



General Purposes Committee

Anderson Room, City Hall
6911 No. 3 Road

Monday, July 6, 2015
4:00 p.m.

Pg. # ITEM

MINUTES

GP-4 *Motion to adopt the **minutes** of the meeting of the General Purposes Committee held on Monday, June 15, 2015.*



DELEGATION

GP-7 1. Tracy Lakeman, Chief Executive Officer, **Tourism Richmond**, to provide an update on Tourism Richmond's activities.

FINANCE AND CORPORATE SERVICES DIVISION

2. **1016879 B.C. LTD., DOING BUSINESS AS TASTY KITCHEN
UNIT 1226 – 8338 CAPSTAN WAY**
(File Ref. No.) (REDMS No. 4596740)

GP-50

See Page GP-50 for full report

Designated Speaker: Glenn McLaughlin

STAFF RECOMMENDATION

That the application from 1016879 B.C. Ltd., doing business as Tasty Kitchen, for an amendment to increase their hours of liquor service under Food Primary Liquor Licence No. 303675 from 9:00 a.m. to midnight Monday to Sunday to 9:00 a.m. to 2:00 a.m. Monday to Sunday, be supported and that a letter be sent to the Liquor Control and Licensing Branch advising that:

- (1) Council supports the amendment for an increase in liquor service hours as the increase will not have a significant impact on the community;*
- (2) Council's comments on the prescribed criteria (set out in Section 53 of the Liquor Control and Licensing Regulations) are as follows:*
 - (a) the potential for additional noise and traffic in the area was considered;*
 - (b) the impact on the community was assessed through a community consultation process;*
 - (c) given that there has been no history of non-compliance with the operation, the amendment to permit extended hours of liquor service under the Food Primary Liquor Licence should not change the establishment such that it is operated contrary to its primary purpose;*
- (3) as the operation of a licenced establishment may affect nearby residents the City gathered the view of the residents as follows:*
 - (a) property owners and businesses within a 50 metre radius of the subject property were contacted by letter detailing the application, providing instructions on how community comments or concerns could be submitted;*
 - (b) signage was posted at the subject property and three public notices were published in a local newspaper. This signage and notice provided information on the application and instructions on how community comments or concerns could be submitted; and*
- (4) Council's comments and recommendations respecting the view of the residents are as follows:*
 - (a) that based on the number of letters sent and the lack of response received from all public notifications, Council considers that the amendment is acceptable to the majority of the residents in the area and the community.*



COMMUNITY SERVICES DIVISION

3. **MINORU COMPLEX AQUATIC CENTRE PUBLIC ART CONCEPT PROPOSAL**

(File Ref. No. 11-7000-09-20-201) (REDMS No. 4578746 v. 2)

GP-55

See Page **GP-55** for full report

Designated Speaker: Eric Fiss

STAFF RECOMMENDATION

That the concept proposal and installation for the Minoru Complex Aquatic Centre public artwork by artists Germaine Koh and Gordon Hicks, as presented in the staff report titled “Minoru Complex Aquatic Centre Public Art Concept Proposal,” dated June 10, 2015, from the Director, Arts, Culture and Heritage Services, be endorsed.

☐

4. **MINORU COMPLEX PUBLIC ART, ENTRIES AND ARRIVALS CONCEPT PROPOSAL**

(File Ref. No. 11-7000-09-20-202) (REDMS No. 4578013 v. 4)

GP-78

See Page **GP-78** for full report

Designated Speaker: Eric Fiss

STAFF RECOMMENDATION

That the concept proposal and installation for the Minoru Complex Entries and Arrivals public artwork by artist Sheila Klein, as presented in the staff report titled “Minoru Complex Public Art, Entries and Arrivals Concept Proposal,” dated June 10, 2015, from the Director, Arts, Culture and Heritage Services, be endorsed.

☐

ADJOURNMENT

☐



General Purposes Committee

Date: Monday, June 15, 2015

Place: Anderson Room
Richmond City Hall

Present: Acting Mayor Alexa Loo, Chair
Councillor Chak Au
Councillor Derek Dang
Councillor Carol Day
Councillor Ken Johnston
Councillor Bill McNulty
Councillor Linda McPhail
Councillor Harold Steves

Absent: Mayor Malcolm D. Brodie

Call to Order: The Chair called the meeting to order at 4:00 p.m.

MINUTES

It was moved and seconded

That the minutes of the meeting of the General Purposes Committee held on Monday, June 1, 2015, be adopted as circulated.

CARRIED

COMMUNITY SERVICES DIVISION

1. **CAMBIE FIRE HALL NO. 3 PUBLIC ART CONCEPT PROPOSAL** (File Ref. No. 11-7000-09-20-079) (REDMS No. 4585042 v. 4)

In reply to queries from Committee, Eric Fiss, Public Art Planner, advised that the call to artists typically provides historical information on the history of the site. Also, Mr. Fiss spoke of the proposed public art's risk management evaluation, noting that it will meet safety standards equivalent to those of playground equipment.

General Purposes Committee
Monday, June 15, 2015

It was moved and seconded

That the concept proposal and installation for the Cambie Fire Hall No. 3 public artwork by artist Daniel Laskarin, as presented in the staff report titled “Cambie Fire Hall No. 3 Public Art Concept Proposal”, dated May 27, 2015, be endorsed.

CARRIED

ENGINEERING AND PUBLIC WORKS DIVISION

2. **TOWNHOUSE ENERGY EFFICIENCY AND RENEWABLE ENERGY POLICY**

(File Ref. No. 10-6125-07-02) (REDMS No. 4579777 v. 2)

In reply to queries from Committee, Peter Russell, Senior Manager, Sustainability and District Energy, commented on consultations with stakeholders such as the Urban Development Institute and Richmond Small Builders’ Group in relation to the proposed text amendment, noting that cost matters were addressed. Also, Joe Erceg, General Manager, Planning and Development, advised that the proposed text amendments could be applied to in-stream applications at the development permit stage.

Discussion took place on the cost of energy efficient and renewable energy equipment to builders, and it was noted that such costs are often passed onto the consumer; therefore, it thwarts the City’s affordable housing mandate.

Mr. Erceg provided background information on consultations carried out with stakeholders when the initial EnerGuide text amendments were brought forward, noting that there was agreement amongst the development community to move forward. Also, he remarked that developers typically work the cost of energy efficient equipment into their projects as they are aware of these requirements.

In reply to an additional query from Committee, Mr. Russell advised that staff are actively working on an open referral on solar energy.

It was moved and seconded

That:

- (1) ***Richmond Official Community Plan Bylaw No. 9000, Amendment Bylaw No. 9254 (Townhouse Energy Efficiency and Renewable Energy), to amend the City’s existing energy efficiency policies for townhouse developments resulting from rezoning to reference Natural Resources Canada’s “Energy Star for New Homes” standard in the Official Community Plan Bylaw No. 9000, be introduced and given first reading;***

2.

General Purposes Committee
Monday, June 15, 2015

- (2) *Richmond Official Community Plan Bylaw No. 9000, Amendment Bylaw No. 9254 having been considered in conjunction with:*
- (a) *the City's Financial Plan and Capital Program; and*
 - (b) *the Greater Vancouver Regional District Solid Waste and Liquid Waste Management Plans;*
- is hereby found to be consistent with said programs and plans, in accordance with Section 882(3) (a) of the Local Government Act; and*
- (3) *Richmond Official Community Plan Bylaw No. 9000, Amendment Bylaw No. 9254, having been considered in accordance with OCP Bylaw Preparation Consultation Policy 5043, is hereby found not to require further consultation.*

CARRIED

ADJOURNMENT

It was moved and seconded
That the meeting adjourn (4:14 p.m.).

CARRIED

Certified a true and correct copy of the Minutes of the meeting of the General Purposes Committee of the Council of the City of Richmond held on Monday, June 15, 2015.

Acting Mayor Alexa Loo
Chair

Hanieh Berg
Committee Clerk

June 30, 2015

His Worship Mayor Malcolm Brodie
And Members of City Council
The City of Richmond
6911 No. 3 Road
Richmond, BC V6Y 2C1

Delivered via email to: mayorandcouncillors@richmond.ca

Your Worship and Members of Council,

Mr. Steve Veinot, Chair of Tourism Richmond's Board of Directors, and I are looking forward to our Annual Presentation on behalf of our organization on July 6th, 2015.

Please find attached our 2014 Annual Report and Audited Financial Statements for your reference. We are looking forward to discussing the results from the year.

We have enjoyed our conversations in the past, and look forward to discussing opportunities in the future between our tourism industry and the City of Richmond. As well, we would be pleased to answer any questions you may have concerning our organization.

Should you wish to contact me prior to the meeting to ensure we come prepared to meet your expectations, please do not hesitate to call or email me directly at 604 821-5477 or tlakeman@tourismrichmond.com.

Sincerely,

A handwritten signature in blue ink, appearing to read "Tracy", followed by a horizontal line.

Tracy Lakeman
CEO

Attachments



FAR EAST meets *West Coast*



TOURISM RICHMOND
2014 Annual Report



contents

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chair & ceo report



STRATEGIC PLANNING

In 2014, the organization continued to concentrate on driving our 2012 – 2016 *Strategic Plan* mission to achieve the following significant results through our efforts and programs:

- A** A unique and compelling "Richmond" brand will be successfully promoted and widely recognized in the markets in which we operate;
- B** Membership and the Richmond community at large will be involved with and encouraging tourism in Richmond;
- C** Revenue for Tourism Richmond will grow annually by 5%;
- D** Tourism Richmond will be a recognized partner in the growth of products, attractions and services that enhance Richmond as a desired West Coast destination.

Your Board and Tourism Richmond staff refreshed our *Strategic Plan* vision to better reflect the purpose for which Tourism Richmond exists, and that we are committed to continually strive towards: "Richmond – Canada's compelling West Coast destination connecting you to unique and diverse experiences."

To support and reflect this Vision, a new logo and tagline was created for all leisure and travel trade marketing. It encompasses a built-in call to action to consumers and emphasizes our destination rather than us, the DMO. The new tag line, "The Far East meets West Coast" tested positively in our core North American markets.

BOARD GOVERNANCE

Board governance was also a priority during 2014. The Governance committee completed a new and comprehensive Board Governance Manual prepared for the Board of Directors of Tourism Richmond. The governance framework reflected in the manual sets out the governance structure and policies, as approved by the Board, pursuant to which the Board exercises its responsibilities and carries out its duties of stewardship and accountability. The Board Manual incorporates the Board's structure and responsibilities as set out in the Society Act, the Bylaws and the Agreement between Tourism Richmond and the City of Richmond. The Board Manual is divided into the following sections:

- **Governance Structure** outlines the general roles and responsibilities of the Board, position descriptions for individual directors, the Board Chair, Vice-Chair and the CEO, and guidelines for committees, including terms of reference for each standing Committee.
- **Governance Processes** details the policies and processes that govern the Board's work.
- **Standards of Conduct** sets out a Code of Conduct to which all Directors are required to adhere.

PERFORMANCE

Tourism Richmond is a results oriented organization. Ensuring a return on the industry's investment is paramount to us. Researching our visitors and markets, benchmarking against industry standards, and measuring key performance indicators play a role with everything we do.

Results from our Visitor Volume Model Study and tourism spending analysis reported:

- Richmond had a very successful year with an estimation of visitors spending a total of 6.5 million days/ nights in Richmond. This includes 4.4 million visitor nights of which more than 3.5 million were overnight in paid accommodations and approximately 920,000 visitor nights were overnight with friends or family. According to Tourism Vancouver, visitation to Metro Vancouver was 8.94 million.
- These visitors spent over \$575 million at hundreds of our Richmond businesses during their stay. Seventy percent (70%) of those dollars were spent at businesses other than lodging.
- Tourism has become a top industry and revenue generator for Richmond, contributing \$368 million in Gross Domestic Product (GDP) each year.

While visitor centres throughout the province are experiencing declines in the number of visitors, both our Steveston Visitor Centre and post office revenues are experiencing unprecedented growth. This popular location, set in the fictional TV-town of Storybrooke, offers one-of-a-kind *Once Upon A Time* gifts as well as postage services and a taste of Richmond's history.

According to a recent benchmark study, Tourism Richmond demonstrates a greater investment in international markets relative to our budget category peers, in which we allocate 47% of our sales and marketing expenditures to international markets and 53% to domestic markets. Seventy percent (70%) of our international allocation was in the US and 30% in Asia. This is representative of our diverse, multicultural destination served by our international airport hub. We remain uniquely positioned to access and service more long-haul domestic visitors and more international visitors than DMOs of a similar size.

Tourism Richmond is considered as a progressive organization, generally adopting an online media focus more quickly than our own budget peer group (the less than \$5M DMO group) and all Canadian DMOs on average. Fifty-six percent (56%) of our sales, marketing and promotional expenses were allocated to online media, with the remaining 44% assigned to traditional media.

The Tourism Industry Association of Canada (TIAC) and Visa Canada released a report on inbound Visa Cardholder spending in Canada during the summer of 2014. Visa Canada's extensive data collection allowed TIAC to quickly drill down into unprecedented detail on the spending habits of international visitors. Of the top five inbound countries (USA, China, France, UK and Germany), Richmond was mentioned as one of the top ten cities visited in all countries but France. In fact, Richmond was number two (Vancouver was number one) for spending by visitors from China. Tourism in Richmond is strong as we continue to build upon our three key attributes – Affordable, Accessible and Asian.

We thank Tourism Richmond's Board of Directors for their guidance and commitment, our members and partners for their support and participation, and we extend a special thank you to our staff who make it all possible.



Steve Veinot, Chair



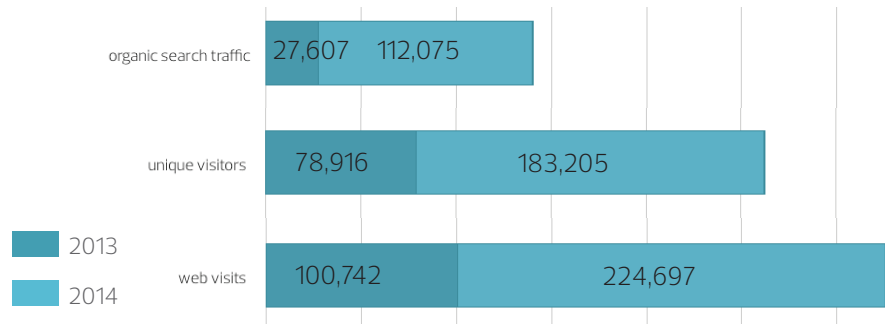
Tracy Lakeman, CEO



by the numbers

WEBSITE TRAFFIC

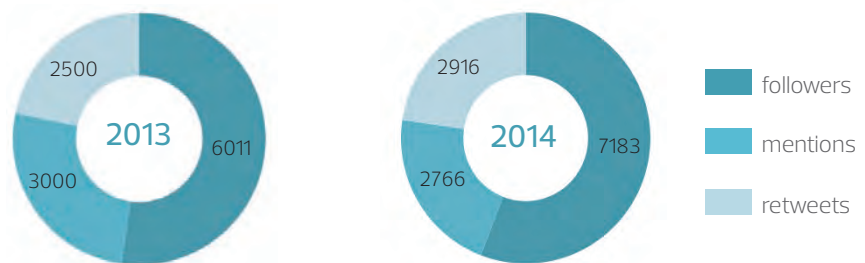
↑ **306%**
increase in
organic
traffic



SOCIAL MEDIA



↑ **20%**
increase in
followers



↑ **75%**
increase in
followers

2013

18,950 followers/likes



2014

33,071 followers/likes

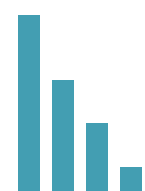


BLOG



365 Days of
Dining Blog

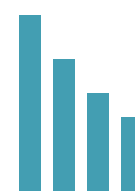
2013 > 2014



-87%
total visits



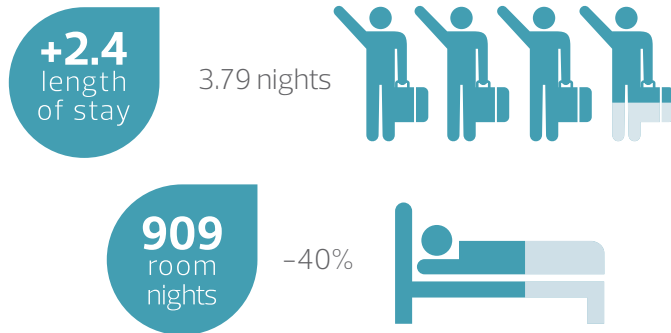
-05%
visits from target
markets



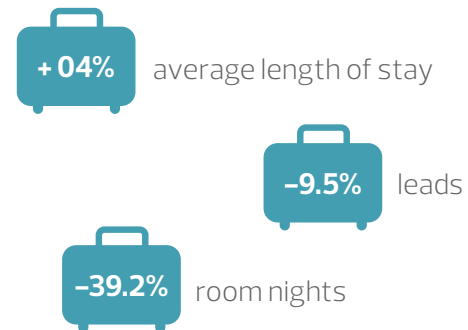
-56.1%
length of visit

by the numbers

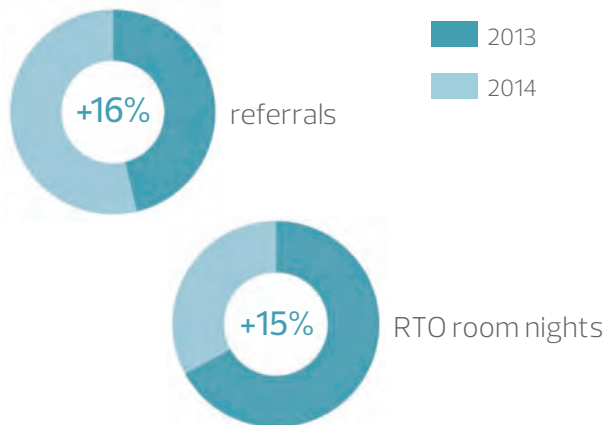
LEISURE PROMOTIONS



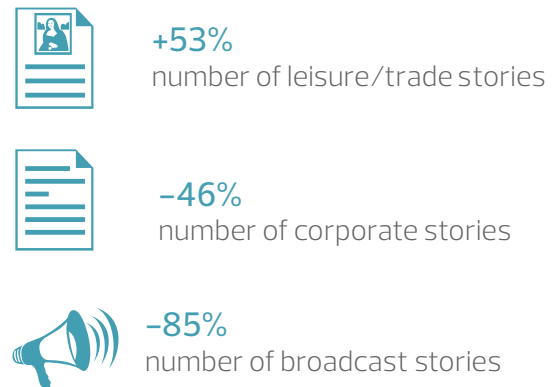
MEETINGS & EVENTS



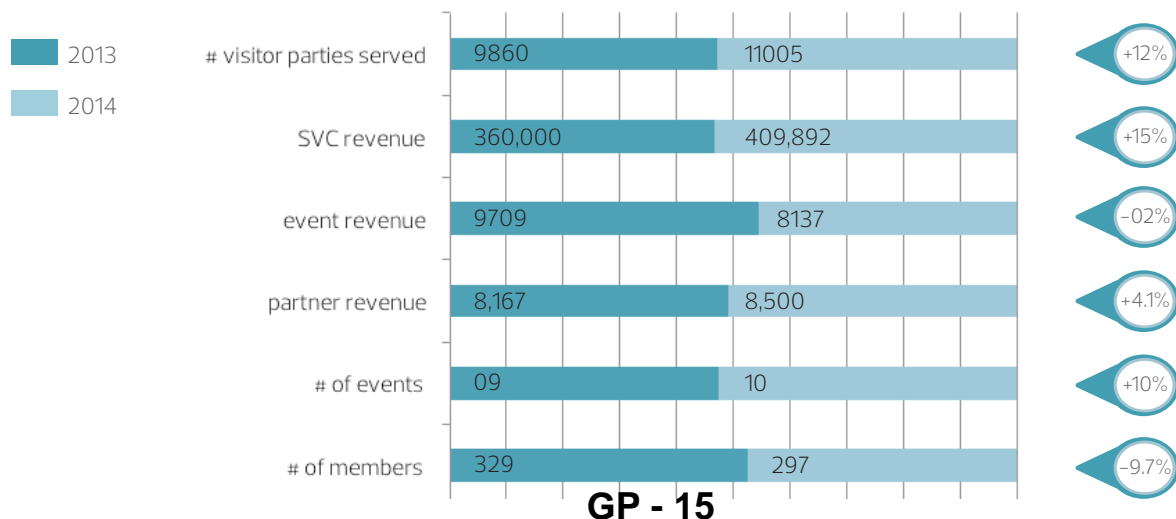
TOUR & TRAVEL



COMMUNICATIONS



PARTNER & VISITOR SERVICES



marketing



"If you close your eyes at the Sea Harbour Restaurant for just a few moments, you could swear you're in Hong Kong. Everywhere I look, there is something more delicious than the next, vying for my rapidly decreasing stomach space." – Steve Dolinsky, *Chicago Tribune*

PROGRAM FOCUS

In 2014, we continued to build awareness and visitation in Richmond through the three key "Triple A" attributes – Affordable, Accessible and Asian – but expanded our messaging to support our overall brand and new tag line "The Far East meets West Coast."

PROGRAM HIGHLIGHTS

What differentiates Richmond from other areas in B.C. and Canada is its unique Asian food and culture blended within a truly West Coast setting. In the past few years, through research and media interest, we have determined that this differentiator drives visitor stays and consideration from our target markets.

We developed a series of branded print ads that showcase our dining experiences from Asia and the West Coast – these were promoted in collateral and advertising in the Seattle market.



Our newly-created tag line "The Far East meets West Coast" ties in everything Richmond has to offer from the West Coast (whale watching, Steveston, farm-to-table food products, maritime festivals, scenic coastlines) to the Far East (hundreds of Asian dining experiences, Chinese New Year, Buddhist temples, Asian Night markets and the Golden Village).

For all consumer based communications, we created a unique logo for *visitrichmondBC.com* which encompasses our call to action and our brand in one unique communication.



The third year of the *Attraction Pass* was developed around a three night stay in Richmond for a free attractions pass, promoting both Richmond's affordability and accessibility. This year, we changed our radio buy to online remarketing to users who visited our landing page already with much success in driving new traffic back to the page. However, Richmond's high occupancy rate affected overall room bookings for this promotion in 2014.

In our first full year of in-house community management, we continued to build our Facebook followers with a series of contests which included Chinese New Year, whale watching, Richmond Play for Free and Once Upon a Time and surpassed our goal for new fans by 310%. In addition, we revived *365daysofdining.com* with a variety of freelance bloggers and fresh content to retain the over 3,000 dedicated followers of the blog.

Our website continued to do extremely well this year with annual views increasing by 230% percentage through SEM, SEO and content management.

CAMPAIGNS AND RESULTS

- Branded online ads generating a .30% click through rate compared to industry average of .08% -- a 26% increase over industry average which solidly demonstrates Seattle's interest in Richmond as a foodie destination.
- From 2013, we increased visits to our website by 230% totaling 240,594 with unique users increasing by 247% to 195,675.
- *TourismRichmond.com* hotel booking widget generated 3,375 referrals to our member hotels.

Play For Free Attraction Pass Promotion

- Generated almost 32,000 visits to our landing page which is a 77% increase from 2013. Over 7,900 searches were conducted from these visitors for hotel room stays which resulted in a 65% increase compared to 2013. Our high occupancy and low availability for rooms during summer 2014 impacted our overall room bookings.
- Through both our Once Upon A Time ("ONCE") and Richmond Play for Free promotions, we generated almost 1,000 room nights for our hotel partners.
- The Richmond Play For Free Attraction Pass generated 7,976 referrals to hotel partners on our site.

Once Upon A Time Promotion

- Promotion ran September to October 2014 and generated close to 15,000 total entries. Facebook users were able to 'share' the contest with their friends; giving them bonus entries into the contest. Unique entries totaled approximately 6,000.
- The ONCE 'Book and Stay' promotion generated 4,551 hotel referrals to the six participating member hotels.
- The ONCE promotion generated 100+ extra hotel nights in Richmond at the six participating hotels.

Whale Watching Promotion

- Ran during April and May for five weeks. We received 830 entries. With a goal of 500 entries, results surpassed this by 60%.

Chinese New Year 'Get Lucky' Promotion:

- Starting on January 6, this three-and-a-half week promotion had 4,300 entries. 67% of these entries were from non-local participants.

Digital Marketing

- Facebook results: As of December 31, 2014, 33,071 people have 'liked' our page and we gained 15,600 new fans. We had over 560,000 organic impressions and more than 300,000 mentions.
- Twitter results: As of December 31, 2014, we had over 7,183 followers and were mentioned 2,900 times with over 3,000 retweets.
- 365 Days of Dining blog results: During 2014, the blog had over 18,000 new visitors. With a total of 61,000 users viewing the blog and 160,000 page views, the blog continues to be a success long after the conclusion of the 365 original posts.



sales



"Richmond Tourism is a great partner as we can be assured that they take great care of our clients. They worked hard to ensure the site visit details were executed seamlessly, making the visit a success. We look forward to reinvesting this right back into the industry!"

— Brenda M. Howes, Founder and CEO, The Howes Group

Over the years, Richmond has grown and has developed the awareness of having the capacity, products and services to host National and Regional association and corporate conferences and events. We have successfully 'branded' Team Richmond as a unified voice when in market. This provides our partners with an opportunity to participate as one team in a cost effective way, as prohibitive costs may have otherwise prevented their participation. We continue to attract conventions that are less than 800 delegates, based on our meeting space capacity.

	LEADS 2014	LEADS 2013	ROOM NIGHTS 2014	ROOM NIGHTS 2013	ECONOMIC IMPACT 2014	ECONOMIC IMPACT 2013
TOTALS	70	74	22,057	35,830	\$14,510,700.00	15,259,800.00

PROGRAM HIGHLIGHTS: CONVENTION SALES

Trade Shows

In 2014, our focus shifted from attending the non-traditional formatted trade shows to a one-to-one B2B formatted event. We participated in a total of 17 shows which allowed us to garner, engage and build new relationships while meeting with future planners to add to our growing database. New shows included:

- M&IT (a division of IncentiveWorks) in Montreal and Ottawa.
- Attendance, as preferred partners, at the Annual ConferenceDirect partner meeting and the CDX 2014 top 100 client marketplace along with their CDX fall top 100 client event.
- Attendance, as preferred partners, at the HelmsBriscoe ABC conference.
- Attendance at American Express InterAction B2B marketplace.
- Participated at the Collaborate B2B market.
- Attendance at SPIN Conference for Senior Planners International Network.
- Attendance at FICP National Congress (Financial Insurance Conference Planners).

In Market Sales Missions

In addition to attending B2B networking shows and hosting our annual client event, sales missions were conducted in Ottawa and Toronto which continue to represent our two main markets for associations and corporate group meetings and events.

Client Event

Our annual client event was moved from November to July and welcomed 27 Executive Directors/CEOs from Ottawa's most pre-qualified association accounts. Team Richmond included Tourism Richmond and four other partners. This event allowed Team Richmond to network with key business influencer's. Pre-event, Tourism Richmond scheduled sales calls and office visits to the top senior planners that were fully prospected and qualified.

In Kind

We are grateful for the support we continue to receive from our member partners and stakeholders. Their support contributed towards the cost to host, gift, provide transportation and numerous other expenses incurred when in market.

Incentive Offer

The annual booking incentive of 'Fly Into Richmond, Leave \$1,000 Richer' attracted favorable results. A total of \$9,526.00 was distributed when definite conferences were booked. Room nights actualized represented 2,001. Our incentive cost equaled \$4.76 per room night booked.

Independent SITES/FAMS

As we did not orchestrate and host an annual meeting and events group FAM trip, we did welcome individual client site visits. This tactic allowed us to personalize the trip and showcase our partners, resulting in a higher rate of conversion. A total of 11 site inspections were conducted. Our Sites/FAMS would not be possible without the support of our member partners.

Average Length of Stay

The average length of stay from these conferences was 3.39 room nights.

PROGRAM FOCUS: TRAVEL TRADE

Director of Sales, Gayle Morris, was the only Canadian recently featured and honoured in the July 2014 issue of *thetouropoperator.com* magazine. "Being recognized and selected by your industry peers as one of the top 20 people in the Industry's Choice Awards through *thetouropoperator.com* is humbling," commented Gayle. In addition, Tourism Richmond was asked to be a presenter at the NTA Contact Marketplace Leader's Summit and Tourism Yukon, where Gayle participated as a guest panelist on China trade relations.

We continue to position Richmond as the 'most Asian friendly city in Canada' and tour operators in China see Richmond as a strong partner. Richmond has enjoyed steady growth in Chinese visitation since Canada received approved destination status (ADS) in 2010. Traditional escorted group tours account for the largest segment of travelers from this market, however there are growing opportunities for Richmond with the independent travel (FIT). Richmond benefits from five air carriers with direct service to/from China landing at YVR. There is also a growing number of routes through the United States; offering a two nation vacation experience.

No matter the international market, creating awareness and travel demand for Canada comes first. Tourism Richmond continues to build our Canadian brand, followed by the B.C. brand and then delivering an unforgettable, complimentary "Metro Vancouver" experience.

PROGRAM HIGHLIGHTS: TRAVEL TRADE

Trade Shows

The team participated in six industry B2B trade shows in 2014:

- GoWest Summit
- RTO WEST
- Active America China
- Rendezvous
- CTC Showcase
- CanadasWest Marketplace

Active America China

In March, Tourism Richmond hosted American and Canadian suppliers for Active America China – the first time this event was held in Canada. This was an excellent opportunity for Chinese buyers and North American tourism suppliers to do business with China in a very accessible environment. The conference attracted a record number of 58 Chinese buyers and 22 North American tourism suppliers.

"Active America China was a great opportunity to meet new buyers that we have not yet had a chance to meet via CTC Tradeshow events. The calibre of attendees were fabulous, and many were very interested to learn about our product. Having the FAM included in the whole program also gave attendees great insight into what BC has to offer. Lastly, the presentations for sellers on the Wednesday morning was superb; learning about new online tools that can help reach FIT customers was particularly helpful for me. I'm used to hearing market updates at tradeshow events, but getting information on resources that can help move our business forward, was excellent"

To offset the cost of producing and hosting this event, Tourism Richmond was successful in creating sponsorship and partner packages that was presented to both US and Canadian suppliers. We are thankful to the following partners for assisting us with this very successful event:

- CTC
- Destination BC
- Tourism Vancouver
- Tourism Whistler
- Tourism Victoria
- Via Rail
- Tourism Jasper
- Cirque du Soleil
- Kay Jewellers Worldwide
- Travel Oregon
- Travel Portland

Japan and Korea

Japan and Korea showed growth as well. Richmond and our stakeholders were featured in the following programs:

- Destination BC Japan 2014 -2015 Educational Guide Book (focusing on Steveston, Richmond Curling Club, Farm-to-Fork U-Pick farms, Vancouver Whale Watch & Seabreeze Adventures, BCIT Aerospace Technology Campus and the Richmond Olympic Oval.)
- JTB Osaka Canada program. Receptive Tour Operator (Maple Fun)
- Maple Fun ANA airlines Spring campaign (April, May and June – eight departures per month.).
- Meitestu Educational Programs
- Wonderland feature on Youtube, featuring Richmond Curling Club

Sales Missions

With partners, Team Richmond executed two in-market sales missions to China, visiting key accounts in Taiwan as well. This included destination training in new markets:

- Xiamen
- Qingdao
- Wuxi
- Chengdu
- Sichuan
- Tianjin (a feeder city to Beijing)

We maintain very positive and successful relationships with our West Coast Receptive Tour Operators (RTO). Our annual Eastern Canada RTO visit continues to play an important role as we strengthen these relationships with the East Coast RTOs.

Referrals

A total of 1,253 referrals were distributed to our member partners and industry stakeholders. Each of the referrals provided contact details, brief profiling of the organization and request for further information; hotel rates, availability, attraction pricing, hours of operation and image requests.

SITES/FAMS

Throughout the year, in concert with Destination BC and the CTC, we played host to 16 group FAMS/Site visits to our community. This included visits from Hainan Tourism and Suzhou Tourism Authority.

communications



"Richmond, B.C. has the best Chinese food outside of China. I'm talking about serious 'eat my face off' travel. Foodie gems abound all over this town." – Colleen Seto, *City Palate Magazine*

The Communications department's role is to increase awareness of Richmond as a must-experience travel and group business destination. The team also works to position Tourism Richmond as the lead voice for tourism in Richmond, B.C., with media and stakeholders by supporting and aligning with corporate, sales and marketing initiatives through media relations and corporate communications activities.

The team was strategically focused on generating positive media coverage by leveraging the destination's most relevant and topical stories including new tourism products, its highly regarded Asian culinary scene, and the fact that ABC TV's popular drama *Once Upon A Time* is filmed in Steveston. The team continued to build on well-established media relations programs while developing new creative content and increasing media, influencer and industry relationships in key target markets and market segments.

PROGRAM HIGHLIGHTS

- 321 articles about Richmond BC.
- Attended seven media conferences and events with 438 media from Canada, the US, Asia and Europe. At Canada Media Marketplace, the team secured appointments with leading travel publications such as AFAR magazine, National Geographic Traveler, New York Daily News, San Francisco Chronicle, Fodor's and Every Day with Rachel Ray.
- Through the Visiting Journalist Program, 51 travel, lifestyle and culinary media from print, online, blogs and television outlets were hosted in Richmond.
- In celebration of compelling and inspiring storytelling and to generate feature length articles on the destination, Tourism Richmond launched an innovative Travel Writer Contest. Canadian and American journalists and bloggers were invited to explore Richmond, B.C., publish a feature length article and then enter to win one of four CDN \$1000 cash prizes.
- As a host city for the Active America-China Summit, Tourism Richmond's news release and public relations efforts generated over 50 articles in B.C. and China.

Articles Appeared In:

- Chicago Tribune
- City Palate Calgary
- San Francisco Magazine
- Seattle Weekly
- Westjet UP! Magazine
- Travel + Leisure
- Dallas Morning News
- Vacay.ca
- Psychology Today
- Huffington Post
- AFAR Magazine (online)
- Fodors.com
- Smart Meetings
- Courier Magazine
- Meetings Focus
- Association News



Active America opening night



GP - 24
Media Dinner in San Francisco

visitor & partner services



"In a world torn by ethnic and religious strife, the Highway to Heaven is a model of cross-cultural tolerance and understanding. When you leave the area, you will feel that your life has been enriched, and that you have, in your own way, contributed to world peace and understanding." – *Judith Fein, Dallas Morning News*

Tourism Richmond's Visitor Centres – located in the historic Steveston Museum (open year-round seven days a week) and the Bayview Street kiosk (open seasonally on weekends) – experienced a 14% increase with 23,398 visitors served in 2014. Visitors from BC represented the largest percentage of overall visitation and grew 15%. Visitors from other parts of Canada increased 73% over last year. In July and August, 22% of all visitors to the Visitor Centre listed the hit ABC TV show *Once Upon A Time* ("ONCE") as their primary reason for coming to Richmond.

Our Visitor Counselors report interactions with tourists from around the world, all coming to explore the fictional TV town of Storybrooke, Maine, the setting of ONCE which is filmed in Steveston. One lady from the Yukon uses all of her annual leave to come and stay in the Steveston Hotel for the chance to wake up in Storybrooke every morning. A City Councilor from Washington State visited three times in 2014. Accompanied by her teenage daughter, the two watched filming all day long on the streets of Steveston.

Most fans, affectionately known as ONCERS, have one thing in common – they stop in at the Tourism Richmond Visitor Centre and buy items from our exclusive ONCE line of merchandise. Every day, the Visitor Counselors receive inquiries on the 1-800 information line about this ratings-leading TV show.

PROGRAM HIGHLIGHTS: VISITOR SERVICES

Retail sales in the Visitor Centre increased by 147% to \$46,900 from \$19,000 in 2013. ONCE merchandise and products from small B.C. based suppliers accounted for a majority of the sales. Our unique line of greeting cards as well as specialty gift items contributed to the overall sales increase.

Our operating agreement with the Steveston Historical Society requires Tourism Richmond to operate the post office in the Steveston Museum. Canada Post increased rates substantially in March 2014. In addition, letter mail in Canada continues to decrease. Despite these factors, annual sales grew in 2014 while the operating margin increased as well.

Tourism Richmond's trained Visitor Counselors were on site at 10 conferences and events, including:

- The Maritime Festival at Britannia Heritage Shipyards.
- The Active America Conference, welcoming guests upon arrival at YVR.
- The Sheraton Vancouver Airport Hotel and the Richmond Olympic Oval during the Scott Dance Canada Championships and Pacific Rim Gymnastics Championships.
- We made attraction and F&B bookings directly from these sites, thus ensuring our members receive more direct benefits.

We made attraction and F&B bookings directly from these sites, thus ensuring our members receive more direct benefits. We also provided Official Richmond Visitor Guides, maps and dining guides to 14 other meetings and events during the year.

PROGRAM HIGHLIGHTS: MEMBER/PARTNER SERVICES

Tourism Richmond held more events than ever before in 2014. Social media was the topic of two educational seminars that both sold out within days of registration opening.

As the official WorldHost deliver organization in Richmond, the Customers with Disabilities workshop was held in Richmond for the first time in 2014. The session also sold out quickly. The content presented added to our mission to support Richmond as a leading Canadian municipality in terms of accessibility. This workshop covered important topics including "dos and don'ts", correct language and awareness of special needs.

The number of organizations we partnered with in 2014 increased substantially. WorldHost Training Services and Sheraton Vancouver Airport joined the Service Awards program as partners. We renewed our agreements with the Richmond Review, Richmond News, Richmond Centre, Vancouver Airport Authority and Pajo's Fish & Chips. Over 300 people were in attendance at the annual Service Awards Gala held at River Rock Casino Resort. River Rock Casino Resort is in the second year of a five-year agreement as the Presenting Partner of the Tourism Richmond Service Awards program.

Our strong relationship with Vancouver Airport Authority continues. Our annual Commercial Driver Appreciation event was held in partnership with YVR in 2014. The event was expanded to include driver safety and helpful tips and information. We spoke with 450 taxi, limousine and charter bus drivers during the two day event.

Our Industry Luncheon, held in April, was attended by 160 people. Attendees had an opportunity to network with fellow tourism professionals. After an outstanding buffet provided by the Executive Airport Plaza Hotel, we were honoured to have Destination B.C.'s CEO Marsha Walden provide an update on her organization's direction. Tourism Richmond's 2014 advertising campaign was introduced at this must-attend event.

The strong need for networking opportunities was met at the annual Tourism Richmond Christmas party. A record number of attendees enjoyed outstanding food and drink provided by our F&B partners. Over 225 people were entertained by the Celtic themed band Blackthorne. We were honoured to have the Consul General of the Philippines and his wife in attendance. We thank our venue partner, the Gulf of Georgia Cannery National Historic Site, for their outstanding support.

Increased attendance and participation by our members at our networking, educational and social events resulted in in-kind contributions increasing by 5% over 2013 to more than \$64,000.

Dues for the accommodation sector, the largest revenue producing sector, remain unchanged.

Tourism Richmond is recognized as the leading industry association for tourism and hospitality business in our community. Membership stood at 297 as at December 31, 2014.



client testimonials



"Working with Richmond Tourism and Deidre DeVico specifically is always a pleasure! She and her team take the time to educate you on the hidden gem that is Richmond, identifying cost savings, places to go, things to see with the goal of partnering with planners to provide the best in event and conference experiences to both organizers and participants. Richmond Tourism is the Destination Marketing Organization (DMO) that always makes it happen, easily and seamlessly! Consider Richmond for your next event, I honestly believe this DMO makes planners shine!"

*Marie-Louise Doyle, Director, Event Solutions for Pragmatic & President and Principal Planner
Doyle & Associates Events*

"The Asian population in Richmond has created as unique a culinary destination as you'll find in any North American suburb. Food Street is a destination in itself. Once here... you'll make a point of returning."

Adrian Brijbassi, Vacay.ca

"I have thoroughly enjoyed working with Tourism Richmond on my programs. They are very attentive to our needs, and the personalized site schedules are very detailed! Deidre does a great job taking care of her clients and ensuring they have everything they need to make for a successful Richmond-bound event!"

*Leanne Calderwood, CMP, Director, Global Accounts
HelmsBriscoe*

board of directors



Steve Veinot, Chair

A hotel industry veteran with over 23 years of experience, Steve Veinot held various positions with the Hilton Vancouver Airport in Richmond prior to joining the Sheraton Vancouver Airport Hotel as General Manager. Steve has spent the majority of his life in Ottawa, Ontario where he graduated from the University of Ottawa and immediately entered the hospitality field working with the Holiday Inn, Radisson and Marriott brands.



Wayne Duzita, Vice Chair

In his 45 year career, Wayne Duzita has held a variety of positions prior to joining AeroTerm as Associate Vice President Western Region. Wayne is an active volunteer in the Richmond community currently serving as Chair of the Richmond Christmas Fund, Board member of the Richmond Olympic Oval, and Co-Chair for Trinity Western University Richmond Advisory Council. In the past he was Chair of Canuck Place Children's Foundation, Co-Chair of the 2010 Richmond Olympic Oval Steering Advisory Committee and Chair of the YVR Business Forum.



Gary Collinge, Treasurer and Chair, Finance Committee

Currently the General Manager of the Hilton Vancouver Airport, Gary's experience includes General Manager at the Hampton Inn & Suites and the Georgian Court Hotel in Vancouver. Gary supported the bid for the Vancouver 2010 Olympic Winter Games and the Vancouver Convention & Exhibition Centre expansion. He has served three terms as a Board member, been the chair of the Vancouver Hotel Association, and served as a Director of the Business Improvement Association in Victoria and with the BC Hotel Association.



Russell Atkinson

Russell is the Marketing Manager at the Vancouver Airport Authority, responsible for managing relationships with airline and tourism partners. Russell has over 14 years of experience in the aviation and technology sectors. Prior to joining the airport, Russell spent the better part of his career with the Oneworld Airline Alliance in a range of marketing, product strategy and technology roles spread across Vancouver and New York. Russell is also a graduate of Simon Fraser University's Beedie School of Business Executive MBA programme.



Joe Erceg

Joe is the Deputy Chief Administrative Officer and the General Manager of Planning and Development for the City of Richmond. Joe has 30 years of experience in City Planning and has worked in both the private and public sectors. Joe has been responsible for the preparation of many Area Plans, Strategies and the 2014 Official Community Plan. His current portfolio includes Human Resources, Long Range Community Planning, Development Approvals/ Building Permits and Transportation Planning.



Kathryn Warren

Kathryn Warren has been in the hotel industry, both in Toronto and Vancouver, for over 23 years, and is an active contributor to the Richmond business community. She has served two terms as President of Tourism Richmond and held the post of Chair of the Tourism Richmond Marketing Committee. Kathryn is past Chair of the Richmond Hotel Association and served on the Board of Directors for the Richmond Chamber of Commerce.

board of directors



Cathryn Volkering Carlile

General Manager of Community Services with the City of Richmond. Her career path has included responsibilities in the Parks and Recreation, Arts, Culture and Heritage, Economic Development, Sustainability and the Environment, Sport Hosting, Social Planning, Sponsorship/Fund Development, Tourism and Major Events. Cathryn was actively involved in the development of the Richmond Olympic Oval, from the initial bid phase through to the successful post-Games legacy conversion.



Michael Chiu

Michael Chiu is the President of Mar-Con Wire Belt Inc, and brings more than 30 years experience in manufacturing industries. He has served as a founding member, Past President, and Community Director of The Richmond Sunset Rotary Club and President of Volunteer Richmond Information Services Society. Michael has also been the Director of The Richmond Community Foundation, Director, Founding member of the Richmond Chinese Community Society, and Director of Strathcona Employment Assistance Services.



Aspha J. Dada

Aspha manages a diverse law practice and has extensive experience in civil litigation; corporate and commercial matters; real-estate development; and immigration law. He also litigates civil matters in the Supreme Court of British Columbia and the BC Court of Appeal. Aspha sits on the board of Intercol Holdings Ltd. which was instrumental in successfully bringing the La Quinta brand to Canada. La Quinta Inn Vancouver Airport located in Richmond, BC is the first La Quinta outside the United States.



Eda Koot

Eda has built her hospitality career with Delta Hotels along with several years with Fairmont. Transitioning the Delta Vancouver Airport Hotel to the independently operated Pacific Gateway Hotel was an incredible experience that has her now even more committed to the community and future of tourism in Richmond. Eda contributed to both Sun Peaks and Burnaby as Director on their respective tourism boards and currently sits on the board of go2HR which also supports our industry both locally and provincially.



Yannick Simovich

Yannick Simovich's currently holds the position of General Manager at the Vancouver Airport Marriott Hotel, his most recent roles have included Director of Operations at the JW Marriott in Las Vegas, Director of Operations and Director of Food & Beverage at the Sheraton Vancouver Airport Hotel as well as several years at The Fairmont Hotel Vancouver. Yannick, who has a passion for food and wine, received his hospitality education in France and Switzerland.





Visitors & General Inquiries:
info@tourismrichmond.com

Marketing:
marketing@tourismrichmond.com

Sales:
meetings@tourismrichmond.com

Communications/Media:
communications@tourismrichmond.com

Member Services:
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5811 Cooney Road Richmond, BC V6X 3M1
www.tourismrichmond.com 604.821.5474

GP-31



**RICHMOND TOURISM ASSOCIATION
FINANCIAL STATEMENTS
FOR THE YEAR ENDED
DECEMBER 31, 2014**



INDEPENDENT AUDITOR'S REPORT

To the Members of
Richmond Tourism Association

Report on the Financial Statements

We have audited the accompanying financial statements of Richmond Tourism Association (the "Association"), which comprise the statement of financial position as at December 31, 2014 and the statements of operations, changes in fund balances and cash flow for the year ended December 31, 2014 and the related notes comprising a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained in our audit is sufficient and appropriate to provide a basis for our audit opinion.



INDEPENDENT AUDITOR'S REPORT

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Richmond Tourism Association as at December 31, 2014 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Other Matters

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole.

The Association reports its expenses by nature and provides supplementary information about expenses in the Schedules of Personnel Costs, Administration and General Operations and Marketing and Promotion. Allocations in the schedules are based on a direct assignment of costs attributable to each function.

Such supplementary information has been subjected to the auditing procedures applied in the audit of the financial statements and, in our opinion is fairly stated, in all material respects, in relation to the financial statements as a whole.

Report on Other Legal and Regulatory Requirements

As required by the British Columbia Society Act, we report that, in our opinion, the Association's financial statements have been prepared following Canadian accounting standards for not-for-profit organizations applied on a consistent basis.

Manning Elliott LLP

Chartered Accountants
Vancouver, British Columbia
March 20, 2015

RICHMOND TOURISM ASSOCIATION
STATEMENT OF FINANCIAL POSITION
AS AT DECEMBER 31, 2014

	Unrestricted Fund	Business Continuity Fund	Restricted Contingency Fund	Destination Enhancement Fund	2014 Total	(Note 11) 2013 Total
ASSETS						
CURRENT ASSETS						
Cash	\$ 866,161	\$ 20,398	\$ -	\$ -	\$ 886,559	\$ 495,555
Short-term investments	-	1,743,309	250,720	-	1,994,029	2,909,725
Accounts receivable	612,384	15	-	-	612,399	641,998
Inventory	36,954	-	-	-	36,954	24,504
Prepaid expenses	100,498	-	-	-	100,498	58,647
Interfund advances	(81,747)	-	31,747	50,000	-	-
	1,534,250	1,763,722	282,467	50,000	3,630,439	4,130,429
CAPITAL ASSETS (Note 4)	86,325	-	-	-	86,325	142,489
	\$ 1,620,575	\$ 1,763,722	\$ 282,467	\$ 50,000	\$ 3,716,764	\$ 4,272,918
LIABILITIES						
CURRENT LIABILITIES						
Accounts payable and accrued liabilities	\$ 230,140	\$ -	\$ -	\$ -	\$ 230,140	\$ 257,938
Unearned revenue	29,511	-	-	-	29,511	14,821
	259,651	-	-	-	259,651	272,759
Deferred contributions related to capital assets (Note 5)	47,589	-	-	-	47,589	64,026
	307,240	-	-	-	307,240	336,785
COMMITMENTS (Note 6)						
FUND BALANCES						
Invested in capital assets	38,736	-	-	-	38,736	78,463
Unrestricted	1,274,599	-	-	-	1,274,599	1,234,872
Business continuity	-	1,763,722	-	-	1,763,722	2,622,798
Restricted contingency	-	-	282,467	-	282,467	-
Destination enhancement	-	-	-	50,000	50,000	-
	1,313,335	1,763,722	282,467	50,000	3,409,524	3,936,133
	\$ 1,620,575	\$ 1,763,722	\$ 282,467	\$ 50,000	\$ 3,716,764	\$ 4,272,918

Approved by the Board:

Director

Director

RICHMOND TOURISM ASSOCIATION**STATEMENT OF CHANGES IN FUND BALANCES****YEAR ENDED DECEMBER 31, 2014**

	Unrestricted Fund	Business Continuity Fund	Restricted Contingency Fund	Destination Enhancement Fund	2014 Total	2013 Total
BALANCE AT BEGINNING OF YEAR (Note 7)	\$ 1,313,335	\$ 2,622,798	\$ -	\$ -	\$ 3,936,133	\$ 4,772,686
INCREASE (DECREASE) IN FUND BALANCE FOR THE YEAR	331,747	(859,076)	720	-	(526,609)	(838,553)
INTERFUND TRANSFER (Note 10)	(331,747)	-	281,747	50,000	-	-
BALANCE AT END OF YEAR	\$ 1,313,335	\$ 1,763,722	\$ 282,467	\$ 50,000	\$ 3,409,524	\$ 3,938,133

RICHMOND TOURISM ASSOCIATION**UNRESTRICTED FUND****STATEMENT OF OPERATIONS****YEAR ENDED DECEMBER 31, 2014**

	2014	(Note 11) 2013
REVENUE		
Public sources (Schedule 1)	\$ 2,844,928	\$ 2,724,573
Private sources (Schedule 2)	626,731	620,943
	<hr/> 3,471,659	<hr/> 3,345,516
EXPENSES		
Personnel costs (Schedule 3)	1,294,375	1,244,847
Administration and general operations (Schedule 4)	361,624	372,393
Marketing and promotion (Schedule 5)	1,483,913	1,728,276
	<hr/> 3,139,912	<hr/> 3,345,516
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	<hr/> \$ 331,747	<hr/> \$ —

RICHMOND TOURISM ASSOCIATION

BUSINESS CONTINUITY FUND

STATEMENT OF OPERATIONS

YEAR ENDED DECEMBER 31, 2014

	2014	2013
REVENUE		
Interest	\$ 40,924	\$ 63,447
EXPENSES		
City of Richmond	900,000	900,000
DEFICIENCY OF REVENUE OVER EXPENSES FOR THE YEAR	\$ (859,076)	\$ (836,553)

RICHMOND TOURISM ASSOCIATION

RESTRICTED CONTINGENCY FUND

STATEMENT OF OPERATIONS

YEAR ENDED DECEMBER 31, 2014

		2014		2013
REVENUE				
Interest	\$	720	\$	—
<hr/>				
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	\$	720	\$	—
<hr/>				

RICHMOND TOURISM ASSOCIATION**STATEMENT OF CASH FLOW****YEAR ENDED DECEMBER 31, 2014**

	2014	(Note 11) 2013
CASH FROM (USED IN):		
OPERATING ACTIVITIES		
Decrease in fund balances for the year	\$ (526,609)	\$ (836,553)
Items not involving cash		
Amortization of deferred contributions related to:		
- Furniture and fixtures	(7,674)	(7,674)
- Leasehold improvements	(8,763)	(8,763)
Amortization	43,571	41,877
Loss on disposal of capital assets	22,764	1,292
	(476,711)	(809,821)
Changes in non-cash working capital items:		
Accounts receivable	29,599	18,899
Inventory	(12,450)	(7,718)
Prepaid expenses	(41,851)	24,579
Accounts payable	(27,798)	34,563
Unearned revenue	14,690	(94,270)
	(514,521)	(833,768)
INVESTING ACTIVITY		
Purchase of capital assets	(10,171)	(4,050)
DECREASE IN CASH AND EQUIVALENTS FOR THE YEAR	(524,692)	(837,818)
CASH AND EQUIVALENTS, BEGINNING OF YEAR	3,405,280	4,243,098
CASH AND EQUIVALENTS, END OF YEAR	\$ 2,880,588	\$ 3,405,280
Cash and equivalents consist of cash on hand and investments in term deposits. Cash and equivalents included in the cash flow statement comprise the following statement of financial position accounts:		
Cash	\$ 886,559	\$ 495,555
Short-term investments	1,994,029	2,909,725
	\$ 2,880,588	\$ 3,405,280

RICHMOND TOURISM ASSOCIATION**NOTES TO FINANCIAL STATEMENTS****YEAR ENDED DECEMBER 31, 2014**

PURPOSE OF THE ASSOCIATION

The Richmond Tourism Association (the "Association") was established on March 21, 1996 under the Society Act of British Columbia and commenced operations on that date. The purpose of the Association is to implement visitor and tourism initiatives in concert with visitor industry stakeholders to attract visitors and tourists to Richmond, and in doing so, create opportunities for business to capitalize on the economic benefits of tourism.

1. SIGNIFICANT ACCOUNTING POLICIES

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations ("ASNPO") under Part III of the CPA Canada Handbook – Accounting. Financial statements prepared in accordance with ASNPO are also in accordance with Canadian generally accepted accounting principles ("GAAP").

a) Basis of presentation

The Association presents its financial statements using fund accounting. The Business Continuity Fund accounts for the portion of Additional Hotel Room Tax ("AHRT") funds accumulated to date described in Note 2(c). The Destination Enhancement Fund accounts for funds the Association intends to utilize to participate in projects that contribute to the increased profile of the City of Richmond as a tourist destination. The Restricted Contingency Fund accounts for funds set aside as a reserve in the event that the Association must continue or wind up operations without funding from the AHRT. The Unrestricted Fund accounts for the revenue and expenses which comprise all of the Association's other activities.

b) Financial instruments**Measurement**

The Association's financial instruments consist of cash, short-term investments, accounts receivable and accounts payable.

The Association initially measures all of its financial assets and liabilities at fair value, except for certain non-arm's length transactions. The Association subsequently measures all of its financial assets and liabilities at amortized cost.

Impairment

Financial assets measured at amortized cost are tested for impairment when there are indicators of impairment. The amount of any write-down that is determined is recognized in the statement of operations. A previously recognized impairment loss may be reversed to the extent of any improvement, provided it is no greater than the amount that would have been reported at the date of the reversal had the impairment not been recognized previously. The amount of the reversal is recognized in the statement of operations in the period in which it is determined.

c) Cash and equivalents

Cash and equivalents are comprised of cash on hand and short-term, highly liquid investments that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value.

d) Inventory

Merchandise held for resale is valued at the lower of cost and net realizable value, the cost being determined using the average cost method.

RICHMOND TOURISM ASSOCIATION
NOTES TO FINANCIAL STATEMENTS
YEAR ENDED DECEMBER 31, 2014

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

e) Capital assets

Capital assets are stated at cost less accumulated amortization which is recorded over the useful life of the assets on a straight-line basis as follows:

Furniture and fixtures	10 years
Computer equipment	4 years
Leasehold improvements	life of lease

The Association monitors the recoverability of capital assets based on their long-term service potential. When a capital asset no longer has any long-term service potential to the Association, the excess of its net carrying amount over any residual value is recognized as an expense in the statements of operations. Write-downs recognized under this policy are not reversed.

During the year, the Association changed its amortization policy for capital assets. This change has been applied prospectively.

f) Revenue recognition

The Association follows the deferral method of revenue recognition.

Contributions to the Business Continuity Fund are recognized as revenue when received or receivable. Pursuant to Note 2, no AHRT revenue has been allocated to the Business Continuity Fund subsequent to March 2009.

Restricted contributions not related to the Business Continuity Fund, which include membership contributions, advertising income and member event revenues, are included in the Unrestricted Fund upon issuance of invoices, and recognized as revenue in the period in which the related expenses are incurred. Unrestricted contributions are recognized as revenue in the Unrestricted Fund when received or receivable. Receivable amounts are only recognized if the amount can be reasonably estimated and collection is reasonably assured.

The Restricted Contingency Fund and Destination Enhancement Fund are allocated funds pursuant to motions passed by the Association's board of directors. These allocations are accounted for as interfund transfers following the policy disclosed in Note 1(h) below.

g) Contributed services and materials

Volunteers contribute their time to assist the Association in carrying out its activities. The value of volunteer time is not recognized in the Association's financial statements. The Association recognizes other contributed services and materials at their fair value provided a fair value can be reasonably estimated and the services and materials are used in the normal course of operations and would otherwise have been purchased.

h) Interfund transfers and balances

Interfund transfers/contributions are enacted by resolutions passed by the Association's board of directors and presented in the statement of changes in fund balances. The purpose of interfund transfers during the year is disclosed in Note 10.

Interfund balances have no specific terms of repayment and do not bear interest. As at December 31, 2014 there was an interfund balance of \$81,747 due from the Unrestricted Fund to the Destination Enhancement Fund of \$50,000 and to the Restricted Contingency Fund of \$31,747 (2013 - \$298,200 due to the Unrestricted Fund from the Business Continuity Fund).

RICHMOND TOURISM ASSOCIATION

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2014

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

i) Allocation of expenses

The Association reports its expenses by nature and provides supplementary information about expenses in the Schedules of Personnel Costs, Administration and General Operations and Marketing and Promotion. Allocations in the schedules are based on a direct assignment of costs attributable to each function.

j) Use of estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions about future events that affect the reported amounts of assets, liabilities, revenues and expenses as at the end of or during the reporting period. Management believes that the estimates used are reasonable and prudent, however, actual results could differ from those estimates. Significant areas requiring the use of management estimates relate to the determination of the useful lives of assets used for computing amortization, the amounts recorded as accrued liabilities, recognition of unearned revenue, and amortization of deferred contributions related to capital assets.

2. REVENUE OF THE ASSOCIATION

a) Sources

The Association received approximately 19% (2013 – 20%) of its revenue from private sources, including membership dues, contributions, advertising programs, events, partnerships, investment income and a postal outlet operation.

The remainder of the Association's revenue is derived from public sources which is almost entirely a 2% AHRT on all hotel rooms in Richmond, BC. The Association is economically dependent on the AHRT to fulfill its stated purpose.

b) Usage of AHRT

Effective April 2009, the AHRT by-law was revised to allow for 100% of AHRT revenue to be expended on tourism marketing, programs and projects and sport hosting programs and projects. On July 1, 2012, the Association renewed the AHRT agreement with the City of Richmond through June 30, 2017.

c) Business Continuity AHRT Funds

The Association and the City of Richmond have agreed that the funds previously accumulated and designated for a Trade and Exhibition Centre will continue to be tracked separately by the Association, but that the funds will now be expended on tourism marketing, programs and projects and sport hosting programs and projects. In addition, the agreement regarding these funds also requires the funding commitments disclosed in Note 6(a) below.

RICHMOND TOURISM ASSOCIATION**NOTES TO FINANCIAL STATEMENTS****YEAR ENDED DECEMBER 31, 2014**

3. FINANCIAL INSTRUMENTS RISKS

The Association's financial instruments are described in Note 1(b). In management's opinion the Association is not exposed to significant currency, credit, liquidity, interest rate or other market risks. In addition, the Association is not exposed to any material concentrations of risk and there has been no change in risk exposures from the prior year.

4. CAPITAL ASSETS

				2014	(Note 11) 2013
	Cost	Accumulated Amortization		Net Book Value	Net Book Value
Furniture and fixtures	\$ 105,160	\$ 56,159	\$ 49,001	\$ 64,441	
Computer equipment	102,423	75,658	26,765	58,950	
Leasehold improvements	58,526	47,967	10,559	19,098	
	\$ 266,109	\$ 179,784	\$ 86,325	\$ 142,489	

5. DEFERRED CONTRIBUTIONS RELATED TO CAPITAL ASSETS

Deferred contributions relate to contributed assets and assistance with leasehold improvements. These contributions are amortized at the same rate as the underlying assets.

	2014	(Note 11) 2013
Balance at beginning of year	\$ 64,026	\$ 80,463
Less amortized to revenue	(16,437)	(16,437)
Balance at end of year	\$ 47,589	\$ 64,026

6. COMMITMENTS

- a) The Association and the City of Richmond have entered in to an agreement in connection with the AHRT as described in Note 2. The agreement requires the Association to transfer the following amounts to the City of Richmond on the dates indicated:

July 1, 2015	\$ 900,000
July 1, 2016	900,000
	<u>\$ 1,800,000</u>

RICHMOND TOURISM ASSOCIATION

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED DECEMBER 31, 2014

6. COMMITMENTS (Continued)

- b) The Association's minimum lease payments, which primarily comprise an operating lease for office premises, are anticipated to be as follows during the next two years:

2015	\$	59,930
2016		9,163
	\$	<u>69,093</u>

- c) The Association has made commitments to outside suppliers to spend funds on the following programs next year:

	Unrestricted Fund
Marketing	\$ <u>55,831</u>

7. UNRESTRICTED FUND OPENING BALANCE

The opening balance of the unrestricted fund represents the excess of prior year revenue over expenses.

8. CONTRIBUTED SERVICES AND MATERIALS

Contributed services and materials with a fair value of \$195,350 (2013 - \$194,062) have been recognized as contributed goods revenue (Schedule 2) and promotion expense (Schedule 5) during the year.

9. INCOME TAXES

The Association is exempt from income tax under Section 149 of the Income Tax Act.

10. INTERFUND TRANSFERS

During the year, the Unrestricted Fund allocated \$281,747 to the Restricted Contingency Fund and \$50,000 to the Destination Enhancement Fund. The purpose of these allocations was to establish the Restricted Contingency Fund and Destination Enhancement Fund.

RICHMOND TOURISM ASSOCIATION**NOTES TO FINANCIAL STATEMENTS****YEAR ENDED DECEMBER 31, 2014**

11. RETROSPECTIVE RESTATEMENT

During the year, the Association determined that a previously donated capital asset had not been recognized in the financial statements. The comparative information presented in these financial statements has been restated to recognize the capital asset as well as the matching donation which is deferred and recognized as revenue over the same time period as the related amortization expense of the capital asset. The effects of this restatement are as follows:

- As at December 31, 2013 capital assets and deferred contributions related to capital assets have increased by \$47,961 respectively.
- For the year ended December 31, 2013 unrestricted fund revenue from public sources has increased by \$7,674 representing amortization of the deferred contribution. Administration and general operations expense has also increased by \$7,674 to reflect amortization of the capital asset.
- There is no effect on the Association's previously reported fund surpluses/deficiencies nor is there any effect on the fund balances previously reported because the additional asset, liability, revenue and expense recognized by the restatement fully match off against one another.

In addition to the donated capital asset described above, certain comparative figures have been reclassified to conform to the line item groupings adopted in the current year's presentation. Such reclassification has no effect on the Association's previously reported fund surpluses/deficiencies, assets, liabilities or fund balances.

RICHMOND TOURISM ASSOCIATION**SCHEDULE OF PUBLIC SOURCES****YEAR ENDED DECEMBER 31, 2014****SCHEDULE 1**

	2014	(Note 11) 2013
PUBLIC SOURCES		
Room tax	\$ 2,806,520	\$ 2,678,865
Tourism grants	30,734	38,034
Amortization of deferred contribution – furniture and fixtures	7,674	7,674
	<hr/>	<hr/>
	\$ 2,844,928	\$ 2,724,573

SCHEDULE OF PRIVATE SOURCES**YEAR ENDED DECEMBER 31, 2014****SCHEDULE 2**

	2014	(Note 11) 2013
PRIVATE SOURCES		
Advertising	\$ 54,700	\$ 61,527
Amortization of deferred contribution – leasehold	8,763	8,763
Commission – hotel	1,099	2,144
Contributed goods (Note 8)	195,350	194,062
Events – hosting	13,669	9,571
Interest and other income	5,663	3,342
Membership dues	95,493	109,964
Merchandise sales	46,851	18,944
Post office – onsite	173,140	172,332
Promotional participation	32,003	24,928
Profit share – Steveston Historical Society	—	15,366
	<hr/>	<hr/>
	\$ 626,731	\$ 620,943

SCHEDULE OF PERSONNEL COSTS**YEAR ENDED DECEMBER 31, 2014****SCHEDULE 3**

	2014	2013
Wages and benefits	\$ 1,281,474	\$ 1,233,044
Training	8,611	7,060
Staff appreciation	4,290	4,743
	<hr/>	<hr/>
	\$ 1,294,375	\$ 1,244,847

RICHMOND TOURISM ASSOCIATION**SCHEDULE OF ADMINISTRATION AND GENERAL OPERATIONS****YEAR ENDED DECEMBER 31, 2014****SCHEDULE 4**

	2014	(Note 11) 2013
Accounting and legal	\$ 22,523	\$ 52,423
Amortization	43,571	41,877
Bad debt expense	5,282	23,634
Bank charges and interest	11,005	10,631
Data processing – computer software	49,838	52,436
Donations	2,500	2,583
Dues and subscriptions	15,955	19,437
Insurance	10,698	8,918
Loss on disposal of assets	22,764	347
Meetings	18,894	5,303
Office supplies	7,704	11,915
Other equipment rental and lease	8,772	10,591
Postage – courier	4,539	2,521
Rent	87,433	80,961
Repairs and maintenance	2,562	1,196
Telecommunications	35,415	33,622
Web hosting	12,169	13,998
	<hr/>	<hr/>
	\$ 361,624	\$ 372,393

RICHMOND TOURISM ASSOCIATION**SCHEDULE OF MARKETING AND PROMOTION****YEAR ENDED DECEMBER 31, 2014****SCHEDULE 5**

	2014	(Note 11) 2013
Advertising – media	\$ 156,112	\$ 177,495
Advertising – collateral	468,557	519,015
Agency fees	90,745	138,544
HR external resource	—	200
Event hosting – member events	17,095	24,069
Event hosting – industrial	4,211	12,227
Fulfillment	12,080	16,921
FAM tours – site visits	37,954	61,841
Industry events	7,689	11,377
Merchandise giveaways	26,067	21,230
Merchandise resale	25,344	10,443
Post office resale	124,899	130,422
Promotion (Note 8)	195,350	194,062
Research	53,989	75,765
Subcontractor	36,000	86,330
Trade shows	218,836	234,481
Travel (local) and entertainment	8,985	13,854
	<hr/>	<hr/>
	\$ 1,483,913	\$ 1,728,276



To:	General Purposes Committee	Date:	June 5, 2015
From:	W. Glenn McLaughlin Chief Licence Inspector & Risk Manager	File:	
Re:	1016879 B.C. Ltd., doing business as Tasty Kitchen Unit 1226 - 8338 Capstan Way		

Staff Recommendation

That the application from 1016879 B.C. Ltd., doing business as Tasty Kitchen, for an amendment to increase their hours of liquor service under Food Primary Liquor Licence No. 303675 *from* 9:00 a.m. to midnight Monday to Sunday *to* 9:00 a.m. to 2:00 a.m. Monday to Sunday, be supported and that a letter be sent to the Liquor Control and Licensing Branch advising that:

1. Council supports the amendment for an increase in liquor service hours as the increase will not have a significant impact on the community.
2. Council's comments on the prescribed criteria (set out in Section 53 of the Liquor Control and Licensing Regulations) are as follows:
 - a. The potential for additional noise and traffic in the area was considered.
 - b. The impact on the community was assessed through a community consultation process.
 - c. Given that there has been no history of non-compliance with the operation, the amendment to permit extended hours of liquor service under the Food Primary Liquor Licence should not change the establishment such that it is operated contrary to its primary purpose.
3. As the operation of a licenced establishment may affect nearby residents the City gathered the view of the residents as follows:
 - a. Property owners and businesses within a 50 metre radius of the subject property were contacted by letter detailing the application, providing instructions on how community comments or concerns could be submitted.
 - b. Signage was posted at the subject property and three public notices were published in a local newspaper. This signage and notice provided information on the application and instructions on how community comments or concerns could be submitted.


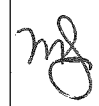
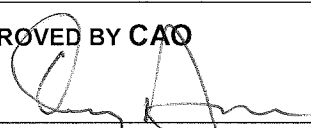
4. Council's comments and recommendations respecting the view of the residents are as follows:

- a. That based on the number of letters sent and the lack of response received from all public notifications, Council considers that the amendment is acceptable to the majority of the residents in the area and the community.



W. Glenn McLaughlin
Chief Licence Inspector & Risk Manager
(604-276-4136)

Att.

REPORT CONCURRENCE	
CONCURRENCE OF GENERAL MANAGER 	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 
APPROVED BY CAO 	

Staff Report

Origin

The Provincial Liquor Control and Licensing Branch (LCLB) issues licences in accordance with the *Liquor Control and Licensing Act* (the “Act”) and the Regulations made pursuant to the Act.

This report deals with an application to the City of Richmond by Henderson & Lee Law Corporation on behalf of their client, 1016879 B.C. Ltd., operating a restaurant named the Tasty Kitchen, for the following amendment to its Food Primary Liquor Licence No. 303675;

Change the hours of liquor sales *from* Monday to Sunday 9:00 a.m. to Midnight *to* 9:00 a.m. to 2:00 a.m. Monday to Sunday.

Local Government has been given the opportunity to provide comments and recommendations to the LCLB with respect to liquor licence applications and amendments. For amendments to Food Primary licences the process requires Local Government to provide comments with respect to the following criteria:

- the potential for noise,
- the impact on the community; and
- whether the amendment may result in the establishment being operated in a manner that is contrary to its primary purpose.

Analysis

A restaurant with an occupant load of 96 patrons has been in operation at this location since 2011. The Applicant has been operating the Tasty Kitchen, which serves Chinese cuisine, since April of 2014, when a Business Licence was approved for a change of ownership of the operation.

The property is zoned Auto-Oriented Commercial (CA) and the use of a restaurant is consistent with the permitted uses in this zoning district. The Applicant's business is located in a shopping complex comprised of 5 buildings from which operate businesses that provide goods and services to the general public. To the North of the complex an apartment building is under construction; to the West are more commercial business operations and to the south and east are single family housing lots.

The Applicant indicates that the request for an increase in later liquor service hours is in order to accommodate patrons with a traditional late night Chinese meal known as xiaoye in Mandarin and siu yeh in Cantonese, which may be in the form a snack or a full meal with perhaps a liquor drink.

Summary of Application and Comments

The City's process for reviewing applications for liquor related licences is prescribed by the Development Application Fees Bylaw 8951 which under Section 1.8.1 calls for:

1.8.1 Every **applicant** seeking approval from the **City** in connection with:

- (a) a licence to serve liquor under the *Liquor Control and Licensing Act and Regulations*;
must proceed in accordance with subsection 1.8.2.

1.8.2 Pursuant to an application under subsection 1.8.1, every **applicant** must:

- (b) post and maintain on the subject property a clearly visible sign which indicates:
 - (i) type of licence or amendment application;
 - (ii) proposed person capacity;
 - (iii) type of entertainment (if application is for patron participation entertainment); and
 - (iv) proposed hours of liquor service; and
- (c) publish a notice in at least three consecutive editions of a newspaper that is distributed at least weekly in the area affected by the application, providing the same information required in subsection 1.8.2(b) above.

The required signage was posted on April 25, 2015 and the three advertisements were published in the local newspaper on April 23, April 30th and May 7, 2015.

In addition to the advertised public notice requirements set out in Section 1.8.1, staff have adapted from a prior bylaw requirement the process of the City sending letters to businesses, residents and property owners within a 50-metre radius of the property.

There are 185 properties identified within the consultation area. On April 29, 2015, letters were sent to 223 businesses, residents and property owners within the 50-metre radius of the property (Attachment 1). The letter provides details of the proposed liquor licence application and requests the public to communicate any concerns to the City.

The period for comment for all public notifications' ended May 29, 2015.

The City relies, in part, on the response from the community to any negative impacts of the liquor licence application. Having received no responses from businesses and residents in the surrounding area and none from the city-wide public notifications, staff feels that support of this application is warranted due to the lack of negative public feedback.

Potential for Noise

Staff believe that there would be no noticeable increase in noise if the additional hours of liquor service is supported.

Potential for Impact on the Community

Any typical potential impacts associated with extended hours of liquor sales such as drinking and driving, criminal activity and late-night traffic are not expected to be unduly increased with this amendment. Based on the lack of response from those contacted in the consultation area and no responses from the city-wide public notifications, staff feel that the endorsement of the application is warranted.

Potential to operate contrary to its primary purpose

Staff are of the opinion that due to a lack of any non-compliance issues related to the operation of this business, there would be minimal potential of the business being operated in a manner that would be contrary to its primary purpose as a food establishment.

Other agency comments

As part of the review process, staff requested comments from Vancouver Coastal Health, Richmond RCMP, Richmond Fire-Rescue, Richmond Joint Task Force, the City Building Permit and Business Licence Departments. These agencies generally provide comments on the compliance history of the Applicant's operations and premises.

No objections to the application were received.

Financial Impact

None

Conclusion

Following the public consultation period, staff reviewed the Food Primary Liquor Licence application against the LCLB review criteria and recommends Council support the application to increase liquor service operating hours to 2:00 a.m. as the business is not expected to have a negative impact on the community.



Joanne Hikida
Supervisor Business Licence
(604-276-4155)

JMH:jmh

Att. 1: Aerial Map with 50 metre buffer area



City of Richmond

Report to Committee




To: General Purposes Committee **Date:** June 10, 2015
From: Jane Fernyhough **File:** 11-7000-09-20-201/Vol
Director, Arts, Culture and Heritage Services 01
Re: Minoru Complex Aquatic Centre Public Art Concept Proposal

Staff Recommendation

That the concept proposal and installation for the Minoru Complex Aquatic Centre public artwork by artists Germaine Koh and Gordon Hicks, as presented in the report titled "Minoru Complex Aquatic Centre Public Art Concept Proposal" from the Director, Arts, Culture and Heritage Services dated June 10, 2015, be endorsed.

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

Att. 2

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Capital Buildings Project Development Recreation & Sport Services	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO 

Staff Report

Origin

At the October 14, 2014 Council meeting, Council formally endorsed the Minoru Civic Precinct Public Art Plan as the guiding plan for public art opportunities in the Minoru Civic Precinct, including the proposed Minoru Complex.

This report presents the artwork concept proposal for the Aquatic Centre commission, a significant artwork to be integrated into the natatorium of the Minoru Complex.

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.

Analysis

Minoru Civic Precinct Public Art Plan Vision for Aquatic Centre Artwork

The vision for the Minoru Complex is to be an exceptional, sustainable, accessible, synergistic and connected centre of excellence for active living and wellness. The public artwork for Aquatics supports the broader project goals and guiding principles by

- contributing to a sense of place;
- creating artwork of the highest quality;
- reflecting the principles of sustainability; and
- achieving synergies between the design team, the artists and the community.

Terms of Reference – Minoru Complex Aquatic Centre Artwork

The Public Art Terms of Reference for the Minoru Complex Aquatic Centre public artwork (Attachment 1) describes the art opportunity, site description, scope of work, budget, selection process, design schedule and submission requirements. The Terms of Reference were reviewed and endorsed by the Public Art Advisory Committee on September 16, 2014. An artist call for submissions was issued on November 3, 2014, with a deadline of December 1, 2014. Eligibility was for professional artists residing in Canada.

Minoru Complex Aquatic Centre Artwork - Public Art Artist Selection Process

On December 16, 2014, following the administrative procedures for artist selection for civic public art projects, the selection panel reviewed the artist qualifications of the twenty nine artists who responded to the Open Call to Artists and shortlisted two artists.

Members of the selection panel included:

- Bruce Grenville, Senior Curator, Vancouver Art Gallery
- Christine McLaren, Urban Design Journalist
- George Rammell, Artist/Educator
- Shengtian Zheng, Artist/Independent curator
- Thomas Xue, Community Representative, Richmond Rapids Swim Club

Recommended Artist

Following the presentations and interviews of the two shortlisted artists, the Public Art Selection Panel reached a consensus and recommended artists Germaine Koh and Gordon Hicks for the Minoru Complex Aquatic Centre public artwork. The Public Art Advisory Committee supports the Selection Panel's artist recommendation. The artists and City staff engaged a group of nine staff and community stakeholder representatives in a consultation meeting on February 12, 2015, to introduce the artists, discuss the artists' past work, and engage community representatives and staff in identifying aspirations and potential operational issues associated with the natatorium for the artists to consider while developing the artwork.

Recommended Public Art Concept Proposal

The proposed location for the artwork will be in the main natatorium, suspended from the ceiling above the leisure pool area. The artwork will assist in defining a distinct aesthetic between the meditative, soothing environment of the hot tub/sauna area and the fun, exciting environment designed for children. The artwork is entitled "Errant Rain Cloud" and is in the form of a suspended sculptural rain cloud. Every few hours a brief, gentle rain shower will fall from the cloud into the pool. The rain cloud mimics the natural sun-powered water cycle of the atmosphere, at a very local scale and creates a sense of occasion. This might be reinforced with a signalling feature, perhaps using LEDs within the sculpture to create a glowing effect, which builds anticipation by indicating that a shower is imminent.

The artist describes the artwork as follows:

"The rain cloud brings a whimsical element to the pool area, and also illustrates the natural cycle of water in our atmosphere."

Attachment 2 provides further information about the proposed artwork.

A technical review and coordination phase with the architect-led design team will be included with the design development phase of the artwork. A small scaled prototype of the artwork mechanics will be created and located in the existing Minoru Aquatic Centre to monitor performance and durability of materials. The artists, City staff and design consultants will continue to meet to review construction coordination and implementation budgets. Maintenance of the artwork will be the responsibility of the Public Art Program.

On May 19, 2015, the Public Art Advisory Committee reviewed the concept proposal and enthusiastically endorsed the "Errant Rain Cloud" artwork, noting that it will add a whimsical and fun experience for the users of the Aquatic Centre. The Committee also supported the

proposal to build a prototype and test the mechanical components of the work in the existing Minoru Aquatic Centre.

Financial Impact

There is no new financial impact for this project.

The total public art budget for the Minoru Complex Aquatic Centre public artwork is \$100,000 funded out of the approved Major Facilities Phase I Projects. For this initial project, a budget of up to \$20,000 is provided to the artist for design services. The balance of \$80,000 will be used for fabrication and installation of the artwork including all related artist expenses. Any repairs required to the artwork will be the responsibility of the Public Art Program. City funds for maintenance would be allocated out of the Public Art Program's annual operating budget.

Conclusion

The new Minoru Complex facility represents an opportunity to integrate public art to enhance the identity and vibrancy of the Minoru Civic Precinct. This initiative also supports the Richmond Arts Strategy's 2012-2017 recommended action to broaden the diversity of arts experiences and opportunities in the City, through strengthening and fostering the connection with civic recreation facilities.

Staff recommend that Council endorse the proposed concept and installation of the Minoru Complex Aquatic Centre public artwork, entitled "Errant Rain Cloud", by artists Germaine Koh and Gordon Hicks, as presented in this report.



Eric Fiss
Public Art Planner
(604-247-4612)

- Att. 1: The Public Art Terms of Reference for the Minoru Complex Aquatic Centre
2: "Errant Rain Cloud" Concept Proposal


 PUBLIC ART
RICHMOND

REQUEST FOR QUALIFICATIONS

MINORU MAJOR FACILITY PUBLIC ART COMMISSIONS

- ENTRIES & ARRIVAL ZONE
- AQUATIC CENTRE

TWO SIGNIFICANT SITE-RESPONSIVE COMMISSIONS. ARTISTS OR ARTIST TEAMS MAY APPLY FOR ONE OR BOTH; HOWEVER, GEOGRAPHIC ELIGIBILITY IS DIFFERENT FOR EACH OPPORTUNITY.

BUDGET | ENTRIES & ARRIVAL: \$250,000, PLUS APPLICABLE CONSTRUCTION CREDITS

BUDGET | AQUATIC CENTRE: \$100,000, PLUS APPLICABLE CONSTRUCTION CREDITS

[BUDGETS ARE INCLUSIVE OF DESIGN, FABRICATION, INSTALLATION, TRAVEL AND RELEVANT TAXES; A 15% TAX WILL BE WITHHELD FOR US-BASED ARTISTS FOR WORK PERFORMED WITHIN CANADA.]

ELIGIBILITY | ENTRIES & ARRIVAL: OPEN COMPETITION FOR PROFESSIONAL ARTISTS RESIDING IN BRITISH COLUMBIA AND ALBERTA, CANADA AND OREGON, WASHINGTON AND ALASKA, UNITED STATES.

ELIGIBILITY | AQUATIC CENTRE: OPEN COMPETITION FOR PROFESSIONAL ARTISTS RESIDING IN CANADA.

APPLICATION: SUBMISSION OF AN ONLINE APPLICATION IS REQUIRED FOR THIS OPPORTUNITY

DEADLINE: 5:00 PM PST ON MONDAY, DECEMBER 1, 2014

OPPORTUNITIES

The City of Richmond Public Art Program, in partnership with the Minoru Civic Precinct development team and design consultants, is seeking artists/artist teams to create site-responsive artwork for two significant areas within the new Minoru Major Facility (MMF) multi-purpose complex: the Entry & Arrival Zone and the Aquatic Centre.

ENTRY & ARRIVAL ZONE: There are several opportunities related to the entry and arrival zones where public art can welcome and contribute to the sense of place. Because the MMF is a multi-purpose facility, it is important to develop a strong aesthetic that signals entry and provides clarity of the building's internal functions at the entrances. Public art, working in concert with architectural and landscape design, can invite building users towards the services and activity areas they are seeking.

Sequential siting of artwork can create a sense of journey and linked narratives that define each entry as its own unique place and express a visual connection for the visitors and staff who will use the variety of services

in the new building. Positioning artworks within the entry plazas, the selected artist will need to be mindful of the full range of activities and events that need to be accommodated at various times.

One artist/artist team will be awarded the commission with the expectation that artwork elements will be integrated throughout the entry and arrival zones, both exterior and interior. The selected artist/team will determine the concepts for the artwork and how and where to best locate and integrate the art elements, including determining how best to allocate the commission budget.

AQUATIC CENTRE: Many of Richmond's residents learned to swim at the existing Minoru Aquatic Centre and many more generations to come will develop this life skill at the new Minoru Complex Aquatic Centre. The Minoru Complex is a city-wide amenity serving all of Richmond and the Learn-to-Swim program attracts residents, both locally and city-wide.

The aquatic programs involve residents across the life spectrum, from infants and toddlers learning to swim to older adults relaxing in the spa areas that include hot pools, sauna and whirlpool baths. The pool natatorium will be an important architectural space. This environment is all about water, from rainwater collected from the large roofscape, to interactive play features and sparkling reflections from still, deep pools. The public art in this location can help to define a distinct aesthetic between the meditative, soothing environment of the spa and the fun, exciting environment designed for the little learners.

One artist/team will be awarded the commission. The selected artist/team will work with City staff and the design team consultants to determine the best location(s) for artwork elements within the Aquatic service area.

BACKGROUND

The City of Richmond, British Columbia has launched an exciting and ambitious capital building program in the Minoru Civic Precinct to address current and future needs for recreation, sport and other community activities. The Minoru Civic Precinct, in Richmond's City Centre neighborhood, incorporates green space in the form of Minoru Park, as well as a variety of cultural attractions including the Richmond Public Library, Art Gallery and Cultural Centre. The Civic Precinct is also home to sports fields and existing facilities for aquatics and older adult activities.

Embracing the city's vision to build a Centre of Excellence for Active Living and Wellness, the Minoru Civic Precinct capital program will add:

- Construction of a new integrated, multi-purpose complex to house an aquatic centre, older adult centre and space for other recreation and community needs. This 110,000 square foot complex will replace and expand services currently available at existing facilities.
- Construction of a Brighthouse Fire Hall No. 1 that, in addition to being Richmond's central fire hall and headquarters, will also house Richmond Fire-Rescue's administrative offices.
- An upgrade and relocation of playing fields and tennis courts in Minoru Park.

The Guiding Principles adopted by the City Council for the Minoru Civic Precinct reflect the high expectations and will inform forward-thinking design, public art and community-building possibilities: Be

Exceptional, Be Sustainable, Be Accessible, Be a “Centre of Excellence for Active Living and Wellness”, Be Synergistic and Be Connected.

The design team consultants include Hughes Condon Marler Architects (HCMA) and PWL Partnership.

RESEARCH THE CLIENT

RESEARCH THE MINORU CIVIC PRECINCT DEVELOPMENT

RESEARCH THE CITY OF RICHMOND

READ THE MINORU CIVIC PRECINCT ART PLAN

ARTIST SELECTION SCHEDULE*

Deadline for Entry	Monday, December 1, 2014
Selection Panel	Tuesday, December 16, 2014
Finalist Notification	Wednesday, December 17, 2014
Finalist Orientation	Thursday, January 8, 2015
Finalist Interviews	Friday, January 9, 2015

PROJECT DESIGN SCHEDULE*

Design Contracts Issued	January 2015
Research/Conceptual Design	February 2015
Conceptual Design Presentation	March 2015
Final Design/Documentation	March –April 2015 * elements of art integrated into phased tender packages and documentation
Building Construction and Artwork Implementation	Fall 2017

In January 2015, the selected artists or artist teams will receive an initial design contracts equal to 20% of the total commission budget: \$50,000 design for the MMF Entries & Arrival and \$20,000 design for the Aquatic Centre. Following design approvals, the artists or teams will receive an implementation contract. Implementation contract amounts may be augmented by applicable construction credits that will be determined during design development.

*Schedules are subject to change

ARTIST SELECTION PROCESS

One panel will select the artists/teams for both commissions through an open call process coupled with finalist interviews. A selection panel comprised of three art or design professionals, one representative from the Aquatic Centre staff, and one representative from the Older Adult Centre staff will review the applicant's materials. Representatives from the design team will serve as advisors to the panel. Based on the selection criteria listed below, the panel will select three finalists to interview for each of the opportunities.

The finalists will be invited to an orientation session and interview to discuss past approaches and working methods with the panel and answer questions relating to this type of project. On the basis of the interviews, the selection panel will then choose one artist or artist team for each of the commissions.

The panel reserves the right to make no selection from the submitted applications or finalist interviews.

Out-of-town finalists will be reimbursed for travel and lodging expenses to attend the interview and orientation in Richmond, British Columbia, Canada. If applying as a team, the allowance for travel may not fully reimburse all team members.

SELECTION CRITERIA

The artists/teams will be selected based on the following qualifications/criteria:

- Quality and strength of past work as demonstrated in submitted application materials;
- Strong conceptual skills and an ability to reflect or reveal site context, history and story of place in compelling ways;
- A command of dynamic spatial relationships and an ability to activate high use public spaces;
- Interest in and experience with an integrated approach to developing artworks within architecture or landscape, including coordination and collaboration with project representatives and a mission-driven client;
- Availability to begin work in January 2015.

Additional consideration will be given to submissions from artists who have not received commissions from the City of Richmond in the past three years.

ELIGIBILITY

Each of the two opportunities have different geographic eligibility areas. Applicants may submit for both opportunities, but must meet the geographic eligibility.

- MMF Entries & Arrivals is open to artists or artist teams residing in British Columbia and Alberta, Canada and Oregon, Washington and Alaska, United States.
- MMF Aquatic Centre is open to artists or artist teams residing Canada.

Qualified artists will have proven experience developing integrated artworks, specifically for civic projects. City of Richmond staff and its Public Art Advisory Committee members, selection panel members, project personnel and immediate family members of all of the above are not eligible.

APPLICATION MATERIALS **See application checklist and detailed list below for specific requirements.*

- Statement of interest
- Current professional resume
- Digital work samples



TEL 206.296.7580
V/TTY 206.296.8574
FAX 206.296.8629

101 PREFONTAINE PL S
SEATTLE WA 98104

WWW.4CULTURE.ORG

ARTISTS APPLYING FOR THIS OPPORTUNITY MUST SUBMIT THE FOLLOWING MATERIALS ONLINE VIA 4CULTURE'S APPLICATION SYSTEM.

VISIT WWW.4CULTURE.ORG/APPLY AND FOLLOW THE APPLICATION-SPECIFIC LINK.

PROFILE — Applicant contact information.

RESUMÉ — Two-page (maximum) current professional resume. Teams should include two-page resumes for all members as one document. PDF format is preferred; Text (.txt) files will also be accepted.

STATEMENT OF INTEREST — 300 words (or less) that explain why the artist/team is interested in one or both of these opportunities and how their practice relates to this project and the posted selection criteria. If applying as a team please address how team members work together in the statement of interest. Please include clearly on a separate line at the beginning of your Statement of Interest: "ENTRIES", "AQUATIC" or "BOTH"

DIGITAL IMAGE WORK SAMPLES — Applicants must submit 12 samples of past work that best illustrate their qualifications for this project. Upload JPG files only; images must be under 2MB, exactly 1920 pixels on the longest side and at least 72 dpi. If applying as a team, the team submits no more than 12 images.

Applicants will be required to list the title, date of completion, medium, and dimensions of each work sample. Applicants are encouraged to fill out the optional fields that include commissioning entity, budget, and project partners. Please provide a brief description (75 words or less) of each work sample.

DEADLINE: REQUIRED MATERIALS MUST BE RECEIVED NO LATER THAN 5:00 P.M. PST ON MONDAY, DECEMBER 1, 2014.

QUESTIONS?

For questions regarding the project and City of Richmond Public Art Program, please contact:

Eric Fiss
EFiss@richmond.ca
604.247.4612

Elisa Yon
eyon@richmond.ca
604.204.8671

For questions regarding the application process please contact:

Cath Brunner
Cath.brunner@4culture.org
206.296.4137

Ryan Feddersen
Ryan.feddersen@4culture.org
206.205.8024

**IF YOU NEED HELP WITH YOUR APPLICATION OR HAVE QUESTIONS, PLEASE CONTACT US.
PLEASE DO NOT WAIT UNTIL THE DEADLINE TO CALL OR START THE APPLICATION PROCESS.**



Germaine Koh + Gordon Hicks
Concept Proposal for Public Art
Aquatic Centre, Minoru Complex

Richmond BC
21 May 2015

Artists

Germaine Koh + Gordon Hicks

Germaine Koh (Vancouver) and Gordon Hicks (Toronto) have worked together regularly since 2002. Koh has been a finalist for the prestigious Sobey Art Award and Hicks is a Professional Engineer in addition to being an artist. Their shared thematic interests include communications and technological systems, the natural environment, social behaviours, and play. Their working methods complement each other: Koh's practice is known for its conceptual origins, while Hicks tends to work from careful study of materials. Both incorporate humour and absurdity in their works. Specifically related to this concept proposal, both have produced works tracking the movements of water.



Koh, GroundWaterSeaLevel
LED poles showing changing tide + ground water



Koh + Hicks, There|Here | Two mechanical doors interconnected over Internet



Hicks, Terrain Study
Water dripping onto clay surface



Koh, Fair-weather forces (water level)
Velvet ropes moving in relation to tide level

Aquatic Centre Public Art

THE NATATORIUM WILL BE THE HEART of the new Minoru Aquatic Centre: a vast, high-ceilinged space containing multiple pool basins, with natural light flooding in from glazed north and south walls and the clerestory windows located between the striking waves of glulam beams that form the ten metre high ceiling.

While the pool will often be filled with frenetic activity, it is also a place for regular users to unfold their daily routines of exercise and socializing. The pool serves as a gathering place for different generations, and is a place formed by daily rituals and cycles.

Our consultation with user groups reiterated that the cyclical and cross-generational use of the Centre is key. As residents grow up and age, the pool will remain a fixture in their lives.

The pool is a gathering place for different generations, a place formed by daily rituals and cycles

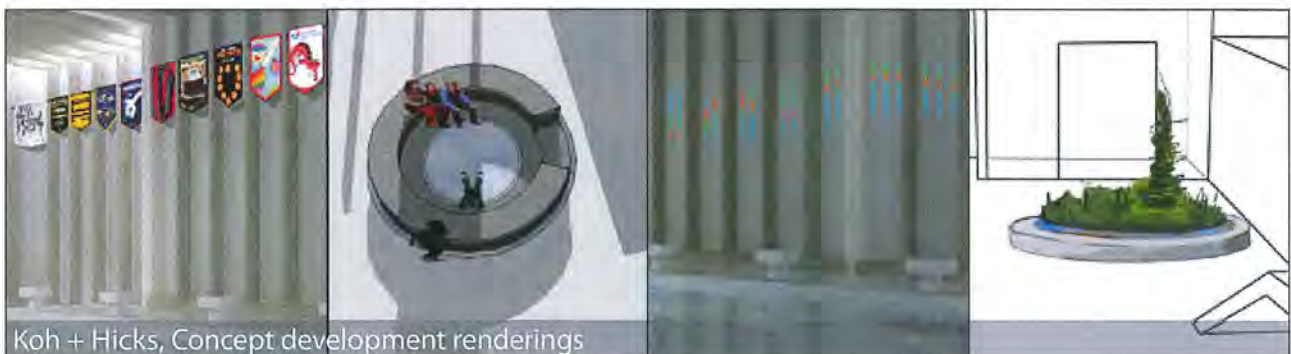
PUBLIC ART PROCESS

Following consultation with user groups, Richmond Archives, and other city staff, we completed two rounds of concept development, presenting a number of ideas to key City staff and building consultants. Arising from that process, we have agreement to bring the following concept forward for approval.

ARTISTS' CONCEPTUAL APPROACH

Our approach has been to address the different types of users of the space, while acknowledging some of the fascinating forces and technologies — machinery, environmental control — at play in the machine that is an aquatic centre. We have approached the project with a long-term view, attempting to conceive a work that will acknowledge the cyclical character of the building's use, its long-term evolution, and the larger human and natural context. Although they are quite distinct, each concept we developed addressed in its own way these slower dimensions of the Centre's life.

Each concept, in its own way, addressed the slower dimensions of the Centre's life



Errant Rain Cloud

HOVERING HIGH IN THE NATATORIUM above the leisure pool is a sculptural object in the iconic form of a rain cloud. Every few hours, or perhaps once a day, a brief and gentle rain shower falls from the cloud and into the pool.

The rain cloud brings a whimsical element to the pool area, and also illustrates the natural cycle of water in our atmosphere.

The rain cloud reproduces the natural sun-powered water cycle of the atmosphere, at a very local scale, using the climate of the natatorium. The episodic nature of the rain cycle creates a local sense of occasion. This might be reinforced with a signalling feature, perhaps using LEDs, that builds

anticipation by indicating that a shower is imminent.

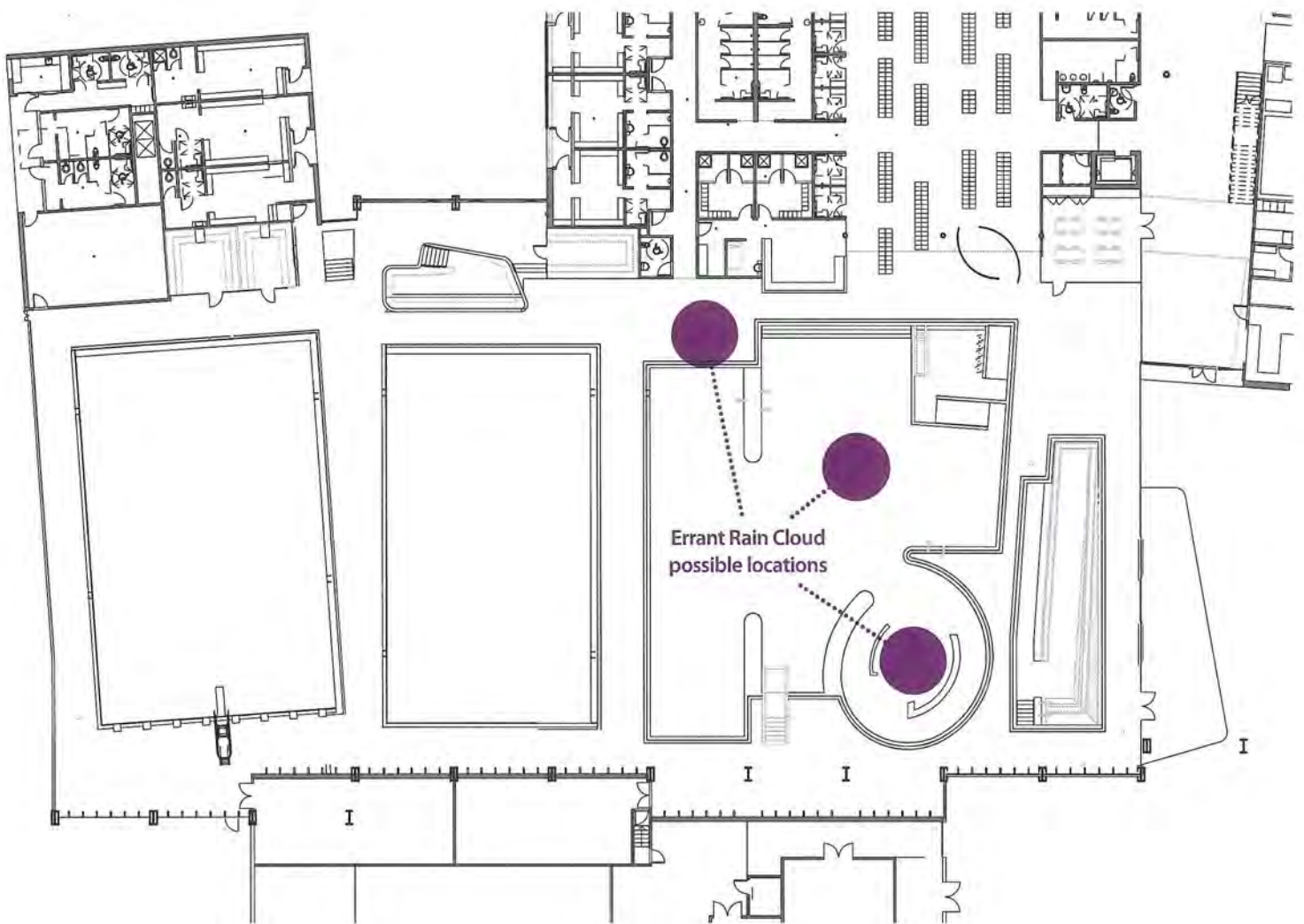
The frequency and duration of the rain shower depends primarily on the amount of sunlight received by a solar panel, to which the cloud is wired. Because the probability of a rain depends on the time since the last shower and on the strength of sunlight at the moment, showers will be more likely to occur in the middle of a sunny day.

The solar panel can be situated to provide a visual tie-in with sunlight coming through the clerestory windows or glazed wall, to make clear the relationship of sunlight to the system. Some information illustrating the natural water cycle will be integrated elsewhere in the pool area.

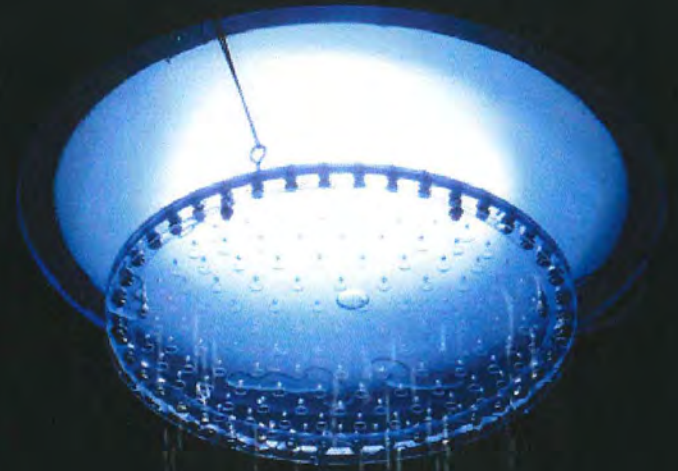
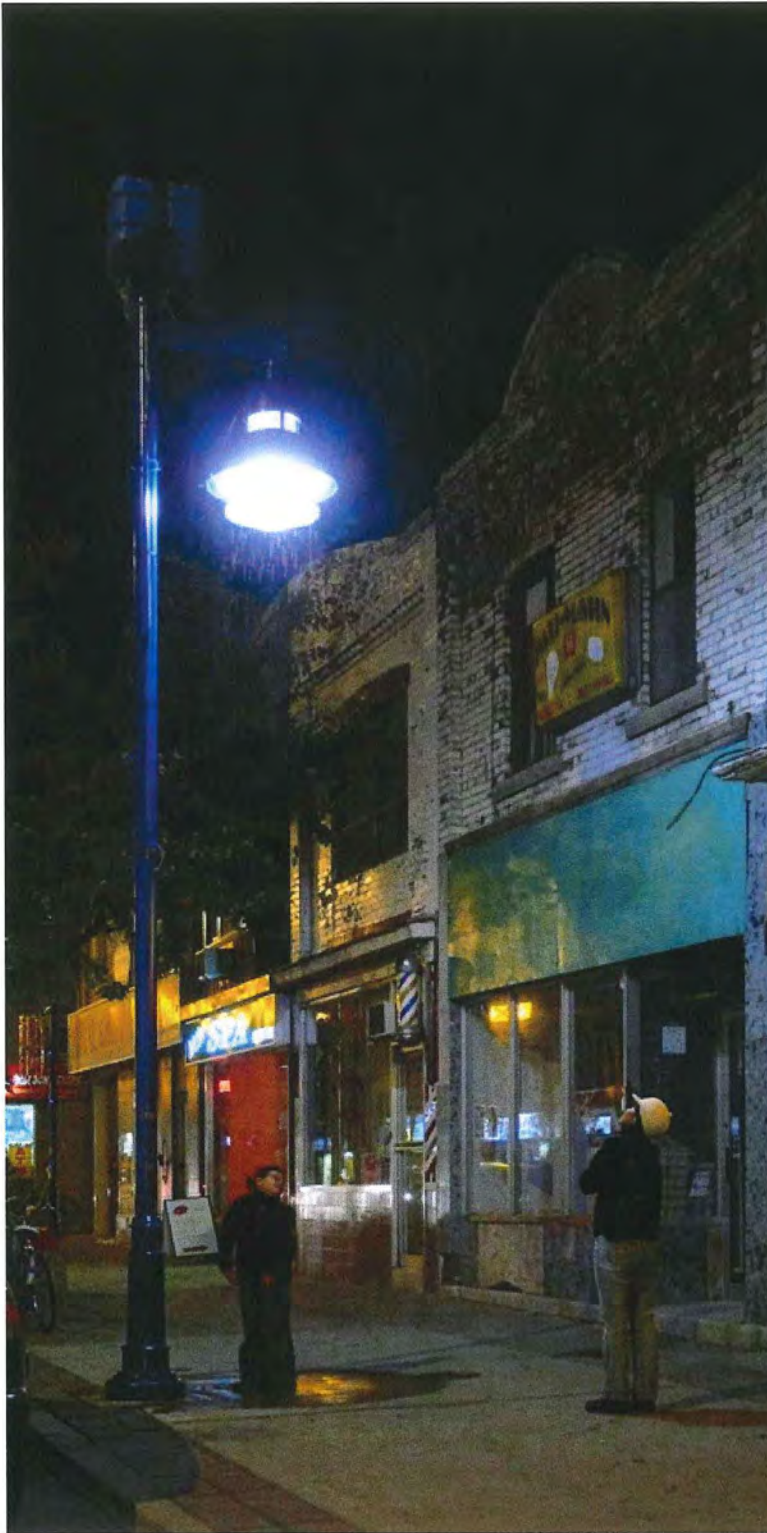


Location

THE RAIN CLOUD is to be installed above the leisure pool basin or deck. Measuring 2-3 metres in diameter, it will be visible from everywhere on the deck, the viewing area, and from outside through the glazing. Exact location will be determined in consultation with the architects during the detailed design phase.



Precedents



The artists have produced rain heads of their own design which have operated continuously for many months in public settings, and the devices have always performed flawlessly.

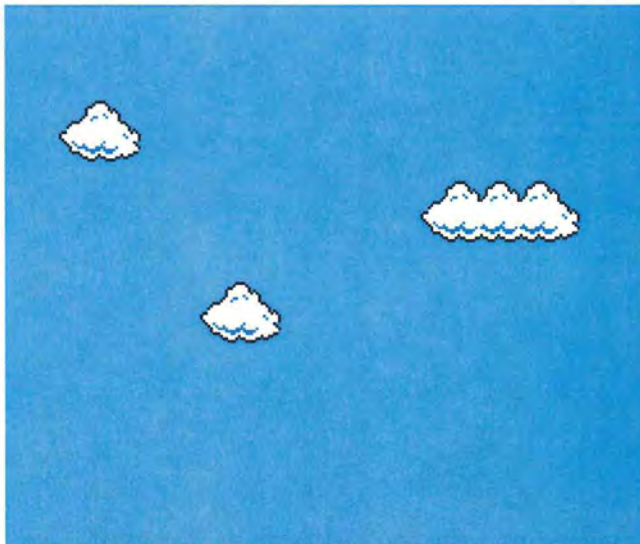
Illustrated: Gordon Hicks, Light Rain Tonight, 2007

References

CLOUDS, represented both realistically and in simplified iconic form, have long served as a symbol of freedom, aspiration, play, and creative thought. A cloud's ever-changing form, subject to larger environmental patterns, is also a reminder of the slow and constantly-changing forces to in the world around us, to which we are connected.



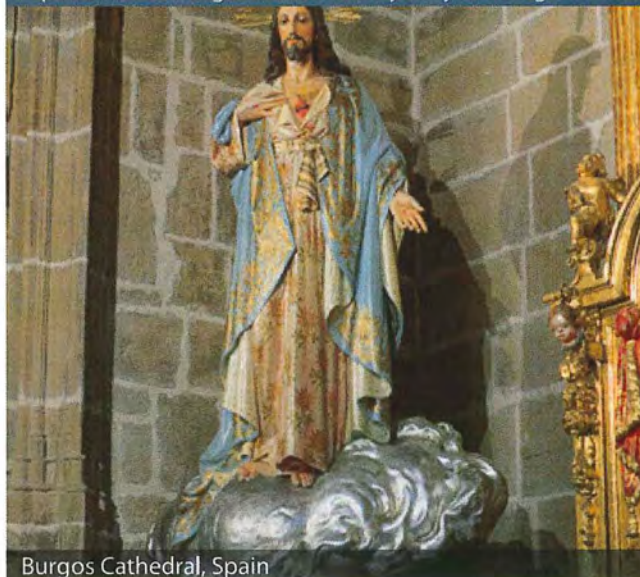
Cloud: Cumulus congestus



Super Mario video game modified by Cory Archangel



Berndnaut Smilde, Nimbus II, 2012



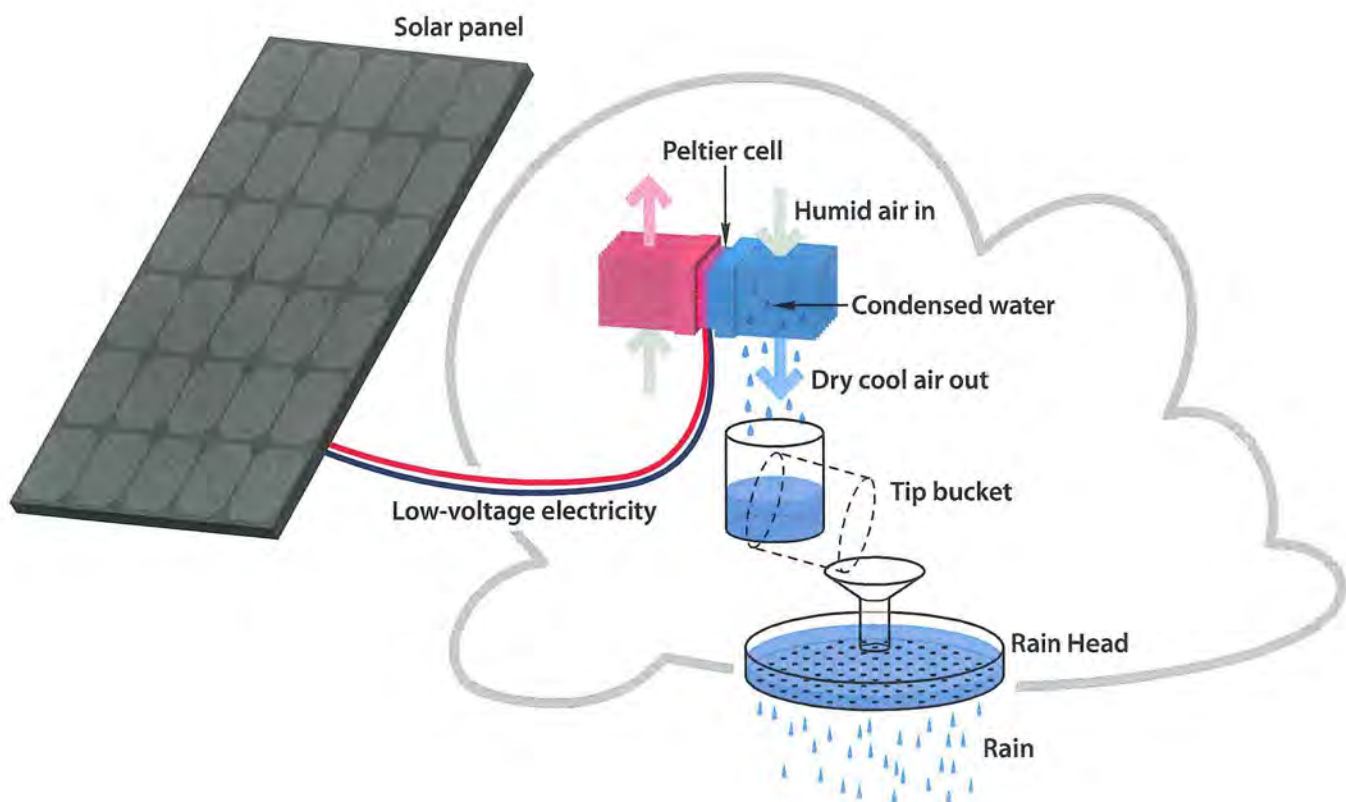
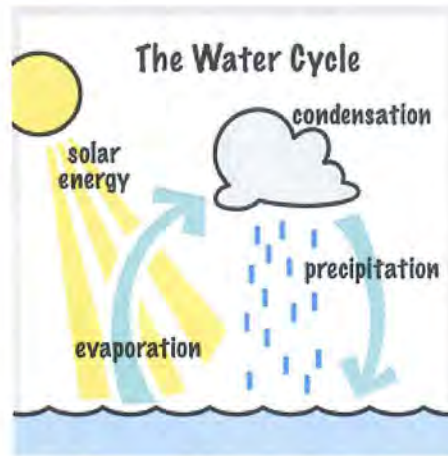
Burgos Cathedral, Spain



John Constable painting, early 19th c.

Principle of Operation

WATER IS EXTRACTED FROM THE HUMID AIR of the natatorium by a solid-state thermoelectric chiller. Low-voltage electricity supplied by a solar panel powers the chiller, and the amount of solar power received is key to the timing of the system. There are no moving parts in the system and the solid-state components are exceptionally reliable. The humid and chemically reactive environment is addressed by careful material selection and protective coatings. Electrical or electronic components are sealed in environment-proof containers. A modular design will allow for replaceable parts.



Technical

SCULPTURAL SHELL

A sculptural shell in the form of a rain cloud is the most visible aspect of the artwork. It is anticipated that the overall mass of the cloud plus internal mechanisms will be less than 100 kg with a greatest dimension of about 3 metres. The shell will be constructed from a polymer-based material selected for resistance to water and corrosion such as fibreglass or moulded plastic. These materials are well understood and are mature technologies used in boat-building and outdoor equipment manufacture. The exact form, material and scale of the shell will be determined during the detailed design phase.



Karim Rashid, "Lava" bench



Vacuum-formed ABS plastic shell

SOLID-STATE DEHUMIDIFIER

At the heart of Errant Rain Cloud is a dehumidifier that extracts water from the humid air of natatorium. It works by cooling the air below the dew point, which in the pool area is a reliably high 15°C, and capturing the liquid water. Cooling is achieved using a Peltier cell, a solid-state semiconductor device with no moving parts and powered by low-voltage DC electricity. Peltier cells are an exceptionally reliable, well-established technology, and are easily available at low cost (less than \$200) from a range of manufacturers. A finned metal heat-sink facilitates the transfer of heat and extraction of water. The heat sink is the only part of the dehumidifier system that is exposed to the air of the natatorium, and will be protected with power-coated enamel or similar surface coating.



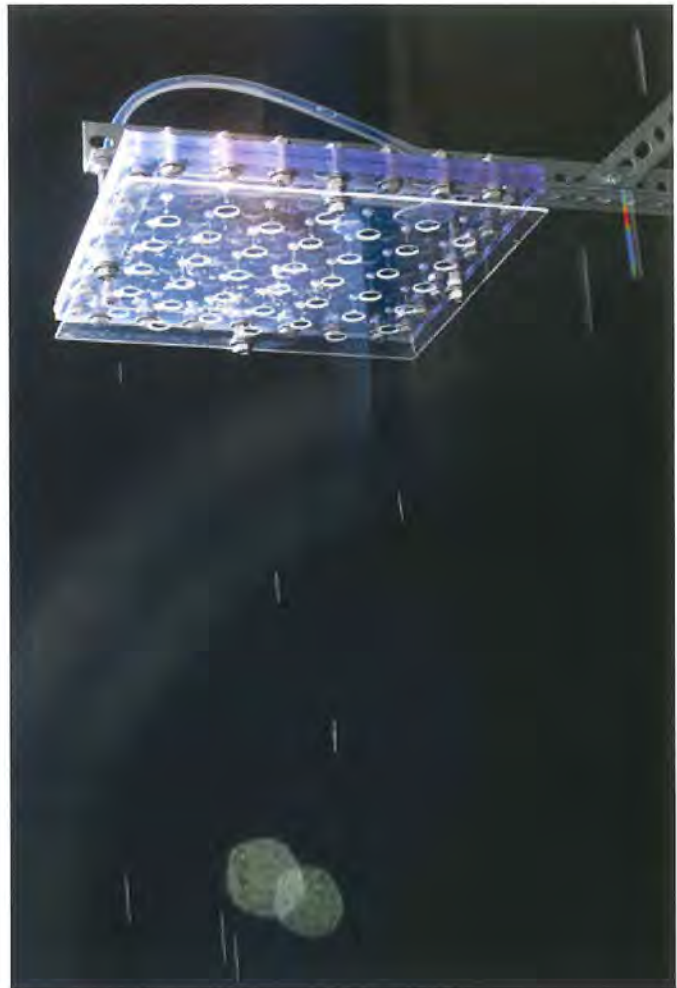
Peltier cell, thermal transfer power 340 watts, 52 x 52 x 3.3 mm

Technical continued

RAIN HEAD

The rain head is designed to emulate real rain-fall and differs from a typical spray nozzle in that it generates individual small water droplets of controlled size. It consists of a bank of a few hundred cannulae (small diameter tubes) that are fed water under low pressure. The reliability challenge lies with the small diameter of the tubes and the possibility of clogging from mineralization or water-borne particles. However, in the case of Errant Rain Cloud, the feed water has been distilled from the air and is naturally de-mineralized. A simple water filter captures any particles upstream from the rain head. Because the amount of water that passes the filter is relatively small (less than 200 litres per year) an annual cartridge replacement will keep the filter clear. The individual cannulae are simply replaced with spares should they ever become clogged.

The artists have produced rain heads of their own design which have operated continuously for many months in public settings, and the devices have always performed flawlessly.



Gordon Hicks, rain head prototype



Video of droplets forming in prototype rain head: <http://vimeo.com/album/3392257/video/119480352>

Technical continued

SOLAR PANEL

Solar-voltaic power will be supplied by an off-the-shelf solar panel of the sort that is readily available for home and commercial power generation. Selection will be based on reliability and long life. The placement and exact configuration remain to be determined.



LEDs

The LEDs provide an anticipatory signal that a rain shower is imminent. Low cost, completely weather-proof LEDs are available at low cost, off-the-shelf.



IP68 sealed LED strip

CONTROL ELECTRONICS

The control electronics will be fabricated using highly reliable SMD (surface mount) technology and provided with weather-proof enclosures that completely isolate the electronics from the humid and corrosive environment of the natatorium. Electronics will be engineered very conservatively for reliability. Spare modules will be provided for simple replacement if ever needed.



TIP-BUCKET

Water extracted by the dehumidifier is collected in a tip bucket. When the bucket is full, it over-balances and delivers water to the rain head. The only moving part in the Errant Rain Cloud system, it is simple and reliable.

RIGGING

A cabling system keeps the cloud suspended over the pool. Experts in the discipline of rigging will be engaged to design a reliable, safe and corrosion-resistant system. The rigging will allow the cloud to be lowered and swung over the pool deck for ease of maintenance.

WIRING

Wires transfer low-voltage electrical power from the solar panel to the dehumidifier mechanism. Standard electrical conduit and junction boxes provide the pathway through the building.

ARCHITECTURAL INTERFACES

Anchor points in the natatorium ceiling will be required for rigging. Electrical conduit and junction boxes will run low-voltage electrical wires from the solar panels to rigging attachment points. Solar panels will need to be located and anchored.

Engineering Safe Water

NOTE: The preliminary plan below was presented to Pacific Coastal Health on 14 May 2015. Detailed design plans will also be submitted to PCH for review.

THE ERRANT RAIN CLOUD uses a solid state dehumidifier to collect water directly from the humid natatorium air. Over 24 hours approximately 500 ml of water is extracted and stored. At least once a day the water released as rain, to fall into the leisure pool.

In this public setting, water must be clean and free from biological or other agents that could cause health risk. Methods for ensuring safe water are outlined here.

AIR FILTER: Intake air is filtered through a high efficiency HEPA filter to remove fine particles from the air. Biological and nutritional agents in air mostly travel attached to much larger particles, so removing particles removes a large fraction.



At the low air volumes required, it is expected that the filter can go one year between replacement. (Example shown: Honeywell Media Air Cleaner with HEPA cartridge)

DISTILLED WATER: Water is extracted from the filtered air by, essentially, a process of distillation. This means the water is relatively pure and naturally de-mineralized. This removes one potential source of nutrients for biological agents.

WATER FILTER: Water is filtered through a micropore ceramic filter of the type used for drinking water purification. The flow rate is very slow (a drop or two



at time) so gravity is enough to push water across the filter. (Example shown: Katadyn Siphon)

WATER PATHWAY IS SEALED: The entire clean water pathway is sealed, so that no foreign material can enter. The rain head, at the extreme lower end of the system, does provide tiny openings to the outside world, but the tubules are so small that they retain a tiny capillary plug of water between daily flushing. On an annual basis, the pathway is cleaned, flushed and re-sterilized using specialized line flushing chemicals. (Example of line flushing chemicals: Katadyn MicroPur Tankline)

CHILLING: The sterile section of the water pathway is cooled to below 10°C by the chiller section of the dehumidifier. Low temperatures retard biologic activity. Legionella, in particular, is understood to require temperatures greater than 20°C to grow.

STERILIZATION: As a final step it is possible to sterilize the water with Ultraviolet (UV) light. Mechanisms for small-scale UV water purification, such as those designed for aquariums and wilderness travel, demonstrate the principle. (Example show: Steripen Ultra)



MAINTENANCE: Annual maintenance will be recommended to change filters, re-sterilize the water path and test/inspect the system.

TIME LIMITED: All water passes through the system in 24 hours or less. Ultimately the water falls as rain into chlorinated pool water where biological activity is already rigorously controlled.

Preliminary Schedule

ITEM	DATES		RESPONSIBLE
• Contract Execution	March 2015	✓	Artist, City staff
Phase 1 (Concept)			
• Stakeholder, staff, designer consultation	February-May 2015	✓	Artist, Community stakeholders, City staff
• Preliminary concepts to City staff + consultants	February, May 2015	✓	Artist, City staff, Consultants
• Health department consultation	May 2015	✓	Artist, Pacific Coastal Health
• Public Art Advisory Committee concept presentation	May 2015	✓	Artist, City staff, Richmond PAAC
• Presentation to City Council + acceptance	June 2015		City staff
Phase 2A (50% Detailed Design)			
• Preliminary engineering + location	June-July 2015		Artist, Architect, City staff, Artist's Engineers
• Working design drawings	June-July 2015		Artist
• 50% Detailed Design submission + acceptance	July 2015		Artist, City staff
Phase 2B (100% Detailed Design)			
• Requirements integrated into architectural plans	June-August 2015		Artist, Architect
• Health department review	August 2015		Artist, Pacific Coastal Health
• Engineer-stamped design drawings	August 2015		Artist, Artist's Engineers
• Identify Fabricators, Installer	August 2015		Artist
• 100% Detailed Design submission + acceptance	August-September 2015		Artist, City staff
Phase 3 (Fabrication)			
• Prototype & testing in current Minoru Aquatic Centre	Fall 2015-mid 2016		Artist, City staff
• Fabrication	mid-end 2016		Artist, Subcontractors
• CSA approval	end 2016		Artist, CSA
Phase 4 (Installation)			
• Installation	February-April 2017		Artist, Installer, Consultants
Phase 5 (Completion)			
• Unveiling	mid 2017		Artist, City staff
• Transfer of title	mid 2017		Artist, City staff
Ongoing			
• Annual maintenance	annual		City staff or contractors

Preliminary Budget

Administration	\$9,580	9.6%
Administration: studio overhead, couriers, legal, local travel	\$1,050	
Artist travel: 4 trips YYZ-YVR	\$3,600	
Project administration	\$1,980	
Documentation: visual & technical	\$500	
Insurance	\$2,450	
Creative work	\$17,299	17.3%
Phase 1: Concept development	\$6,970	
Phase 2: Detailed design	\$3,485	
Phases 3-4: Fabrication, installation	\$3,575	
Phase 5: Completion	\$3,270	
Pre-fabrication	\$10,958	11.0%
Detailed design costs: Prototype, testing, incl. shop rental	\$4,215	
Shop drawings	\$743	
Permits	\$0	
Engineering	\$6,000	
Fabrication	\$41,890	41.9%
Fabrication	\$32,500	
Studio rental & labour	\$1,990	
Spare parts	\$4,000	
CSA certification	\$2,400	
Shipping & transport	\$1,000	
Installation	\$12,000	12.0%
Site prep: excludes any site preparation costs to be included in building construction	\$5,000	
Installation	\$7,000	
Contingency	\$8,270	8.3%
10% contingency on budget except artist fees	\$8,270	
	\$99,997	100.0%

NOTES

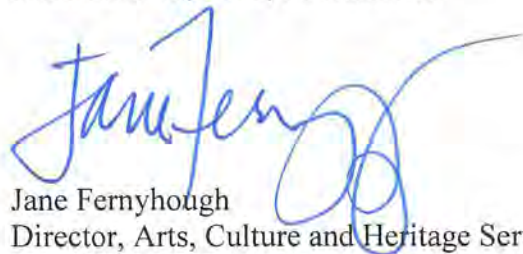
1. All amounts inclusive of taxes.
2. Budget: \$100,000. Payment schedule: Phase 1 (concept) \$5,000+\$5,000; Phase 2 (detailed design) \$10,000; Phase 3 (fabrication) \$65,000; Phase 4 (installation) \$10,000; Phase 5 (completion) \$5,000.



To: General Purposes Committee **Date:** June 10, 2015
From: Jane Fernyhough **File:** 11-7000-09-20-202/Vol
Director, Arts, Culture and Heritage Services 01
Re: Minoru Complex Public Art, Entries and Arrivals Concept Proposal




Staff Recommendation

That the concept proposal and installation for the Minoru Complex Entries and Arrivals public artwork by artist Sheila Klein, as presented in the report titled "Minoru Complex Public Art, Entries and Arrivals Concept Proposal" from the Director, Arts, Culture and Heritage Services, dated June 10, 2015, be endorsed.



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

Att. 2

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Recreation & Sport Services Parks Planning and Design Capital Buildings Project Development	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO 

Staff Report

Origin

At the October 14, 2014 Council meeting, Council formally endorsed the Minoru Civic Precinct Public Art Plan as the guiding plan for public art opportunities in the Minoru Civic Precinct, including the proposed Minoru Complex.

This report presents the recommended artwork concept proposal for the Entries and Arrivals commission, a significant artwork to be integrated into the main east entrance plaza of the Minoru Complex.

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, service, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.

Analysis

Minoru Civic Precinct Public Art Plan Vision for Entries and Arrivals

The vision for the Minoru Complex is to be exceptional, sustainable, accessible, synergistic, connected and a centre of excellence for active living and wellness. The public artwork for Entries and Arrivals supports the broader project goals and guiding principles by

- contributing to a sense of place;
- reinforcing the sense of entry and orientation for the complex;
- creating artworks of the highest quality;
- reflecting the principles of sustainability; and
- achieving synergies between the design team, the artists and the community.

Terms of Reference – Minoru Complex Entries and Arrivals Artwork

The Public Art Terms of Reference for the Minoru Complex Entries and Arrivals public artwork (Attachment 1) describes the art opportunity, site description, scope of work, budget, selection process, design schedule and submission requirements. The Terms of Reference were reviewed and endorsed by the Public Art Advisory Committee on September 16, 2014. An artist call for submissions was issued on November 3, 2014, with a deadline of December 1, 2014. Eligibility was for professional artists residing in British Columbia, Alberta, Oregon, Washington and Alaska.

Minoru Complex Entries and Arrivals Artwork - Public Art Artist Selection Process

On December 16, 2014, following the Public Art Program's administrative procedures for artist selection for civic public art projects, the selection panel reviewed the artist qualifications of the 42 artists who responded to the Open Call to Artists and shortlisted four artists.

Members of the selection panel included:

- Bruce Grenville, Senior Curator, Vancouver Art Gallery
- Christine McLaren, Urban Design Journalist
- George Rammell, Artist/Educator
- Shengtian Zheng, Artist/Independent curator
- Thomas Xue, Community Representative, Richmond Rapids Swim Club

Recommended Artist

Following the presentations and interviews of the four shortlisted artists, the Public Art Selection Panel reached a majority vote of four to one and recommended artist Sheila Klein for the Minoru Complex Entries and Arrivals public artwork. The Public Art Advisory Committee supports the selection panel's artist recommendation. The artist and City staff engaged a group of twenty staff and community stakeholder representatives in a consultation meeting on February 11, 2015. The consultation was utilized to introduce the artist, discuss the artist's past work, and engage community representatives and staff in identifying key thematic words and programmatic considerations for the artist to consider while developing the artwork concept in concert with staff and design team consultants.

Recommended Public Art Concept Proposal

The proposed exterior location for the artwork will be in the east entrance plaza and integrated into the landscape design to welcome visitors and signal entry and arrival adjacent to the main vehicle pick-up and drop-off point for the Minoru Complex (Attachment 2). The artwork is entitled "Multipole" and is marked out by a 40 foot diameter circular ground plane pattern and pavement treatment. Set in the centre of the circular pavement pattern is a customized 60 foot metal pole, with a decorative base. At the top of the pole sits a finial and light beacon that will animate the day and night sky and sightlines to and from the building. Flags, banners and other temporary elements will be attached to the pole for special occasions. Further opportunities exist at the base of the artwork for special gatherings and event programming.

The artist describes the artwork as follows:

"Multipole supports the role of Minoru Park as a signature park, signalling entry and arrival. The artwork establishes a unique identity for the Minoru Complex working in concert with the site architecture and urban realm design. The artwork respects and builds upon the history of the park, creating a strong visual and physical link to the main entrances from the north, east, and south areas of the civic precinct."

A technical review and coordination phase with the architect-led design team will be included with the design development phase of the artwork. A scaled mock-up of the artwork, including a portion of the pavement pattern will be created in order to assess the colours and pattern prior to authorization to proceed with fabrication and installation. The artist, City staff and design consultants will continue to meet to review construction coordination and implementation budgets. Any repairs or maintenance required for the artwork will be the responsibility of the Public Art Program.

On May 19, 2015, the Public Art Advisory Committee reviewed the concept proposal and enthusiastically endorsed the “Multipole” project, noting that the addition of elements on the pole will be simple to operate and provide opportunities for seasonal change and participation by the entire community.

Financial Impact

There is no new financial impact for this project.

The total public art budget for the Minoru Complex Entries and Arrivals public artwork is \$250,000 funded out of the approved Major Facilities Phase I Projects. For this project, a budget of up to \$50,000 is provided to the artist for design services. The balance of \$200,000 will be used for fabrication and installation of the artwork including all related artist expenses. Any repairs required to the artwork will be the responsibility of the Public Art Program. City funds for maintenance would be allocated out of the Public Art Program’s annual operating budget.

Conclusion

The new Minoru Complex facility represents an opportunity to integrate public art to enhance the identity and vibrancy of the Minoru Civic Precinct. This initiative also supports the Council Term Goals to develop public spaces that reflect Richmond's demographics, rich heritage, diverse needs and connected communities, through a commitment to strong urban design, investment in public art and place making.

Staff recommend that Council endorse the proposed concept and installation of the Minoru Complex Entries and Arrivals public artwork entitled “Multipole”, by artist Sheila Klein, as presented in this report.



Eric Fiss
Public Art Planner
(604-247-4612)

- Att. 1: Public Art Terms of Reference for the Minoru Complex Entries and Arrivals
2: “Multipole” Concept Proposal

REQUEST FOR QUALIFICATIONS

MINORU MAJOR FACILITY PUBLIC ART COMMISSIONS

- ENTRIES & ARRIVAL ZONE
- AQUATIC CENTRE

TWO SIGNIFICANT SITE-RESPONSIVE COMMISSIONS. ARTISTS OR ARTIST TEAMS MAY APPLY FOR ONE OR BOTH; HOWEVER, GEOGRAPHIC ELIGIBILITY IS DIFFERENT FOR EACH OPPORTUNITY.

BUDGET | ENTRIES & ARRIVAL: \$250,000, PLUS APPLICABLE CONSTRUCTION CREDITS

BUDGET | AQUATIC CENTRE: \$100,000, PLUS APPLICABLE CONSTRUCTION CREDITS

[BUDGETS ARE INCLUSIVE OF DESIGN, FABRICATION, INSTALLATION, TRAVEL AND RELEVANT TAXES; A 15% TAX WILL BE WITHHELD FOR US-BASED ARTISTS FOR WORK PERFORMED WITHIN CANADA.]

ELIGIBILITY | ENTRIES & ARRIVAL: OPEN COMPETITION FOR PROFESSIONAL ARTISTS RESIDING IN BRITISH COLUMBIA AND ALBERTA, CANADA AND OREGON, WASHINGTON AND ALASKA, UNITED STATES.

ELIGIBILITY | AQUATIC CENTRE: OPEN COMPETITION FOR PROFESSIONAL ARTISTS RESIDING IN CANADA.

APPLICATION: SUBMISSION OF AN ONLINE APPLICATION IS REQUIRED FOR THIS OPPORTUNITY

DEADLINE: 5:00 PM PST ON MONDAY, DECEMBER 1, 2014

OPPORTUNITIES

The City of Richmond Public Art Program, in partnership with the Minoru Civic Precinct development team and design consultants, is seeking artists/artist teams to create site-responsive artwork for two significant areas within the new Minoru Major Facility (MMF) multi-purpose complex: the Entry & Arrival Zone and the Aquatic Centre.

ENTRY & ARRIVAL ZONE: There are several opportunities related to the entry and arrival zones where public art can welcome and contribute to the sense of place. Because the MMF is a multi-purpose facility, it is important to develop a strong aesthetic that signals entry and provides clarity of the building's internal functions at the entrances. Public art, working in concert with architectural and landscape design, can invite building users towards the services and activity areas they are seeking.

Sequential siting of artwork can create a sense of journey and linked narratives that define each entry as its own unique place and express a visual connection for the visitors and staff who will use the variety of services in the new building. Positioning artworks within the entry plazas, the selected artist will need to be mindful of the full range of activities and events that need to be accommodated at various times.

One artist/artist team will be awarded the commission with the expectation that artwork elements will be integrated throughout the entry and arrival zones, both exterior and interior. The selected artist/team will determine the concepts for the artwork and how and where to best locate and integrate the art elements, including determining how best to allocate the commission budget.

AQUATIC CENTRE: Many of Richmond's residents learned to swim at the existing Minoru Aquatic Centre and many more generations to come will develop this life skill at the new Minoru Complex Aquatic Centre. The Minoru Complex is a city-wide amenity serving all of Richmond and the Learn-to-Swim program attracts residents, both locally and city-wide.

The aquatic programs involve residents across the life spectrum, from infants and toddlers learning to swim to older adults relaxing in the spa areas that include hot pools, sauna and whirlpool baths. The pool natatorium will be an important architectural space. This environment is all about water, from rainwater collected from the large roofscape, to interactive play features and sparkling reflections from still, deep pools. The public art in this location can help to define a distinct aesthetic between the meditative, soothing environment of the spa and the fun, exciting environment designed for the little learners.

One artist/team will be awarded the commission. The selected artist/team will work with City staff and the design team consultants to determine the best location(s) for artwork elements within the Aquatic service area.

BACKGROUND

The City of Richmond, British Columbia has launched an exciting and ambitious capital building program in the Minoru Civic Precinct to address current and future needs for recreation, sport and other community activities. The Minoru Civic Precinct, in Richmond's City Centre neighborhood, incorporates green space in the form of Minoru Park, as well as a variety of cultural attractions including the Richmond Public Library, Art Gallery and Cultural Centre. The Civic Precinct is also home to sports fields and existing facilities for aquatics and older adult activities.

Embracing the city's vision to build a Centre of Excellence for Active Living and Wellness, the Minoru Civic Precinct capital program will add:

- Construction of a new integrated, multi-purpose complex to house an aquatic centre, older adult centre
- and space for other recreation and community needs. This 110,000 square foot complex will replace and
- expand services currently available at existing facilities.
- Construction of a Brighthouse Fire Hall No. 1 that, in addition to being Richmond's central fire hall and
- headquarters, will also house Richmond Fire-Rescue's administrative offices.
- An upgrade and relocation of playing fields and tennis courts in Minoru Park.

The Guiding Principles adopted by the City Council for the Minoru Civic Precinct reflect the high expectations and will inform forward-thinking design, public art and community-building possibilities: Be Exceptional, Be Sustainable, Be Accessible, Be a "Centre of Excellence for Active Living and Wellness", Be Synergistic and Be Connected.

The design team consultants include Hughes Condon Marler Architects (HCMA) and PWL Partnership.

RESEARCH THE CLIENT**RESEARCH THE MINORU CIVIC PRECINCT DEVELOPMENT****RESEARCH THE CITY OF RICHMOND****READ THE MINORU CIVIC PRECINCT ART PLAN****ARTIST SELECTION SCHEDULE***

Deadline for Entry	Monday, December 1, 2014
Selection Panel	Tuesday, December 16, 2014
Finalist Notification	Wednesday, December 17, 2014
Finalist Orientation	Thursday, January 8, 2015
Finalist Interviews	Friday, January 9, 2015

PROJECT DESIGN SCHEDULE*

Design Contracts Issued	January 2015
Research/Conceptual Design	February 2015
Conceptual Design Presentation	March 2015
Final Design/Documentation	March –April 2015 * elements of art integrated into phased tender packages and documentation
Building Construction and Artwork Implementation	Fall 2017

In January 2015, the selected artists or artist teams will receive an initial design contracts equal to 20% of the total commission budget: \$50,000 design for the MMF Entries & Arrival and \$20,000 design for the Aquatic Centre. Following design approvals, the artists or teams will receive an implementation contract. Implementation contract amounts may be augmented by applicable construction credits that will be determined during design development.

*Schedules are subject to change

ARTIST SELECTION PROCESS

One panel will select the artists/teams for both commissions through an open call process coupled with finalist interviews. A selection panel comprised of three art or design professionals, one representative from the Aquatic Centre staff, and one representative from the Older Adult Centre staff will review the applicant's materials. Representatives from the design team will serve as advisors to the panel. Based on the selection criteria listed below, the panel will select three finalists to interview for each of the opportunities.

The finalists will be invited to an orientation session and interview to discuss past approaches and working methods with the panel and answer questions relating to this type of project. On the basis of the interviews, the selection panel will then choose one artist or artist team for each of the commissions.

The panel reserves the right to make no selection from the submitted applications or finalist interviews.

Out-of-town finalists will be reimbursed for travel and lodging expenses to attend the interview and orientation in Richmond, British Columbia, Canada. If applying as a team, the allowance for travel may not fully reimburse all team members.

SELECTION CRITERIA

The artists/teams will be selected based on the following qualifications/criteria:

- Quality and strength of past work as demonstrated in submitted application materials;
- Strong conceptual skills and an ability to reflect or reveal site context, history and story of place in compelling ways;
- A command of dynamic spatial relationships and an ability to activate high use public spaces;
- Interest in and experience with an integrated approach to developing artworks within architecture or landscape, including coordination and collaboration with project representatives and a mission-driven client;
- Availability to begin work in January 2015.

Additional consideration will be given to submissions from artists who have not received commissions from the City of Richmond in the past three years.

ELIGIBILITY

Each of the two opportunities have different geographic eligibility areas. Applicants may submit for both opportunities, but must meet the geographic eligibility.

- MMF Entries & Arrivals is open to artists or artist teams residing in British Columbia and Alberta, Canada and Oregon, Washington and Alaska, United States.
- MMF Aquatic Centre is open to artists or artist teams residing Canada.

Qualified artists will have proven experience developing integrated artworks, specifically for civic projects. City of Richmond staff and its Public Art Advisory Committee members, selection panel members, project personnel and immediate family members of all of the above are not eligible.

APPLICATION MATERIALS **See application checklist and detailed list below for specific requirements.*

- Statement of interest
- Current professional resume
- Digital work samples

ARTISTS APPLYING FOR THIS OPPORTUNITY MUST SUBMIT THE FOLLOWING



MATERIALS ONLINE VIA 4CULTURE'S APPLICATION SYSTEM.

VISIT WWW.4CULTURE.ORG/APPLY AND FOLLOW THE APPLICATION-SPECIFIC LINK.

PROFILE — Applicant contact information.

RESUMÉ — Two-page (maximum) current professional resume. Teams should include two-page resumes for all members as one document. PDF format is preferred; Text (.txt) files will also be accepted.

STATEMENT OF INTEREST — 300 words (or less) that explain why the artist/team is interested in one or both of these opportunities and how their practice relates to this project and the posted selection criteria. If applying as a team please address how team members work together in the statement of interest. Please include clearly on a separate line at the beginning of your Statement of Interest: “ENTRIES”, “AQUATIC” or “BOTH”.

DIGITAL IMAGE WORK SAMPLES — Applicants must submit 12 samples of past work that best illustrate their qualifications for this project. Upload JPG files only; images must be under 2MB, exactly 1920 pixels on the longest side and at least 72 dpi. If applying as a team, the team submits no more than 12 images.

Applicants will be required to list the title, date of completion, medium, and dimensions of each work sample. Applicants are encouraged to fill out the optional fields that include commissioning entity, budget, and project partners. Please provide a brief description (75 words or less) of each work sample.

DEADLINE: REQUIRED MATERIALS MUST BE RECEIVED NO LATER THAN 5:00 P.M. PST ON MONDAY, DECEMBER 1, 2014.

QUESTIONS?

For questions regarding the project and City of Richmond Public Art Program, please contact:

Eric Fiss	Elisa Yon
<u>Efiss@richmond.ca</u>	<u>eyon@richmond.ca</u>
604.247.4612	604.204.8671

For questions regarding the application process please contact:

Cath Brunner	Ryan Feddersen
<u>Cath.brunner@4culture.org</u>	<u>Ryan.feddersen@4culture.org</u>
206.296.4137	206.205.8024

IF YOU NEED HELP WITH YOUR APPLICATION OR HAVE QUESTIONS, PLEASE CONTACT US.
PLEASE DO NOT WAIT UNTIL THE DEADLINE TO CALL OR START THE APPLICATION PROCESS.



Minoru Complex occupies an important position in the cultural precinct and is an active site for local residents. Many types of activities are present here for a variety of age groups that provide the framework for a rich tradition of creating lasting memories and celebrations for Richmond residents. The east entry plaza is the location for the artwork, a new cultural artifact.



Finial and Light



Examples from my past projects that relate to *Multipole*. Specific components to be determined during Design Development.



Graphic Pole



Decorative Base



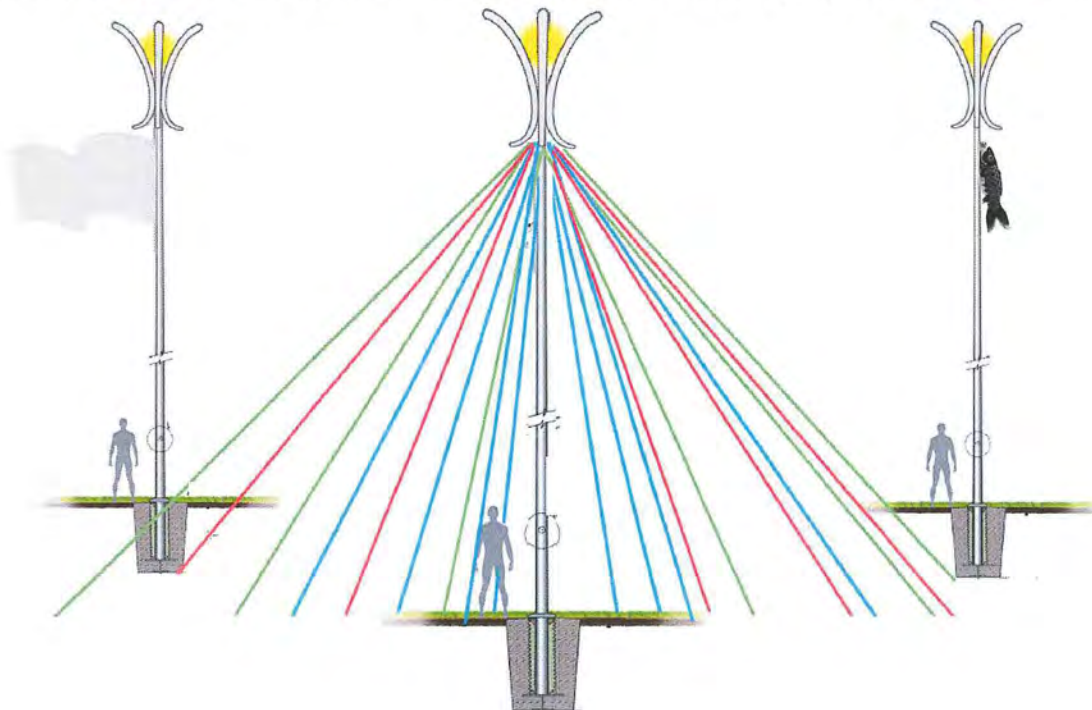
Multipole supports the role of Minoru Park as a signature park signaling entry/arrival. The artwork establishes a unique identity for the Minoru Complex working in concert with the site architecture and urban realm design. The artwork respects and builds upon the history of the park, creating a strong visual and physical link to the main entrances from the north, east, and south areas of the cultural precinct.



A circular plaza is delineated by a ground plane pattern and pavement treatment. The *Multipole* greets users from all directions. The artwork consists of two elements plus accessories. Pavement patterns in a circular formation 40' in diameter create a plaza around the pole base. A customized 60' pole is in the centre, occupying a small footprint on the ground plane, however the presence of this piece extends throughout the facility in the sky. The *Multipole* plaza can act as a gathering space for events or meetings.

The project allows all types of vehicles to move through the space. At the bottom of *Multipole* is a unique base 6'-8' tall. The pole has a custom painted graphic which gives it a shapely appearance. At the top of the pole sits a finial and light beacon.

Details to be determined in Design Development include material and pattern of circular plaza, height of pole based on foundation, lighting, graphic, and accessories. *Multipole* may incorporate functional lighting and other site amenities.



Additionally the pole is an armature, and a group of accessories would be made for special events. I am considering add-ons such as maypole, flag, mirror pole, lantern, fish, pennants or special lights for seasonal interest. A system of hosting these seasonal elements would be integral to the pole. Maintenance, accessories, and operations to be determined with stakeholders in Design Development.

Logistics and schedule

Design Development Summer 2015

Final Design Fall 2015

Implementation in schedule with construction anticipated 2016

Fees

Artist fee \$50,000

Insurance and taxes \$5,000

Engineering \$10,000 for pole foundation and accessory attachments

Fees total \$65,000

Fabrication

Customized 60' aluminum pole including internal halyard, custom base, paint finish, beacon light, finial (this does not include plaza functional lighting) \$75,000

Flag \$10,000

Mirror ball 30,000

Maypole 30,000

Foundation \$5,000

Fabrication subtotal, \$150,000

Installation

Trucking \$2,500

Packing \$1,000

Rentals \$1,500

Labor \$5,000

Installation Subtotal \$10,000

Contingency \$25,000

Total Budget \$250,000.00

Assumptions include that ground plane and any elements that Multipole provides functionally will be either provided by the contractor or credited to the artist budget.

