



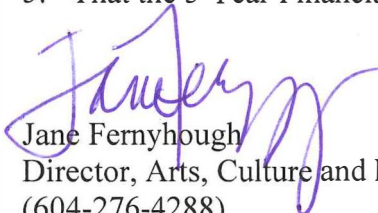
City of Richmond

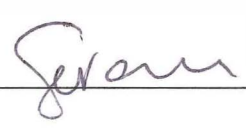

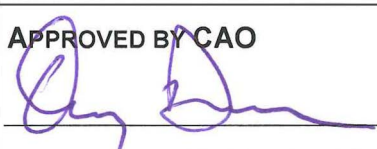
Report to Committee

To: General Purposes Committee **Date:** February 14, 2018
From: Jane Fernyhough **File:** 11-7400-01/2018-Vol
 Director, Arts, Culture and Heritage Services 01
Re: **Proposed Plan for Major Events and Programs in 2018 and 2019**

Staff Recommendations

1. That \$28,000 be approved for the 2018 Garden City Lands Farmer's Market to be funded from the Rate Stabilization Account;
2. That \$1,258,000 be approved to support the following events and programs for 2019: Children's Arts Festival, Cherry Blossom Festival, Doors Open, Richmond Canada Day in Steveston, Richmond Maritime Festival, Garden City Lands Farmer's Market, Richmond World Festival, City-wide event marketing program and City branded assets, funded by the Rate Stabilization Account;
3. That \$75,000 be approved for a 2019 Neighbourhood Celebration Grant Program funded by the Rate Stabilization Account;
4. That \$200,000 be approved for the 2019 Video Series: History of Richmond project, funded by the Rate Stabilization Account; and
5. That the 5 Year Financial Plan (2018-2022) be amended accordingly.


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

REPORT CONCURRENCE		
ROUTED TO: Economic Development Finance Parks & Recreation Services Corporate Partnerships Corporate Communications	CONCURRENCE <input checked="" 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 to provide input into the types of major events to be produced by the City and provide input into a program of activities and events to commemorate Richmond's 140th anniversary of incorporation. The Advisory Group, Councillors Day (Chair), Au, Loo and Steves, and staff, conducted a series of meetings to review the major event program for 2019.

Numerous options were considered in the evaluation process which resulted in a final list for Council consideration.

In addition, at the General Purposes Committee of January 15, 2018, Council made the following referral:

That the Harvest Festival be referred back to staff to work with the Major Events Advisory Group on a plan and for further discussion of the possibilities for a Chinese New Year event and a High School Concert Series.

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.

This report supports Council's 2014-2018 Term Goal #4 Leadership in Sustainability:

Continue advancement of the City's sustainability framework and initiatives to improve the short and long term livability of our City, and that maintain Richmond's position as a leader in sustainable programs, practices and innovations.

This report supports Council's 2014-2018 Term Goal #8 Supportive Economic Development Environment:

Review, develop and implement plans, policies, programs and practices to increase business and visitor appeal and promote local economic growth and resiliency.

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

In 2019, the City will celebrate 140 years of incorporation. The Major Events Advisory Group discussed the significance of a 140 year milestone and determined that the most significant milestones that warrant major celebrations are those in 25 year increments. As a result, the scale of the proposed 2019 major events program was not elevated to the same level as it was for the Canada 150 milestone.

The proposed program of major events for 2019 includes the following events:

- Children's Arts Festival
- Cherry Blossom Festival
- Doors Open
- Canada Day in Steveston
- Maritime Festival
- Garden City Lands Farmer's Market
- World Festival

In addition, two special projects are proposed for Council consideration:

- Neighbourhood Park Celebration Grants
- Video Series: History of Richmond

Summary of Annual Events

Children's Arts Festival (February 18-22)

Description: A festival dedicated to children that opens with a festival on Family Day and features numerous performances, art activities, and workshops, and ends with four days of school group programs.

Attendance (projected): 8,000

Budget (proposed): \$165,000 with \$75,000 in City funding

Richmond Cherry Blossom Festival (a Sunday in March or April)

Description: 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 expand to include mini-workshops where participants can learn the art of bonsai, origami, ikebana, traditional tea ceremony, and more.

Attendance (projected): 1000

Budget (proposed): \$40,000 with \$35,000 in City funding

Doors Open (weekend in May or June)

Description: 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

Budget (proposed): \$30,000 with \$20,000 in City funding.

Note: This event has grown in popularity over the years and now requires dedicated funding support.

Richmond Canada Day in Steveston (July 1)

Description: A street festival in Steveston Village featuring programming throughout the Village on multiple stages with a headline concert, exhibitors and artisans, flag raising ceremony, street hockey, and a fireworks finale. The festival will continue to collaborate with the Salmon Festival organizers and the Gulf of Georgia Cannery on programming, marketing and logistics.

Attendance (projected): 100,000

Budget (proposed): \$330,000 with \$250,000 in City funding

Richmond Maritime Festival (July 27-28)

Description: This two day festival will celebrate our maritime heritage using both Britannia Shipyard National Historic Site and the docks at Imperial Landing. Wooden boats would moor at Britannia and more modern boats (e.g., Navy vessels, tug boats, etc.) 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. An expanded Maritime Festival will likely result in it becoming a stronger tourist attraction which can be leveraged through out-of-market marketing campaigns in partnership with Tourism Richmond.

Attendance (projected): 40,000

Budget (proposed): \$400,000 with \$300,000 in City funding

Note: The expansion of the Maritime Festival to Imperial Landing is subject to availability of large Navy vessels. If the large vessels are not available, then City funding will be reduced to \$200,000 and festival will remain at Britannia Shipyard.

Richmond World Festival (Aug 31 – Sept 1)

Description: A two day festival at Minoru Park featuring over 75 artists on nine stages including international headliners. In addition, the festival showcases 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 out-of-market marketing campaigns in partnership with Tourism Richmond.

Attendance (projected): 60,000

Budget (proposed): \$560,000 with \$400,000 in City funding

In addition, the Major Events Advisory Group recommends Council consider two additional projects for 2019:

Neighbourhood Celebration Grant Program

Description: 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, etc.). 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.

Submissions would be open in September 2018 until the end of November 2018. All proposals would be awarded by February 2019 with events held between May to September 2019.

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.

Budget (proposed): \$75,000 in City funding

Note: Budget breakdown as follows:

- Grant Allocations - \$50,000
- Event Hosting Resources/Supplies/Marketing - \$10,000
- Administration - \$15,000

Video Series: History of Richmond

Description: Create a series of short videos (3-5 minutes each) to tell the stories of Richmond's history pre-incorporation to present day. These short videos can be stitched together into one longer presentation, if desired, and broken down to shorter 5-8 second

clips to advertise on social media. An example of a similar type of project is the Nikkei Stories in Steveston launched in 2016.

These videos would be ideal to use in schools, school programs, museums, heritage sites and can be made available online. Additional viewing opportunities throughout Richmond, at major festivals, and on the City's social media channels would be included in the roll out.

A scan for existing footage and documentation would be conducted as part of the pre-production process and integrated as required.

Budget (proposed): \$200,000 in City funding

Note: This program would be administered by the City's Museum and Heritage Section in collaboration with Richmond Archives.

The Major Events Advisory Group also discussed the following events:

Harvest Fest

It was recommended that for 2018, the City not produce an event to the scale of the 2017 Harvest Fest, but instead organize a smaller farmers' market called the Garden City Lands Farmer's Market.

The event would bring together local Richmond farmers and artisans. Staff will work collaboratively with Kwantlen Polytechnic University (KPU) and the Steveston Community Association to produce an enhanced market on Garden City Lands.

Market highlights would include agricultural demonstrations, displays, and educational farming materials provided by KPU as well as a narrated wagon ride to provide educational information about Garden City Lands. The event would celebrate locally grown produce and artisanal products from Richmond farmers and local vendors. The market would provide an opportunity to collaborate with community partners on event production and it would increase awareness and educational information about Garden City Lands.

Attendance (projected): 2,500

2018 Budget (proposed): \$28,000 in City funding

2019 Budget (proposed): \$28,000 in City funding

Note: The Major Events Advisory Group recommends that the Garden City Lands Farmer's Market be evaluated following the 2018 event to determine if it should continue at its 2018 scope or be increased to a larger festival in 2019. A separate report will be brought forward in September 2018 if a scope change is recommended.

High School Concert Series

The High School Concert Series was proposed as a possible event for the 2019 program; however, the Major Events Advisory Group did not feel this series needs City support. High school groups would have access to event funding through the proposed Neighbourhood Celebration Grant program.

Chinese New Year

A significant number of events currently exist in Richmond to celebrate Chinese New Year. As a result, the Major Events Advisory Group did not feel that a City produced event was necessary. Community groups interested in hosting a celebration would have access to event funding through the proposed Neighbourhood Celebration Grant program.

Tall Ship Festival

At the Parks, Recreation and Cultural Services Committee held January 30, 2018, Committee made the following referral:

That staff examine the potential of hosting a Mexican tall ship for a 2019 Tall Ships event in celebration of Richmond's 140th anniversary and report back.

Staff will pursue the attendance of a "class A" tall ship from Mexico or South America. If the response is positive, a report will be brought forward to Council for a Tall Ship Festival, either a standalone event or in conjunction with an existing festival depending on the availability of the ship, requesting event and budget approval.

City-wide Event Marketing Campaign Program & 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., CTV, Bell media radio stations, The Province newspaper, Georgia Straight, etc.). 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.

Corporate Partnerships & Federal Grants

Each event relies on its sponsorship revenue to deliver the proposed project scope and quality programming. Based on the original list of proposed events, staff projected that sponsorship and federal grant targets, for all 2019 events, reach approximately \$445,000. This amount is approximately 22 per cent of the overall budget.

In 2017, the City's major festivals, as part of the Richmond Canada 150 program, were supported by numerous corporate partnerships and federal grants totalling \$411,260 in cash and budget relief value in-kind. An additional \$54,600 federal grant was received through the *Building Communities Through Arts and Heritage Fund* via the Richmond Arts Coalition for the Maritime Festival.

Financial Considerations

Table 1: Program Budget Summary

A) PROPOSED EVENTS & PROGRAMS	2018 City Funding <i>Approved</i>	2019 City Funding <i>Recommended</i>	Sponsorship, Grants & Other Revenue	2019 Total Project Budget
ANNUAL FESTIVALS:				
Children's Arts Festival	\$75,000	\$ 75,000	\$90,000	\$165,000
Cherry Blossom Festival	\$25,000	\$35,000	\$5,000	\$40,000
Doors Open Richmond	\$0	\$20,000	\$10,000	\$30,000
Richmond Canada Day in Steveston	\$250,000	\$ 250,000	\$80,000	\$330,000
Richmond Maritime Festival	\$200,000	\$300,000	\$100,000	\$400,000
Richmond World Festival	\$400,000	\$ 400,000	\$160,000	\$560,000
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
SUB TOTAL	\$1,100,000	\$1,230,000	\$445,000	\$1,675,000
B) PROPOSED EVENTS	2018 City Funding <i>Recommended</i>	2019 City Funding <i>Recommended</i>	Sponsorship, Grants & Other Revenue	2019 Total Project Budget
2018 Garden City Lands Farmer's Market	\$28,000	\$0	\$0	\$0
2019 Garden City Lands Farmer's Market	\$0	\$28,000	\$0	\$28,000
SUB TOTAL	\$28,000	\$28,000	\$0	\$28,000
C) PROPOSED PROGRAMS		2019 City Funding <i>Recommended</i>	Sponsorship, Grants & Other Revenue	2019 Total Project Budget
Neighbourhood Celebration Grant Program		\$75,000	\$0	\$75,000
Video Series: History of Richmond		\$200,000	\$0	\$200,000
SUB TOTAL		\$ 275,000	\$0	\$275,000
TOTAL PROGRAM BUDGET	\$1,128,000	\$1,533,000	\$445,000	\$1,978,000

Financial Impact

If approved, \$2,006,000 (2018 - \$28,000 and 2019 - \$1,978,000) will be included in the 5 Year Financial Plan (2018-2022), of which, \$1,561,000 will come from City's Rate Stabilization Account and \$445,000 from projected sponsorship, earned revenue and grants. In the event that sponsorship revenues do not meet projected targets, staff will adjust the event's scope and budget accordingly.

Conclusion

The proposed schedule of events for 2019 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.

The events support the City's Council Term Goal of creating a vibrant, active and connected city. 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.



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