activities in 2017 detailed planning must start early in 2016. Funds are required for this process.
Aug – Oct 2015	Community engagement process refined and initiated.	A three month window is required to gather community feedback, evaluate results, and prepare high level event plans.
Oct 2015	Report to Council with results of public engagement, recommended activities and implementation plan.	
Jan – Apr 2016	Events planned, vessels and artists secured.	Required in order to identify salable assets for sponsorships, create detailed project plans and prepare for federal grant submissions.
May – July 2016	Marketing and media plans developed and media sponsors determined.	Required in order to identify salable assets for sponsorships.
July - Aug 2016	Sponsorship materials created.	
Sept – Dec 2016	Sponsorship sales.	It is important to have credible asks in to sponsors that hit their funding cycle. 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.
Jan/Feb 2017	Sponsors commitments made and contracts prepared and signed.	Agreement on conditions and completing signed agreements required before funding is attained.
Feb – Sept 2017	Canada 150 Program	Start and end dates subject to change depending on project scope determined through the planning process.

### **Financial Considerations**

Should the City choose to celebrate this significant milestone, it is critical to begin planning this fall and throughout 2016. In order to meet critical milestones in the planning, a submission to the 2016 budget process is required. Council approval of the vision, guiding principles and community engagement process at this time will allow staff to prepare the necessary submissions for the 2016 budget. Staff have looked at an order of magnitude budget based on one major

event, three smaller activities that could be incorporated into existing events, or be a legacy project, and a public art installation. Infrastructure such as restoration of historic buildings, rejuvenation of current facilities, or festival infrastructure upgrades would be brought forward in the capital budget process.

Grants and sponsorship will also be sought and require a lead time of six to twelve months. This timeframe is required in order to do enough detailed planning for activities and events that a marketing and media plan and sponsorship materials can be created during the third quarter of 2016 with sponsor asks occurring in the fourth quarter of 2016.

### **Financial Impact**

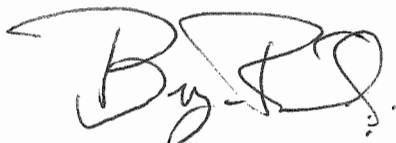
There is no financial impact to this report. Any costs for community engagement will be covered from the Community Service 2015 operating budget.

Funding for planning and implementation will be submitted as part of the 2016 and 2017 operating and capital budget process.

### **Conclusion**

Canada's 150<sup>th</sup> anniversary in 2017 provides an opportunity for Richmond residents to come together to honour Richmond's distinct and vibrant cultural diversity and create lasting legacies that foster civic pride in both our local communities and in our country.

Council's endorsement of the vision, guiding principles, and community engagement process for Richmond's Canada 150 will begin the planning process for commemorating this important milestone and inspiring the community to celebrate our past and welcome our future.



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