

MayorandCouncillors

From: Bobby Loonie [graeme@bobbyloonie.com]
Sent: Thursday, 8 May 2008 4:29 PM
To: jkeating@png.canwest.com
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To Public Hearing
Date: <u>May 20, 2008</u>
Item # <u>6</u>
Re: <u>Temp. Comm. Use Permit, Vulcan Way</u>

SCHEDULE 12 TO THE MINUTES
 OF THE REGULAR MEETING OF
 COUNCIL FOR PUBLIC
 HEARINGS HELD ON TUESDAY,
 MAY 20, 2008

Subject: Will the REAL Richmond Night Market please stand up!

MAY 9 2008

Dear Mr. Keating...

& DISTRIBUTED

This is being written in response to your Vancouver Province article of Tuesday, May 6, 2008 entitled, "Richmond night market gets the nod from council".

The article, while reporting the current activity involving an application before the City of Richmond, also served to cloud the issue. The current application, from Lion Communications Inc., is for a new organization hoping to produce a new event. That company has nothing to do with past events produced as "The Richmond Night Market". Your article included information about the history of the Night Market growing from 40 booths at Continental Centre to over 400 during the past couple of years. That growth and reputation had nothing to do with Lion Communications Inc. and nothing to do with the current application before council. Any claims that Lion Communications have made about being involved with past Richmond Night Markets is false... unless, perhaps, one of their principals may have been employed as a support staff (parking or cleaning crew etc.) at the Richmond Night Market.

The past events in Richmond were produced and operated wholly by Target Events. The owner of Target Events, Raymond Cheung, was, along with his hard working team, solely responsible for the growth and success of the Richmond Night Market. Over the years Mr. Cheung and his staff took the event from it's beginning as a group of tents around Continental Centre to an indoor night market on No. 3 Road, to Lansdowne Mall's front parking lot, to the area now occupied by th River Rock Casino, to the location on Vulcan Way where they have been for the past couple of years.

For another company to walk in and, in our opinion, steal an event started and built by someone else is...well, stealing. If Lion Communications wants to produce an event, fine. Unfortuanly, they are producing and promoting the event on the coattails of Target Events work. They have even downloaded Target Events PDF of the Vendor Application and Target Event's Site Map and are using those forms in selling their "Summer Night Market". Their web site promoting the "Summer Night Market" uses photographs of last year's "Richmond Night Market".

I also question the reported past productions accredited to Lion Communications Inc. and it's principals. Lion Communications Inc. is reported as being a major "internet company" yet a Google and Yahoo search came up with not one listing, other than references to this current application to the City of Richmond. There have also been unconfirmed as yet reports of one involved with this group attempting to put on a past similar event, failing to do so, and absconding with deposits paid by vendors. These are things media and public, if not vendors, and the City of Richmond, should investigate fully.



2008-05-09

They are also promoting this as the "Summer Night Market" because they do not own the name "Richmond Night Market". Target Events owns that name. Unfortunately, just as many refer to any photocopy as a Xerox or a cola beverage as a Coke, many, including you in your article, are referring to the proposed event as the "Richmond night market".

When last year's Richmond Night Market closed, all logistical support (plumbing, washrooms, stage, tents, electrical connections, tables, sanitary facilities for the food court, etc. were removed. Estimations have been made that it would cost hundreds of thousands of dollars to replace and re-install all of that. Lion Communications Inc., in their application, stated they would reduce the parking fees for the market's lot. The parking fees were what allowed, in our understanding, the past producer to operate all of the facilities while hiring numerous Richmond youth to maintain the site. Lowering the parking would not allow Lion Communications Inc. to do so and therefore it is possible that the event would not survive, therefore making vendors, many of whom rely on the market to support their entire family, to get back their deposits and/or money involved in stock and inventory. This is not simply a matter of "build it and they will come". It is also a matter of build it, support it, promote it, maintain it and hope they will come... and come again. It is the opinion of some that there is no financial way Lion Communications Inc. can pull off what took Target Events years to build up to.

If someone wants to start a NEW event, in our opinion, that is all well and good. However, to do so, using the reputation AND materials from a different producer and promoter is wrong!

We have provided magical entertainment and balloon artistry for the many families attending the Richmond Night Market every year since the beginnings at Continental Centre. We have seen the hard work and months of planning it takes to produce The Richmond Night Market. We will not be participating in the proposed event in any way. The reason?

This may be *a* night market...

It may be *in* Richmond...

but...

it is NOT *The* Richmond Night Market

Thank you,

Most sincerely,
 Graeme Kingston
 Laff-A-Lot Show Productions
<http://www.bobbyloonie.com>

