



City of Richmond

Report to Committee

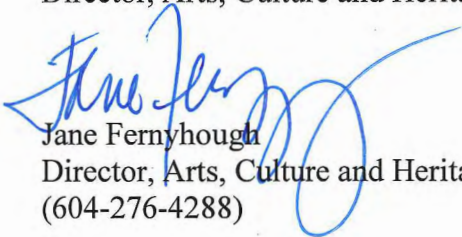
To: Parks, Recreation and Cultural Services Committee
Date: April 7, 2016

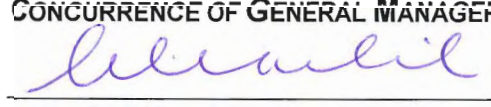
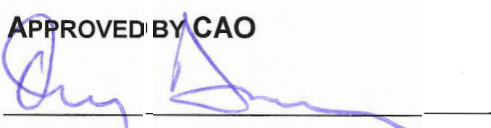
From: Jane Fernyhough
 Director, Arts, Culture and Heritage Services
File: 11-7000-01/2016-Vol 01

Re: Cultural Focus for Events and Activities

Staff Recommendation

That the report titled "Cultural Focus for Events and Activities" dated April 7, 2016 from the Director, Arts, Culture and Heritage Services, be received for information.


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

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Community Social Development Recreation and Sport	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: DW	APPROVED BY CAO 

Staff Report

Origin

At the Parks, Recreation and Cultural Services Committee meeting of November 25, 2014, Committee made the following referral motion:

That staff examine potential culturally focused events and activities that the City can organize in conjunction with community groups and report back.

This report responds to that referral.

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 City's Social Development Strategy has defined cultural diversity as "the presence and participation of many different cultural communities within society, and the explicit recognition that the contribution and participation of all cultural communities have equal value and benefit to society".

As per the City's Arts Strategy, "arts" is understood as the expression of human creative skill as it relates to visual, performing, media and a wide range of other art forms.

This report will focus on public events and activities with an emphasis on cultural diversity and/or the arts and the events and activities that are organized in conjunction with community groups.

Background on Cultural Events and Activities

Current Major Events

The City of Richmond hosts a number of large thematic events throughout the year including the Children's Arts Festival, the Richmond Maritime Festival and Ships to Shore. Staff is routinely approached by community groups wishing to participate in these festivals and staff endeavor to work with, highlight or incorporate these groups where feasible and appropriate.

Some 2015 examples of cultural and community group participation in existing festivals include:

- Children's Arts Festival included a traditional Chinese Lion Dance at the opening of the 2016 event (on the same day as Chinese New Year). The festival also featured performances by the world-renowned Beijing Shadow Play Art Troupe.
- The Richmond Maritime Festival is an arts and maritime festival and presented traditional Japanese drummers and a Chinese Choir performances. The festival is programmed in partnership with the Richmond Arts Coalition and Britannia Heritage Shipyard Society.
- Ships to Shore included a "Chalk the Boardwalk" event where local artists, merchants, and community partners engaged the community in a public art competition. Performances by local Latin, folk and youth instrumental bands provided musical interludes throughout the festival.
- 2015 Pan American Games Torch Relay included a local and national cultural component as it ran through Richmond via Steveston Community Centre and Britannia concluding at the Richmond Olympic Oval with a finale featuring Nikki Yanovsky.
- The award-winning Richmond World Festival (RWF) directly responded to the Council referral as its core purpose is to be a multicultural and community-based celebration. Community and cultural groups are involved in all aspects of planning and implementation of the Richmond World Festival.

Richmond World Festival

The RWF Advisory Committee was created in order to provide input and vision to the event from a range of community interests. The committee includes representatives from the City Centre Community Association, Richmond Multicultural Community Services, Richmond Sister City Advisory Committee, Richmond Centre for Disability, School District #38, Richmond Arts Coalition, youth representatives and City staff.

In addition, the RWF has established partnerships with Cinevolution and the Vancouver Cantonese Opera Society (VCOS). Last year, Cinevolution (producers of the Your Kontinent Film Festival) created the Digital Carnival experience to present multimedia visual artwork as part of the festival's Global Village. The VCOS programmed the World of Opera at the festival and will be merging their annual Richmond Multicultural Heritage Festival – which features a wide range of performing arts groups – with the World Festival in 2016.

In its inaugural year, the Richmond World Festival featured a diverse range of on-site activations including Richmond Cares Richmond Gives, City Centre Community Association, Richmond Youth Services Agency, Richmond Multicultural Community Services, Richmond School District Settlement Workers in Schools, Richmond Chinese Community Society, Richmond Community Orchestra & Chorus Association, Immigrant Services Society of BC, Richmond Division of Family Practice, Richmond Museum Society, Falun Dafa Association of Vancouver, BC Metis Federation, Multicultural Helping House Society and the Richmond Hospital Foundation.

In 2015, the Richmond World Festival featured the following:

- 50 culturally diverse music, dance, cooking and sport performances;
- 36 food trucks featuring food from around the world;
- 50 exhibitors showcasing cultural content, programs, and crafts; and
- 15 cultural activities and activations (e.g., sumo, bocce, fencing, archery, martial arts, bhangra dance, turban tying, origami, Chinese painting and poetry.)

Planning is currently underway for the 2016 Richmond World Festival. The first advisory committee meeting took place in April.

Richmond Sport Hosting Grant Program

The Richmond Sport Hosting Grant provides funding for Richmond-based groups including the Richmond Olympic Oval Corporation, Richmond not-for-profits, Richmond community associations, and the Richmond School District No. 38 Athletic Association. Applicants must ensure program criteria are met and one of the goals of the program is to have a cultural component to the events.

The nature of the cultural components will vary depending on the scale of the events, but can include entertainment, performances, exhibitions, medal/trophy presentations, opening/closing ceremonies, graphics/web design and/or other celebration components. In 2015, under the guidelines of the previous grant program, 29 of 31 Tier 2 applicants (grants over \$1,000) included a cultural component in their event. Some recent examples of cultural components in events that received grant funding include:

- Pacific International Judo Tournament: a Judo Team of approximately 24 members from Japan competed and they had a farewell banquet in their honour which featured a local and Japanese theme.
- Western Canadian Ringette Championships: this event focused on a west coast theme for the closing ceremonies and included a performance by local entertainer Andrew Allen.

May 2016, the 37th Annual Can-Am International Martial Arts Championships will be held at the Richmond Olympic Oval. As a part of their opening ceremonies they will have Master Martial Artists performing demonstrations and will have a local club perform their Lion Dance Routine.

Other City-supported Cultural Events

The City has historically assisted and currently supports a wide range of community-organized cultural events and activities both informally (with in-kind provision of space, tents and/or technical support) and financially, through the City of Richmond grants program.

These City-supported events and activities include:

- Diwali, a major South Asian religious and cultural celebration (October/November)
- National Aboriginal Day (June)
- BC Multiculturalism Day (November)
- West Coast Tagore Festival, a celebration inspired by Bengali poet, Rabindranath Tagore (September)
- Activities by Cinevolution Media Arts Society, Philippine Cultural Arts Society, Canadian YC Chinese Orchestra Association and other non-profit arts organizations.
- Gateway Theatre Pacific Festival, an annual program of high-quality contemporary theatre in Cantonese and Mandarin with English and Chinese surtitles.

In 2015, the Richmond Cultural Centre played host to 55 public events with a cultural focus. Of these, 17 were organized by City staff; these included the Richmond Youth Dance Showcase, PechaKucha nights, Culture Days (a weekend showcase of community arts and cultural groups) and Tibetan Singing Bowls concert.

The other 38 events, were presented by community groups, often with some form of support from the City; examples include the Potters' Club Winter and Spring Sales, Grand Prix of Art, the annual *Art About Finn Slough* exhibition and a season of "Tickle Me Pickle" sketch comedy performances.

Events taking place on City property are reviewed by the Richmond Event Approval Coordination Team (REACT) to ensure that they meet multi-departmental requirements such as safety guidelines and bylaw compliance, and that conflicting bookings don't occur.

This indirect support assists community organizers with their successful cultural events, which last year included the Chinese New Year Lantern Festival, Buddha's Light International Association Annual Spring Fling, Steveston Salmon Festival and Steveston Christmas Parade.

In 2015, a total of 110 events were approved with 23 of these incorporating cultural components as part of their event program.

Also, a number of cultural groups present public events independent of City support, performing at local venues including Lansdowne Centre, Gateway Theatre and other rental facilities.

Art and Culture Programming

In addition to festivals and public events organized by community groups or presented by the City in partnership with community groups, the City offers a wide range of cultural programs through community centre-run recreation programs.

- In 2015, there were 15,418 registered courses and programs on offer. Of these, 1,598 had an arts or cultural focus.
- The Richmond Arts Centre, the City's arts education and creation hub, offered 560 registered courses and programs and boasted an enrollment of 4,836 with 665 students waitlisted.

- Twelve Resident Art Groups (potters, weavers, painters, etc.) call the Richmond Arts Centre their home and make use of the studios year-round for their creative activities.

Year-round programming is additionally offered by the Richmond Art Gallery, Richmond Museum, Gateway Theatre, Richmond Public Library, Britannia Shipyards National Historic Site and Steveston Museum among other cultural venues and sites. Free cultural programs are also offered through the City-run Lulu Series: Art in the City program of guest speakers, Minoru Chapel Opera, Artist-in-Residence programs and many other activities.

Looking Forward

Additional established cultural events that may be considered in the future include Black History Month (February), World Day for Cultural Diversity, Dialogue and Development (May) and Canadian Multiculturalism Day (June). Consideration would need to be given to the level of support these events would require and some may require commensurate funding.

In 2016, the City of Richmond will host the 2016 Diversity Symposium, a Metro Vancouver-wide conference that will explore best and emerging practices in building community in a multicultural, municipal government, environment. The symposium is planned to create opportunities for municipal staff, immigrant services agencies and community leaders to learn, share ideas and explore collaboration. In 2015, more than 100 municipal and non-profit staff members, as well as community leaders, were in attendance and explored common visions of community.

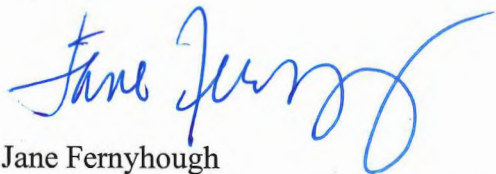
Financial Impact

None.

Conclusion

The Richmond World Festival will take place on the Labour Day weekend in 2016 and is the City's largest event. With a focus on cultural diversity, it is organized in partnership with a variety of community groups. In addition to this major event, the City supports a selection of culturally focused events and activities throughout the year via official grants and ongoing staff support.

Staff will continue to encourage and support cultural events and activities in Richmond and to incorporate additional arts and cultural activities into existing City-led events and programs.



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