



Parks, Recreation and Cultural Services Committee

**Anderson Room, City Hall
6911 No. 3 Road**

**Tuesday, January 28, 2014
4:00 p.m.**

Pg. # ITEM

MINUTES

PRCS-3 *Motion to adopt the **minutes** of the meeting of the Parks, Recreation and Cultural Services Committee held on Tuesday, October 29, 2013.*



NEXT COMMITTEE MEETING DATE

Tuesday, February 25, 2014, (tentative date) at 4:00 p.m. in the Anderson Room

COMMUNITY SERVICES DEPARTMENT

1. **2014 MARITIME THEMED SUMMER FESTIVALS**
(File Ref. No. 11-7000-01) (REDMS No. 4124153)

PRCS-11

See Page PRCS-11 for full report

Designated Speaker: Jane Fernyhough

STAFF RECOMMENDATION

- (1) *That the transfer of \$430,000 be authorized from the Major Events Provisional Fund to support Ships to Shore 2014, Maritime Festival 2014 and Richmond Days of Summer promotional campaign to provide funding support as outlined in the staff report from the Director, Arts, Culture and Heritage Services and the Senior Manager, Parks dated January 8, 2014;*
- (2) *That any revenues realized from sponsorship for Ships to Shore and public sail trips be used to offset the City contribution to this event and those funds be returned to the Major Events Provisional Fund for future festival development;*
- (3) *That any grants awarded to the Maritime Festival 2014 be used to offset the City contribution to this event and those funds be returned to the Major Events Provisional Fund for future festival development; and*
- (4) *That the City's budget for Ships to Shore 2014, Maritime Festival 2014 and Richmond Days of Summer be included in the 5 Year Financial Plan (2014-2018).*

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2. **MANAGER'S REPORT**

ADJOURNMENT

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Parks, Recreation & Cultural Services Committee

Date: Tuesday, October 29, 2013

Place: Anderson Room
Richmond City Hall

Present: Councillor Harold Steves, Chair
Councillor Ken Johnston
Councillor Linda Barnes
Councillor Evelina Halsey-Brandt
Mayor Malcolm Brodie

Absent: Councillor Bill McNulty

Also Present: Councillor Chak Au
Councillor Linda McPhail

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 Parks, Recreation and Cultural Services Committee held on Tuesday, September 24, 2013, be adopted as circulated.

CARRIED

NEXT COMMITTEE MEETING DATE

Tuesday, November 26, 2013, (tentative date) at 4:00 p.m. in the Anderson Room

COMMUNITY SERVICES DEPARTMENT

1. ALEXANDRA NEIGHBOURHOOD PUBLIC ART PLAN

(File Ref. No. 11-7000-09-20-158) (REDMS No. 3979863)

Eric Fiss, Public Art Planner, advised that the Alexandra Neighbourhood Public Art Plan is the second in a series of local area plans that would serve as a guide for the placement of public art in the rapidly developing Alexandra neighbourhood.

It was moved and seconded

That the Alexandra Neighbourhood Public Art Plan as presented in the staff report from the Director, Arts Culture & Heritage Services dated October 8, 2013 be approved as a guide for the placement of public art in the Alexandra Neighbourhood.

CARRIED

2. RICHMOND MEMORIAL GARDEN EXPRESSION OF INTEREST

(File Ref. No. 06-2345-01) (REDMS No. 3806792 v.3)

Mike Redpath, Senior Manager, Parks, stated that the staff report supports the Council Term goal for completion of the proposed memorial garden project.

Discussion ensued regarding the appropriateness of the Woodward's Landing Park site for the proposed memorial garden. The Woodward's Landing Park, with its deep waterfront moorage, would be better served by an industrial use. Alternative locations were discussed, such as, the Nature Park East, should the Girl Guide Park be relocated to the Terra Nova Natural Area, and the Grauer lands.

In reply to a query from Committee, Mr. Redpath advised that 22 sites were examined including the Nature Park; however, the Nature Park lands are in the Agricultural Land Reserve (ALR) and therefore a memorial garden is not a permitted use. Also, he noted that through the consultation process at the time of the Terra Nova Rural Park project, community support was low with regard to locating a memorial park in proximity to a residential area.

Mr. Redpath further noted that staff has held numerous discussions with the Agricultural Land Commission (ALC) regarding various memorial garden proposals on agricultural land and the ALC has indicated that memorial gardens are not a permitted use. Committee suggested that, considering the soil conditions and the type of trees on the Nature Park East, staff reconsider the site and have further discussion with the ALC regarding the Nature Park.

Jamie Esko, Park Planner, advised that none of the other sites examined met the criteria established under the feasibility study, particularly any lands in proximity to residential uses and within the ALR.

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Further discussion was held on the Expression of Interest criteria and the long-term vision for the memorial garden. As a result of the discussion the following **referral** was introduced:

It was moved and seconded

That the staff report titled "Richmond Memorial Garden Expression of Interest" be referred back to staff for a review of a longer list of appropriate City-owned sites including the Nature Park East and the East Richmond Bog Forest.

The question on the referral was not called as discussion ensued regarding whether or not to proceed with the Expression of Interest. Committee expressed that the Expression of Interest would be conducted once staff have reported back on the review of City sites and have obtained further information from the ALC. The question on the referral was then called and it was **CARRIED**.

3. GRAUER LANDS HABITAT ENHANCEMENT WORKS

(File Ref. No. 01-0107-04-01) (REDMS No. 4002822 v.4)

Mr. Redpath advised that the habitat enhancement works were conducted under the terms of the Resource Management Plan which was developed as a condition of the purchase and sale agreement and ensured that any future enhancement works would be brought forward for Committee consideration.

It was moved and seconded

That the staff report "Grauer Lands Habitat Enhancement Works," from the Senior Manager Parks, dated October 15, 2013 be received for information.

The question on the motion was not called as clarification surrounding the Resource Management Plan was requested by Committee. Mr. Redpath advised that Council approved the purchase and sale agreement for the Grauer lands and the Resource Management Plan was referenced in the agreement. However, the document was not brought before Council. Staff was advised that the document should have been submitted to Council. The question on the motion was then called and it was **CARRIED**.

4. GARDEN CITY LANDS - PHASE TWO CONCEPT PLAN OPTIONS

(File Ref. No. 06-2345-20-GCIT1) (REDMS No. 4007524 v.4)

Mr. Redpath and Yvonne Stich, Park Planner, gave a brief overview of the three concept plans developed using the vision and guiding principles endorsed by Council and highlighted the following:

- elements common to all three options are the natural and water features, agricultural fields, gateways and connections, parkland spaces and circulation, interpretative art opportunities, and a community farm and sustainability hub;

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- a large naturalized woodlot is proposed on the north edge along Alderbridge Way to reflect the environmentally sensitive areas in West Cambie and to add biodiversity to the lands;
- the raised peat bog area will be retained in each concept and will require further research to determine the ultimate management strategy;
- the bog watercourse will be protected with a buffer area between it and other uses;
- the “On the Grid” option breaks the site into one acre square parcels that are flexible and can be combined into larger grid areas or broken down into even smaller units providing a variety of scales of agricultural plots, garden areas, and community activity spaces;
- a five-kilometre perimeter walking, jogging, cycling trail will be developed; and
- a ten-acre multi-purpose community field is included in each option.

Discussion ensued regarding the hydrology of the bog and related watercourse posing the biggest challenge to the feasibility of any of the options presented. Any development of the area, including a naturalized woodlot, could have a major impact on the survival of the bog and watercourse.

Ms. Stich stated that, with the assistance of various experts, a biophysical inventory has been completed with the conclusion, that in order to properly design and manage the site, further studies would be required. In consultation with the Scientific Advisory Panel for Burns Bog, suggestions were made that monitoring of the hydrology of the bog take place for a minimum of two to five years. City objectives must be determined and a sustainable long-term management plan developed through careful monitoring of the site. Previous practices have allowed farming to occur adjacent to the leading edge, or lag, of the bog; however, a greater understanding of the lag area is required in order to preserve the bog in the future.

In reply to a query regarding the development of a naturalized woodlot, Ms. Stich advised that the layered woodlot would be a mix of deciduous, conifer, and ornamental trees, scrub and ground cover to create a diverse wildlife habitat.

Further discussion ensued regarding the public consultation process and what information would be provided to the public. The Open House should not only provide information on the various proposals but should be used as an opportunity to educate residents on the management of the bog. Committee expressed that it would be important that residents are made aware that the development of the Garden City Lands would be a long-term project and that, in order to properly develop the site, nothing would be happening on the land in the near future.

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In response to queries regarding the Public Open House, Mr. Redpath advised that a mail drop has been prepared for neighbourhoods that are on the perimeter of the land. The consultation process would be an educational opportunity to discuss the long-term plan in terms of the bog as well as providing an opportunity for feedback on what elements most closely support the guiding principles for development of the site. Staff would then re-examine the feasibility of each element prior to developing a final concept.

Jim Wright, President, Garden City Conservation Society, spoke to the proposed concept plans and read from his submission (attached to and forming part of these Minutes as **Schedule 1**).

Jim Lamond, Richmond Sports Council, spoke to the Garden City Lands and the Sports Council's vision that these lands be a community park. The options being considered incorporate active sports fields and passive recreational uses. He expressed appreciation for the information provided and was of the opinion that the City is moving in the right direction.

It was moved and seconded

That the Concept Plans as detailed in the staff report "Garden City Lands - Phase Two Concept Plan Options" from the Senior Manager, Parks dated October 15, 2013, be received for information.

CARRIED

5. MANAGER'S REPORT

(i) Community Services Department Updates

Dee Bowley-Cowan, Acting – Manager, Parks Programs, provided an update on the Snow Geese Management program noting that:

- the Volunteer Dog program has increased to eighteen families and is being offered at over fifteen schools and parks alongside the City's dog hazing program;
- the Snow Goose Education program to local elementary school classes, run through the Nature Park, are fully booked for October through December and staff are working on the January through March bookings;
- staff is working with the Vancouver Airport Authority (YVR) to deter the geese through a new falconry program; and
- the winter covered crop program has begun and is being offered in Richmond and Delta.

Ms. Bowley-Cowan advised that Minoru Park will host a Halloween event commencing at 6:30 p.m. with clowns, musicians, and fire-jugglers performing on the main stage with fireworks to follow at 8:15 p.m.

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In reply to a query regarding dog parks, Ms. Bowley-Cowan advised that a pilot project is being conducted at Dover Park using a temporary fenced enclosure. Staff is looking for other sites that would be suitable for fenced or non-fenced dog parks.

Elizabeth Ayers, Manager, Community Recreation Services, noted that firework displays are being offered at Sea Island, South Arm, West Richmond, and Hamilton Community Centres on Halloween night. South Arm Community Centre will also be running a haunted house.

Gregg Wheeler, Manager, Sports and Community Events, advised that meetings have been held with the RCMP, Fire-Rescue, Bylaw Enforcement, School Board, Transit Police, and various staff to coordinate efforts to ensure a safe Halloween evening.

Mr. Redpath provided an update regarding pier repairs at the east end of Steveston Highway.

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (5:18 p.m.).

CARRIED

Certified a true and correct copy of the Minutes of the meeting of the Parks, Recreation & Cultural Services Committee of the Council of the City of Richmond held on Tuesday, October 29, 2013.

Councillor Harold Steves
Chair

Heather Howey
Committee Clerk

GCCS Comments on GCL Phase Two Concept Plan Options

As usual, I'm Jim Wright. I'm speaking for the **board** of the Garden City Conservation Society about the Concept Plans.

Our directors were pleased that **ALR commitment** was evident. Unfortunately, I've just learned that the "Community fields" label in the plans means "five soccer fields," which is not an ALR use.

The stated elements seem fine. So in the big picture the park planning was promising, and we intended to commend the team.

Some concerns did come up when we got to the illustrated set of options. As always, we aim to help **steward** our central park as ALR parkland for agriculture, recreation and conservation for community wellness. That means doing our part to **enable informed choices**.

For a start, we urge a visual presentation that makes information easy to grasp on a computer screen. With my large screen and computer glasses, the text explanations are illegible in the largest window where a whole page fits. That's after I rotate it, which some people can't do. It takes all my effort to make out what it says, and that stops me from thinking about the concepts at the same time. Decoding the *maps* is even harder, starting with trying to see the numbers on the maps. Simple things, big impact.

The colourful artwork for the concepts will prompt a **wow** factor, an instant reaction that gets people feeling warm and fuzzy. It was great that the excellent Ideas Fair accomplished that; in this phase, let's enable **every** web visitor who wants to make informed choices to take in the info easily.

Yvonne Stich has just told me she's addressing the problem. I suggest that the public consultation not start until the problem is solved.

Secondly, we're glad to see an effort to bring in what the **nature** of the lands is telling us. However, we're aware that the concepts could have gone further that way by drawing on **readily available knowledge**. We were sorry to have to look for least bad options instead of best ones.

As an example, I know from top local experts that the northwest berm of clean soil fill is well suited to orchards (after obvious kinds of preparation). That was one of the points the biophysical inventory consultants missed, and we guess the concepts reflect that, but local Conservation Society expertise would have caught it instantly.

We *don't* want to **impose** our help, and we have *made known* that it's available. It *would* enable optimal results and *might* cut the timeline in half. We *will* continue to help, and the impact will be greater if we're helping the park team more *directly*.

To see how that works, let's look at the parallel example. The scene is the Grauer Lands at Sturgeon Bank on a sunny mid-August day. My wife and I are cycling south on the west dike when we see backhoes on the bank. What??? There are five of them, destroying the array of driftwood logs from the highest tides of scores of years. "Port Metro!" I say. "They're destroying our ecosystem—the habitat! And the viewscapes!" Then a sign credits the City of Richmond, so I despair.

Later, here at parks committee, I learned that not even the chair was told about it. (And logs are **not** mentioned in the *Management Plan for Grauer Property* of June 2012.) A natural legacy is gone. Even if the new plan is better, bringing in the local knowledge early on would have cut the risk. Normally I'd be out on the west dike all the time. Ever since we came across that August scene, I can't face it, not even once.

That's the difference when informed local input is left out.



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee
Date: January 8, 2014


From: Jane Fernyhough
Director, Arts, Culture and Heritage Services
Mike Redpath
Senior Manager, Parks
File: 11-7000-01/2014-Vol 01

Re: 2014 Maritime Themed Summer Festivals

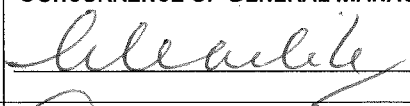
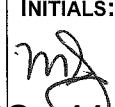
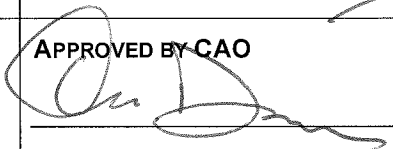
Staff Recommendations

1. That the transfer of \$430,000 be authorized from the Major Events Provisional Fund to support Ships to Shore 2014, Maritime Festival 2014 and Richmond Days of Summer promotional campaign to provide funding support as outlined in the report from the Director, Arts, Culture and Heritage and the Senior Manager, Parks dated January 8, 2014;
2. That any revenues realized from sponsorship for Ships to Shore and public sail trips be used to offset the City contribution to this event and those funds be returned to the Major Events Provisional Fund for future festival development;
3. That any grants awarded to the Maritime Festival 2014 be used to offset the City's contribution to this event and those funds be returned to the Major Events Provisional Fund for future festival development; and
4. That the City's budget for Ships to Shore 2014, Maritime Festival 2014 and Richmond Days of Summer be included in the 5 Year Financial Plan (2014-2018).


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


Mike Redpath
Senior Manager, Parks
(604-247-4942)

Att. 4

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

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Staff Report

Origin

In 2013 Council approved funding for three events from the Major Events Provisional Fund: Hockey Day in Canada, Ships to Shore and Richmond Maritime Festival. In addition, upon direction from Council, an umbrella marketing program, “Richmond Days of Summer”, was re-launched to promote the broad array of seasonal community events happening in Richmond as a summer-long series. This report summarizes the three events held in 2013 funded in part from the Major Event Provisional Fund and Richmond Days of Summer and recommends events to be supported in 2014.

These events advance several Council Term Goals:

#3 – Economic Development: 3.8: develop a “stay-cation” appeal for the City and region;

#9 – Arts and Culture: support the development of a thriving, resilient and diverse cultural sector and related initiatives in creating a vibrant healthy and sustainable City. 9.5: Promote existing cultural resources and activities to increase public awareness, enhance quality of place and engage citizens across generations; and,

#12 – Waterfront Enhancement: 12.1: enhance boating and sailing skill development opportunities.

Analysis

In June 2010, City Council approved the Major Events Provisional Fund. Formerly the Olympic Opportunities Provisional Account, the Major Events Provisional Fund was created to support the delivery of future events. This Fund ensures financial support for major events, allowing Council to continue supporting major festivals and events that are unique to Richmond without impacting the City’s operating budget. Without this unique funding scenario, the City’s annual operating budget would have to be increased or the events would cease to continue.

2013 Overview

Hockey Day in Canada

This one day event held at the Richmond Olympic Oval celebrated all things hockey. Highlights from 2013 include:

- Event Celebrity Host: Guy Lafleur
- Canucks Alumni Game and autograph session
- Ball Hockey Celebrity Game
- 250 volunteers
- An estimated 7,500 visits

Due to the fact that CBC has moved Hockey Day in Canada to January 18, 2014 because of the Winter Olympic Games, it was determined that the Oval would not host Hockey Day in Canada in 2014.

Maritime themed Festivals

The two maritime-themed summer festivals provided many benefits to the community and generated a high level of excitement from participants and sponsors. Highlights from 2013 include:

- An estimated 60,000 visits
- Over 280 volunteers contributed over 3964 hours
- 25 vessels over the two festivals provided viewing and ship boarding
- Involvement of over 200 local Richmond artists, artisans and performers
- Collaboration with many local community organizations
- Over \$118,000 in cash sponsorship and \$11,500 in in-kind sponsorship (non-media)
- 200 summer day camp children and youth were hosted at Maritime Festival on the Friday
- Maritime Festival diverted 85% of the waste from the landfill (international waste from vessels must be bagged separately and incinerated affecting percentage)
- Major media coverage, both local and national, with earned media coverage estimated at \$241,000

Richmond Days of Summer

- An umbrella brand and marketing campaign to promote the broad array of seasonal community events
- Positions the City as a destination of choice for residents and visitors seeking fun, free or low cost, family oriented events with the goal of increasing awareness and attendance for all events
- Thirty-five community events registered and were listed on the website
- Funded internally in 2013 due to timing of request from Council
- Estimated cumulative earned media value for combined campaigns exceeded \$500,000
- Achieved national live coverage promoting Ships to Shore and the Steveston Salmon Festival on the Weather Network
- Many events reported increased awareness and attendance due to expanded promotional support.

More detailed information about each of the events can be found in **Attachment 1** (Ships to Shore), **2** (Maritime Festival), and **3** (Richmond Days of Summer).

Proposed for 2014

Ships to Shore

Given the success of Ships to Shore 2013, and based on discussion with vessel owners and coordination with other ports in B.C. and Washington, it is proposed that a 2014 Ships to Shore event be held at Imperial Landing June 29, 2014 to July 1, 2014 in conjunction with the Steveston Salmon Festival.

Hosting an event at Imperial Landing in 2014 would achieve the following:

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- Adds value and a waterfront element to the existing Steveston Salmon Festival;

- Continues to establish Richmond as a programmed maritime port on the West Coast;
- Reduces financial implications versus hosting an event at Garry Point (no need to move the floats or the critical mass of attendees from the Salmon Festival on site nearby);
- Continues to build on the established volunteer base from the 2011 - 2013 Ships to Shore events, and engages and maintains trained volunteers for future ship related events;
- Supports the 2010 Waterfront Strategy and 2007-2012 Major Event Strategy goals of programming the new waterfront infrastructure and creating a dynamic and destination waterfront; and
- Increases awareness and program opportunities at Britannia Heritage Shipyard.

Staff have been in contact with ship owners to attend a June 29 to July 1, 2014 Ships to Shore Event and have received positive interest from an exciting mix of vessels. Subject to Council approval, staff will confirm ship appearances and prepare and execute a marketing program similar to the 2013 Ships to Shore event.

Staff are proposing the Ships to Shore 2014 event be integrated into a broader “Summer of Sail” program. The “Summer of Sail” program will invite vessels that are not available to attend the Ships to Shore event to visit Richmond at Imperial Landing and Britannia Heritage Shipyard throughout the summer. This will provide an opportunity for Richmond residents and visitors to enjoy additional maritime experiences throughout the summer months in Steveston. In addition to vessel visits, Britannia Heritage Shipyard is considering offering a sail-training program. This program is designed to spark imagination and foster an interest in science, leadership and the environment while on board a ship or tall ship. Funding for these ship visits will be covered from the ship recruitment funding requested for Ships to Shore. Should a sail-training program be developed it would be funded through the existing operating budget for Britannia programming.

The budget for the events has been estimated at \$180,000 which includes ship recruitment for the proposed “Summer of Sail”. Funds of up to \$180,000 from the Major Events Provisional Fund are requested to ensure that project planning can proceed. Any sponsorship or day-sail trip revenue will be returned to the Major Event Provisional Fund, thereby reducing the City’s contribution. See **Attachment 4** for a budget overview.

Maritime Festival

Given the success and growth of the Maritime Festival it is proposed that the 11th Annual Richmond Maritime Festival be held at Britannia, August 8th to 10th, 2014. The 2014 event will build on the elements that have made it a success such as the engagement of many Richmond artists, artisans and performers, hands-on activities for all ages, partnerships with heritage, community and cultural organizations, the integration of sponsor activation into the festival programming, and engaging children and youth through the summer day camps participation.

The benefits of hosting this event are:

- Continues a popular and growing event in the summer which engages all ages;
- Showcases local artists, artisans, performers and heritage organizations and provides opportunities for them to display, promote and sell creative products;
- Engages over 180 volunteers;
- Provides an opportunity for the public to visit and board heritage vessels of all kinds and interact with the owners and crews;

- Animates the waterfront with arts and crafts hands-on activities, demonstrations, performances, storytelling and ships of all types; and
- Supports the 2010 Waterfront Strategy; the 2007-2012 Major Event Strategy; the 2012 Arts Strategy; and the Council term goals of promoting existing cultural activities and programming the waterfront thereby creating a dynamic destination waterfront.

Through the Richmond Arts Coalition a Building Communities Through Arts and Heritage Grant (Department of Canadian Heritage) has been applied for. The funding request for the 2014 festival is for \$88,500. Certain expenditures are not eligible for grant funding and City funding is required should the grant be awarded. Notification on the outcome of this application is not anticipated until March or April 2014.

The budget for the Richmond Maritime Festival is estimated at \$345,000 plus in-kind media coverage. It is proposed that Council authorize spending up to \$200,000 from the Major Events Provisional Fund (the total of requested City funding plus the amount of the grant request) in the event the grant application is not successful. Should the whole grant request or a portion thereof be awarded the City contribution will be reduced accordingly. See **Attachment 4** for a budget overview.

Richmond Days of Summer

The Richmond Days of Summer promotional campaign proposes to build on the success it garnered in 2013 in promoting the broad array of community events happening in Richmond as a summer long series. This supports the two major City events as well as helping to grow other existing community events to increase awareness and attendance.

With an increase in funding over 2013, community outreach will be started earlier and more effort will be put into contacting all community groups that might have events that qualify to be part of the program. In 2013 thirty-five events were accepted as Richmond Days of Summer events. The website will be updated and through pooling of budgets under a banner brand, greater volume discounts for advertising and maximizing negotiable value-in-kind benefits from media partners can be realized. Additional funding would ensure the outreach to community groups is more comprehensive and further enhance marketing efforts.

Financial Impact

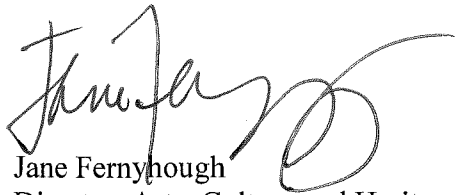
The estimated financial cost for Ships to Shore, Richmond Maritime Festival and Richmond Days of Summer is up to \$180,000, \$200,000 and \$50,000 respectively. The total combined financial cost to the City will not exceed \$430,000. Funding to cover the requested City contribution is available in the Major Events Provisional Fund. The City's 2014 Operating Budget for the above events will be included in the 5 Year Financial Plan (2014-2018).

Any Ships to Shore revenue from ship day-sail trips and sponsorship would be returned to the Major Events Provisional Fund. Any grant funding received in support of the Maritime Festival would be used to offset the total requested from the Major Event Provisional Fund.

Conclusion

Given the popularity and growth of the Ships to Shore event and the Richmond Maritime Festival over the past three years, it is recommended that they be supported again in 2014. The two events have been identified as signature summertime destinations that attract residents and visitors, showcase Richmond's arts, culture and heritage, and create an active, vibrant Steveston waterfront.

In addition, the Richmond Days of Summer promotional campaign increased awareness and attendance of many of the community events taking place in Richmond further positioning the City as a destination for both residents and visitors for fun, free or low cost family oriented events. Based on the success of the 2013 campaign and interest from corporate sponsors, an expanded program is recommended for 2014. Additional funding would ensure the outreach to community groups is more comprehensive and further enhance marketing efforts.

A handwritten signature in black ink, appearing to read 'Jane Fernyhough', with a large, stylized flourish at the end.

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

Attachment 1

2013 Event Overview Ships to Shore

June 29 to July 1, 2013
Imperial Landing, Steveston

Event Overview:

Ships to Shore Steveston 2013 took place at Imperial Landing in Steveston Village from June 29, 2013 to July 1, 2013. This event occurred in conjunction with the Steveston Salmon Festival. Twelve ships attended the event at the invitation of the City: the *Adventuress*, *HMCS Oriole*, *Grail Dancer*, *Mycia*, *Gaia*, *P-619*, the Steveston Lifeboat, *Western Star*, *San Marino*, *Crystal S* and two Royal Canadian Marine Search & Rescue Society boats. An additional tall ship, the *Lady Washington* was originally scheduled to attend the Ships to Shore event but due to the opening of the new Grey's Harbour docks, visited Steveston Harbour later in the summer and participated in the 2013 Maritime Festival in August as part of the Summer of Sail program.

Roving entertainment kept the public entertained while waiting in lines or viewing ships from land. Steveston Ferry provided 360 ferry rides for the public between the docks at Britannia Heritage Shipyard and Imperial Landing and 1,000 passengers utilized the community shuttle bus on July 1st.

Event Coordination:

Both City staff and volunteers from Ships to Shore 2013, Britannia Heritage Shipyard Society and the Steveston Salmon Festival jointly undertook event management. This included working collectively with the Britannia Heritage Shipyard Society and Steveston Community Society to develop joint marketing signage, advertisements and an extensive emergency plan. This organizational structure to co-manage both events was successful in engaging the Steveston community and village, provided additional resources for both events and will serve as a good operating and safety-security model for future City events. Significant contributions to the event were provided in partnership by the Steveston Community Society, the Gulf of Georgia Cannery, Britannia Heritage Shipyard Society and local restaurants and merchants.

Volunteer Work Force:

The volunteer work force was a partnership between the Britannia Heritage Shipyard Society and the City of Richmond. Over 100 new and returning volunteers were recruited, trained and managed for the Ships to Shore event and the Britannia Heritage Shipyard site and contributed 1,474 hours. Volunteers attended a training session and worked a minimum of two four-hour shifts. The volunteer force provided the community with outstanding customer service, safety around the water and services to the ships outside of event hours. There are now 30 new volunteers trained with the resources and knowledge to lead and develop future water-based events.

Marketing and Communication Plan:

The event was marketed through the combined efforts of the City, the Steveston Salmon Festival and Tourism Richmond. Media sponsorship agreements were developed with the Richmond Review, 24 Hours, Shaw/Global TV, and QM/FM. Additional advertising was secured through The Province, Richmond News and the Tourism Richmond Visitor's Guide. The City invested roughly \$25,000 in advertising and promotion for the event (\$15,000 from the Ships to Shore budget, augmented by funding from other marketing accounts including the Richmond Days of Summer program). Pre-event media coverage included news releases and event site visits by media outlets including QM/FM, Shaw TV/Global, 24 Hours, News 1130, CKNW and Fairchild Radio. Additional published coverage occurred in the Richmond Review and the Richmond News, on the City's website and facebook page and posters distributed throughout Richmond.

Through the Richmond Days of Summer program, additional marketing and communications funds were used to leverage co-promotion for Ships to Shore, the Steveston Salmon Festival and other Canada Day activities in Steveston Village as a strategy to boost overall attendance for all events. This included significant specific promotion for the Salmon Festival on Shaw/Global TV as well as joint advertising with other media partners. The final earned media value was estimated to be \$91,000.

Safety and Security:

The event safety and security plan was developed jointly by the event coordinating committee, Steveston Community Society (Salmon Festival), Britannia Heritage Shipyard Society, Richmond RCMP, Richmond Fire-Rescue, TransLink, Royal Canadian Marine Search and Rescue Society, BC Ambulance, First Aid Responders and the City of Richmond Transportation, Emergency Services and Community Services. One plan was developed for both the Steveston Salmon Festival and the Ships to Shore events. This allowed for maximizing resources required to cover both events to provide the community with a safe environment for those in attendance and working the events. The RCMP secured the RCMP boat for the event, which was located in the water by the float. As well, members of the Auxiliary Coast Guard were positioned at the Salmon Festival, Imperial Landing and Steveston Village. This year the event was able to achieve last year's recommendation to have one safety plan developed for both land and water side.

Final Budget and Sponsorship:

The Ships to Shore 2013 event was funded from the Major Events Provisional Fund for a total of \$145,000. A successful sponsorship package was developed for the event, which was used to secure \$14,000 in cash and \$3,150 in value-in-kind. Sponsors for the event included: RE/MAX, ONNI Group, Coast Capital Savings, Save-On-Foods, Peller Estate, Russell Brewing, Canfisco-Gold Seal, Van Houtte Coffee and several media outlets.

Through a combination of sponsorship and value-in-kind contributions, the event was under budget and \$19,500 will be returned to the Major Events Provisional Fund as per the February 2013 Council referral for any surplus funds to be used towards future ship events and recruitment.

Attachment 2

2013 Event Overview Maritime Festival

August 9th to 11th, 2014
Britannia Heritage Shipyard

Event Overview:

The 10th annual Richmond Maritime Festival was held from August 9th through 11th at the Britannia Heritage Shipyard and drew over 40,000 visitors over the three days of programming. The festival celebrates Steveston and Richmond's maritime and cultural heritage through a variety of land and seaside activities, animating the Britannia site and docks. Over 200 Richmond summer day camp participants attended the festival as a scheduled field trip.

A successful Guinness World Record attempt was undertaken on the festival's opening day. This world record was awarded for "The Most People Singing in a Nursery Rhyme Relay".

A comprehensive exit survey was conducted for the first time. The findings were overwhelmingly positive with 80% of attendees said that they would attend again next year and 99.5% said they would recommend the event to others.

Programming:

The event programming included over 200 Richmond painters, wood carvers, potters, stilters, puppeteers, storytellers, dancers, musicians and other performers, artists and exhibitors. Site animation included interactive activities, demonstrations from the Richmond Sharing Farm, the Richmond Pottery Guild, Richmond Weavers' and Spinners' Guild showcasing their project weaving baskets from invasive plants, and the Richmond Carvers, and performances by local youth and emerging actors.

Thirteen vessels were featured at the docks – *Eva*, *Gusty 11*, *BR Hastings*, *Crystal S*, *Western Star*, *Brown Shoes*, the Steveston Lifeboat, *Juanita*, the RCMP Patrol Boat *Fraser Guardian*, the *Lady Washington*, Marine Search and Rescue boat, *Iona*, and *Silver Ann* as well as the "Once Upon a Time" set boat, the *Jolly Roger*.

Volunteer Workforce:

A total of 188 volunteers provided 2,490 hours of service in order to ensure that the event was successful. Volunteers included the Britannia Heritage Shipyard Society, the Richmond Arts Coalition, local merchants, residents and representatives from a variety of maritime-themed community groups.

Environment and Sustainability:

It is part of the event vision to enhance, not alter, the heritage site and due caution is taken to not use materials that are harmful to the environment or the artefacts. The festival undertakes an extensive recycling program and this year diverted 85% of the event waste. This percentage was somewhat lowered by the mandatory “international garbage” procedures requiring that the *Lady Washington*’s waste be maintained in a separate bin and burned. By working with exhibitors and food vendors the goal is to reach 95% waste diversion by 2015.

Marketing and Communication Plan:

In addition to media print and online coverage, the Maritime Festival’s dedicated website was updated and an intensive social media program was undertaken. The Maritime Festival received additional exposure through the Richmond Days of Summer website and advertising program. Posters and rack cards, a limited number of bus shelter ads and the indoor and outdoor screens at the Richmond Olympic Oval added to the robust Marketing Plan.

The marketing plan was further bolstered by significant publicity earned for the festival’s successful attempt to set a Guinness World Record for nursery rhyme relay singing of *Row, Row, Row Your Boat*. The festival visit of the popular *Lady Washington* tall ship also bolstered marketing efforts.

For 2013, marketing funds for the Richmond Maritime Festival were pooled with other available even marketing funding through the Richmond Days of Summer program, in order to leverage additional sponsorships, advertising and promotional benefits for all events through joint media sponsorship agreements and bulk advertising buy discounts. The total value of earned media coverage for Maritime Festival is estimated in excess of \$150,000.

Sponsorship:

Sponsors contributed \$104,000 in cash and \$8,350 in budget relief in-kind to the 2014 Maritime Festival. The event drew 13 sponsors: Port Metro Vancouver (Presenting Sponsor), Vancouver Airport Authority, Canadian Western Bank, Coast Capital Savings, RE/MAX Westcoast, SHAW Communications, ONNI Group, FortisBC, River Rock Casino Resort, Creekside Foods / PB Bakery, Peller Estates, Costco Richmond and Granville Island Brewing. There were four media sponsors – CTV, QM-FM, 24 Hours and the Richmond Review.

Sponsors were extremely pleased with the festival and the attendance. The Festival organizers and creative team worked with the high level sponsors to make their activation more integrated into the festival programming and site decor. Sponsorship innovation included an expanded hands-on area for Port Metro, the festival’s Presenting Sponsor. Decorative re-usable “sails” were branded with the YVR logo to enhance the YVR Community Stage.

Attachment 3

2013 Event Overview Richmond Days of Summer

Richmond Days of Summer was originally launched in 2011 in response to Council direction to extend promotion of summertime community events beyond just those directly produced by the City. After a year hiatus, the program was re-launched in 2013 on an expanded basis with a \$35,000 budget provided from Community Services program accounts.

The program uses an umbrella brand and marketing campaign to promote the broad array of seasonal community events happening in Richmond as a summer-long series. The campaign positions the city as a destination of choice for both residents and visitors seeking fun, free or low cost, family-oriented events, with goals of increasing awareness and attendance for all events.

The Richmond Days of Summer marketing campaign also creates opportunities to enhance marketing efforts for the individual events within the series. Marketing funds for Richmond Days of Summer are pooled with other marketing funds for other City events, including the Richmond Maritime Festival and Ships to Shore. This larger funding pool allows the City to collectively achieve greater volume discounts for paid advertising and increased value-in-kind promotional benefits when negotiating media partnerships.

The primary focal point for the campaign is the Richmond Days of Summer website. Community event producers are invited to submit their event information for listing on the website. In 2013, more than 40 community events were listed on the website. Generally, the program is intended to support non-commercial, community-based events. Events must be open to the public and are usually free although some paid events are featured. To qualify, events must also have a level of appeal to a broad community and/or visitor audience.

An extensive multi-media campaign including print, radio, TV, outdoor and social media promotion as well as a concentrated media relations campaign supported the program by driving people to the website and/or directly promoting featured Richmond Days of Summer events. Thirty five events were accepted as Richmond Days of Summer events including the Steveston Salmon Festival, Your Kontinent Film and Media Arts Festival, Multicultural Heritage Celebration, Nations Cup, Dolphin Basketball Classic, Salmon Row, Steveston Dragon Boat Festival, Richmond Garlic Festival, RCMP Musical Ride and Culture Days. Each of these events was specifically featured in Richmond Days of Summer advertisements, to help augment the organizer's own marketing initiatives. The pooling of funds also allowed the City to secure significant increased levels of advertising and promotion for its own marquee summer events.

The combined advertising programs for Richmond Days of Summer and our anchor events resulted in more than 230 radio commercials and promotional spots, more than 500 television commercials and promotional spots and more than 100 print advertisements, as well as significant online advertising and social media promotion. Of note, the City was able to support the Steveston Community Society to develop an extensive television advertising campaign for

the Steveston Salmon Festival that co-promoted the festival with other Canada Day weekend activities in Steveston, including Ships to Shore.

The estimated cumulative earned media value for combined campaigns exceeded \$500,000. A highlight included achieving national live coverage promoting Ships to Shore and the Steveston Salmon Festival on the Weather Network.

While Richmond Days of Summer originally focussed on using pooled funds to develop enhanced media sponsorships, it has proven to be attractive to other corporate sponsors as well. In 2013, additional sponsor recognition benefits made possible through the Richmond Days of Summer campaign was used to leverage increased funding from one corporate sponsor for the Steveston Salmon Festival, Ships to Shore and Richmond Maritime Festival.

The Richmond Days of Summer has received very positive support from many of the community event producers that received support. Many reported that the additional promotional support they received helped drive attendance and increase awareness of their events. The City's own events supported through the program all set new attendance records.

Due to resource limitations, the community outreach part of the program was launched later than hoped and was not as intensive as originally planned. While repeated attempts were made to contact all community event producers, some groups did not respond in a timely manner with a result that there events received limited or no promotion through the campaign, although they would have qualified for support.

Based on the success of the 2013 campaign and interest from corporate sponsors, an expanded program is recommended for 2014. Additional funding would ensure the outreach to community groups is more comprehensive and further enhance marketing efforts.

Attachment 4

**Proposed 2014 Budgets
Ships to Shore and Maritime Festival**

2014 Ships to Shore

Revenue Sources	Cash	In-Kind	Total
City *	\$180,000		
Total			\$180,000

Expenses	
Program	\$ 25,000
Marketing	\$ 15,000
Site Overlay	\$ 20,000
Ships recruitment & management (Ships to Shore and Summer of Sail)	\$ 100,000
Safety and Security	\$ 20,000
Projected Expenses:	\$ 180,000

* Any revenue realized from sponsorship will offset the City contribution

2014 Maritime Festival

Revenue Sources	Cash	In-Kind	Total
Sponsors (non-media)	\$ 100,000	\$10,000	
City	\$ 111,500	\$35,000	
Building Communities Through Arts and Heritage grant**	\$ 88,500 (unconfirmed)		
Total	\$300,000	\$45,000	
TOTAL Cash & In-Kind			\$345,000

Expenses	
Program	\$ 136,500
Marketing & Promotion	\$ 43,500
Site Overlay & Production	\$ 165,000
TOTAL	\$ 345,000

** Federal grant applied for. It is proposed that Council authorize spending up to \$200,000 from the Major Events Provisional Fund in the event that the grant application is not successful. Should the whole grant or a portion thereof be awarded the City contribution would be reduced accordingly.