



City of Richmond

Report to Committee

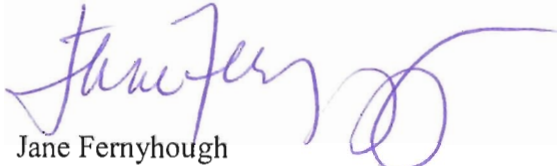
To: Parks, Recreation and Cultural Services Committee **Date:** March 5, 2015

From: Jane Fernyhough, Director, Arts, Culture and Heritage Services **File:** 11-7400-01/2015-Vol 01

Re: **New City Multicultural Festival - Naming**



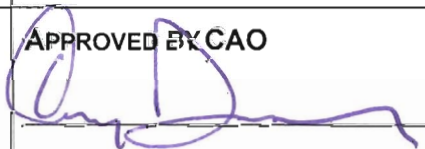
Staff Recommendation

1. That the name, *Lulubaloo – Richmond World Festival* be approved as the name for the City’s new multicultural festival scheduled for September 5, 2015, at Minoru Park.



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

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Communications Corporate Partnerships	<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, held on March 2, 2015, the Committee reviewed the report titled “Funding for Major Events and Festivals 2015” and approved a new signature festival scheduled for September 5, 2015, at Minoru Park. In the report, the festival was referred to as the *Richmond World Block Party*. The report noted that staff would be bringing back a list of possible festival names at the next Parks, Recreation and Cultural Services meeting for discussion and Council approval.

This report supports Council’s Term Goal #9 Arts and Culture:

Continue to support the development of a thriving, resilient and diverse cultural sector and related initiatives in creating a vibrant healthy and sustainable City.

9.4. Work with other levels of government and community organizations including community centres and civic spaces to promote and increase cultural activities and programs.

Analysis

The City’s newest signature event and multicultural festival will celebrate Richmond’s significant diversity through music, food, sport and culture. This free family festival will feature a culturally diverse line-up of local and international performers on two stages, over 35 food trucks, a culinary stage, a sports zone and many more attractions that will appeal to all cultures and demographics.

Research indicates that selecting a name is the first and most important step in developing the event’s brand. Industry experts also agree that when naming a business, product or event, the chosen name should strive to meet the following criteria:

1. It Tells a Story – The name should have a connection to the origin or vision of the event. In this case, the name should reference Richmond, the multicultural theme and the festival setting.
2. Make it Short and Catchy – A short and unique name results in a memorable and very marketable and catchy brand name—think Google, Twitter and Facebook.
3. Ensure the Website Domain is Available – An event website is the key marketing asset for every major festival. Securing a domain name that aligns with the festival name is paramount. The more unique the name is, the more likely the associated domain will be available. Shorter domain names are better.

Keeping in mind that the festival would celebrate Richmond’s significant diversity through music, food and culture, a staff team comprised of members from Corporate Communications, Corporate Partnerships, and Arts, Culture and Heritage, were consulted on possible names for the festival. From these brainstorming sessions, a short list was created for Council’s consideration.

Each name was carefully considered, discussed and evaluated based on the above criteria. Some of the shortlisted names include a tag line which helps convey the event's vision.

Option 1a

Lulubaloo – Richmond World Festival

Description: Lulubaloo is derived from combining Lulu Island and the word hullabaloo. The name speaks to the City's heritage in a fun and unique context and most closely aligns with the stated criteria. The tag line "Richmond World Festival" recognizes the City's name and alludes to a multicultural theme in a festival setting. The domain name www.lulubaloo.com is available.

Option 1b

Lulubaloo – Richmond World Block Party

Description: As described above, the Lulubaloo name is used but this option uses a different tag line. The term 'block party' plays on the concept going out and meeting your neighbours in a fun party-like setting. The tag line "Richmond World Block Party" is meant to define the boundaries of the 'block' as worldwide, but that the 'party' is in Richmond. The domain name www.lulubaloo.com is available.

Option 2

CrossCurrent Summer Festival

Description: CrossCurrents captures the multicultural element and describes a fusion of entertainment and culture. The name also references our island/river surroundings. Choosing a short and unique domain name for this event will be a challenge as variations of the crosscurrent name have already been taken.

Option 3

Richmond World Festival

Description: This is the conservative option that uses the tag line from Option #1a as the overall event name. This version still tells the story but lacks the unique and catchy name. Choosing a short and unique domain name for this event will be a challenge.

Option 4

LuluFest – Richmond World Block Party

Description: This name uses the Lulu Island reference and has a simple and safe sound to the name. The strength of the tag line further describes the event. The domain name www.lulufest.com is available.

Recommendation

From the shortlist, staff recommend that the City's new festival be called Lulubaloo - *Richmond World Festival*.

The name meets our criteria for being short and catchy, unique, memorable and marketable, and it speaks to the festival's location and purpose.

In recent discussions with corporate partners, the Lulubaloo name received overwhelming support from their marketing and sponsorship representatives. They all agreed the name was unique, hip, fun and aligned well with their corporate sponsorship objectives. Feedback from community partners has also been very positive and supportive of the proposed name.

In addition, the Lulubaloo name has been reviewed by Tourism Richmond, industry professionals in event marketing, media and communications and graphic artists who all commented on the creativity of the name and felt that the name would be well received in the market - especially by the youth and young adult demographic.

Financial Impact

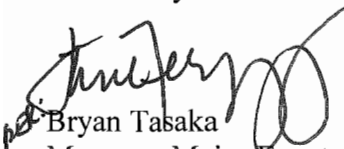
There is no financial impact with this report.

Conclusion

On September 5, 2015, the City of Richmond will launch a new signature event at Minoru Park. Staff are expecting crowds in excess of 40,000 people with attendees coming from throughout the Lower Mainland.

Selecting the right name can have a significant impact on the marketability of the event and on its ability to attract corporate partners. A creative name can also reflect well on the City and its unique image. From the shortlist of names that staff created, the one name that received strong support was "Lulubaloo - Richmond World Festival". Staff believe the name is memorable and speaks to the event's overall vision.

Staff recommend that the name, *Lulubaloo – Richmond World Festival*, be approved as the name for the City's new multicultural festival.


Bryan Tasaka
Manager, Major Events and Film
(604-276-4320)

Att. 1: Short List of Event Name Options

Multicultural Festival Naming Options

Option	Name	CRITERIA					Score (out of 5)
		Strong Richmond Identity	Multicultural and Diverse	Short domain name availability and options	Short, Unique, Catchy and Memorable	Marketability and Appeal	
1a	Lulubaloo <i>Richmond World Festival</i>	Yes	Yes	Yes	Yes	Yes	5
1b	Lulubaloo <i>Richmond World Block Party</i>	Yes	Yes	Yes	Yes	Yes	5
2	CrossCurrent Summer Festival	No	Yes	No	Yes	Moderate	2.5
3	Richmond World Festival	Yes	Yes	No	No	Moderate	2.5
4	LuluFest <i>Richmond World Block Party</i>	Yes	Yes	Yes	Moderate	Moderate	4