



# City of Richmond

## Report to Committee

**To:** Parks, Recreation and Cultural Services  
Committee

**From:** Jane Fernyhough  
Director, Arts, Culture and Heritage Services

**Re:** **Major Events and Festivals 2015**

**Date:** September 17, 2014

**File:** 11-7000-01/2014-Vol  
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### Staff Recommendation

That the report on Major Events and Festivals 2015 be received for information.

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

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance Division	<input checked="" type="checkbox"/>	
Recreation Services	<input checked="" type="checkbox"/>	
Parks Services	<input checked="" type="checkbox"/>	
Corporate Partnerships	<input checked="" type="checkbox"/>	
Corporate Communications	<input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO (for) 

## Staff Report

### Origin:

In 2014, Council approved funding for two events from the Major Events Provision Fund: Ships to Shore and Richmond Maritime Festival. In addition, funding was approved for the umbrella marketing program “Richmond Days of Summer”, which promoted the broad array of seasonal community events happening in Richmond as a summer-long series.

This report summarizes the events held in 2014 and Richmond Days of Summer and explores events and programs for 2015.

This report supports the following Council Term Goals:

#### #3 Economic Development:

*3.8. Develop a “stay-cation” appeal for the City and region.*

*3.12. Ensure the updated economic development strategy includes sport hosting and events as an integral part of it.*

#### #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.*

*9.5. Promote existing cultural resources and activities to increase public awareness, enhance quality of place and engage citizens across generations.*

#### #12 Waterfront Enhancement:

*Place greater emphasis on protecting and enhancing the City's waterfront while successfully integrating a balance between urban development, public access and events, and a healthy river environment.*

In addition, this report supports the 2010 Waterfront Strategy and 2007-2012 Major Event Strategy goals of programming the new waterfront infrastructure and creating a dynamic and destination waterfront. It also supports the 2012-2017 Arts Strategy's vision for Richmond to be an arts destination and to provide a rich offering of festivals and events.

### Analysis

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.

In the past, funding for major events has been drawn from the City's Major Events Provision Fund. Currently, there is approximately \$610,000 available. Requests to top up the Provision have occurred as part of the City's budget process and are funded from the City's Rate Stabilization account.

In addition, an increased emphasis on destination enhancement and programming has been adopted and is on future agendas of the City and Tourism Richmond.

## 2014 Overview

### **Maritime Themed Festivals**

Richmond's two annual maritime-themed summer festivals (Ships to Shore and Maritime Festival) provided many benefits to the community and generated a high level of excitement from participants and sponsors. There is a high degree of community engagement in both events with Ships to Shore engaging the City's maritime community and Maritime Festival engaging the arts/cultural community.

Both are annual events with the Maritime Festival in its 11<sup>th</sup> year and Ships to Shore in its 4<sup>th</sup> year. Both events are well established and have potential to grow.

Highlights from the 2014 maritime themed festivals include:

- An estimated 80,000 visits
- Over 280 volunteers contributed over 4,000 hours
- 25 vessels provided viewing and ship boarding
- Involvement of over 200 local Richmond artists, artisans and performers
- Collaboration with many local community organizations
- Over \$89,500 in cash sponsorship and \$12,500 in in-kind sponsorship (non-media)
- 350 summer day camp children and youth were hosted during the first day of the Maritime Festival
- Major media coverage, both local and national, with earned media coverage
- Enhancement of the Steveston "vibe" and amenities such as Imperial Landing, Britannia and contribution to existing events such as Salmon Festival.

### **Richmond Days of Summer**

Richmond Days of Summer is the umbrella brand and marketing campaign to assist in promoting the broad array of seasonal community events, including the City's signature summer events (Doors Open, Ships to Shore and the Maritime Festival). Highlights from 2014 include:

- The partnership program was expanded to include a Presenting Sponsor.
- The program positions the City as a destination of choice for residents and visitors seeking fun, free or low cost, family oriented events with the goal of increasing awareness and attendance for all events in support of Council Term Goals.
- More than 50 community events registered and were listed on the richmonddaysofsummer.ca website, a 40 % increase from 2013.
- Richmond Days of Summer events were attended by more than 250,000 people.
- Estimated cumulative earned media value for combined campaigns exceeded \$400,000.
- Enhanced broadcast media partnership generated more than \$200,000 in-kind advertising and promotion for Days of Summer registered events.

- More than 500 newspaper, radio and television ads were part of the Richmond Days of Summer marketing campaign.
- Expanded social media campaign through City's core Facebook and Twitter channels and new @FunRichmond social media platforms.

In addition to Richmond Days of Summer, Tourism Richmond widely marketed festivals and events in their destination marketing campaigns.

### Proposed Events and Programs for 2015

The Major Events Provision Fund (MEPF) is dedicated to funding major events and festivals produced by the City. It has been the traditional funding source for events since 2010 such as Maritime Festival, Ships to Shore, etc. The fund is traditionally topped up annually through contributions from surplus. In 2015, staff will seek approval of using the Major Events Provision Fund for City produced events as a part of the 2015 budget process.

However, to be successful, fundraising and sponsorship development need to continue. Engaging existing sponsors and seeking new sponsors will continue this fall and into 2015 to ensure that sponsorship targets meet expectations. Many sponsors develop and approve their community engagement budgets each fall. Staff will continue to seek support of the business community to ensure that deadlines for submission are met.

In 2015, the events seeking investment from the fund include:

**Children's Arts Festival:** Over the past two years, the Children's Arts Festival has become one of the region's best festivals for children. Due to the popularity and quality of the festival funding from the MEPF would go toward expanded programming and site enhancement. The festival plans on expanding outdoor programming on the plaza, refining overall site logistics and increasing marketing initiatives.

- Date: BC Family Day - Monday, February 9, School Days – Tuesday to Friday, February 10 – 13, 2015
- Venue: Richmond Cultural Centre
- Attendance Goal: 12,000
- Funding from MEPF: \$60,000
- Cash Sponsorship Target: \$20,000
- Grant Funding and Ticket Sales: \$40,000
- Projected Event Budget: \$120,000

#### **Benefits include:**

- A foundation in the arts has been found in studies to improve both literacy and critical thinking skills especially in young children. The Children's Arts Festival furthers this link in both practice and awareness through its interactive arts programs and courses;
- The entire festival is offered at low cost to the community, providing a unique opportunity for families to connect while creating art together, furthering Richmond's liveability;

- Programming on the school days of the festival provides local students with important exposure to a wide variety of artistic disciplines that are not offered in traditional school settings; classes also act as professional development for school teachers. Since the Festival's inception the schools days have been sold out in advance with waitlists. In 2014, almost 1200 students were on the festival waitlist;
- The festival has experienced unprecedented growth in scope and draw has increased significantly each year with 7500 people attending on Family Day in 2014, up from 6000 in 2013 and 1000 from 2012. Festival attendees have come from across the Lower Mainland promoting Richmond as a destination city;
- Recognizing the role the Arts play in building healthy communities, the festival provides employment opportunities for local professional artists; this in turn builds capacity within Richmond's Arts community; and
- For the past two years, the festival has made BC Tourism's Top 10 things To Do in BC on Family Day.

**Richmond Maritime Festival:** The 11<sup>th</sup> annual Richmond Maritime Festival was held at the Britannia Shipyards and drew over 40,000 visitors over the three days of programming. The festival celebrates Richmond's maritime and cultural heritage through a variety of land and seaside activities, animating the Britannia site and docks. A comprehensive exit survey was conducted which resulted in overwhelmingly positive responses with 80% of attendees saying that the overall event was excellent.

- Date: August 8-9, 2015
- Venue: Britannia Shipyards
- Attendance Goal: 40,000
- Funding from MEPF: \$180,000
- Cash Sponsorship Target: \$80,000
- Grant Funding: \$20,000
- Projected Event Budget: \$280,000

**Benefits include:**

- Continues a popular and growing event in the summer which engages all ages;
- Engages community groups and the Britannia Shipyards site;
- Showcases local artists, artisans, performers and heritage organizations and provides opportunities for them to display, promote and sell creative products;
- Engages over 180 volunteers;
- Provides an opportunity for the public to view and board heritage vessels of all kinds and interact with the owners and crews;
- Animates the waterfront with hands-on arts activities, demonstrations, performances, storytelling and ships of all types; and

- Supports the 2010 Waterfront Strategy; the 2007-2012 Major Event Strategy; the 2012-2017 Arts Strategy; and the Council term goals of promoting existing cultural activities and programming the waterfront thereby creating a dynamic destination waterfront.

**Ships to Shore:** Ships to Shore takes place at Imperial Landing and Britannia Shipyards in Steveston Village from June 29 to July 1. This event occurred in conjunction with the annual 69th Steveston Salmon Festival. This year, 14 ships attended the event at the invitation of the City: the Adventuress, HMCS Oriole, HMCS Orca Patroller, HMCS Moose Patroller, Zodiac, Gaia, Munin, P-619, two Steveston Lifeboats, Native, Providence and two Royal Canadian Marine Search & Rescue Society boats. The festival ended with a fireworks display on July 1<sup>st</sup> in the Steveston Harbour to celebrate Canada Day and the 125<sup>th</sup> anniversary of the construction of the Britannia Shipyard building.

- Date: June 29-30 and July 1, 2015
- Venue: Imperial Landing and Britannia Shipyards
- Attendance Goal: 40,000
- Funding from MEPF: \$150,000
- Cash Sponsorship Target: \$20,000
- Grant Funding: \$10,000
- Projected Event Budget: \$180,000

**Benefits include:**

- Adds value (including opportunities for joint procurement and sponsorship) and a waterfront element to the existing, community-led Steveston Salmon Festival which will be celebrating its 70<sup>th</sup> Anniversary in 2015;
- Engages Steveston community partners;
- Continues to establish Richmond as a programmed maritime port on the West Coast;
- Continues to build on the established volunteer base from the 2011 - 2013 Ships to Shore events, and engages and maintains trained volunteers for future ship related events;
- Increases awareness and program opportunities at Britannia Shipyards; and
- Supports the 2010 Waterfront Strategy and 2007-2012 Major Event Strategy goals of programming the new waterfront infrastructure and creating a dynamic and destination waterfront.

**(New) Richmond Summer Block Party:** A new, two day free community festival situated in the City Centre, is being explored. This is a new festival that would include a main concert stage, community stage, food trucks, artisans, farmers market, street performers, dance troupes and amusement rides. Emphasis would be placed on booking a prominent headline performer to close out the main stage on Saturday night. This event would cater to families and children

going back to school and include street closures in the City Centre. It is anticipated that this will become another signature event for Richmond.

- Date: September 5-6, 2015
- Venue: TBA (e.g., City centre location)
- Attendance Goal: 80,000
- Funding from MEPF: \$170,000
- Cash Sponsorship Target: \$100,000
- Projected Event Budget: \$270,000

**Benefits include:**

- The signature festival would be significant enough to be a key tourism product that would attract out-of-town visitors and encourage residents to stay-cation;
- Showcase the City's business hub;
- Provide excellent opportunities for corporate sponsorship;
- Potential for significant media coverage and positive profile for the City;
- The concert would appeal to the youth demographic; and
- Engage the business community by exploring partnerships with Tourism Richmond, City Centre businesses and the Richmond Chamber of Commerce.

**Richmond Days of Summer:** The Richmond Days of Summer umbrella marketing programme proposes to build on the success it garnered in 2014 in promoting the broad array of community events happening in Richmond as a summer long series. The program helps support the City's signature summer events as well as increases awareness and attendance of other existing community events.

In 2015, the City will further develop the corporate and media partnership component of the Richmond Days of Summer program in order to support program and event growth. The City will also continue to focus on community outreach to engage more community groups with qualified events in the program. Greater emphasis will be placed on engaging participating community events in building the Richmond Days of Summer brand by integrating the program into their own marketing.

- Date: May to September
- Funding from MEPF: \$40,000
- Projected Event Budget: \$40,000

**Benefits include:**

- In 2014, more than 50 events were accepted and received greater promotional coverage on the Richmond Days of Summer website.
- Direct marketing support was provided to more than a dozen events through the program's print, radio, and television advertising campaigns.

- The marketing component of the Richmond Days of Summer program grew significantly in 2014 creating increased awareness and exposure of events in Richmond.

**City Branded Assets:** The City would benefit from an increased level of on-site corporate recognition for events it supports through direct or in-kind funding agreements. This can be achieved through the purchase of custom assets (e.g., tents, inflatable archways, flags, etc) which would be branded with the City's logo at our events.

- Funding from MEPF: \$10,000

**Benefits include:**

- City would be visibly recognized as a supporter of community events
- Branded assets can help make a festival look more professional

The MEPF funding transfer from the Rate Stabilization Account and the budget for Major Events and Festivals will be presented as a part of the annual budget process.

Sponsorship staff will engage businesses and corporations to meet sponsorship targets as outlined in the report.

In 2015, staff will be preparing an update to the Major Events Plan that will outline an event and festival strategy and an implementation plan. It will also deal with necessary infrastructure to accommodate major festivals in our City. Events bring increased community engagement and support, contribute to community identity and pride, provide economic and tourism benefits and are a proven way to promote our history and heritage in an engaging and family oriented manner.

In addition, the City's events as outlined above will be produced with a strong commitment to sustainable practices. Staff will use the International Academy of Sports Science and Technology (AISTS) Sustainable Sport and Event Toolkit in the development and implementation of these events to optimize environmental, social and economic benefits to the community.

## **Financial Impact**

There is no financial impact with this report.

## **Conclusion**

The Maritime Festival and Ships to Shore 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 mainly focuses on children and provides a low cost event on the Family Day statutory holiday. All three events are very well received by attendees, serve a broad demographic, and receive excellent media coverage.

A new major festival in the heart of Richmond's business district would add to the diversity of events and showcase the area to thousands.



The Days of Summer program would provide 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 community events in the region.

Major events are an excellent way for the City to stimulate social, cultural and economic growth. Investment into an expanded calendar of 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.

A strategy report for major events in Richmond will be brought forward to Council in 2015.



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