



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

Date: January 7, 2019

From: Todd Gross
Director, Parks Services

File: 11-7200-01/2019-Vol
01

Re: 2019 Farm Fest at Garden City Lands Update

Staff Recommendation

That Option 2 (Additional Farming Activations) for the 2019 Farm Fest at Garden City Lands, as outlined in the staff report titled "2019 Farm Fest at Garden City Lands Update," dated January 7, 2019, from the Director, Parks Services, be approved.

Todd Gross
Director, Parks Services
(604-247-4942)

Att. 2

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

Staff Report

Origin

At the Council Meeting on March 12, 2018, Council approved the Proposed Plan for Major Events and Programs in 2018 and 2019. Funding in the amount of \$28,000 for the Garden City Lands Farmers Market, later rebranded “Farm Fest at Garden City Lands,” was approved as part of this plan. The staff report to Council noted that the Farm Fest would be evaluated following the 2018 event to determine if it should continue in its 2018 scope or be enhanced to a larger festival in 2019.

At the Council Meeting on December 10, 2018, Council reviewed three options for the 2019 Farm Fest at the Garden City Lands and made the following referral:

That the 2019 Farm Fest at Garden City Lands be referred back to staff to provide more detailed program and funding information.

This report responds to the referral by providing detailed program and funding information for the 2019 Farm Fest at the Garden City Lands.

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.

This report supports Council’s 2014-2018 Term Goal #8: Supportive Economic Development Environment:

Review, develop and implement plans, policies, programs and practices to increase business and visitor appeal and promote local economic growth and resiliency.

8.3. The City's agricultural and fisheries sectors are supported, remain viable and continue to be an important part of the City's character, livability, and economic development vision.

This report supports several Council-approved strategies, including the Major Events Strategy and its goals of vibrant programming and creating a dynamic destination, the Parks and Open Space Strategy and its goals of providing great places and experiences celebrating Richmond’s natural and cultural heritage, and the Garden City Lands Legacy Landscape Plan and its goals of celebrating Richmond’s historic connection to agriculture.

Analysis

Background

As part of the City's Canada 150 celebrations, and to officially open the Garden City Lands to the community, the City hosted a one-time event titled Harvest Fest on September 30, 2017. The festival featured a local farmers market, agricultural displays, farming equipment, live music, agricultural themed children's activities, a straw maze, and food trucks. Although Harvest Fest was implemented as a one-time event, there was recognition that the event had many positive outcomes, and that there were benefits to hosting an agricultural-themed event on the Garden City Lands.

As part of the Major Events program for 2018, Council approved a smaller scale event titled "Farm Fest at Garden City Lands" (Attachment 1). The event was held on Saturday, August 11, 2018, from 10:00 a.m. to 3:00 p.m. and had over 5,600 attendees.

Farm Fest was designed to achieve the following objectives:

- Celebrate Richmond's connection to agriculture;
- Showcase local farmers and vendors;
- Provide education on agricultural practices;
- Strengthen collaboration between local food system stakeholders;
- Connect residents to the Garden City Lands; and
- Provide opportunities for community building in the City Centre.

Farm Fest was developed around the concept of a nostalgic farmers market, bringing together Richmond farmers and local artisans. The event was delivered in collaboration with Kwantlen Polytechnic University (KPU) and the Steveston Community Association's Farmers and Artisans Market (SFAM). City funding for the event was \$28,000 with an additional \$4,500 secured from corporate sponsorship.

In the Council-approved Plan for Major Events and Programs in 2018 and 2019, it was recommended that the Farm Fest at Garden City Lands be evaluated following the 2018 event to determine if it should continue in its 2018 scope or be enhanced to a larger festival in 2019.

Farm Fest 2018 – Feedback Received and Evaluation

Feedback on the 2018 Farm Fest was received through the following methods:

- Questionnaires completed by event partners and vendors;
- Social media posts;
- Discussions with participating farmers; and
- Comments received by event volunteers and staff.

The feedback received from attendees, event partners, vendors, and corporate sponsors was overwhelmingly positive. For many attendees, it was their first time visiting the Garden City Lands and also their first time being exposed to farming operations and farming equipment. The event improved the level of public awareness and appreciation for the Garden City Lands as a new

community farm and bog conservation area in the City Centre. Appreciative comments were also received regarding the event having a nostalgic, community market feel.

For event partners including KPU, SFAM, and local farmers, the event was an important opportunity to collaborate and collectively raise awareness on the importance of agriculture to Richmond's history and current economy. The event required approval from the Agricultural Land Commission (ALC) for a non-farm use exemption. Post-event feedback received by the ALC on the event was also positive.

Feedback was also received from some residents who had previously attended the 2017 Harvest Fest at the Garden City Lands. While these comments were positive, there were some requests for certain Harvest Fest program elements such as the culinary stage, wagon rides, and agriculture-themed children's activity zone to be brought back for future events.

Summary of Options Previously Presented to Council

At the Council meeting held on December 10, 2018, staff presented three program options for the 2019 Farm Fest. These options are summarized in Table 1 below.

Table 1 – Summary of Options for the 2019 Farm Fest at Garden City Lands

Option	Description	City Funding
Option 1 – Similar Scope as 2018	The event would continue to be implemented as primarily a farmers and artisans market. The event would be implemented in collaboration with KPU and SFAM, and would seek to engage additional vendors and farmers.	\$28,000
Option 2 – Additional Farming Activations	Building on Option 1, the event would feature farming activations and agricultural themed program elements. The additional \$12,000 in funding would support logistical costs associated with farmer participation (such as moving heavy equipment, site preparation, providing refrigeration, providing pens for animals, etc.).	\$40,000
Option 3 – Enhanced Festival Program	Building on Option 2, the program would be enhanced to create a more robust festival atmosphere with program elements such as an enhanced stage, educational culinary stage, interpretive wagon rides, expanded children's play area, and roving costumed characters.	\$50,000

Council provided staff with feedback on the three options and were directed to report back with more detailed program and funding information.

Option 1 (Similar Scope as 2018)

With this option, the event would continue to be implemented as primarily a farmers and artisans market. The event would be implemented in collaboration with KPU and SFAM, and would seek to engage additional vendors and farmers.

Event highlights with Option 1 include:

- Agricultural demonstrations and displays by local Richmond farmers and KPU's Sustainable Agriculture Program;
- Locally grown produce and artisanal products from local farmers, artisans, and vendors; and
- Community partner displays;

Option 1 can be achieved within the Council approved budget of \$28,000 (Attachment 2).

Option 2 (Additional Farming Activations) - Recommended 2019 Program

On December 10, 2018, the Major Events Advisory Group (MEAG) reviewed detailed program and funding options for the 2019 Farm Fest. The MEAG endorsed Option 2 (Additional Farming Activations) as the recommended program with City funding of \$40,000 (Attachment 2).

With this option, the event would continue to be centred on a farmers and artisans market featuring over 40 vendors. The event would be implemented in collaboration with KPU and SFAM, and would seek to engage additional vendors and farmers. Option 2 builds on Option 1 with the following agriculture themed elements included:

- Participation by local farmers and display of their farming equipment;
- Participation by BC Dairy, Poultry in Motion, and other educational farming groups;
- Display of heritage farm equipment by the BC Farm Museum;
- Bog ecology and conservation education;
- Farm animals for event goers to interact with; and
- Educational displays and activations showcasing cranberries and blueberries.

Option 2 provides \$12,000 in additional funding to support agricultural themed program elements to complement the farmers market. A centrepiece of the 2018 Farm Fest was the display of farming equipment, such as the 1916 Steam Tractor owned by the Savage family. There are logistical costs associated with these farming activations (e.g., moving heavy equipment, providing refrigeration, supplying pens for animals, etc.) which the existing budget is unable to accommodate. This option would help to encourage event participation by local farmers by offsetting logistical costs which acted as a financial barrier for the 2018 event.

Option 3 (Enhanced Festival Program)

With this option, the program would be enhanced to create a more robust festival atmosphere. As the bulk of the existing event budget is allocated to site set-up, logistics, and safety and security, there is only a minimal amount allocated to the program itself. Given the budget restraints, all of the performing artists for the 2018 Farm Fest significantly reduced their fees to participate. With this

option, performers could be remunerated at their fair value and additional program elements fitting the agricultural theme could be added.

One of the highlights of the 2017 Harvest Fest that could be re-introduced as part of the Farm Fest program is a culinary stage. A culinary stage would feature local chefs performing cooking demonstrations using produce and products available for purchase by vendors at the event.

Option 3 builds on Option 2 with the following additional event highlights:

- A culinary stage featuring local chefs;
- Additional interpretive wagon ride through the Garden City Lands;
- Additional stage performances by local artists;
- Farm-themed program elements;
- Expanded children's play area; and
- Enhanced marketing and communications plan.

Option 3 can be achieved with a budget of \$50,000 (Attachment 2).

Corporate Sponsorship

Given the positive response by the community and partners, it is believed that corporate sponsorship can be secured to support and enhance the event. The MEAG identified the following programming opportunities for corporate sponsorship:

1. Small stage to feature local live performances (\$5,000);
2. Interpretive wagon rides around the Garden City Lands (\$2,000);
3. Farm education "barn" area where people can learn how to can, pickle, garden, and learn about pollinators (\$6,000); and
4. Farm themed roving costumed characters (\$2,000).

These programming elements will only be included as part of the 2019 Farm Fest if sponsorship funding is secured.

Financial Impact

If Council endorses Option 2 (Additional Farming Activations), it will have a financial impact of \$12,000, which is proposed to be funded through the General Contingency budget.

If Council endorses Option 3 (Enhanced Festival Program), it will have a financial impact of \$22,000, which is proposed to be funded through the General Contingency budget.

Funds secured through corporate sponsorship will be used to enhance the event programming and fulfilling sponsorship commitments.

Should Council not endorse the proposed program, staff will proceed with a farmers and artisans market concept similar to the 2018 event. This will have no financial impact as funding of \$28,000 was previously approved by Council as part of the Major Events Plan for 2019.

Conclusion

Farm Fest celebrates Richmond's connection to agriculture, showcases local farmers and vendors, provides education on agricultural practices, strengthens collaboration between local food system stakeholders, and connects residents to the Garden City Lands. Enhancing the scope of the event to include additional farming activations, displays, and agricultural themed program elements will help make Farm Fest at Garden City Lands a signature Richmond event that meets multiple City objectives.



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Emily Sargent
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Att. 1: 2018 Farm Fest Poster

Att. 2: Proposed Budget for the 2019 Farm Fest

FARM-FEST

AT GARDEN CITY LANDS

SATURDAY AUGUST 11, 2018

10 A.M. – 3 P.M.

GARDEN CITY LANDS
RICHMOND BC



FESTIVAL HIGHLIGHTS

Farmers' Market | Agricultural Displays
Children's Activities | Local Entertainment

WWW.RICHMOND.CA/FARMFEST | [@CITYOFRICHMONDPARKS](https://www.instagram.com/cityofrichmond_parks)

COMMUNITY STAGE SPONSOR



FARMERS' MARKET SPONSOR



COMMUNITY PARTNERS



Proposed Budget for 2019 Farm Fest at Garden City Lands

FUNDING	Option 1	Option 2	Option 3
City funding	\$28,000	\$40,000	\$50,000
TOTAL FUNDING	\$28,000	\$40,000	\$50,000

EXPENSES	Option 1	Option 2	Option 3
Farming activations and farm equipment logistics	\$1,000	\$10,000	\$12,000
Equipment rentals (portable toilets, tables, chairs, tenting, and fencing)	\$7,200	\$7,200	\$7,200
Site set-up and water connection	\$4,500	\$4,500	\$4,500
Traffic control personnel (TCP)	\$3,300	\$3,300	\$3,300
Security and first-aid	\$3,000	\$3,000	\$3,000
Advertising (newspaper, online, social media, and bus shelters)	\$2,000	\$2,500	\$2,500
Signage	\$1,500	\$2,200	\$2,200
Volunteers (t-shirts, lunch, accreditation)	\$600	\$1,600	\$1,600
Children's play area	\$1,000	\$1,500	\$2,500
Culinary Stage	N/A	N/A	\$5,000
Additional Interpretive Wagon Rides	N/A	N/A	\$2,000
Agricultural Land Commission (ALC) non-farm use application	\$1,200	\$1,200	\$1,200
Market coordination	\$800	\$800	\$800
Shuttle buses	\$700	\$700	\$700
Miscellaneous (photography and sponsor parking)	\$200	\$500	\$500
Contingency	\$1,000	\$1,000	\$1,000
TOTAL EXPENSES	\$28,000	\$40,000	\$50,000

SPONSORSHIP OPPORTUNITIES	
Small stage (including tent, sound tech, and programming)	\$5,000
Farm education "barn"	\$6,000
Interpretive wagon ride	\$2,000
Farm themed roving costumed characters	\$2,000
TOTAL SPONSORSHIP OPPORTUNITIES	\$15,000