



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** December 21, 2017
From: Jane Fernyhough **File:** 11-7400-01/2017-Vol
 Director, Arts, Culture and Heritage Services 01
Re: Proposed Plan for Major Events in 2018

Staff Recommendation

That Council consider the recommendations of the Canada 150 Steering Committee when determining the 2018 Major Events program and provide direction to staff.

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

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Economic Development	<input checked="" type="checkbox"/>	
Finance	<input checked="" type="checkbox"/>	
Parks & Recreation Services	<input checked="" type="checkbox"/>	
Corporate Partnerships	<input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: DW	APPROVED BY CAO

Staff Report

Origin

At the General Purposes Committee of December 4, 2017, Council made the following referral:

That staff outline the major events and concepts for the events planned for 2018 and report back.

At the Parks, Recreation and Cultural Services meeting of November 28, 2017, Committee made the following motion:

That the Budget for 2018 events be \$1 million, whereby \$950,000 be allocated for events, and \$50,000 be held as program contingency for the Steering Committee's decision.

Subsequent to that recommendation, at the Council meeting of December 11, 2017, Council resolved:

That: 1) Part (3) of the recommendation for item 17 – "Richmond Canada 150 – Year in Review," be deleted from the Consent Agenda and that the recommendation and budget for 2018 events be referred to staff.

At the Parks, Recreation and Cultural Services meeting of December 20, 2017, Committee made the following referral:

That staff:

- 1. Examine options to add the 2018 Steveston Cherry Blossom Festival as a City event and be included in the 2018 Major Events report; and*
- 2. Identify sources of funding for the 2018 Steveston Cherry Blossom Festival; and report back.*

This report outlines the 2018 major events approved with funding in the 2017 budget process and the recent recommendations of the Canada 150 Steering Committee. A Cherry Blossom Festival has also been included in the Canada 150 Steering Committee recommendations.

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.

This report supports Council's 2014-2018 Term Goal #4 Leadership in Sustainability:

Continue advancement of the City's sustainability framework and initiatives to improve the short and long term livability of our City, and that maintain Richmond's position as a leader in sustainable programs, practices and innovations.

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.

This report supports Council approved strategies including the Major Events Strategy and its goals of programming and creating a dynamic destination waterfront, the Waterfront Amenity Strategy, the Parks and Open Space Strategy 2022, the Community Tourism Strategy, the Arts Strategy vision for Richmond to be an arts destination, and the Resilient Economy Strategy through enhanced destination and tourism products. The program detailed in this report will maximize the social and economic benefits to the community and provide a rich offering of festivals and events.

Analysis

In 2016, staff submitted a one-time additional level request for \$1,510,000 to support the 2018 major event program. This program funding was allocated as follows: \$75,000 for Children's Arts Festival; \$280,000 for Richmond Canada Day; \$200,000 for Ships to Shore; \$250,000 for Richmond Maritime & Wooden Boat Festival; \$45,000 for Sunset Series at the Oval; \$400,000 for Richmond World Festival; \$160,000 for Harvest Fest; \$85,000 for City-wide event marketing; and \$15,000 for City branded event assets. This request was approved by Council during the 2017 budget process from Rate Stabilization Account.

However, the major events plan for 2018 evolved based on the results of events held in 2017. Staff outlined an adjusted plan and presented it to the Canada 150 Steering Committee on November 27, 2017. After a detailed review, the Committee recommended a reduction to the 2018 program budget and scope of events, as detailed in the summary below:

Children's Arts Festival (February 12-16)

- **Original Staff Recommendation:**
 - Proposed a similar program to 2017 with a special emphasis on the 10th anniversary of the festival. Public day on Family Day (Monday) and school group programs for the rest of the week.
 - Projected event budget: \$187,100 with \$75,000 in City funding.
- **Committee Recommendations:**
 - Scope change: none
 - Budget Change: Reduce City funding from \$75,000 to \$70,000 resulting in an overall budget decrease to \$182,000.
- **Impacts:** Planning is well underway given the pending festival dates; however, the event scope would be reduced due to the \$5,000 decrease in funding with certain performances and activations canceled.

Richmond Canada Day in Steveston (July 1)

- **Original Staff Recommendation:**
 - Proposed a similar program to 2017 with continued collaboration with the Salmon Festival organizers and the Gulf of Georgia Cannery on programming, marketing and logistics. The festival will feature a street festival, programming throughout the Village on multiple stages, street hockey, and a fireworks finale. The festival will be one day with landside activations only.
 - Projected event budget: \$442,100 with \$350,000 in City funding.
- **Committee Recommendations:**
 - Scope Change: The committee recommended scaling back the event and limit the activities to the Village area, eliminating programming at Imperial Landing and Britannia Shipyards except as viewing areas for the fireworks. They also recommended that the focus be on the street festival activations and not include any waterside activities or boats. The flag raising ceremony should be continued.
 - Budget Change: Reduce City funding from \$350,000 to \$180,000 resulting in an overall budget decrease to \$342,000.
- **Impact:** The cost to produce a Canada Day street festival, even with a reduced scope in programming, still requires the same investment in traffic management, site security, transportation, and complex event logistics. The \$170,000 budget reduction leaves the scaled back event a projected \$70,000 shortfall. Significant cuts to the overall programming, marketing plan and shuttle service will be required which will reduce sponsorship revenue opportunities.

Richmond Maritime & Wooden Boat Festival (July 28-29, new date)

- **Original Staff Recommendation:**
 - Proposed that the festival venue expand to include Imperial Landing resulting in the addition of more vessels and landside programming (similar to previous Ships to Shore events). A focus on wooden boats as an overall theme will continue to be a priority of the festival's programming.
 - Projected event budget: \$511,700 with \$400,000 in City funding.
- **Committee Recommendations:**
 - Scope Change: The committee recommended scaling back the festival to its 2016 scope and reduce the focus of the wooden boat component.
 - Budget Change: Reduce City funding from \$400,000 to \$200,000 resulting in an overall budget decrease to \$291,700.
- **Impact:** The reduced funding will not allow the festival to expand to Imperial Landing and bring in larger vessels (i.e., Class B tall ship).

Sunset Series and Oval (Every Sunday in July and August)

- **Original Staff Recommendation:**
 - A summer series of free outdoor fitness programming for the local community featuring yoga, bootcamps, volleyball, dance and more. The series would feature live music, BBQ and family games.
 - Projected event budget: \$50,000 with \$25,000 in City funding.
- **Committee Recommendations:**
 - Scope Change: Committee members do not recommend any City funding for this event.
 - Budget Change: Reduce City funding from \$25,000 to \$0.
- **Impact:** Alternate funding sources will need to be explored or the event will be canceled.

Richmond World Festival (August 31 – September 1)

- **Original Staff Recommendation:**
 - A similar program to 2017 is planned with the festival site expanding to include the new Minoru Centre for Active Living. Programming opportunities with the Minoru Centre for Active Living Program Committee will be explored.
 - Projected event budget: \$586,800 with \$400,000 in City funding.
- **Committee Recommendations:**
 - Scope Change: Committee members did not recommend any changes and that City funding remain at \$400,000.
 - Budget Change: none

Richmond Harvest Fest (September 15)

- **Original Staff Recommendation:**
 - Plans would include an expanded use of the new trail system and open spaces, incorporate farm tours and programs, adding more agricultural vendors and develop additional partnerships with local farmers.
 - Projected event budget: \$210,750 with \$160,000 in City funding.
- **Committee Recommendations:**
 - **Scope Change:** The Canada 150 Steering Committee does not recommend this event be held in 2018.
 - **Budget Change:** Reduce City funding from \$160,000 to \$0.

- **Impact:** Based on positive community feedback, the festival's sponsors and community partners are keen to continue the partnership. Canceling the festival will impact the potential momentum and efforts created in its first year.

Richmond Cherry Blossom Festival (April 1 or April 8)

- **Original Staff Recommendation:**
 - none
- **Committee Recommendations:**
 - **Scope:** The City will become the producers of the event with programming input from Japanese community. The City will lead the coordination of marketing, branding, venue logistics, public safety and volunteer recruitment.
 - **Budget Change:** City funding of \$25,000 with potential increased revenue from sponsorship, food sales and exhibitor fees.

City-wide Event Marketing Campaign Program & City Branded Assets

- **Original Staff Recommendation:** The City-wide event marketing campaign (formerly Days of Summer) and City branded shared resources are programs that support all of the City's major events and have been historically funded through the major event program. The comprehensive marketing campaign promotes all of the major events to the region through the major media outlets (e.g., CTV, The Province, Georgia Straight, etc.). The City-branded assets allow the events to properly recognize the City as the producer of the event and support the events infrastructure.
- **Committee Recommendations:**
 - **Scope Change:** Committee members did not recommend any changes and that City funding remain at \$85,000 (marketing) and \$15,000 (branded assets)
 - **Budget Change:** none

Corporate Partnerships & Federal Grants

Each event relies on its sponsorship revenue to deliver the proposed project scope and quality programming. Based on the original list of proposed events, staff projected that sponsorship and federal grant targets, for all 2018 events, reach approximately \$425,000. This amount is approximately 20% of the overall budget. With a reduction of City funding and the program's change in scope, we can expect the sponsorship target to be decreased accordingly.

In 2017, the City's major festivals, as part of the Richmond Canada 150 program, were supported by numerous corporate partnerships and federal grants totalling \$411,260 in cash and budget relief value in-kind. An additional \$54,600 federal grant was received Building Communities Through Arts & Heritage Fund via the Richmond Arts Coalition for the Maritime Festival.

Federal grants were also received from the Celebrate Canada Fund and the Canada 150 Fund. The City's Corporate Partnerships section secured sponsorship with Coast Capital Savings, YVR, RE/MAX, Port of Vancouver, TD Bank, Lansdowne, Kidtropolis, Ikea, Cowell Auto Group, Kins Farm Market, Tangerine, River Rock, Polygon Homes, Translink, Japan Airlines, JTB International, Dueck GM, SunLife Financial, Townline, OceanSpray, Canadian Western Bank, Fraser Surrey Dock, CF Richmond Centre, KPU, Sheraton Vancouver Airport, Vancity, Richberry Group, and Mayberry Farms.

In addition, the festivals secured media partnerships with CTV, Richmond News, Georgia Straight, Z95, KissFM, QMFM, Virgin Radio, 102.7 the Peak, Daily Hive, and Miss604.

Financial Considerations

The original program plan for Major Events in 2018 required a budget of \$1,510,000. This amount was approved by Council during the 2017 budget process from the Rate Stabilization Account. With a total City-funded budget of \$1,510,000, the total Major Events budget, including sponsorship, earned revenue and grants, is estimated at \$2,088,350.

At the Canada 150 Steering committee meeting held November 27, 2017, it was recommended that the total City funding for Major Events in 2018 be cut back to \$1,000,000. However, staff recommend that should Council support the decreased scope as recommended by the Steering Committee that Council consider a \$70,000 increase to the Richmond Canada Day budget in order to deliver a safe and professional event. This would bring the Steering Committee recommended scope budget to \$1,070,000.

In addition, at the December 20, 2017, Parks, Recreation, and Cultural Services Committee meeting, a referral was made to have the City produce the Richmond Cherry Blossom Festival and include the event in the 2018 major events program. Should this event be endorsed, staff recommend that an increase of \$25,000 be included in the budget to support the event. This would bring the Steering Committee recommended scope budget to \$1,095,000.

Should Council approve a City-funded budget of \$1,095,000, the total Major Events budget, including scaled back sponsorship targets, earned revenue and grants, is estimated at \$1,527,600 (see table below and Attachment 1 for further details).

EVENT/PROJECT	Original 2018 City Funding Approved Budget for Major Events	Canada 150 Steering Committee Recommended 2018 City Funding for Major Events
Children's Arts Festival	\$ 75,000	\$ 70,000
Cherry Blossom Festival	\$0	\$25,000
Richmond Canada Day in Steveston	\$ 350,000	\$ 180,000*
Maritime & Wooden Boat Festival	\$ 400,000	\$ 200,000
Sunset Series at the Olympic Oval Plaza	\$ 25,000	\$0
Richmond World Festival	\$ 400,000	\$ 400,000
Harvest Fest	\$ 160,000	\$0
City-wide marketing campaign	\$ 85,000	\$ 85,000
City branded shared resources	\$ 15,000	\$ 15,000
Program Contingency	\$0	\$50,000
*In order to meet the steering committee recommended scope for Canada Day, staff recommend an additional \$70,000 be added to the budget		*\$70,000
TOTAL	\$ 1,510,000	\$ 1,095,000

Financial Impact

None

Conclusion

The proposed schedule of events for 2018 continues the City's tradition of providing numerous opportunities for people to celebrate and engage with their community. Richmond has become a leader in Metro Vancouver when it comes to offering free or low cost festivals to its residents and the attendance and feedback shows this.

The events support the City's Council Term Goal of creating a vibrant, active and connected city. Over the past few years, each event was well attended, strongly supported through corporate sponsorships, created meaningful community partnerships, provided numerous volunteer opportunities and received significant positive public feedback.



Bryan Tasaka
 Manager, Major Events and Film
 (604-276-4320)

Att. 1: 2018 Summary Budget for Major Events

2018 Summary Budget for Major Events

Updated: January 5, 2018

VERSION #1: STAFF'S ORIGINAL SUBMISSION BASED ON A \$1,510,000 BUDGET											
REVENUE	Children's Arts Festival	Cherry Blossom Festival	Richmond Canada Day in Steveston	Maritime & Wooden Boat Festival	Sunset Series at the Oval	World Festival	Harvest Fest	City-wide Event Marketing Campaign	City Branded Assets	Contingency	TOTAL
City funding: Approved from 2017 budget	\$ 75,000	\$ -	\$ 350,000	\$ 400,000	\$ 25,000	\$ 400,000	\$ 160,000	\$ 85,000	\$ 15,000		\$ 1,510,000
City - Arts Dept.	\$ 42,000										\$ 42,000
Richmond Olympic Oval					\$ 25,000						\$ 25,000
Sponsorship: Target based on previous years	\$ 30,000		\$ 75,000	\$ 60,000		\$ 150,000	\$ 50,000				\$ 365,000
Federal Grants: Anticipated based on previous years			\$ 10,000	\$ 50,000							\$ 60,000
Other Revenue: Ticket sales, exhibitor fees, etc.	\$ 40,100		\$ 7,000	\$ 1,700		\$ 36,800	\$ 750				\$ 86,350
TOTAL EVENT REVENUE:	\$ 187,100	\$ -	\$ 442,000	\$ 511,700	\$ 50,000	\$ 586,800	\$ 210,750	\$ 85,000	\$ 15,000	\$ -	\$ 2,088,350
EXPENSES:											
Programming (e.g., artists, instructors, workshops, speakers, etc.)	\$ 50,800		\$ 107,799	\$ 140,000	\$ 25,000	\$ 150,000	\$ 30,000				\$ 503,599
Production	\$ 83,044		\$ 199,569	\$ 203,639	\$ 5,000	\$ 248,657	\$ 91,881				\$ 831,790
Safety & Security (e.g., first aid, security, traffic, etc.)	\$ 6,550		\$ 51,148	\$ 14,400	\$ 1,500	\$ 53,000	\$ 18,750				\$ 145,348
Feature Zones	\$ 10,700		\$ 10,390	\$ 73,000	\$ 5,000	\$ 20,812	\$ 23,300				\$ 143,202
Marketing & Signage	\$ 26,646		\$ 24,782	\$ 24,186	\$ 7,500	\$ 35,952	\$ 27,224	\$ 85,000	\$ 15,000		\$ 246,290
Volunteer & Sponsor Hosting	\$ 5,561		\$ 19,422	\$ 13,675	\$ 1,000	\$ 24,879	\$ 8,895				\$ 73,432
Contingency	\$ 3,799		\$ 28,890	\$ 42,800	\$ 5,000	\$ 53,500	\$ 10,700				\$ 144,689
TOTAL EXPENSES	\$ 187,100	\$ -	\$ 442,000	\$ 511,700	\$ 50,000	\$ 586,800	\$ 210,750	\$ 85,000	\$ 15,000	\$ -	\$ 2,088,350

VERSION #2: REVISED SUBMISSION BASED ON A \$1,095,000 BUDGET

REVENUE	Children's Arts Festival	Cherry Blossom Festival	Richmond Canada Day in Stoveston	Maritime & Wooden Boat Festival	Sunset Series at the Oval	World Festival	Harvest Fest	City-wide Event Marketing Campaign	City Branded Assets	Contingency	TOTAL
City Funding	\$ 70,000	\$ 25,000	\$ 250,000	\$ 200,000	\$ -	\$ 400,000	\$ -	\$ 85,000	\$ 15,000	\$ 50,000	\$ 1,095,000
City - Arts Dept.	\$ 42,000										\$ 42,000
Richmond Olympic Oval											
Sponsorship: Target based on previous years	\$ 30,000		\$ 75,000	\$ 40,000		\$ 150,000					\$ 295,000
Federal Grants: Anticipated based on previous years			\$ 10,000	\$ 50,000							\$ 60,000
Other Revenue: Ticket sales, exhibitor fees, etc.	\$ 40,100		\$ 7,000	\$ 1,700		\$ 36,800					\$ 85,600
TOTAL EVENT REVENUE:	\$ 182,100	\$ 25,000	\$ 342,000	\$ 291,700	\$ -	\$ 586,800	\$ -	\$ 85,000	\$ 15,000	\$ 50,000	\$ 1,527,600
EXPENSES:											
Programming (e.g., artists, instructors, workshops, speakers, etc.)	\$ 45,800	\$ 3,000	\$ 85,000	\$ 60,000		\$ 150,000					\$ 343,800
Production	\$ 83,044	\$ 7,500	\$ 155,000	\$ 120,000		\$ 248,657					\$ 614,201
Safety & Security (e.g., first aid, security, traffic, etc.)	\$ 6,550	\$ 2,500	\$ 50,000	\$ 13,000		\$ 53,000					\$ 125,050
Feature Zones	\$ 10,700	\$ 3,000	\$ 8,000	\$ 50,000		\$ 20,812					\$ 92,512
Marketing & Signage	\$ 26,646	\$ 6,500	\$ 19,000	\$ 20,000		\$ 35,952		\$ 85,000	\$ 15,000		\$ 208,098
Volunteer & Sponsor Hosting	\$ 5,561	\$ 500	\$ 10,000	\$ 9,300		\$ 24,879					\$ 50,240
Contingency	\$ 3,799	\$ 2,000	\$ 15,000	\$ 19,400		\$ 53,500				\$ 50,000	\$ 143,699
TOTAL EXPENSES	\$ 182,100	\$ 25,000	\$ 342,000	\$ 291,700	\$ -	\$ 586,800	\$ -	\$ 85,000	\$ 15,000	\$ 50,000	\$ 1,527,600