



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee **Date:** June 12, 2017

From: Mike Redpath, Senior Manager, Parks **File:** 11-7000-01/2017-Vol 01




Re: Ships to Shore – *King of the Sea* Festival 2017

Staff Recommendation

1. That the staff report titled “Ships to Shore – *King of the Sea* Festival 2017,” dated June 12, 2017, from the Senior Manager, Parks, be received for information.
2. That a “thank you” letter be sent to the Japanese Agency of Maritime Education and Training for Seafarers for the 2017 visit of the Kaiwo Maru and extend an invitation for future visits to Richmond.
3. That a “thank you” letter be sent to the Community Advisory Committee members and team lead volunteers, as identified in Attachment 1.

Mike Redpath
 Senior Manager, Parks
 (604-247-4942)

Att. 1

REPORT CONCURRENCE	
CONCURRENCE OF GENERAL MANAGER 	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 
APPROVED BY CAO 	

Staff Report

Origin

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

The purpose of this report is to provide a summary of the Ships to Shore – *King of the Sea* Festival that was held May 5 to 7, 2017. An estimated 75,000 people visited Garry Point Park over the course of the weekend to participate in the event.

Kaiwo Maru

After a month long journey from Japan, the Kaiwo Maru arrived in Richmond on Wednesday, May 3, 2017, and was greeted by Mayor and Councillors, Taiko Drummers, local school children waving flags and other local residents.

Captain Masaki Umatani, on his third visit to Richmond, was pleased that the ship was able to travel by sail, rather than motor, for the majority of their 28 day trip to Richmond. The Kaiwo Maru is a sail training vessel from the Japanese Agency of Maritime Education and Training for Seafarers (JMETS), an organization that trains future navigators and engineers. At 361-feet long, 182-feet high, and with 36 sails totally nearly 30,000 square feet, it is one of the largest tall ships in the world. The Kaiwo Maru's complement is comprised of approximately 170 people, including 106 cadets.

On Thursday, May 4, 2017, the City of Richmond was pleased to host the cadets and crew for a tour of Richmond and the Metro Vancouver area. The cadets and crew visited the Richmond Olympic Experience at the Richmond Olympic Oval, Stanley Park, Granville Island and the Capilano Suspension Bridge. The Kaiwo Maru also generously welcomed delegates from the *3rd Joint Ministerial Conference of the Paris and Tokyo MOUs on Port State Control*, hosted by Transport Canada, onboard for a special tour in advance of the festival.

The captain, crew and cadets were active participants in the three day Ships to Shore – *King of the Sea* Festival, prior to departing on Monday, May 8, 2017, for their 35 day return voyage to Japan.

Ships to Shore – King of the Sea Festival Program Highlights

An estimated 75,000 people visited the Ships to Shore – *King of the Sea* Festival over the three days. The event demonstrated Garry Point Park to be a successful venue for hosting a significant tall ship and a major maritime festival.

Program highlights from the festival include:

- Fully subscribed online, pre-booked boarding passes that allowed thousands of local residents aboard the ship. Thousands more viewed from the dock and the shore;
- Fully subscribed online, pre-booked school tours on Friday, May 5, 2017, that allowed 600 students from Richmond schools the once in a lifetime opportunity to board the Kaiwo Maru. Hundreds of other students viewed the ship from the dock and the shore;
- Fully subscribed, on-line, pre-booked paddlewheel boat tours that offered a narrated tour of the Steveston Cannery Chanel, from Britannia Shipyards to Garry Point Park, as well as a waterside view of the Kaiwo Maru;
- The Saturday afternoon sail drill that was a festival highlight and drew a crowd Captain Umatami reported was the largest he had ever seen attend a sail drill for the Kaiwo Maru. Special guest appearances during the drill included the Canadian Coast Guard surveillance plane, which flew over in salute, and the Canadian Coast Guard hovercraft;
- Two stages that offered a range of music and performances throughout the weekend, capped off on Saturday evening with headliner Alan Doyle and the Beautiful Gypsies followed by fireworks;
- A Kids Cove area that was well attended and included a stage featuring children's entertainers, crafts and a free play area;
- Fifteen food trucks which provided revenue that offset the costs of providing meals for volunteers throughout the weekend;
- A small carnival, featuring 10 rides, which provided entertainment and 12 community vendors that offered merchandise for sale, both of which generated revenue to help support the festival;
- The debut of the Richmond Canada 150 Pavilion;
- A variety of community partners participating in the event, including Fraser River Discovery Centre, Metro Vancouver Regional Parks, Active Transportation Community, City of Richmond Environmental Programs, RCMP, Richmond Carver's Society, Tourism Richmond, Royal Canadian Marine Search and Rescue (RCMSAR), Britannia Heritage Shipyard Society, Gulf of Georgia Cannery, Nikkei Centre, Steveston Historic Society and Steveston Japanese Language School; and
- Additional special guests at the festival including delegates from Richmond's Sister City, Wakayama City and Asako Okai, the Consul General of Japan.

Volunteers

Volunteers were engaged at every level of festival development and delivery. Volunteer highlights include:

- The Community Advisory Committee which started meeting in 2016 and contributed their programming expertise, helping to build connections with others to support the event (Attachment 1);

- Team lead volunteers who took a leadership role in recruiting, training and coordinating volunteers;
- A hundred program volunteers who contributed 1,000 volunteer hours the weekend of the festival; and
- Fifty-five Green Ambassador volunteers who contributed over 600 hours over the weekend of the festival.

Transportation and Security

The City of Richmond's Transportation and Community Safety Departments, in addition to Translink, the RCMP and the Royal Canadian Marine Search and Rescue (RCMSAR), contributed to an effective transportation and security plan. No significant transportation or security issues were reported throughout the weekend.

Active and public transportation were promoted as the best way to get to the festival site. Highlights include:

- The Bike Valet, sponsored by TransLink and run by Better Environmentally Sound Transportation, which provided a safe, secure way for people to park their bikes at the festival. Over the weekend, 1,382 festival visitors checked their bikes into the valet;
- TransLink added additional buses and modified bus routes throughout the weekend to better serve festival attendees and local residents; and
- Free shuttle buses, running all three festival days, from Garry Point Park to Lord Byng Elementary and then from Lord Byng Elementary to Lansdowne Mall.

Communications and Marketing

Ships to Shore was supported by a comprehensive six-week multi-media marketing campaign that included print, television, radio, outdoor, online and social media advertising in both English and Chinese-language mediums. Through media sponsorships, the total value of the advertising campaign from paid advertising, promotional and editorial support was more than \$90,000.

Additional earned media value through news coverage on CTV, The Weather Network, CBC, international travel media and various local newspapers and websites is estimated at \$25,000. The combined total of earned media and advertising value represents a return on investment ratio in excess of 3:1 for the City's marketing spending.

Ships to Shore also made significant use of online and social media for promotional purposes. Highlights include:

- A total of 42,800 visits to the Ships to Shore website;
- A 21 per cent increase in followers to the Richmond Canada 150 Facebook page over the weekend;
- A 40 per cent increase in followers on the Richmond Canada 150 Instagram;
- Over 95,000 impressions from Facebook posts;
- Over 7,000 Instagram impressions;

- Over 2,000 images posted to Instagram using various hashtags (#shiptoshore #shiptosky #shiptoshore2017 #shiptoshoresteveston etc); and
- Hundreds of tweets and retweets about the event.

Sponsorship

In addition to media sponsorship, over \$36,000 of sponsorship revenue was generated to support the event. Sponsors included presenting sponsor RE/MAX, fireworks sponsor Polygon Homes, and community sponsors Tangerine, River Rock Casino Resort, JTB International, Japan Airlines Worldwide, United Rentals and TransLink.

Media sponsors included CTV, 103.5 QM/FM, Richmond News and The Georgia Straight.

Sustainability

The Ships to Shore – *King of the Sea* Festival was produced following the recommendations set by the *Richmond Sustainable Event Toolkit*. The sustainability commitment statement for the festival was:

Ships to Shore is committed to fostering positive environmental, social and economic impacts for current and future generations within the local and international community.

Sustainability highlights include:

- Richmond's Green Ambassadors to help festival goers properly dispose of their waste. With the Green Ambassador's support, our waste diversion target of 80 per cent was achieved;
- Mandatory compostable, environmentally friendly food service items for all food vendors;
- Portable water stations for the duration of the festival;
- Public and active transportation that was well promoted and used, as detailed above;
- Physical accessibility was maximized with the support of volunteers from the Richmond Centre for Disabilities;
- The development and implementation of a comprehensive safety and security plan that ensured festival goers enjoyed a safe environment on the dock and throughout the festival site;
- The recruitment of local volunteers and providing them engaging volunteer opportunities at every level of the event;
- Using local vendors and contractors; and
- Delivering the event efficiently and on budget through responsible procurement, sponsorships, and revenue sharing with vendors.

Financial Impact

None.

Conclusion

As the first major festival of the 2017 Canada 150 series of events, the Ships to Shore – *King of the Sea* Festival was well attended, and well received by the community. It supported Council's guiding principles for Canada 150 by tying the past with the future, showcasing Richmond and being inclusive, sustainable and coordinated.



Marie Fenwick
Manager, Parks Programs
(604-244-1275)

Att. 1: Ships to Shore – *King of the Sea* Community Advisory Committee Members and Invitees

Ships to Shore – *King of the Sea* Community Advisory Committee Members and Invitees

Britannia Heritage Shipyard Society
Steveston Japanese Canadian Cultural Centre
Gulf of Georgia Society
Nikkei Centre
Steveston Buddhist Temple
Steveston Historical Society
Steveston Community Centre
Steveston Merchants Association
Steveston Harbour Authority
Royal Canadian Marine Search and Rescue
Vancouver Maritime Museum
Ships to Shore Volunteer Team Leads
Tourism Richmond
Youth (Represented by Steveston Community Centre Youth Coordinator)
Wakayama Kenjin Kai
Wakayama Sister City Committee