



City of Richmond

Report to Committee

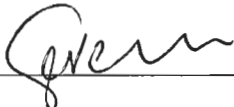


To: General Purposes Committee **Date:** March 18, 2019
From: Jane Fernyhough **File:** 11-7400-01/2019-Vol
 Director, Arts, Culture and Heritage Services 01
Re: **Proposed Plan for Major Events and Programs in 2020**

Staff Recommendations

1. That the Major Events and Programs for 2020 as outlined in the staff report titled "Proposed Plan for Major Events and Programs in 2020" dated March 18, 2019, from the Director, Arts, Culture and Heritage Services, be approved; and
2. That the expenditures totaling \$1,814,300 for Major Events and Programs in 2020, of which \$1,345,000 is funded from the Rate Stabilization Account and \$469,300 funded from projected sponsorships and earned revenue, be included in the amended Consolidated 5 Year Financial Plan (2019–2023).

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

Att. 1

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

Staff Report

Origin

At the City Council meeting of January 15, 2018, Council approved a Terms of Reference and appointed a Major Events Advisory Group (MEAG) to provide input into the types of major events to be produced by the City. The Terms of Reference for MEAG is to provide recommendations on the annual event program which will allow staff to submit a report to Council through the General Purposes Committee and prepare a submission to the annual budget process. MEAG consists of Councillors' Day and Au (Co-Chairs), Loo and Steves, and staff, who have conducted a series of meetings to review the Major Event Program for 2020.

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

On January 22, 2019, staff presented the Major Events Advisory Group with the 2020 proposed program for events and festivals. The program included the following:

- 1. Children's Arts Festival** (February 17–21)
A festival dedicated to children that opens on Family Day and features numerous performances, art activities, and workshops, and ends with four days of school group programs.
Attendance (projected): 8,000 **Venue:** Richmond Cultural Centre
Target Audience: Children aged 3-12; surrounding school districts
- 2. Richmond Cherry Blossom Festival** (April 5, tentative date)
Set amongst the 255 cherry trees in Garry Point Park, this festival will feature a variety of Japanese performances, kite flying, activities and food. The festival will include mini-workshops where participants can learn the art of bonsai, origami, ikebana, traditional tea ceremony and more. The artistic direction for the festival is led by representatives of the local Japanese community.
Attendance (projected): 3,500 **Venue:** Garry Point Park
Target Audience: All ages; local community
- 3. Doors Open** (June 6–7)
Doors Open is one of Metro Vancouver's largest celebrations of heritage, arts and culture. Doors Open offers visitors a free opportunity to explore 40+ sites showcasing the richness and depth of Richmond's history and culture.
Attendance (projected): 16,000 **Venue:** various locations throughout the city
Target Audience: All ages; local community

4. **Steveston Salmon Festival** (July 1)

A Canada Day celebration featuring festival programming throughout the Village, a headline concert, parade, salmon bake, exhibitors and artisans, kids zone, street hockey, and a fireworks finale. The festival will be organized in partnership with the Salmon Festival organizers.

Attendance (projected): 80,000 **Venue:** Steveston Village

Target Audience: All ages; local community

5. **Richmond Maritime Festival** (July 25–26)

This two day festival will celebrate the City's maritime heritage using both Britannia Shipyard National Historic Site and the docks at Imperial Landing. Wooden boats would moor at Britannia and the larger modern boats (e.g., Navy vessels, tug boats, tall ships [i.e., Adventurous]) would dock at Imperial Landing. The festival will showcase local performing artists and artisans. Exhibits will include various boat building demonstrations in collaboration with the Britannia Heritage Shipyard Society. The Richmond Arts Coalition will assist in programming local artists.

Attendance (projected): 40,000 **Venue:** Britannia Shipyard & Imperial Landing

Target Audience: All ages; Metro Vancouver residents; tourists

6. **Farm Fest at the Garden City Lands** (August)

The Farm Fest at the Garden City Lands is a nostalgic farmers market that celebrates Richmond's connection to agriculture, provides educational opportunities on agricultural and gardening practices, and connects residents to the Garden City Lands. In addition to the farmers and artisans marketplace, festival highlights will include agricultural demonstrations, farm equipment displays, educational exhibits, and an interpretive wagon ride. The Farm Fest will celebrate Richmond's farming heritage, provide learning opportunities for community members, strengthen collaboration between local food system stakeholders, and provide opportunities for community building in the City Centre.

Attendance (projected): 6,000 **Venue:** Garden City Lands

Target Audience: All ages; Metro Vancouver residents

7. **Richmond World Festival** (Sept 4–5)

A two day festival at Minoru Park featuring over 140 performances on nine stages including international headliners. The World Festival will showcase over 80 artisans and vendors and 50 food trucks in the FEASTival of Flavours. The Culinary Stage features cooking demonstrations by local chefs and Cinevolution produces the Digital Carnival zone. The award winning World Festival is a top tourist event for the City that has a strong regional appeal and can also be leveraged through a partnership with Tourism Richmond. Community partnerships include Richmond Public Library, Cinevolution, the local African community, and the Vancouver Cantonese Opera Society.

Attendance (projected): 60,000 **Venue:** Minoru Park

Target Audience: All ages; Metro Vancouver residents; tourists

8. **Neighbourhood Celebration Grant Program**

Neighbourhoods are the cornerstone of Richmond's communities. They are the natural spaces for building healthy, vibrant, trusting, and resilient communities.

The Neighbourhood Celebration Grant Program is designed to facilitate the hosting of high quality, grassroots events in neighbourhood parks thus building a sense of neighbourhood pride and identity.

The City would provide opportunities for residents, community groups and Parent Advisory Committees to submit proposals for the hosting of community-building events in their neighbourhood. The City would collaborate with event organizers to provide a base level of resources to support each selected event (e.g., event leader(s), permits, tents, water stations, equipment). Event organizers would be responsible for event programming, acquiring additional resources, and mobilizing neighbours.

The Major Events Advisory Group (MEAG) would provide direction on the eligibility and selection criteria for this program. The resources made available and the number of events to be selected, would be determined by the MEAG.

The benefits of this program include promoting resident interaction; strengthening community connections while building a sense of ownership and neighbourhood pride; connecting residents with their local streets, parks and green spaces; providing the community with the resources to host a high quality community building event; and providing an opportunity for community members to gain experience organizing grassroots events.

9. City-wide Event Marketing Campaign Program and City Branded Assets

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 as part of the major event program. The comprehensive marketing campaign promotes all of the major events to the region through the major media outlets (e.g., TV, radio stations and online blogs). The City-branded assets allow the events to properly recognize the City as the producer of the event, promote sponsors correctly and support the events infrastructure.

Recommendations by the Major Events Advisory Group

On January 22, 2019, the Major Events Advisory Group reviewed the proposed festival program and recommended the following:

1. That the 2020 program include the same schedule of events as presented by staff, including the Children's Arts Festival, Cherry Blossom Festival, Doors Open, Steveston Salmon Festival, Maritime Festival, Farm Fest at Garden City Lands, World Festival, Neighbourhood Park Celebration Grants and City-wide Event Marketing Campaign Program and City Branded Assets; and
2. That the funding for the event program remains at the same funding levels as the 2019 program (see Table 1).

Table 1: Program Budget Summary

PROPOSED EVENTS & PROGRAMS	2019 City Funding <i>Approved</i>	Major Events Advisory Group Recommended 2020 City Funding	2020 Projected Sponsorship, Grants & Earned Revenue	TOTAL: Event Budget
Children's Arts Festival	\$ 75,000	\$ 75,000	\$90,000	\$165,000
Cherry Blossom Festival	\$35,000	\$35,000	\$0	\$35,000
Doors Open Richmond	\$20,000	\$20,000	\$14,300	\$34,300
Steveston Salmon Festival (in partnership)	\$ 250,000	\$ 250,000	\$105,000	\$355,000
Richmond Maritime Festival	\$300,000	\$300,000	\$95,000	\$395,000
Farm Fest	\$40,000	\$40,000	\$15,000	\$55,000
Richmond World Festival	\$ 400,000	\$ 400,000	\$150,000	\$550,000
Neighbourhood Celebration Grant Program	\$75,000	\$75,000	\$0	\$75,000
City-wide marketing campaign	\$ 85,000	\$ 85,000	\$0	\$85,000
City branded shared resources	\$ 15,000	\$ 15,000	\$0	\$15,000
Program Contingency	\$50,000	\$50,000	\$0	\$50,000
TOTAL PROGRAM BUDGET	\$1,345,000	\$1,345,000	\$469,300	\$1,814,300

A summary of the City funding from 2016 to the proposed 2020 budget is detailed in Attachment 1.

Post-Event Evaluation

Through feedback from a recent art strategy survey and community engagement, free public events were considered one of the top priorities from Richmond residents. Also, exit surveys taken at the Maritime Festival and World Festival in 2018 were extremely positive with an average of 94% of respondent rating the festivals as very good to excellent.

The success of the City's festival program can also be evaluated based on overall attendance and sponsorship sales totals. In 2018, attendance for the City's festival program exceeded 200,000 people and sponsorship sales were in excess of \$300,000. These two figures speak to the popularity for free community festivals and the satisfaction level of the festival's corporate partners for the program.

The Canadian Event Industry Awards recognized the inaugural 2015 edition of the Richmond World Festival as the Best Public Entertainment Event in Canada. The World Festival is currently nominated for Best Festival in Canada with winners to be announced on March 28th.

For 2019, staff will continue to collect exit surveys for the major festivals and explore options to measure economic impact. At the end of the festival season, staff will meet with the Major Events Advisory Group to review the outcome of each event, the impact the event had on the community, and discuss if any changes are required to the overall scope of the event. This feedback will inform staff's recommendation for the festival program in the future years.

Options to Reduce Proposed Event Program

Should Council wish to reduce the festival program for 2020, the following actions could be considered (along with the associated budget reduction):

- 1. Neighbourhood Celebration Grant Program**
 - a. Cancel the program (\$75,000)
- 2. Cherry Blossom Festival**
 - a. Cancel the City's funding support (\$35,000)
- 3. Steveston Salmon Festival:**
 - a. Cancel the fireworks (\$30,800)
 - b. Cancel all stage programming (Gulf of Georgia, Tram and Museum) and roving performances that were added as part of the Richmond Canada Day in Steveston and only support Salmon Festival with site production and marketing. (\$90,000)
- 4. Richmond Maritime Festival:**
 - a. Cancel the previously approved expansion to Imperial Landing and revert back to the 2018 model (\$100,000)
 - b. Scale the festival to a one day event (\$70,000)
- 5. Farm Fest at the Garden City Lands:**
 - a. Cancel the funding support (\$40,000)
- 6. Richmond World Festival:**
 - a. Reduce the festival to a one day event (\$100,000)

Any changes to the proposed program should consider the City's current relationships with sponsors. For example, reducing the World Festival to a one day event will result in a decrease in sponsorship revenue. In addition, most of the festivals have developed strong partnerships with various community groups (e.g., Salmon Festival Society, BC Wakayama Kenjin-Kai, Richmond Arts Coalition, Britannia Heritage Shipyard Society, Cinevolution, etc.).

Comparison to Neighbouring Communities:

According to a recent scan of 2018 events, festival budgets varied between communities. The following table shows an approximate total budget for each event that includes city funding,

sponsorship sales totals, and other revenue sources (e.g., ticket sales, grants, vendor commissions, etc.).

Event	Surrey	Coquitlam	Abbotsford	Burnaby	Richmond
Canada Day	\$550,000	\$241,000	\$135,000	\$200,000	\$325,000
Cultural Festival	\$780,000	\$180,000	n/a	\$450,000	\$550,000
Other Festivals	\$435,000	\$110,000	\$4,000	\$120,000	\$527,500
TOTAL	\$1,765,000	\$531,000	\$139,000	\$770,000	\$1,402,500

Inflationary Pressures on Program Budget:

Staff are not recommending an increase to the 2020 program relative to the 2019 program budget as directed by the Major Events Advisory Group during the January 22, 2019 meeting. However, inflationary pressures related to minimum wage and higher crowd safety requirements will impact the festival program.

In February 2018, the provincial government announced incremental increases to the minimum wage every year until 2021. Since 2017, the minimum wage rate will rise from \$11.35 per hour to \$14.60 per hour in 2020 – a 29 per cent increase.

The schedule for general minimum wage is as follows:

- June 1, 2018 – \$12.65 per hour
- June 1, 2019 – \$13.85 per hour
- June 1, 2020 – \$14.60 per hour
- June 1, 2021 – \$15.20 per hour

The events’ budgets will be impacted by the minimum wage increase as a significant amount of event expenses are labour related. Specifically, the festival’s contractors for event security, first aid, traffic management, production crew and stage technicians will be directly impacted; and rental pricing for tenting, toilets, electrical distribution, fencing, audio and lighting and mobile stage—which all rely heavily on labour—will increase as well. A general increase to all costs of goods and food services required for each festival is anticipated.

In addition to the wage increase, the City’s major festivals now require an increased level of safety precautions due to recent global events. Canada Day, for example, requires large City vehicles to be placed at all arteries into the festival site for the day; more traffic control to improve traffic flow; and security deployment to manage the large crowds.

A static budget will not address each festival’s natural growth in attendees. New events like the Cherry Blossom Festival, Farm Fest and World Festival, that continue to attract significantly more people each year, require additional production and safety costs to address the demands of larger crowds. The 2018 festivals were already impacted by the wage increase that took effect on June 1, 2018. The 2019 events will be impacted further and staff will need to adjust programming to address the changes.

Without an increase to the 2020 event budget, the scope of each festival will be reduced accordingly. For example, performance opportunities for artists could decrease and certain

activations may be eliminated. As a result, the overall event experience for the attendees may be impacted.

RCMP Deployment at City Produced Festivals:

City festivals all require varying levels of RCMP presence. For smaller festivals like Farm Fest and the Cherry Blossom Festival, RCMP are made aware of the event but do not specifically deploy members to be on-site for the duration of the event. Mid-sized events like the Maritime Festival require a small deployment of officers. The World Festival and Steveston Salmon Festival require a much larger deployment including the setup of an RCMP command centre. The Salmon Festival also requires an additional deployment of RCMP officers to assist with traffic management during the parade and egress after the fireworks.

RCMP costs associated with each event have historically been covered through the RCMP's operating budget and staff anticipates that this will be the case for the 2019 and 2020 festivals. Staff will monitor RCMP overtime and resource deployment at each festival and ensure controls are in place to maintain consistent level of service as in previous years.

Corporate Partnerships, Federal Grants and Earned Revenue

Each event relies on its sponsorship revenue, grant funding and earned revenue to deliver the proposed project scope and quality programming. Based on the original list of proposed events, staff project that sponsorship, federal grants and earned revenue targets, for all 2020 events, will reach approximately \$469,300. This amount is approximately 25 per cent of the overall budget. Should these revenues not meet projected targets, the event's scope and budgets will be adjusted accordingly.

Community partnerships have also resulted in additional festival funding. Specifically, the partnership between the Richmond Arts Coalition and the Richmond Maritime Festival has resulted in \$363,800 over the past eight years. The City's partnership with the Steveston Salmon Festival for Canada Day will allow sharing of resources and pooling of earned revenue. And the partnership with Cinevolution and the Vancouver Cantonese Opera Society provides this City with a professional level of artist coordination for no cost.

Financial Impact

The financial impact will be \$1,345,000 which is proposed to be funded through the Rate Stabilization Account and that the amended Consolidated 5 Year Financial Plan (2019–2023), be updated accordingly.

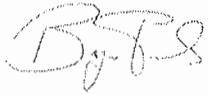
Conclusion

The proposed schedule of events for 2020 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.

March 18, 2019

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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.

A handwritten signature in black ink, appearing to read "B. Tasaka".

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

Att. 1: Five Year Funding Summary (2016 – 2020)

Five Year Funding Summary (2016-2020)

The following table details the City, sponsorship and grant funding levels since 2016:

	2016	2017	2018	2019	2020 (proposed)
CHILDREN'S ARTS FESTIVAL					
City Funding	\$ 60,000	\$ 70,000	\$ 75,000	\$ 75,000	\$ 75,000
Sponsorship	\$ 27,000	\$ 23,000	\$ 28,000	\$ 33,750	\$ 30,000
Total	\$ 87,000	\$ 93,000	\$ 103,000	\$ 108,750	\$ 105,000
CHERRY BLOSSOM FESTIVAL					
City Funding		\$ 10,000	\$ 25,000	\$ 35,000	\$ 35,000
Total		\$ 10,000	\$ 25,000	\$ 35,000	\$ 35,000
DOORS OPEN					
City Funding				\$ 20,000	\$ 20,000
City Funding (from department budgets)	\$ 13,615	\$ 14,245	\$ 7,680	\$ 7,000	\$ 7,000
Federal Grant	\$ 4,100	\$ 3,600	\$ 2,700	\$ 2,500	\$ 2,300
Sponsorship	\$ 1,500	\$ 500	\$ 5,000	\$ 5,000	\$ 5,000
Total	\$ 19,215	\$ 18,345	\$ 15,380	\$ 34,500	\$ 34,300
CANADA DAY (Ships to Shore 2013-2016; Richmond Canada Day in Steveston 2017-2018); merged with SalmonFest 2019)					
City Funding	\$ 180,000	\$ 365,000	\$ 250,000	\$ 250,000	\$ 250,000
Sponsorship	\$ 25,000	\$ 53,000	\$ 75,000	\$ 105,000	\$ 105,000
Total	\$ 205,000	\$ 418,000	\$ 325,000	\$ 355,000	\$ 355,000
MARITIME FESTIVAL					
City Funding	\$ 205,000	\$ 380,000	\$ 200,000	\$ 300,000	\$ 300,000
Federal Grant	\$ 43,200	\$ 54,600	\$ 52,700	\$ 55,000	\$ 55,000
Sponsorship	\$ 47,400	\$ 40,000	\$ 39,500	\$ 60,000	\$ 40,000
Total	\$ 295,600	\$ 474,600	\$ 292,200	\$ 415,000	\$ 395,000
FARM FEST (Harvest Fest in 2017)					
City Funding		\$ 150,000	\$ 28,000	\$ 40,000	\$ 40,000
Sponsorship		\$ 16,452	\$ 4,500	\$ 15,000	\$ 15,000
Total	\$ -	\$ 166,452	\$ 32,500	\$ 55,000	\$ 55,000
WORLD FESTIVAL					
City Funding	\$ 230,000	\$ 300,000	\$ 400,000	\$ 400,000	\$ 400,000
Sponsorship	\$ 115,000	\$ 133,000	\$ 151,500	\$ 150,000	\$ 150,000
Total	\$ 345,000	\$ 433,000	\$ 551,500	\$ 550,000	\$ 550,000
SHIPS TO SHORE - KING OF THE SEA					
City Funding		\$ 695,000			
Sponsorship		\$ 34,375			
Total		\$ 729,375			
NEIGHBOURHOOD GRANT PROGRAM					
City Funding		\$ 150,000		\$ 75,000	\$ 75,000
Total		\$ 150,000	\$ -	\$ 75,000	\$ 75,000
SUPPORT SERVICES					
Marketing	\$ 50,000	\$ 150,000	\$ 85,000	\$ 85,000	\$ 85,000
Shared Event Assets	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Program Contingency		\$ 200,000	\$ 50,000	\$ 50,000	\$ 50,000
Total	\$ 65,000	\$ 365,000	\$ 150,000	\$ 150,000	\$ 150,000

CANADA 150 SPECIFIC EVENTS

Pioneer Luncheon	\$	60,000				
Music in the Plaza	\$	30,000				
Additional 150 Projects	\$	75,000				
Specialized Services	\$	250,000				
	\$	415,000				

TOTAL	\$	1,016,815	\$	3,272,772	\$	1,494,580	\$	1,778,250	\$	1,754,300
TOTAL CITY FUNDING (from Rate Stabilization Fund)	\$	740,000	\$	560,000	\$	1,128,000	\$	1,345,000	\$	1,345,000
FUNDING VIA: Council Community Initiative Fund			\$	2,095,000						

NOTES:

1. Base level funding for each event was through the Rate Stabilization Fund; except for the Richmond Canada 150 program in 2017 which received \$2,095,000 in funding from the Council Community Initiative Fund.
2. The 2017 Cherry Blossom Festival was funded through the Richmond Canada 150 Celebration Grant program.
3. Figures shown in italics are estimates or requested amounts