



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** February 10, 2020
From: Marie Fenwick **File:** 11-7000-01/2020-Vol
 Director, Arts, Culture and Heritage Services 01
Re: Providence Flagship Proposal

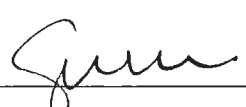

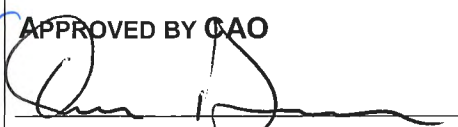
Staff Recommendation

- 1) That the Chief Administrative Officer and the General Manager, Community Services be authorized to enter into a three year agreement on behalf of the City for a total value of \$50,000 with the *Providence 1903 Charters*; and
- 2) That funding of \$33,000 from the Council Community Initiatives Account be approved to fund the annual cost of \$16,500 in the second and third year of the agreement as outlined in the staff report "Providence Flagship Proposal" dated February 10, 2020, from the Director, Arts, Culture and Heritage Services and the Consolidated 5 Year Financial Plan (2020-2024) be amended accordingly.

CM Fenwick

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

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance Department Law	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO 

Staff Report

Origin

At the November 26, 2019 Parks, Recreation and Cultural Services Committee meeting staff received the following referral:

That the City of Richmond consider an annual gun battle between the halibut schooner Providence and a visiting tall ship at the Maritime Festival. A cannon could be purchased and a different ship challenged every year.

At the December 18, 2019 Parks, Recreation and Cultural Services Committee meeting staff received the following referral:

That the proposed partnership proposal from the Providence be referred to staff and that staff consider the proposal together with the current review of the Richmond Maritime Festival's budget and a proposed Tall Ship Gun Battle.

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.

3.4 Celebrate Richmond's unique and diverse history and heritage.

Background

The Providence was built in 1903 at Frederikshavn, Denmark, by N. Nielson & Son and has worked around the world for 115 years. The boat is now owned and operated by the company *Providence 1903 Charters*, which offers Transport Canada approved low-carbon sail cargo service and passenger service for up to 24 day passengers. The Providence currently provides service between Metro Vancouver and the Gulf Islands and is planning to add Steveston to its regular schedule.

The Providence is an active, working vessel that generates interest from the classic wooden boat community and has been a popular addition to presenting Britannia Shipyards as a working shipyard. The boat has been a key attraction at docks for both the Richmond Maritime Festival and Ships to Shore since 2015.

See Attachment 1, *Providence 1903 Flagship Partnership and Sponsorship Proposal*, for more detailed information on the Providence.

Providence Sponsorship Proposal

As detailed in Attachment 1, the Britannia Shipyards National Historic Site Society (the Society) has approached the City with a proposal to establish a more formalized relationship between the Providence and the City of Richmond.

Based on a three-year commitment from the City of Richmond (\$50,000 and access to moorage from October – April valued at approximately \$15,000), under the terms of this proposed agreement the Providence will:

- Attend two City events (up to six days) per year with staffing to keep the boat open to the public during event hours. The events will be mutually agreed upon by the Providence and City staff on an annual basis. Pending execution of the agreement, the Providence has verbally committed to participating in Doors Open Richmond, Steveston Salmon Festival, and the Richmond Maritime Festival for 2020;
- Represent Britannia Shipyards and the City of Richmond at regional events, such as the Port Townsend Wooden Boat Festival, the Vancouver Wooden Boat Festival and the Victoria Classic Boat Festival;
- Provide two three-hour sails per year from the Britannia Shipyards for up to 24 people; and
- Promote Britannia Shipyards and the City of Richmond through distribution of materials year round.

The key benefit to the City is that these outcomes can be achieved through this relationship with the Providence, as opposed to the City and/or the Britannia Shipyards Society incurring the risks and costs associated with directly owning and maintaining a similar boat.

The Providence has indicated they would participate in a gun battle and/or a sail pass where cannons can be fired with visiting tall ships. Staff have started collaborating with the Providence to secure a cannon. This program activation can be accommodated within existing operating budgets.

Providence Agreement Options

Three options are presented for Council's consideration:

- Option 1 – Status Quo (Not Recommended);
- Option 2 – One-Year Agreement (Not Recommended); and
- Option 3 – Three-Year Agreement (Recommended).

Option 1 – Status Quo (Not Recommended)

The City, the Society and the Providence could continue with the current arrangement whereby the Providence attends events in exchange for the value of moorage and/or a fee for service for additional events. This agreement leaves the City vulnerable to the Providence being unable to attend key events and festivals due to other commitments.

Option 2 – One-Year Agreement (Not Recommended)

This option would offer the City, the Society and the Providence stability and guaranteed commitment for a one year period. Funding approved by Council for ship recruitment as part of the 2020 Major Events Program could be allocated for this one year commitment. Staff could review the relationship and report back after one year.

While this option would secure the relationship with the Providence for the current year, the following years would be uncertain. As the Providence operates its own tour services, bookings start as early as January each year and could preclude the Providence from participating in key

City events. Additionally, rates for the Providence may increase in future years depending on demand for tours.

Option 3 – Three-Year Agreement (Recommended)

Staff recommend entering into a three-year agreement, as described in the Providence 1903 Flagship Partnership and Sponsorship proposal (Attachment 1). The City and the Society would benefit from a longer-term commitment with this historically significant flagship. This will allow both Britannia Shipyards, and the Providence, to plan and schedule more proactively.

Providence Agreement Proposed Terms

Any agreement, regardless of length of term, would stipulate that the Providence will:

- At its own expense, provide all staff, contractors, equipment and resources necessary for the services required by the agreement;
- Maintain comprehensive general liability insurance of at least \$5M/occurrence with the City and its personnel as additional insured;
- Comply with applicable City policies and procedures;
- Comply with all WorkSafeBC requirements, Transport Canada Certifications, applicable legislation, laws, regulations and bylaws, and any other certifications required to perform its services; and
- A 30-day without cause cancellation clause, and an immediate cancellation clause for breach of contract.

Financial Impact

\$17,000 is available within the 2020 Richmond Maritime Festival Major Events budget for the first year of the agreement. The remaining \$33,000 is proposed to be funded from the Council Community Initiatives Account, set aside in 2020, for the annual cost of \$16,500 in the second and third year of the agreement.

Conclusion

The Providence sponsorship proposal offers the City the opportunity to animate the Steveston waterfront with a historically significant tall ship on a regular basis. A three-year agreement will allow the City, the Society and the Providence to build on the existing program of events. This can all be achieved with a set annual financial commitment and eliminates the financial risks that would come with the City or the Society owning and operating a similar vessel.



Rebecca Clarke
Manager, Museum and Heritage Services
(604-247-8330)

Att. 1: Providence 1903 Flagship Partnership and Sponsorship

Providence 1903

Flagship Partnership and Sponsorship



By: Britannia Shipyards National Historic Site Society

December 4, 2019

To: Parks, Recreation and Cultural Services Committee

From: Britannia Shipyards National Historic Site Society

Subject: Flagship partnership/sponsorship

Purpose:

The purpose of this report is to provide Council with the opportunity to consider the overall benefits of a partnership with the Providence 1903 Charters (the Providence), the Britannia Shipyards National Historic Site Society (the Society) and the City of Richmond (the City) to establish a flagship at the Britannia Shipyards National Historic Site (Britannia).

Background:

In July, 2017, the Society passed a motion to adopt the Providence as the Society's flagship. The Providence has participated in events with the City and the Society including the Maritime Festival, Port Townsend and Canada Day.

The Providence was built in 1903 at Frederikshavn, Denmark, by N. Nielson & Son. It has worked around the world for 115 years and it's the oldest working boat on the B.C. coast. Providence 1903 Charters offers Transport Canada approved sail cargo and passenger service.

The Providence has a fascinating history and began its life as a North Sea fishing boat for several decades. It served in both world wars, under Danish flag in World War I and was commandeered by Germany in World War II. After WWII, the vessel was registered in Danish Navy. It was sailed to B.C. in 1978 by Peter Watson and worked as a fish packer for 20 years in B.C. waters. Interestingly, after many repairs the Providence is now 50% Canadian with over 32 Canadian trees (most milled by hand) now incorporated into the ship. The Providence carries 7 sails when fully canvassed and with 4 cabins and bunks, it can sleep up to sixteen and carry up to 24 day passengers. The Providence is well known on the B.C. coast and turns heads everywhere she goes.



Currently, the Providence provides a lower carbon sail to market cargo and passenger service between Metro Vancouver and the Gulf Islands and is considering adding Steveston to its regular schedule. This delivery service model aligns with other greener initiatives like the 100 mile diet, lower dependence on fossil fuels, more ethical delivery of goods and a tailored, localized delivery infrastructure.

In addition to its environmentally conscientious business model, the Providence fosters relationships with environmental groups, heritage partners and tourism organizations including Ocean Ambassadors, Ocean Wise, the Vancouver Maritime Museum, Tourism Richmond, wooden boat groups like Port Townsend and educational groups. Through public outreach including educational programming, sustainability initiatives and ocean stewardship, an enhanced partnership with Britannia, the Society and the Providence will more effectively promote Britannia including the maritime history, the people, the fishing industry and history of wooden boats that are such a large part of B.C.'s maritime history.



Analysis:

It's a fair question is to ask why a flagship is needed at the Britannia Shipyards National Historic Site or in the City.

Flagships are often associated with Maritime centres. Mystic Seaport, Connecticut, has the Schooner Brilliant, and Lunenburg, Nova Scotia, has the Bluenose II as well known flagships. The City and Britannia have a history of flagships as well. For example, the Fleetwood (Rumrunner) was a flagship but can no longer serve that purpose. The Providence would serve this role with a very predictable cost commitment for the City and the Society. There would be no extraordinary costs typically associated with owning, maintaining and operating such a vessel while the agreement provides for many advantages such a ship would bring to Britannia.

Based on a three year agreement, the City, Britannia, and the Society would gain a historically significant and appropriate flagship. The Providence is an active, working vessel that will generate interest from the classic wooden boat community and attract visitors while assisting in achieving the vision of a working Shipyards. The vessel would augment marketing, membership and program activities. This role is already apparent in Tourism Richmond's current Pacific, Authentic campaign (cover photo).



For certain events, the City has paid for the appearance of tall ships and wooden boats. The Providence has participated in some of our past events and, for example, at Maritime Festival 2019, it filled in on short notice for a last minute cancellation and participated in the sea battle off Garry Point Park. A flagship agreement with the Providence could offset some appearance fee costs to the City.

The City and the Providence currently have a one year agreement that provides moorage, at no charge, at Britannia, from October to May. This agreement also requires the Providence to participate at two City events. The value of the moorage is a \$4 to \$6,000 value and is a consideration in the overall analysis.

This report and proposed partnership between the City, the Society and the Providence, would provide the following flagship commitments, benefits with the estimated values.

<u>Providence Commitment (per year)</u>	<u>Estimated Value</u>
1. Two City/Site events per year (6 days)	\$3000 per day (\$18,000 total)
2. Two 3 hour sails from the Site	\$1500 per sail (\$3,000 total)
3. Represent the City, Britannia and the Society at all events attended such as Port Townsend and the Vancouver & Victoria Classic boat festivals. These events provide a total 5-10 days of intense exposure and the potential for on board, dock side networking activities for contacts and VIPS which have been well attended at past events.	5 to 10 days @ \$3,000 per day (\$15 to \$30,000)
4. Represent the City, Britannia and the Society, all season, on all routes, at all Ports with promotional material on board and on the Providence's social media. In essence, the Providence would fly the flag and promote awareness, tourism, participation and membership in relation to the Britannia and Richmond.	<u>\$2,000</u> (\$53,000 total) \$50,000 (per year)
Total estimated value committed by Providence:	\$150,000 (over 3 years)

If recommended and approved, the ROI for this partnership would be assessed annually with both qualitative (public/staff feedback, evaluations) and quantitative data using key performance indicators (KPI). KPI could include attendance, ship/boat participation at Britannia and elsewhere and budget expenditures for other ship/boat participation (reduced ship/boat visitation costs to the City). The KPI will be developed jointly but the City will have final approval.

Financial Impact:

In this proposed three (3) year agreement, the total partnership/sponsorship request is \$75,000 over three years. This is 50% of the estimated value committed by the Providence. The annual commitment is \$25,000 per year and the Society is committed to contributing \$25,000 to this partnership agreement.

The Society's commitment, through fund raising, is: \$25,000

The requested City commitment is: \$50,000 *

*The City's amount could be further offset by any accrued savings related to tall ship/wooden boat invitations to City/Site events (e.g., Maritime Festival). As mentioned, the City already provides moorage which has a value of 4 to \$6,000.

Next Steps:

The Providence and Britannia will continue with the moorage arrangement through the spring of 2020 and the Society will maintain its flagship arrangement with the Providence.



Conclusion:

The Society's fund raising commitment, \$25,000, is in place. The Providence is a unique ship and we believe that it would serve the City of Richmond well as a flagship. The Society appreciates the opportunity to present this partnership proposal and looks forward to further discussions.

Respectfully,

Andy Hobbs, Chair

Britannia Shipyards National Historic Site Society

