



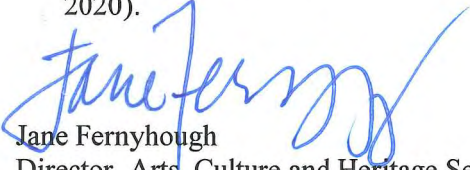
# City of Richmond

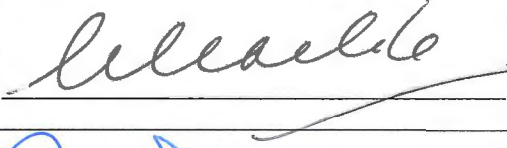
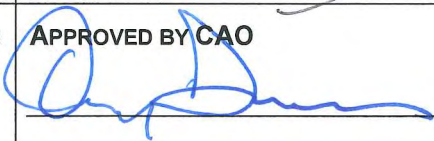
## Report to Committee

**To:** General Purposes Committee **Date:** December 16, 2015  
**From:** Jane Fernyhough **File:** 11-7000-01/2015-Vol  
Director, Arts, Culture and Heritage Services 01  
**Re:** Transferring of Approved Funds for the City's Major Festivals in 2016/17

### Staff Recommendations

1. That the transfer of \$750,000 be authorized from the Major Events Provisional Fund to support the following events and programs: Ships to Shore 2016, Maritime Festival 2016, Richmond World Festival 2016, Days of Summer 2016, Children's Arts Festival 2017 and the purchase of festival infrastructure and City branded assets; as outlined in the staff report titled "Transferring of Approved Funds for the City's Major Festivals in 2016/17" dated December 4, 2015 from the Director, Arts, Culture and Heritage Services; and
2. That the expenditures totaling \$1,100,000 for Major Events, of which \$750,000 is funded from the Major Events Provision Fund, \$243,500 funded from projected sponsorships, and \$126,500 from other revenue (grants, ticket sales, vendor fees, etc.) be included in the 5 Year Financial Plan (2016-2020).

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

REPORT CONCURRENCE		
<b>ROUTED TO:</b> Communications Parks Services Corporate Partnerships Finance Division	<b>CONCURRENCE</b> <input checked="" type="checkbox"/> <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

In February 2015, Council approved funding for four events from the Major Events Provision Fund: Ships to Shore 2016, Richmond Maritime Festival 2016, Richmond World Festival 2016, and Children's Arts Festival 2017. In addition, funding was approved for the umbrella marketing program Richmond Days of Summer, which promotes the broad array of seasonal community events happening in Richmond as a summer-long series and funding for festival infrastructure and City branded assets.

This report summarizes the events held in 2015 and Richmond Days of Summer and proposes events and programs for 2016/17.

This report supports Council's 2014-2018 Term Goal #2 A Vibrant, Active and Connected City:

*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.*

This report also supports Council's 2014-2018 Term Goal #5 Partnerships and Collaboration:

*5.2. Strengthened strategic partnerships that help advance City priorities.*

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.

### Background

In 2007 City Council endorsed the Major Events Plan to guide the growth and development of festivals and events in the City. Five themes were endorsed with the Plan:

- Celebrate the Island City of Richmond
- Celebrate our Proud and Diverse Community
- Celebrate being a Gateway and a Destination
- Celebrate our Sport Achievements
- Celebrate Arts and Cultural Experiences

### Benefits of Events

- Increase the City's identity and profile and help define a sense of place;
- Enrich the quality of life of residents and contribute to the social well-being of a community through increasing sense of community pride and spirit.
- Events provide numerous volunteer opportunities and help build capacity in the community;
- Create an opportunity to showcase the City's unique waterfront, maritime history, multicultural diversity and dynamic City Centre;
- Provide free or low-cost entertainment options for the City's residents; and
- Provide an auxiliary economic contribution to the community by retaining resident spending and attracting day visitor spending from the region.

### Major Events Provision

In June 2010, City Council approved the creation of the Major Events Provision Fund to support the delivery of future events. This Fund ensures financial support for annual major events, allowing Council to continue supporting major festivals and events that are unique to Richmond without impacting the City's operating budget. Without this unique funding scenario, the City's annual operating budget would have to be increased or the events would cease to continue.

The proposed events and programs to be, in part, funded from the Major Events Provisional Fund are:

1. Ships to Shore: June 30 to July 2, 2016
2. Richmond Maritime Festival: August 6 to 7, 2016
3. Richmond World Festival: September 3, 2016
4. Richmond Children's Arts Festival: February 13 to 17, 2017
5. Richmond Days of Summer: May to October, 2016; and
6. City Branded Assets: for use at all City supported festivals and events.

### **Analysis**

#### 1. Ships to Shore

The Ships to Shore festival, held in conjunction with the annual Steveston Salmon Festival, attracted over 40,000 people in 2015 and featured public viewing and boarding of ships, dragon boat demonstrations, Britannia Heritage Shipyard Society demonstrations, Chalk the Boardwalk art competition, live music, food trucks and a wooden boat display. Over 150 volunteers supported the event. A special highlight of Ships to Shore 2015 was the second annual Canada Day fireworks presentation.

Major sponsor support included YVR and Dueck GM plus value in-kind from Granville Island Brewery, Peller Estates Wine and Coast Capital Savings.

The 6th annual Ships to Shore festival is proposed for June 30 to July 2, at Imperial Landing and Britannia Shipyards. The event will feature new vessels and new land activations. A highlight

of the festival will be the fireworks on July 1. The 2016 Ships to Shore organizing committee will continue to discuss opportunities for joint marketing and physically connecting the Ships to Shore event with the Steveston Salmon Festival. The events already share a joint security and traffic management plan, some coordination of signage and marketing, and considerable coordination around volunteer management and sponsorship.

## 2. Maritime Festival

The annual Maritime Festival celebrates Richmond's maritime and cultural heritage through a variety of land and riverside activities, animating the entire Britannia Shipyards site and waterfront boardwalk

An estimated 40,000 people attended the 13th annual Maritime Festival in 2015. The Britannia Heritage Shipyard Society and the Richmond Arts Coalition are key partners of the festival, assisting with parking and artistic programming, respectively. YVR and Port Metro Vancouver provided sponsorship support as did several key media partners in addition to a grant from Heritage Canada. New for 2015 was the development of community workshop programming with "Emerging Performer" workshops that encourage youth development. An attendee survey was conducted on site and 89% of respondents rated the overall event as excellent and would definitely return.

In 2016, the Maritime festival will take place August 6-7 and it will again include an evening concert on Saturday night, an expanded food truck program, more boats and many new art installations. It is planned that in 2016 the community workshop programming will expand to include an 'Emerging Artists' workshop.

## 3. Richmond World Festival

The inaugural Richmond World Festival was a resounding success. The one-day festival was held at Minoru Park on the Labour Day long weekend and drew an estimated 25,000 people. The World Festival featured five performance stages, 50 artist performances, 36 food trucks, 50 exhibitors, and numerous sport demonstrations.

The media program was extensive and generated over 40 pieces of media articles and interviews in various TV, radio, print and online sources. This included front page editorial coverage on the Georgia Straight, the Vancouver Sun, the Richmond Review and the Richmond News; as well as TV interviews on Global News and significant support from our radio partners.

The World Festival had great success in engaging various community groups and a Festival Advisory Committee was established that provided valuable input during the planning phase. The festival had good success securing major corporate sponsorship deals with Coast Capital Savings, YVR, Richmond Centre, Cowell Auto Group, Port Metro Vancouver and Kwantlen Polytechnic University and they are all eager to renew the partnership for 2016.

Exit survey feedback from festival goers was extremely positive. In addition, sponsors, artists, exhibitors, food vendors, volunteers, and key stakeholders commented on the high quality and professionalism of the overall event.

The festival date for 2016 is Saturday, September 3rd of the Labour Day long-weekend with event hours from 11:00 a.m. to 10:00 p.m. The 2016 festival will look to expand the number of food trucks to 50, increase the number and diversity of performances, and possibly expand the festival site to include the Cultural Centre's outdoor plaza.

#### 4. Children's Arts Festival

Over the past several years the Children's Arts Festival has become one of the region's best festivals for children. The festival continues to challenge children's creativity by presenting interactive workshops led by professional artists and performers.

In 2015, the festival site expanded the activation of Minoru Plaza to include a festival main stage with live performances and increased art activities throughout the day. In addition, the event programming included Governor General's award winning author/illustrator Barbara Reid who led classes in plasticine art on all five days of the festival, and the world renowned Beijing Shadow Play Art Troupe performed two sold-out performances on Family Day.

In addition to the five week media campaign in advance of the festival, seven additional articles appeared in the local newspapers. Online coverage included articles and listings in myvancity.ca, the Art and Culture Guide to BC, Steveston Insider and Philippine Canadian Inquirer. The day of event included live CTV coverage during the noon news hour and an interview with New Tang Dynasty TV.

Sponsorship support increased in 2015 with sponsorship dollars increasing from \$13,000 to \$22,500. Lansdowne Centre returned as a Festival sponsor and increased their support becoming the Presenting Sponsor for the Festival in 2015. New sponsors for 2015 included Cowell Auto Group, The Vancouver International Airport and GnuSanté. Media sponsors were CTV, Richmond News and QMFM. The festival also received a grant from the Hamber foundation. The Vancouver International Airport, Cowell Auto Group and Richmond News have renewed their sponsorship for the 2016 Festival.

The five day festival, including the signature event on BC Family Day attracted over 6,500 people last year. The 2016 edition will feature performances by CircusWest, Kutapira, Langley Ukulele Ensemble, Tristan Underwood, and Harrison Lee. The Imagination Stations (drop-in activities) will expand to include the performing arts with the addition of Taiko drumming and Bhangra dancing. Author Kallie George, who has just been signed to Disney-Hyperion in the United States, will present workshops during all five days of the festival.

Over 800 additional school day participant spaces were added to meet demand, and the 2016 Festival School Days are already sold-out. As this festival takes place in February, planning and funding commitments for the 2017 event are required to commence in the summer of 2016.

### 5. Days of Summer

Richmond Days of Summer is an umbrella marketing program designed to promote the broad array of community events happening in Richmond from May to September. In 2015, the program promoted over 50 events through TV, radio and print ads. The program was also promoted through the City's social media channels and website.

While the program supports the signature events, it plays a large role in increasing awareness and attendance of other existing community events that may not have a large marketing budget. The City will continue to focus on community outreach to engage more community groups with qualified events to be included in the program.

### 6. Festival Infrastructure and City Branded Assets

A small amount of funding is being requested to acquire an inventory of event infrastructure (e.g., wheelchair ramps) and custom City branded assets (e.g., tents, flags, signage, umbrellas, etc.). This would help ensure that the City is recognized as a supporter of community events.

### **Allocation of Resources**

Requested funding from the Major Events Provision is the City's commitment to funding successful festivals and events that is used to leverage funding from other sources. Overall, event budgets include funding from the Major Events Provision plus sponsorship and grant funding, in addition to earned revenue (e.g., ticket sales, percentage of food sales, exhibitor fees, etc.). The event program and activities provide the opportunities for successful sponsorships and grants. The following table outlines the projected budgets and funding sources for the 2016 events.

<b>EVENT</b>	<b>TOTAL BUDGET</b>	<b>CITY FUNDING</b>	<b>SPONSORSHIP TARGET</b>	<b>OTHER</b> (grants, vendor fees, ticket sales, etc)
Ships to Shore	<b>\$180,000</b>	\$180,000	* see below	n/a
Maritime Festival	<b>\$345,000</b>	\$205,000	** \$60,000	\$80,000
Richmond World Festival	<b>\$380,000</b>	\$230,000	** \$140,000	\$10,000
Children's Arts Festival	<b>\$130,000</b>	\$70,000	** \$23,500	\$36,500
Days of Summer	<b>\$50,000</b>	\$50,000	n/a	n/a
City branded assets	<b>\$15,000</b>	\$15,000	n/a	n/a
<b>TOTALS</b>	<b>\$1,100,000</b>	<b>\$750,000</b>	<b>\$223,500</b>	<b>\$126,500</b>

\* Any sponsorship revenue acquired for Ships to Shore will be used to offset the City contribution and will be returned to the Major Events Provisional Fund for future festival development. A sponsorship target of \$20,000 has been set for this event.

\*\* Sponsorship revenue for Maritime Festival, World Festival, and Children's Arts Festival is used for program enhancement and is part of the overall budget for the event.

## Financial Impact

This report recommends that the following amounts be transferred from the City's Major Events Provision Fund:

1. Ships to Shore 2016: \$180,000
2. Maritime Festival 2016: \$205,000
3. Richmond World Festival 2016: \$230,000
4. Children's Arts Festival 2017: \$70,000
5. Days of Summer 2016: \$50,000
6. City branded assets: \$15,000

If approved, \$1,100,000 will be included in the 5 Year Financial Plan (2016-2020), of which, \$750,000 will come from City funding, \$223,500 from projected sponsorship and \$126,500 from grants and/or ticket sales. If sponsorship, grants and/or ticket sales are less than projected, the budget and scope for each respective event will be reduced accordingly.

The current balance in the Major Events Provision Fund is \$753,524. On December 14, 2015 Council approved an additional \$635,000 from the 2016 one-time expenditure request for 2017 events (does not include funding for Ships to Shore 2017), bringing the total balance of the provision to \$1,388,524.

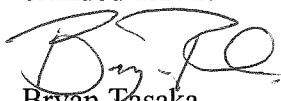
## Conclusion

Ships to Shore and the Maritime Festival are two signature events that add to the vibrancy of the Steveston waterfront, celebrate the rich maritime history of the area, and profile Richmond's arts, culture and heritage. The Children's Arts Festival provides a low cost event on the Family Day holiday. The Richmond World Festival is the City's newest multicultural festival located in the heart of Richmond's City Centre that celebrates Richmond's cultural diversity. All four events provide free or low cost activities for Richmond residents and visitors, are very well received by the attendees, serve a broad demographic and receive excellent media coverage.

The Days of Summer program provides overall marketing and media support to these four marquee festivals, as well as many other events in the City. The program increases awareness and attendance of many of the community events taking place in Richmond, further positioning the City as a destination for fun events in the region.

Major events are an excellent way for the City to stimulate social, cultural and economic growth. Investment in these four major events would improve opportunities for the City to provide free events to its residents, attract out-of-town visitors, engage the business community and support Richmond's reputation as being a great place to work, live, and play.

This report recommends that \$750,000 be transferred from approved funds in the Major Events Provision Fund to invest in four events, one marketing program, and the purchase of City branded assets.



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