



# City of Richmond

## Report to Committee

**To:** General Purposes Committee **Date:** November 5, 2019  
**From:** Marie Fenwick **File:** 11-7400-01/2019-Vol  
 Director, Arts, Culture and Heritage Services 01  
**Re:** Referral Response: Proposed Plan for Major Events and Programs in 2020



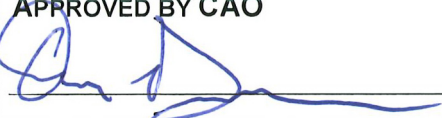
### Staff Recommendations

1. That, "Option 3 - Reduced Event Program and Elimination of Richmond World Festival Mainstage," as outlined in the staff report titled "Referral Response: Proposed Plan for Major Events and Programs in 2020" dated November 5, 2019 from the Director, Arts, Culture and Heritage Services, be approved for the 2020 Major Events Program;
2. That expenditures totaling \$1,332,000 for Major Events and Programs in 2020, with funding of \$1,040,000 from the Rate Stabilization Account and \$292,000 from projected sponsorships and earned revenue, be included in the 2020 budget process; and
3. That the development of a new City Events Strategy as outlined in the staff report titled "Referral Response: Proposed Plan for Major Events and Programs in 2020" dated November 5, 2019, from the Director, Arts, Culture and Heritage Services, be approved.

*CM Fenwick*

Marie Fenwick  
 Director, Arts, Culture and Heritage  
 (604-276-4288)

Att. 3

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Communications Economic Development Finance Department	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO 

## Staff Report

### Origin

At the General Purposes Committee meeting on July 15, 2019 staff presented a report on a proposed major events program for 2020 which resulted in the following referrals to staff:

1. *That the Major Events and Programs for 2020 as outlined in the staff report titled "Referral Response: Proposed Plan for Major Events and Programs in 2020" dated May 27, 2019, from the Director, Arts, Culture and Heritage Services, be referred back to staff for an evaluation of the City's various major events; and*
2. *That staff provide a report to Council on the methodology and the criteria for review prior to the evaluation process.*

This report responds to these referrals and proposes development of a City Events Strategy.

This report supports Council's Strategic Plan 2018-2022 Strategy #3 One Community Together:

*Vibrant and diverse arts and cultural activities and opportunities for community engagement and connection.*

This report supports Council's Strategic Plan 2018-2022 Strategy #4 An Active and Thriving Richmond:

*An active and thriving community characterized by diverse social and wellness programs, services and spaces that foster health and well-being for all.*

*4.1 Robust, affordable, and accessible sport, recreation, wellness and social programs for people of all ages and abilities.*

This report supports Council's Strategic Plan 2018-2022 Strategy #6 Strategic and Well-Planned Growth:

*Leadership in effective and sustainable growth that supports Richmond's physical and social needs.*

*6.4 Recognize Richmond's history and heritage through preservation, protection and interpretation.*

### Analysis

#### Major Events Evaluation

The Major Events Advisory Group (MEAG) conducted an informal evaluation of each event at its meeting on June 12, 2018. As a result of this evaluation, the MEAG recommended that Council should consider an event program for 2020 similar to the 2019 program.

In response to the July 15, 2019 referral for a further evaluation, staff proposed a framework for evaluating the City's major events. This framework was provided in a memo to Mayor and Council dated August 27, 2019 (Attachment 1). As outlined in the memo, proposed evaluation considerations included:

- Success in meeting the event's intended purpose and objective;
- Success in meeting intended objectives of appealing to specific target markets, theme, and community outreach;
- A value assessment considering the festival's outcomes relative to the event budget;
- Overall visitor attendance;
- Visitor's overall satisfaction with the event;
- Sponsorship success;
- Economic impact;
- Alignment with Council Strategic Plan 2018-2022 and other Council-approved strategies; and
- Community partnerships and feedback from key stakeholders.

In general, the results of this further evaluation by staff supported the findings of the MEAG and are summarized in Attachment 2. All major events were in alignment with the Council Strategic Plan 2018-2022 and were able to meet their intended purpose and objectives. Each was well attended and demonstrated value to the community. Reported visitor satisfaction was high and feedback from key stakeholders including the Britannia Heritage Shipyard Society, Steveston Community Society and the Richmond Arts Coalition, was positive. Additionally, the events were successful in securing sponsorship and the larger events demonstrated a positive economic impact.

Some highlights of the 2019 event program include:

- 350 local artists participated in events throughout the year;
- 750 volunteers contributed over 4,500 hours;
- Over \$300,000 in sponsorship revenue was generated;
- An estimated 23.5 full time job equivalents were created (source: Tourism Richmond); and
- 57,000 non-Richmond residents visited the City to attend events with an estimated total spend of \$1,565,401 (source: Tourism Richmond).

The evaluation also identified opportunities to rationalize program and scope in relation to budgets for some major events. These opportunities are described in the 2020 Major Events Program Options described further in this report.

#### Community Led Events in Richmond

In addition to the events considered in this report, there are approximately 100 community events per year large enough to trigger a Richmond Event Approval Coordination Team (REACT) application. These events are produced by community associations, community members, and by City staff. Attachment 3 includes a complete list of community events for 2019 year to-date. The City Events Strategy will be developed within the broader context of these other community events.

2020 Major Events Program Options

Three event program options are presented for Council's consideration:

1. Option 1 - Status Quo (Total City contribution of \$1,345,000);
2. Option 2 - Reduced Event Program (Total City contribution of \$1,155,000); and
3. Option 3 - Reduced Event Program and Elimination of Richmond World Festival Mainstage (Total City Contribution of \$1,040,000). **(Recommended)**

In all three options, the total amount designated for the Richmond Neighborhood Celebration Grant Program, Doors Open Richmond, Children's Arts Festival, Farm Fest at Garden City Lands and Cherry Blossom Festival would remain the same.

Pending the development of a City Events Strategy, staff propose a targeted reduction to the scale and budgets of the three largest events: Richmond World Festival, Richmond Maritime Festival and Steveston Salmon Festival. The proposed program reductions are suggested as they present the best opportunity to maintain the quality and integrity of the events while maximizing cost savings to the City. Sponsorship would be expected to decline accordingly as larger events are able to attract larger sponsorship amounts. This is reflected in the proposed budgets detailed below.

**Option 1 - Status Quo, Total City Contribution of \$1,345,000. (Not Recommended)**

In this option, the program scale and budget of 2019 events would be maintained for 2020 as presented in the July 15, 2019 report to General Purposes Committee.

Table 1 – Option 1, Status Quo Event Budget

<b>Proposed Event Program</b>	<b>2019 City Funding <i>Approved</i></b>	<b>2020 Proposed Funding</b>	<b>2020 Projected Grants and Sponsorships</b>	<b>Total Event Program Budget</b>
Children's Arts Festival	\$75,000	\$ 75,000	\$30,000	\$105,000
Cherry Blossom Festival	\$35,000	\$ 35,000	\$0	\$35,000
Doors Open Richmond	\$20,000	\$ 20,000	\$7,000	\$27,000
Steveston Salmon Festival	\$250,000	\$250,000	\$138,000	\$388,000
Richmond Maritime Festival	\$300,000	\$300,000	\$90,000	\$390,000
Farm Fest at Garden City Lands	\$40,000	\$ 40,000	\$15,000	\$55,000
Richmond World Festival	\$400,000	\$400,000	\$150,000	\$550,000
Richmond 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
<b>TOTAL EVENT PROGRAM BUDGET</b>	<b>\$1,345,000</b>	<b>\$1,345,000</b>	<b>\$430,000</b>	<b>\$1,775,000</b>

**Option 2 - Reduced Event Program, Total City Contribution of \$1,155,000 (Not Recommended)**

In this option, the roster of events produced in 2019 would continue in 2020, but targeted reductions to Richmond World Festival, Steveston Salmon Festival and Richmond Maritime Festival are proposed. This option anticipates a corresponding reduction in sponsorship revenue.

Specific details regarding scope reduction would be determined in consultation with community partners. Staff propose the following reductions for consideration which would achieve cost savings while minimizing the impact to the events.

**Steveston Salmon Festival** - \$25,000 reduction achieved by the elimination of two smaller stage activations and a reduced overall footprint.

**Richmond Maritime Festival** - \$50,000 reduction achieved by the elimination of programming at Imperial Landing and/or moving the festival from a two day event to a one day event.

**Richmond World Festival** - \$100,000 reduction achieved by reducing the festival from a two day event to a one day event and a small reduction in the overall footprint of the event.

This option also recommends a \$15,000 reduction in the marketing budget and anticipates a \$78,000 reduction in sponsorship.

Table 2 – Option 2, Reduced Event Program Budget

<b>Proposed Event Program</b>	<b>2019 City Funding <i>Approved</i></b>	<b>2020 Proposed Funding</b>	<b>2020 Projected Grants and Sponsorships</b>	<b>Total Event Program Budget</b>
Children's Arts Festival	\$75,000	\$75,000	\$30,000	\$105,000
Cherry Blossom Festival	\$35,000	\$35,000	\$0	\$35,000
Doors Open Richmond	\$20,000	\$20,000	\$7,000	\$27,000
Steveston Salmon Festival	\$250,000	\$225,000	\$125,000	\$350,000
Richmond Maritime Festival	\$300,000	\$250,000	\$75,000	\$325,000
Farm Fest	\$40,000	\$40,000	\$15,000	\$55,000
Richmond World Festival	\$400,000	\$300,000	\$100,000	\$400,000
Richmond Neighbourhood Celebration Grant Program	\$75,000	\$75,000	\$0	\$75,000
City-wide marketing campaign	\$85,000	\$70,000	\$0	\$70,000
City-branded shared resources	\$15,000	\$15,000	\$0	\$15,000
Program Contingency	\$50,000	\$50,000	\$0	\$50,000
<b>TOTAL EVENT PROGRAM BUDGET</b>	<b>\$1,345,000</b>	<b>\$1,155,000</b>	<b>\$352,000</b>	<b>\$1,507,000</b>

**Option 3 – Reduced Event Program and Elimination of Richmond World Festival Mainstage, Total City Contribution of \$1,040,000. (Recommended)**

In this option, the roster of events produced in 2019 would continue in 2020, but further targeted reductions to Richmond World Festival are proposed. As with Option 2, specific details regarding scope reduction would be determined in consultation with community partners. Staff propose the following reductions which would achieve cost savings while minimizing the impact to the events.

**Steveston Salmon Festival** - \$25,000 reduction, as per Option 2.

**Richmond Maritime Festival** - \$50,000 reduction, as per Option 2.

**Richmond World Festival** - \$200,000 reduction achieved by reducing the festival from a two day event to a one day event, eliminating the mainstage headliner concerts and a small reduction in the scale of the event.

This option also recommends a \$25,000 reduction to the marketing budget, a \$5,000 reduction to the program contingency, and anticipates a \$138,000 total reduction in sponsorship revenue.

Table 3 – Option 3, Reduced Event Program and Elimination of Richmond World Festival Mainstage Budget

<b>Proposed Event Program</b>	<b>2019 City Funding <i>Approved</i></b>	<b>2020 Proposed Funding</b>	<b>2020 Projected Grants and Sponsorships</b>	<b>Total Event Program Budget</b>
Children's Arts Festival	\$75,000	\$75,000	\$30,000	\$105,000
Cherry Blossom Festival	\$35,000	\$35,000	\$0	\$35,000
Doors Open Richmond	\$20,000	\$20,000	\$7,000	\$27,000
Steveston Salmon Festival	\$250,000	\$225,000	\$125,000	\$350,000
Richmond Maritime Festival	\$300,000	\$250,000	\$65,000	\$315,000
Farm Fest at Garden City Lands	\$40,000	\$40,000	\$15,000	\$55,000
Richmond World Festival	\$400,000	\$200,000	\$50,000	\$250,000
Richmond Neighbourhood Celebration Grant Program	\$75,000	\$75,000	\$0	\$75,000
City-wide marketing campaign	\$85,000	\$60,000	\$0	\$60,000
City-branded shared resources	\$15,000	\$15,000	\$0	\$15,000
Program Contingency	\$50,000	\$45,000	\$0	\$45,000
<b>TOTAL EVENT PROGRAM BUDGET</b>	<b>\$1,345,000</b>	<b>\$1,040,000</b>	<b>\$292,000</b>	<b>\$1,332,000</b>

### **Financial Impact**

The financial impact of the recommended option, Option 3 – Reduced Event Program and Elimination of Richmond World Festival Mainstage, is \$1,040,000. This amount is proposed to be funded through the rate stabilization account and included in the 2020 budget process. An additional \$292,000 is anticipated in sponsorship and grant revenue. Total expenditures for 2020 Major Events and Programs are projected to be \$1,332,000.

### **Next Steps**

Staff will begin the process of developing a strategy to guide the future program of events in Richmond and will report back with proposed guiding principles in Q1 2020. Once developed and endorsed by Council, this strategy will provide direction on the City event program for 2021 and into the future.

### **Conclusion**

Pending the development and adoption of an events strategy, staff recommend retaining the current roster of events with a reduced level of service for 2020. Feedback from community partners, festival attendees and recent research related to the development of the Arts Strategy indicate that City events continue to be valued by the community.



Marie Fenwick  
Director, Arts, Culture and Heritage Services  
604-276-4288

- Att. 1: Memo to Mayor and Council re: Evaluation of Major Events Program
- Att. 2: Evaluation Summary of Major Events
- Att. 3: REACT Approved Events 2019



# City of Richmond

TO: MAYOR & EACH  
COUNCILLOR  
FROM: CITY CLERK'S OFFICE

## Memorandum

Community Services Division  
Arts, Culture and Heritage Services

**To:** Mayor and Councillors  
**From:** Bryan Tasaka  
Manager, Major Events and Film  
**Date:** August 27, 2019  
**File:** 11-7400-01/2019-Vol 01  
**Re:** **Evaluation Process for Major Events**

Staff presented the report titled "Referral Response: Proposed Plan for Major Events and Programs in 2020" to the General Purposes Committee on July 15, 2019, which recommended City funding in the amount of \$1,345,000 for seven events and the Neighbourhood Celebration Grant Program.

Subsequently, committee made the following referral:

*That staff provide a report to Council on the methodology and the criteria for review prior to the evaluation process.*

The purpose of this memo is to present the criteria and methodology that Staff will use to evaluate the proposed schedule of major events and programs held in 2020. The results of this evaluation will be included when staff reports back to General Purposes Committee in October 2019.

The evaluation methodology will first focus on understanding the purpose and objective of each festival. Staff will define the event's intended target audience.

The strength of each festival will be evaluated based on the following criteria:

- Success in meeting the event's intended purpose and objective;
- Success in meeting its intended objectives of appealing to specific target markets, theme, and community outreach;
- A value assessment considering the festival's outcomes relative to the event budget;
- Overall visitor attendance;
- Visitor's overall satisfaction with the event (collected through visitor surveys at 2019 events);
- Sponsorship success;
- Economic impact;
- Alignment with Council Strategic Plan 2018-2022 and other Council-approved strategies; and
- Community partnerships and feedback from key stakeholders;

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<b>Children's Arts Festival</b>		
CRITERIA	Yes/No/N/A	COMMENTS
Did the event meet the stated purpose and objective?	Yes	The festival's goal is to encourage children to spark their imagination through music, hands-on activities, literary and performing arts. The event included each of these as core themes of the programming.
Did the event meet the intended objectives of appealing to specific target markets, theme and community outreach.	Yes	The event was well attended with 9,000 participants in total. All school programs sold out and public programs were at or near capacity. The target market was focused on Richmond school age children who made up the vast majority of the participants.
A value assessment considering the festival's outcomes relative to the event budget.	Yes	The Children's Arts Festival is one of the lower cost City events. The City and sponsorship funding is further subsidized with funding from affordable or low cost programming revenue from the public. This partial cost recovery concept will be considered in the proposed City Events Strategy.
Visitor overall satisfaction with the event.	N/A	No survey data is available at this time.
Sponsorship Success	Yes	The sponsorship target of \$32,000 was reached.
Economic Impact	N/A	This event did not have a formal economic impact study performed.
Community partnerships and feedback from stakeholders.	Yes	The event provided opportunities for community partnerships, including: <ul style="list-style-type: none"> <li>• SD38;</li> <li>• The Richmond Art Gallery Association; and</li> <li>• The Richmond Public Library.</li> </ul> Debrief meetings and conversations with each stakeholder indicated high levels of satisfaction and a desire to return as partners in 2020.

## Cherry Blossom Festival

CRITERIA	Yes/No/N/A	COMMENTS
Did the event meet the stated purpose and objective?	Yes	The purpose of Cherry Blossom Festival is to celebrate Richmond's Japanese history, promote authentic Japanese customs and showcase traditions of a Sakura Matsui (Cherry Blossom Festival). The event included traditional Japanese food, interactive Japanese exhibits and traditional Japanese programming on stage. In addition, the event was well timed with the actual blossoming of the cherry blossom trees. The large volume of cherry tree blossoms proved to be a popular tourist attraction featured on many local social media influence accounts.
Did the event meet the intended objectives of appealing to specific target markets, theme and community outreach.	Yes	The festival targets a diverse market of individuals. The local Japanese Community is targeted as it celebrates their heritage, but the goal is also to educate all members of the public on the importance and beauty of Japanese culture. Attendees from all backgrounds were in attendance.
Number of visitors and value assessment considering the festival's outcomes relative to the event budget.	Yes	At a cost of \$35,000, this festival is one of the lower cost events funded by the City of Richmond. Over 10,000 attendees were at the event over a four hour period.
Visitor overall satisfaction with the event.	N/A	No survey data is available at this time.
Sponsorship Success	N/A	This event received no sponsorship funding.
Economic Impact	N/A	This event did not have a formal economic impact study performed.
Community Partnerships and feedback from stakeholders.	Yes	The City partners with members of the local Japanese community including the Wakayama Kenjin Kai Society, local Japanese Language Schools and the Steveston Buddhist Temple. All partners indicated a strong desire to return in 2020.

# Steveston Salmon Festival

CRITERIA	Yes/No/N/A	COMMENTS
Did the event meet the stated purpose and objective?	Yes	<p>The Steveston Salmon Festival Committee lists the following as important objectives of the event:</p> <ul style="list-style-type: none"> <li>• Community engagement;</li> <li>• Community/country pride;</li> <li>• Volunteer engagement; and</li> <li>• Raising funds for the Society.</li> </ul> <p>The event was successful in each of these objectives:</p> <ul style="list-style-type: none"> <li>• The festival had a large number of local volunteers;</li> <li>• The residences in the area were decorated with Canadian symbols of pride;</li> <li>• Attendees showed an outpouring of Canadian pride with their red and white ensembles; and</li> <li>• Money was raised for the Society.</li> </ul>
Did the event meet the intended objectives of appealing to specific target markets, theme and community outreach.	Yes	Community outreach and engagement is one of the top priorities of the festival. The volume of people in attendance (80,000 plus) and the interaction of locals throughout the nearly 12 hour day shows success in community engagement.
A value assessment considering the festival's outcomes relative to the event budget.	Yes	This festival has the highest attendance to budget ratio in the City. However, given the size of the budget and the scope of the program, there is an opportunity to rationalize expenses and reduce some scope without impacting the event quality or experience.
Visitor overall satisfaction with the event.	Yes	<p>77% of visitors rated their experience at the Steveston Salmon Festival as very good to excellent.</p> <p>48% of attendees were returning festival goers.</p>

## Steveston Salmon Festival

CRITERIA	Yes/No/NA	COMMENTS
Sponsorship Success	Yes	<p>With the new partnership between the Steveston Agriculture Society and the City of Richmond, 2019 had a successful sponsorship year. \$105,000 of sponsorship revenue and an additional \$10,000 of value in kind was secured for the event.</p> <p>Most zones were sponsored, with only a few remaining. Several sponsors reached out post-event to suggest further sponsorship opportunities for 2020.</p>
Economic Impact	Yes	<p>Data from Tourism Richmond research:</p> <ul style="list-style-type: none"> <li>• 63% of the overall festival attendees were local to Richmond, each spending roughly an average of \$16.</li> <li>• Day visitors to Richmond, specifically for the Steveston Salmon Festival, totalled 31.9% of the total attendance.</li> <li>• Non-Richmond resident spending in and out of the festival is estimated at \$612,000.</li> <li>• Roughly 11.3 new jobs were created.</li> </ul>
Community Partnerships and feedback from stakeholders.	Yes	<p>The community partners indicated a strong desire to continue partnering with the City of Richmond Major Events Team. The expertise of City staff on technical matters such as event production was welcomed by festival volunteers, many of whom are at capacity.</p>
Did the event provide opportunities for community partnerships?	Yes	<p>The City partners with the Steveston Community Society to produce the Steveston Salmon Festival. The Society is an active participant throughout the year in all areas of planning and execution of this event.</p>

## Richmond Maritime Festival

CRITERIA	Yes/No/N/A	COMMENTS
Did the event meet the stated purpose and objective?	Yes	The goal of the event is to showcase the cultural and maritime history of Steveston. The core planning team ensures that each exhibit, performance, display or artist compliments or promotes the cultural and maritime history of Steveston.
Did the event meet the intended objectives of appealing to specific target markets, theme and community outreach.	Yes	The festival targets both a niche and wide ranging market. The wooden boat displays are enjoyable for all attendees, but are specifically enjoyed by local wooden boat enthusiasts who engage in technical discussions regarding the vessels. The arts, culture and heritage aspects of the festival provide a free and entertaining event for all visitors, particularly local families.
A value assessment considering the festival's outcomes relative to the event budget.	Yes	Over 40,000 festival attendees were able to take part in a number of free activities over the 2 day festival.  Depending on the availability and size of ships, the Imperial Landing portion of the event could be removed and the event focused only at Britannia. Further, the event could be reduced to a single day without significant impact to the visitor experience.
Visitor overall satisfaction with the event.	Yes	84% of festival attendees rated their experience as very good to excellent.  35% of attendees were returning festival goers.
Sponsorship Success	Yes	\$95,000 of sponsorship revenue was generated for the event.
Economic Impact	Yes	Richmond residents attending the festival accounted for 55% of the overall attendance. On average, residents spent \$17 per person.  Non-Richmond residents who travelled to the City specifically for the festival totaled 37% of the attendance and spent on average \$21 per person.

# Richmond Maritime Festival

CRITERIA	Yes/No/N/A	COMMENTS
Community Partnerships and feedback from stakeholders.	Yes	<p>Britannia Heritage Shipyard Society (BHSS) reported that the festival is central to their constitution and purpose, including the preservation, promotion and celebration of maritime history, boat building and the cultural diversity at the Britannia site. The festival offers the BHSS the chance to display the many historic and cultural attributes of the site. This opportunity is beneficial for members by enhancing general public awareness and support.</p> <p>Richmond Arts Coalition (RAC) reported that this event raises the profile of local artists by featuring opportunities in the festival. The mandate of RAC is to promote the arts and artists in the community and the Richmond Maritime Festival features a strong art component. The event also allows for local artists to create original content specific to the Festival.</p>
Did the event provide opportunities for community partnerships?	Yes	<p>The City partnered with the Richmond Arts Coalition and Britannia Heritage Shipyard Society to produce this event. In addition, the following groups were activated on site:</p> <ul style="list-style-type: none"> <li>• Richmond Boat Builders</li> <li>• Vancouver Maritime Museum</li> <li>• Royal Canadian Sea Cadets</li> <li>• Richmond Public Library</li> <li>• Vancouver Aquarium Ocean Wise</li> <li>• Steveston Maritime Modellers</li> <li>• Richmond Potters Club</li> <li>• Marina Mammal Rescue Program</li> <li>• Gulf of Georgia Cannery</li> <li>• Richmond Environmental Programs</li> <li>• Greyhaven Exotic Bird Sanctuary</li> <li>• Scandinavian Cultural Society</li> <li>• Richmond Sustainability Department</li> <li>• Canadian Parks and Wilderness Society</li> <li>• Gateway Theatre</li> <li>• Richmond Artists Guild</li> <li>• Grove Front Gallery</li> <li>• Richmond Green Fleet</li> </ul>

## Farm Fest at Garden City Lands

CRITERIA	Yes/No/N/A	COMMENTS
Did the event meet the stated purpose and objective?	Yes	<p>The stated purpose and objectives of this event include:</p> <ul style="list-style-type: none"> <li>• Richmond's connection with agriculture;</li> <li>• Showcasing local farmers and vendors;</li> <li>• Educating the public on agricultural practices; and</li> <li>• Connecting residents to the Garden City Lands.</li> </ul> <p>The event included the general (non-farm) members of the public which allowed for educational opportunities related to farming practices. The location on the Garden City Lands further connects the public to the site which is of important farming significance.</p>
Did the event meet the intended objectives of appealing to specific target markets, theme and community outreach.	Yes	<p>Residents from City Centre, tourists, farmers, community partners and sponsors were all in attendance and identified as target markets.</p> <p>12 community partners participated in the event.</p>
A value assessment considering the festival's outcomes relative to the event budget.	Yes	Farm Fest has a low overall budget and a good attendance of approximately 5,000 people annually.
Visitor overall satisfaction with the event.	Yes	69% of festival attendees rated their experience as very good to excellent.
Sponsorship Success	Yes	<p>The sponsorship target of \$10,000 was exceeded by 40% with a total sponsorship revenue of \$14,000.</p> <p>Farm Fest received positive sponsorship feedback.</p>
Economic Impact	Yes	The average person spent \$10 at the festival.

## Farm Fest at Garden City Lands

CRITERIA	Yes/No/N/A	COMMENTS
Community Partnerships and feedback from stakeholders.	Yes	<p>Staff received feedback from Kwantlen Polytechnic University (KPU), The Sharing Farm, Steveston Farm Market Association and farmers who highlighted and were pleased with the following aspects of the event:</p> <ul style="list-style-type: none"> <li>• The Savage Farm Steam Tractor;</li> <li>• Local businesses;</li> <li>• Farm style canning demonstrations;</li> <li>• Farming demonstrations presented by KPU;</li> <li>• Farm decor and themes;</li> <li>• Livestock viewing;</li> <li>• Local entertainment, and;</li> <li>• Play area for children.</li> </ul>
Did the event provide opportunities for community partnerships?	Yes	<p>The event included 15 community partners:</p> <ul style="list-style-type: none"> <li>• Garden City Conservation Society</li> <li>• Richmond Food Security Society</li> <li>• Green Ambassadors</li> <li>• KPU</li> <li>• The Sharing Farm Society</li> <li>• BC Dairy</li> <li>• The Steveston Farmers &amp; Artisans Market Association</li> <li>• Farm Folk City Folk</li> <li>• Young Agrarians</li> <li>• UBC Sustainable Eating</li> <li>• The Sherman Armoury</li> <li>• City Center Community Association</li> <li>• David Suzuki Foundation</li> <li>• Richmond Public Library</li> <li>• Richmond Nature Park Society</li> </ul>



## Richmond World Festival

CRITERIA	Yes/No/N/A	COMMENTS
Did the event meet the intended objectives of appealing to specific target markets, theme and community outreach.	Yes	The goal of showcasing cultural diversity through art, dance, performance and crafts to Richmond residents and visitors was achieved.
A value assessment considering the festival's outcomes relative to the event budget.	Yes	Over 60,000 people attend this high profile event over two days.  The mainstage performances were of a high quality and attracted a niche audience; however, the goal of showcasing cultural diversity could be achieved at the festival without this expense or impacting the general visitor experience.
Visitor overall satisfaction with the event.	Yes	76% of festival attendees rated their experience as very good to excellent.  35% of the attendees attended in previous years.
Sponsorship Success	Yes	\$150,000 of sponsorship revenue was generated in 2019.
Economic Impact	Yes	On average, visitors to the festival spent up to \$26 per person.  Richmond residents totaled 66% of the festival attendees, while Non- Richmond residents who were visiting Richmond for the day totalled 32.48% of the festival attendees. Out of town and overnight festival attendees totalled 1.22% of the overall festival attendee count.  The equivalent of 4.8 new jobs were created due to the Richmond World Festival. (Source Tourism Richmond).

# Richmond World Festival

CRITERIA	Yes/No/N/A	COMMENTS
<p>Did the event provide opportunities for community partnerships?</p>	<p>Yes</p>	<p>Community and City Groups that ran programming at the event include:</p> <ul style="list-style-type: none"> <li>• Cinevolution</li> <li>• Somali Women Empowerment Society</li> <li>• Vancouver Cantonese Opera Society</li> <li>• Richmond Black History Month</li> <li>• Richmond Art Gallery</li> <li>• Richmond Museum</li> <li>• Richmond Arts Centre</li> </ul> <p>Community, City and Non-Profit Groups that activated a booth:</p> <ul style="list-style-type: none"> <li>• Regional Animal Protection Society</li> <li>• S.U.C.C.E.S.S.</li> <li>• Richmond Cares, Richmond Gives</li> <li>• Gateway Theatre</li> <li>• Richmond Youth Street Team</li> <li>• Richmond Centre for Disability</li> <li>• City Centre Community Association</li> <li>• Sister City Advisory Committee</li> <li>• CoR Climate Action Team</li> <li>• CoR Environmental Programs</li> <li>• Bammstella Creations</li> <li>• Emotive Electric Vehicles</li> <li>• Bodhi Meditation</li> <li>• Tung Cheng Yuen Buddhist Association</li> <li>• BLIA (Buddhist Society)</li> <li>• Highway to Heaven Association</li> <li>• ISS of BC</li> <li>• Richmond Multicultural Community Services</li> </ul>

## 2019 REACT APPROVED EVENTS LIST

## City of Richmond Sponsored Events

Children's Arts Festival 2019
Richmond Cherry Blossom Festival (B.C. Wakayama Kenjin Kai)
Public Works Open House
Doors Open Richmond 2019 (Richmond Museum)
2019 Island City, by Bike (Richmond Active Transportation Committee)
Steveston Nikkei Memorial Public Art Project Unveiling
Steveston Salmon Festival in Partnership with the Steveston Community Society
2019 Richmond Maritime Festival
Farm Fest at Garden City Lands
Richmond World Festival
Culture Days 2019
Minoru Halloween Fireworks Festival

## Partnered Community Associations Sponsored Events

Steveston Farmers and Artisans Market (Richmond Agriculture and Industrial Society Steveston Farmers and Artisans Market)
Licences Preschools Wee Walk Event
Kigoos Icebreaker Swim Meet
Paulik Pollinator Party and Neighbourhood Cultural Stew (Richmond Food Security Society and Richmond Garden Club)
South Arm Block Party (South Arm Community Association)
Hamilton Night Out (Hamilton Community Association)
Thompson Community Picnic (Thompson Community Association)
ARRL/RAC Amateur Radio Field Day (REMO supported event) (Richmond Emergency Programs Amateur Radio Society)
Burkeville Daze (Sea Island Community Association)
Steveston Salmon Festival - Bullhead Derby (Steveston Community Society)
Concerts in the Park (City Centre Community Association)
Steveston Alive! Walking Tour Vignettes (Steveston Historical Society)
Steveston Summer Fun Community BBQ (Steveston Community Society)
Pride Picnic (Community Cultural Services - Branscombe House Artist in Residence)
City Centre Outdoor Movie Night (City Centre Community Association)
East Richmond Summer Fun Night (East Richmond Community Association)
The Sharing Farm 11th Richmond Garlic Fest
Hamilton Outdoor Movie Night in the Park (Hamilton Community Association)
Summer West Fest (West Richmond Community Association)
Forever Young 8K (Richmond Olympic Oval)
City Centre Harvest Full Moon Celebration (City Centre Community Association)
Richmond Nature Park Wild Things (Richmond Nature Park Society)
West Richmond Halloween Fireworks (West Richmond Community Association)
South Arm Halloween Fireworks (South Arm Community Association)
Hamilton Halloween Fireworks (Hamilton Community Association)
Sea Island Halloween Fireworks Display (Sea Island Community Association)

## 2019 REACT APPROVED EVENTS LIST

### Events Organized by Various Community Groups

Panther Pups and Puddles 5K Walk for (RAPS)
Steveston Icebreaker 8K & Kidsrun (Kajaks)
Chinese New Year Dharma Events (Lingyen Mountain Temple (Canada)
Chinese New Year Eve Celebration (International Buddhist Society)
Coldest Night of the Year (Chimo Community Services)
Soccer Sunday: League Cup / All-Star Game & Masters Cup (Richmond Adult Soccer Association)
Parkrun (Richmond Olympic Parkrun)
Pacific Populaire (BC Randonneurs)
Kwantlen Farmers Market (Kwantlen St. Farmers Market)
Thursday Night Challenge Series (Coastal Race Club)
Youth Slo-Pitch Fundraiser (Richmond Addiction Services)
2019 IG Wealth Management Walk for Alzheimer's (Alzheimer Society of B.C.)
Royal Canadian Circus (Lansdowne Mall)
School Walkathon (St. Joseph the Worker School)
Buddha's Light International Association Annual Spring Fair (Buddha's Light International Society BLIA)
2019 BC Elementary Track & Field Championships (Kajacks Track & Field Club)
Triangle Beach Cleanup (Four Wheel Drive Association of BC)
Mitchell Island Environmental Stewardship Info-Session
Flag Football Jamboree (Richmond Raiders Minor Football)
Richmond-Vancouver Walk for ALS (ALS Society of Canada)
Soi Dog Canada Mutt March, Fixin To Save Lives (Soi Dog Canada)
Heart and Stroke Foundation Big Bike (Heart and Stroke Foundation of Canada)
Recognition of End of Ramadan (The BC Muslim Association)
Richmond MLA Joint Community BBQ (BC Liberal Party)
MEC Vancouver: Road Race FOUR (Mountain Equipment Co-operative)
Sockeye Show & Shine 2019 (Richmond Lions)
CPA RSD Chapter Annual Event (CPA RSD Charper)
Kingsley Community "Eat Play Love" (Kingsley Estates Community)
Pacific Rim Kite Festival (B.C. Kite Fliers Association)
St. Paul School Primary Year End Celebration (St. Paul School)
LYMT's 20th Anniversary Event Series Event #1 - Water, Land and Air Grand Dharma Service
Canada Day Celebrations/Carnival (Canadian Alliance of Chinese Association)
BLIA Family Sports Day (Buddha's Light International Association - Light Passing Subchapter)
E&E Global Foundation Charity Walkathon 2019 (E&E Global Foundation)
Soccer Funfest 2019 (Coast Mountain Bus Company)
MASONIC FAMILY BBQ (Masonic Family BBQ)
Dolphin Park Classic Basketball Tournament (Dolphin Basketball Association)
The Nations Cup (The Nations Cup Soccer Society)
Community In Motion (Richmond Cares, Richmond Gives)
Summer Slam Hope For Kids (Summit International Trade Services Inc.)

## 2019 REACT APPROVED EVENTS LIST

### Events Organized by Various Community Groups - Continued

Summer BBQ (Canada Sichuanese Friendship Association)
Jao Family Reunion (Jao Family Reunion)
Get to know the Neighbours (Springbrook Events)
Summer Picnic (Organika Health Products Inc.)
Volunteer Appreciation Picnic (Richmond Food Bank)
ITA Summer Event (Industry Training Authority (ITA))
Join Eid Joy! (Dalila Bekkaoui)
Teldon 50th (Teldon)
Block Party - Jensen Dr /Harrison Ave (Block Party - Jensen Dr/Harrison Ave)
Ingram Micro 2019 Family Day Picnic and 10th Anniversary Soccer Cup Celebration (Ingram Micro)
Steveston Dragon Boat Festival (Canadian International Dragon Boat Society)
Launch Service (Richmond Baptist Church)
Trail Appliances Picnic (Outback Team Building)
2019 Terry Fox Run Richmond (The Terry Fox Foundation)
BMO Family Sport Event (Bank of Montreal)
Tourism Richmond: End of Summer Stakeholder Mix & Mingle (Tourism Richmond)
Grand Prix of Art (Phoenix Coastal Art Ltd.)
Rotary Bahamas Relief Walk (Rotary Club Steveston-Richmond)
Tout le Mond - Neighbourhood Gathering (Mond Neighbours)
4ocean Garry Point Community Cleanup (4ocean)
Richmond Recovery Festival 2019! (Turning Point Recovery Society)
Terry Fox Run - School Event (Board of Education of School District No. 38 – Richmond)
St. Paul School Annual Walkathon (St. Paul's School)
dnata runs the world (dnata Catering Canada)
Ketcheson Park Community Celebration (Concord Pacific Developments Inc.)
MEC Vancouver: Road Race FIVE (Mountain Equipment Co-operative)
Autism Speaks Canada Walk (Autism Speaks Canada)
Ride for Refuge (Blue Sea Philanthropy Inc.)
Salmon Run (St. Joseph the Worker)
Christmas in Steveston (Steveston Merchants Association)
Richmond Society for Community Living Annual Family Picnic
2019 Ride Don't Hide Greater Vancouver (Canadian Mental Health Association, Vancouver-Fraser)
Walk For Mental Health (Community Mental Wellness Association of Canada)