



**Parks, Recreation and Cultural Services Committee
Electronic Meeting**

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

Wednesday, July 23, 2025

Immediately following Public Works and Transportation Committee

Pg. # ITEM

MINUTES

PRCS-4 *Motion to adopt the **minutes** of the meeting of the Parks, Recreation and Cultural Services Committee held on June 24, 2025.*



NEXT COMMITTEE MEETING DATE

September 17, 2025, (tentative date) at 4:00 p.m. in the Anderson Room.

PARKS, RECREATION & CULTURE DIVISION

- 1. RAILWAY GREENWAY SOLAR LIGHTING OPTIONS**
(File Ref. No. 06-2400-20-RAIL1) (REDMS No. 8067412)

PRCS-9

See Page PRCS-9 for full report

Designated Speaker: Kevin Fraser

Parks, Recreation and Cultural Services Committee Agenda
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Pg. # ITEM

STAFF RECOMMENDATION

That Option 2, “Two Phase Implementation”, as outlined in the staff report titled “Railway Greenway Solar Lighting Options”, dated June 30, 2025, from the Director, Parks Services, be approved.



2. **STREET BANNER REFERRAL RESPONSE**
(File Ref. No. 11-7200-20-SBAN1/CL) (REDMS No. 8081632)

PRCS-19

See Page **PRCS-19** for full report

Designated Speakers: Alex Kurnicki & Eric Sparolin

STAFF RECOMMENDATIONS

- (1) *That a detailed assessment and design of Option 1, “Banners on Poles on North and South Ends along No. 5 Road (Steveston Highway to Blundell Road)”, as outlined in the staff report titled “Street Banner Referral Response”, dated June 30, 2025, from the Director, Parks Services and the Director, Engineering, be approved; and*
- (2) *That a Street Banner Plan, as outlined in the staff report titled “Street Banner Referral Response”, dated June 30, 2025, from the Director, Parks Services and the Director, Engineering, be developed.*



3. **DRAFT RICHMOND ARTS STRATEGY 2025-2030**
(File Ref. No. 11-7000-11-01) (REDMS No. 8061570)

PRCS-30

See Page **PRCS-30** for full report

Designated Speaker: Liesl Jauk

STAFF RECOMMENDATIONS

- (1) *That the Draft Richmond Arts Strategy 2025-2030, included as Attachment 1 of the staff report titled “Draft Richmond Arts Strategy 2025-2030”, dated June 30, 2025, from the Director, Arts, Culture and Heritage Services, be endorsed for the purpose of seeking interest holders’ and public feedback on the strategy; and*

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ITEM

- (2) *That the Final Richmond Arts Strategy 2025-2030, including the results of the interest holders' and public feedback, be brought back to Council for consideration following the interest holders' and public consultation.*

☐

4. **MANAGER'S REPORT**

ADJOURNMENT

☐



Parks, Recreation and Cultural Services Committee

Date: Tuesday, June 24, 2025

Place: Anderson Room
Richmond City Hall

Present: Councillor Michael Wolfe, Chair
Councillor Chak Au
Councillor Laura Gillanders
Councillor Andy Hobbs
Councillor Bill McNulty

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

NEXT COMMITTEE MEETING DATE

July 23, 2025, (tentative date) at 4:00 p.m. in the Anderson Room.

MINUTES

It was moved and seconded

That the minutes of the meeting of the Parks, Recreation and Cultural Services Committee held on May 27, 2025, be adopted as circulated.

CARRIED

DELEGATION

1. Sharon Dodd, a lifelong Richmond resident, addressed the Committee regarding the escalating crisis of plastic pollution. She highlighted the following key points:
 - the City should explore transitioning to reusable food and beverage containers at major City events;
 - plastics are often mishandled, from unnecessary use to improper disposal;

Parks, Recreation & Cultural Services Committee

Tuesday, June 24, 2025

- every piece of plastic ever produced continues to exist in some form;
- studies have found microplastics present in human organs; and
- there are strong correlations between plastic exposure and various health concerns, including autism, ADHD, preterm births, infertility, Alzheimer's, and other conditions.

Ms. Dodd urged the Committee to undertake data collection and requested that staff audit the volume of single-use plastics used at this year's Salmon Festival and track their disposal outcomes. She encouraged the Committee to develop a policy in partnership with vendors and set a target date for implementing a reusable container strategy.

In response to a query from the Committee, staff advised that the City currently achieves a 90% waste diversion rate and that food trucks at events must comply with the City's single-use plastics bylaw, using only recyclable or compostable containers. Staff also noted that an outstanding referral related to the use of reusable containers remains in progress and that further information could be provided regarding practices at the Richmond Night Market.

Staff highlighted a recent news feature on Global News showcasing the Golden Spin and Strength class for seniors aged 75 to 95, held at the West Richmond Community Centre, and presented a video clip of the coverage.

PARKS, RECREATION & CULTURE DIVISION

2. OPPORTUNITY FOR A BOOK ON THE HISTORY OF THE CHINESE CANADIAN COMMUNITY IN RICHMOND

(File Ref. No. 11-7141-01) (REDMS No. 8047187)

Discussion took place regarding (i) the transcription of vignettes from the Chinese Bunkhouse, (ii) ongoing discussions with the museum about establishing more permanent exhibitions the Chinese Canadian Community in Richmond, and (iii) providing Council with copies of *A Thematic Guide to the Early Records of Chinese Canadians in Richmond* from the Richmond Archives.

It was moved and seconded

That the report titled "Opportunity for a Book on the History of the Chinese Community in Richmond" dated June 2, 2025, from the Director, Arts, Culture and Heritage be received for information.

CARRIED

Parks, Recreation & Cultural Services Committee
Tuesday, June 24, 2025

3. GARDEN CITY PARK GATHERING SPACE CONCEPT PLAN AND CONTRIBUTION AGREEMENT

(File Ref. No. 06-2345-20-MNOR1) (REDMS No. 7970530)

In response to a query from Committee, staff advised that a design plan is currently being prepared and once approved by Council, signage will be installed on-site to invite public feedback.

It was moved and seconded

- (1) *That the Concept Plan for the Garden City Park gathering space, as detailed in the staff report titled “Garden City Park Gathering Space Concept Plan and Contribution Agreement”, dated June 2, 2025, from the Director, Park Services, be approved; and*
- (2) *That staff be authorized to take all necessary steps to complete all matters detailed herein, including authorizing the Chief Administrative Officer and General Manager Parks, Recreation and Culture to negotiate and execute all documentation related to a Contribution Agreement with the Rotary Club of Richmond Sunset.*

CARRIED

4. PARKS, RECREATION AND CULTURE ALLOCATION POLICY

(File Ref. No. 11-7000-01) (REDMS No. 8056183)

Staff provided an overview of the report and highlighted the following key points:

- the Parks, Recreation and Culture (PRC) Allocation Policy will serve as a framework to guide the allocation of PRC facilities for community use;
- the policy is intended to address existing gaps and promote equitable access to PRC infrastructure;
- it will enhance consistency and ensure transparency in decision-making processes for all users of the space; and
- community organizations, facility users, and residents will have the opportunity to provide input and feedback on the policy.

In response queries from Committee, staff advised that (i) the policy will enhance transparency and provide clearer guidance to staff, supporting the consistent application of policies and decision-making; and (ii) while some facilities are currently governed by specific policies and others are not, this policy is intended to apply uniformly to all PRC facilities.

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It was moved and seconded

That the development of a Parks, Recreation and Culture Allocation Policy as outlined in the staff report titled “Parks, Recreation and Culture Allocation Policy”, dated June 2, 2025, from the Director, Recreation and Sport Services, be approved.

CARRIED

4A. SCOTCH POND MANAGEMENT

(File Ref. No.)

Discussion took place on management of Scotch Pond and as a result the following **referral motion** was introduced:

It was moved and seconded

That staff explore options and consult with the Steveston Historic Sites Building Committee on the management of Scotch Pond, and report back.

CARRIED

4B. KING GEORGE PARK OUTDOOR EXERCISE EQUIPMENT

(File Ref. No.)

Discussion took place regarding the potential installation of outdoor exercise equipment at King George Park.

In response, staff advised that a master planning process for King George Park is currently underway, and the inclusion of outdoor exercise equipment can be explored and considered as part of that plan.

5. MANAGER’S REPORT

(i) Kaiwo Maru

Staff provided an update and advised that several changes are being introduced, including: (i) new safety requirements for boarding the ships, such as the implementation of waivers, (ii) limitations on the maximum height to which the sails can be raised, and (iii) restrictions on the number of individuals permitted on board at one time. Staff noted that only preliminary discussions have taken place to date, with further conversations anticipated.

(ii) FIFA 2026

Staff advised that they are in the early planning stages of the event and are currently working to identify potential sponsors. They will also be reaching out to community associations to gather feedback on their visions and planned activities. Staff further noted that they will maintain communication with the City of Vancouver to stay informed about their event planning efforts.

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(iii) Exhibitions at the Art Gallery

Staff highlighted that the exhibitions *Enigmas & Dreams: Works on Paper* by *Alvin Jang & Anna Wong* and *The Roaming Peach Blossom Spring* will be on display at the Richmond Art Gallery until August 24, 2025.

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (5:10 p.m.).

CARRIED

Certified a true and correct copy of the Minutes of the meeting of the Parks, Recreation and Cultural Services Committee of the Council of the City of Richmond held on Tuesday, June 24, 2025.

Councillor Michael Wolfe
Chair

Sarah Goddard
Legislative Services Associate



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

From: Todd Gross
Director, Parks Services

Re: **Railway Greenway Solar Lighting Options**

Date: June 30, 2025

File: 06-2400-20-RAIL1/Vol
01

Staff Recommendation

That Option 2, “Two Phase Implementation”, as outlined in the staff report titled “Railway Greenway Solar Lighting Options”, dated June 30, 2025, from the Director, Parks Services, be approved.

Todd Gross
Director, Parks Services
(604-247-4942)

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance Department	☒	
Engineering	☒	
Climate and Environment	☒	
Transportation	☒	
Public Works	☒	
Risk Management	☒	
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

At the May 12, 2025, Council meeting, staff received the following referral in regards to the report titled “Railway Greenway Lighting – 2025 Update”:

That staff investigate and report back on the feasibility of a solar lighting only option, including its functionality, costs, potential for phased implementation, advantages and disadvantages, and the estimated cost of retrofitting should the solar option prove unviable.

The purpose of this report is to respond to the referral and present solar lighting implementation options for the Railway Greenway (the greenway) for consideration by Council.

This report supports Council’s Strategic Plan 2022–2026 Focus Area #1 Proactive in Stakeholder and Civic Engagement:

Proactive stakeholder and civic engagement to foster understanding and involvement and advance Richmond’s interests.

1.2 Advocate for the needs of Richmond in collaboration with partners and stakeholders.

This report supports Council’s Strategic Plan 2022–2026 Focus Area #2 Strategic and Sustainable Community Growth:

Strategic and sustainable growth that supports long-term community needs and a well-planned and prosperous city.

2.4 Enhance Richmond’s robust transportation network by balancing commercial, public, private and active transportation needs.

This report supports Council’s Strategic Plan 2022–2026 Focus Area #3 A Safe and Prepared Community:

Community safety and preparedness through effective planning, strategic partnerships and proactive programs.

3.4 Ensure civic infrastructure, assets and resources are effectively maintained and continue to meet the needs of the community as it grows.

Background

In 2024, a public engagement process was conducted to determine resident preferences for lighting along the Railway Greenway (between Westminster Highway and Garry Street, totalling approximately 4.4 kilometres in length). The results indicated strong support for lighting, with 78.5 per cent of 529 respondents in favour. Respondents also expressed a clear preference for lighting strategies that seek to reduce adverse impacts on both adjacent residents and wildlife.

Following receipt of the referral from Council, solar lighting implementation options have been explored within the previously identified seven dark areas (totalling approximately 1.7 kilometres in length) – refer to Table 1 below, and the Railway Greenway Lighting Areas Map (Attachment 1) – where lighting should be prioritized. These areas, which were determined to be the darkest based on factors including distance from existing adjacent lighting and proximity of dense vegetation, would greatly benefit from additional illumination. Table 1 outlines the locations and approximate lengths of each lighting area.

Table 1: Railway Greenway Lighting Areas (north to south)

Area No.	Name	Northern Cross Street	Southern Cross Street	Length
1	Westminster Highway to Granville Avenue	Westminster Highway	Granville Avenue	787m
2	7320 to 7400 Railway Avenue	Linfield Gate	Lancing Road	86m
3	8340 to 8720 Railway Avenue	Colbeck Road	Francis Road	374m
4	9500 to 9588 Railway Avenue	Woodwards Road	Williams Road	117m
5	10040 to 10160 Railway Avenue	Williams Road	Hollymount Gate	140m
6	10180 to 10300 Railway Avenue	Williams Road	Hollymount Gate	116m
7	10660 to 10720 Railway Avenue	Hollymount Gate	Steveston Highway	97m

Analysis

The following section outlines considerations for solar lighting, including its functionality, advantages, disadvantages, cost implications, potential for phased implementation and retrofit, and relevant case studies.

Solar Lighting Considerations

Functionality

Solar pedestrian lights are approximately 4.5-metre tall poles with LED fixtures. While solar pedestrian light poles, bases, and luminaires are nearly identical to their non-solar counterparts in terms of functionality and lifespan, they require specialized components that allow them to operate without a hardwired power supply, including a solar panel, battery, and lighting controller.

Solar lighting performance is primarily affected by the amount of energy available to fixtures from the battery. Batteries and solar panels are sized specifically for each project, based on comprehensive, location-specific climate data, to maximize functionality and reliability.

Advantages

Solar pedestrian lights offer a range of advantages, including their ease of implementation and associated cost savings since no hardwired service connection is required. In addition, the environmental impacts are considerably lower than those associated with non-solar lighting, as less excavation is required for conduit trenching and service connections. Copper wire theft concerns are also eliminated.

Disadvantages

The disadvantages of solar pedestrian lights include the susceptibility of solar components to be affected by environmental factors, including weather and adjacent vegetation. Solar panels and batteries, while not inherently accessible, could be potential targets for vandalism and theft. Regular inspection and management of adjacent vegetation, e.g., tree pruning, would be required to ensure solar panel functionality is not compromised by these external factors. In addition, as there are more specialized components required for solar lights to function, their anticipated lifespan must be factored into long term maintenance and operation (25 years for solar panels, 10 years for batteries, 10+ years for controllers).

Cost

Solar pedestrian lights are anticipated to have lower overall implementation costs compared to City standard pedestrian lights. While solar pedestrian lights include more specialized components, they do not require a connection to the power grid, and thus avoid costs associated with a hardwired service connection. High level cost estimates for implementation and operation, which consider solar component replacement, vegetation management and routine inspection and maintenance are provided in the Solar Lighting Options section of the report.

Potential for Phased Implementation

Solar pedestrian lights offer opportunities for phased implementation, which may offer benefits in the form of operational risk management, allowing the City to gauge the success of a solar lighting system prior to broader implementation. However, there are cost implications for a multi-phase approach, including unknowns related to inflation and other potential cost escalations over time, and the requirement for multiple mobilization efforts to achieve full implementation. The Solar Lighting Options section of the report outlines potential phased implementation scenarios, along with anticipated costs and key considerations.

Potential for Retrofitting

The options presented in this report are based on hybrid-ready solar pedestrian lights. These lights offer significant benefits in the form of financial risk mitigation, cost savings, and adaptability, should standalone solar lighting be deemed unviable. In such a scenario, installed light poles could be connected to alternating current (AC) power with typical service connection requirements and the addition of an adapter component (approximately \$200 per light); luminaires, batteries, solar panels, and controllers could remain in place without being modified, and would allow for solar and AC power to be used concurrently to provide energy savings when

compared with utilizing AC power only. All solar pedestrian light bases would be outfitted with capped conduit stubs to allow for this potential modification.

Case studies

In previous reports, solar lighting along the Arbutus Greenway in Vancouver, British Columbia, was highlighted as a case study. The following projects offer further examples of similar solar lighting applications in British Columbia and Oregon.

Port Alberni, British Columbia

In September 2024, the City of Port Alberni installed 56 solar lights along a new, 4-kilometre waterfront multi-use path. This decision was based on a successful pilot project several years earlier that saw eight solar lights installed over a 250-metre stretch of pathway. Solar panels and batteries were sized according to Port Alberni's climate, and the system was designed to tolerate colder temperatures during the winter. Motion detection sensors were incorporated to optimize energy use, increasing output when activity is detected and lowering when not. Port Alberni Parks staff advised that they have not experienced vandalism or technical challenges with any of the lights to date, and that the solar lighting installation has been successful.

Eugene, Oregon

In October 2024, the City of Eugene, Oregon installed 66 solar lights along an approximately 800-metre segment of one of its most popular recreational corridors, the Fern Ridge Path. The decision to implement solar-powered lighting was based on prior experience with copper wire theft, and site-specific challenges associated with lack of access to power. Similar to the Railway Greenway, the surrounding environment included sensitive habitat areas, and in response the project employed lights with soft colour temperature, shielding to direct light downward, and programmable dimming to minimize wildlife disturbance. This project utilized the same solar light specification that has been proposed in this report.

The following section outlines potential solar lighting options and anticipated cost estimates for implementation and operation.

Solar Lighting Options

Option 1 – Single Phase Implementation

Option 1 is to implement solar lighting in the seven lighting areas identified in Attachment 1 in a single phase. This option would see 52 lights in total, spaced at approximately 30 metres on centre, installed over the 1.7-kilometre length of greenway in a single phase. This option has been determined to be most cost-effective, as it avoids potential cost increases associated with a multi-phase implementation. However, it also presents the highest operational risk, given the unknowns associated with adopting a new lighting standard for the City without an initial trial period. While a construction cost estimate would be developed through the detailed design stage, a high level cost estimate summary is provided in Table 2. All noted costs include a contingency, factor in potential cost escalation, and represent 2025 dollars.

Table 2: Option 1 Cost Estimate Summary

	Phase 1	Phase 2	Phase 3	Total
Implementation costs	\$741,000	N/A	N/A	\$741,000
Operating budget impact (OBI)	\$47,000	N/A	N/A	\$47,000
Retrofitting costs (if required)	\$652,000	N/A	N/A	\$652,000

If Option 1 is endorsed, an existing Council-approved capital project, Parks Advance Planning and Design, will be used to develop detailed design drawings. A capital submission including an operating budget impact (OBI) will be submitted for Council consideration as part of the 2026 budget process. The detailed lighting plans would include assessment and mitigation of lighting impacts on both adjacent residents and wildlife within the greenway corridor. Mitigation measures would include utilizing lights with appropriate colour temperature, luminaires with adequate house-side and up-light shielding, and lighting controls.

If solar lighting is deemed unviable in the future, retrofitting of the lighting system may be required. In this scenario, a capital submission would be submitted for Council consideration as part of the annual budget process.

Option 1 is not recommended. While it would most promptly implement lighting in the greenway areas determined to be the darkest and offers the lowest capital cost for implementation, it presents the highest level of operational risk that could be mitigated by adopting a multi-phase implementation approach.

Option 2 – Two Phase Implementation (Recommended)

Option 2 is to implement solar lighting in the seven lighting areas identified in Attachment 1 over two phases. Phase 1 would see 26 lights in total, spaced at approximately 30 metres on centre, installed in Lighting Areas 1 and 2 (approximately 900 metres in length); and Phase 2 would see 26 lights, spaced at approximately 30 metres on centre, installed in Lighting Areas 3 through 7 (approximately 800 metres in length). It is anticipated that Phase 1 would be implemented and remain in place for approximately one year prior to implementation of the subsequent phase to sufficiently assess performance and future viability. This option has been determined to be the second most cost-effective and mitigates operational risk by affording a trial period for solar lighting. While a construction cost estimate would be developed through the detailed design stage, a high level cost estimate summary is provided in Table 3. All noted costs include a contingency, factor in potential cost escalation, and represent 2025 dollars.

Table 3: Option 2 Cost Estimate Summary

	Phase 1	Phase 2	Phase 3	Total
Implementation costs	\$360,000	\$407,000	N/A	\$767,000
Operating budget impact (OBI)	\$24,000	\$24,000	N/A	\$48,000
Retrofitting costs (if required)	\$278,000	\$400,000	N/A	\$678,000

If Option 2 is endorsed, an existing Council-approved capital project, Parks Advance Planning and Design, will be used to develop detailed design drawings. Capital submissions including an OBI will be submitted for Council consideration as part of the annual budget process. The detailed lighting plans would include assessment and mitigation of lighting impacts on both adjacent residents and wildlife within the greenway corridor. Mitigation measures would include utilizing lights with appropriate colour temperature, luminaires with adequate house-side and up-light shielding, and lighting controls.

If solar lighting is deemed unviable in the future, retrofitting of the lighting system may be required. In this scenario, a capital submission would be submitted for Council consideration as part of the annual budget process.

Option 2 is recommended, as it would prioritize lighting in the darkest area of the Railway Greenway that is most removed from existing light sources (Lighting Area 1) and implement lighting in an area that is more likely to be affected by existing vegetation (Lighting Area 2) and thus presents optimal conditions for a solar lighting trial to gauge its success. While this option is the second most cost-effective option, it employs a measured approach that strikes an appropriate balance between mitigating operational risk, cost-efficiency, and timely implementation.

Option 3 – Three Phase Implementation

Option 3 is to implement solar lighting in the seven lighting areas identified in Attachment 1 over three phases. Phase 1 would see 23 lights in total, spaced at approximately 30 metres on centre, installed in Lighting Area 1 (approximately 800 metres in length); Phase 2 would see 17 lights, spaced at approximately 30 metres on centre, installed in Lighting Areas 2, 3, and 7 (approximately 600 metres in length); and Phase 3 would see 12 lights, spaced at approximately 30 metres on centre, installed in Lighting Areas 4, 5, and 6 (approximately 400 metres in length). It is anticipated that Phase 1 and 2 would each be implemented and remain in place for approximately one year prior to implementation of the subsequent phase(s) to sufficiently assess performance and future viability. This option has been determined to be the least cost-effective, due to the three separate mobilization efforts that would be required for full implementation, and its susceptibility to inflation and other potential cost escalations over time. While a construction cost estimate would be developed through the detailed design stage, a high level cost estimate summary is provided in Table 4. All noted costs include a contingency, factor in potential cost escalation, and represent 2025 dollars.

Table 4: Option 3 Cost Estimate Summary

	Phase 1	Phase 2	Phase 3	Total
Implementation costs	\$313,000	\$264,000	\$207,000	\$784,000
Operating budget impact (OBI)	\$21,000	\$17,000	\$12,000	\$50,000
Retrofitting costs (if required)	\$217,000	\$258,000	\$220,000	\$695,000

If Option 3 is endorsed, an existing Council-approved capital project, Parks Advance Planning and Design, will be used to develop detailed design drawings. Capital submissions including an OBI will be submitted for Council consideration as part of the annual budget process. The detailed lighting plans would include assessment and mitigation of lighting impacts on both adjacent residents and wildlife within the greenway corridor. Mitigation measures would include utilizing lights with appropriate colour temperature, luminaires with adequate house-side and up-light shielding, and lighting controls.

If solar lighting is deemed unviable in the future, retrofitting of the lighting system may be required. In this scenario, a capital submission would be submitted for Council consideration as part of the annual budget process.

Option 3 is not recommended, as it represents the least cost-effective option and presents the greatest financial risk of unknowns associated with inflation and potential cost escalations over a multi-phase implementation period.

Financial Impact

Option 2, implementation of solar pedestrian lighting over two phases, is recommended. With endorsement, an existing Council-approved capital project, Parks Advance Planning and Design, will be used to prepare detailed design drawings, a construction cost estimate, and an OBI. Capital submissions including the construction cost estimate and OBI will be submitted for Council consideration as part of the annual budget process.

If retrofitting of the solar lighting system is required in the future, additional capital submissions outlining associated costs would be submitted for Council consideration as part of the annual budget process.

Conclusion

The feasibility of implementing solar lighting along the Railway Greenway, with consideration given to its functionality, advantages, disadvantages, cost implications, potential for phased implementation and retrofit, and relevant case studies, has been examined.

Option 2, implementation of solar pedestrian lighting over two phases, is recommended. The first phase would allow lighting to be implemented within the darkest area of the Railway Greenway, along with one that presents optimal conditions for a solar lighting trial to gauge success. It offers the second most cost-effective option and would strike an appropriate balance between

mitigating operational risk, cost-efficiency, and timely implementation to address the strong community preference for lighting and resident concerns related to public health, safety, and welfare, while improving accessibility and minimizing ecological impacts along the Railway Greenway.

With endorsement of this option, an existing Council-approved capital project, Parks Advance Planning and Design, will be used to develop detailed design drawings and a construction cost estimate. Capital submissions for Railway Greenway solar lighting would be brought forward for Council consideration as part of the annual budget process.

A handwritten signature in black ink, appearing to read "Kevin Fraser", followed by a horizontal line.

Kevin Fraser
Research Planner 2
(604-233-3311)

Att. 1: Railway Greenway Lighting Areas Map

AREA 1:
WESTMINSTER HIGHWAY
TO GRANVILLE AVENUE

AREA 2:
7320 RAILWAY AVENUE
TO 7400 RAILWAY AVENUE

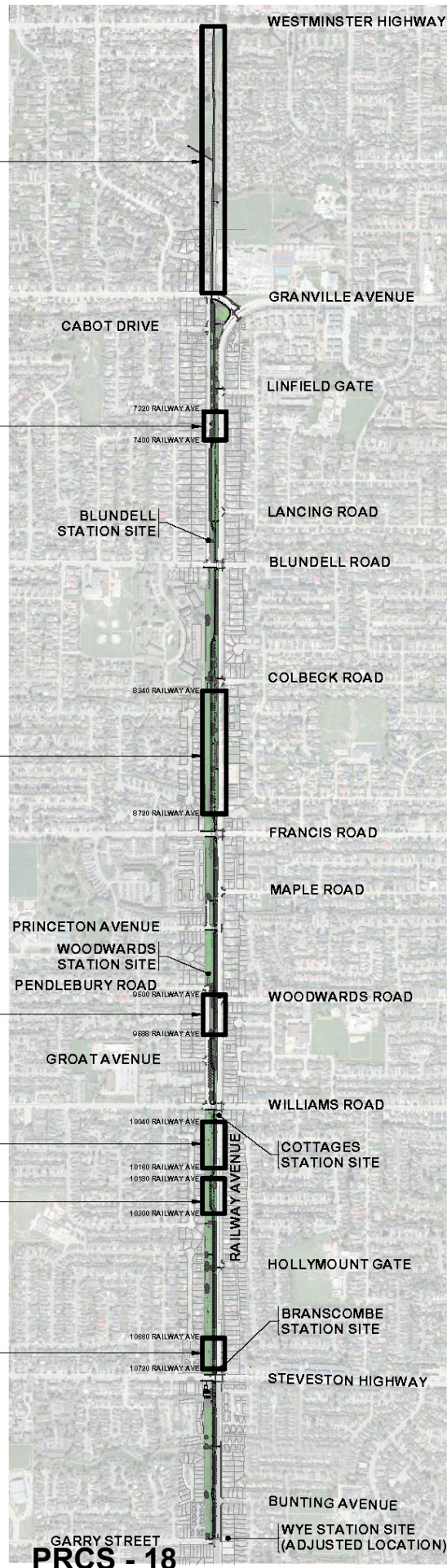
AREA 3:
8340 RAILWAY AVENUE
TO 8720 RAILWAY AVENUE

AREA 4:
9500 RAILWAY AVENUE
TO 9588 RAILWAY AVENUE

AREA 5:
10040 RAILWAY AVENUE
TO 10160 RAILWAY AVENUE

AREA 6:
10180 RAILWAY AVENUE
TO 10300 RAILWAY AVENUE

AREA 7:
10660 RAILWAY AVENUE
TO 10720 RAILWAY AVENUE



NOT TO SCALE



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

Date: June 30, 2025

From: Todd Gross
Director, Parks Services

File: 11-7200-20-SBAN1/CL
Vol. 01

Milton Chan, P.Eng.
Director, Engineering

Re: Street Banner Referral Response

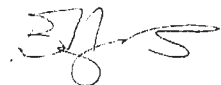
Staff Recommendations

1. That a detailed assessment and design of Option 1, "Banners on Poles on North and South Ends along No. 5 Road (Steveston Highway to Blundell Road)", as outlined in the staff report titled "Street Banner Referral Response", dated June 30, 2025, from the Director, Parks Services and the Director, Engineering, be approved; and,
2. That a Street Banner Plan, as outlined in the staff report titled "Street Banner Referral Response", dated June 30, 2025, from the Director, Parks Services and the Director, Engineering be developed.


Todd Gross
Director, Parks Services
(604-247-4942)


Milton Chan, P.Eng.
Director, Engineering
(604-276-4377)

Att. 2

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Business Services	☒	
Intergovernmental Relations and Protocol Unit	☒	
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO 

Staff Report

Origin

This report is in response to the following referral from the September 24, 2024, Parks, Recreation and Cultural Services Committee:

That the staff report, "Street Banners Program Update", dated September 26, 2024, from the Director, Parks Services, be referred back to staff to provide additional information on:

- 1. Retrofitting options for existing poles along the Highway to Heaven section of No. 5 Road, including load capacities and estimated cost of retrofitting poles or replacing poles;*
- 2. Various banner configuration options along the Highway to Heaven section of No. 5 Road, including installation of banners only on the north and south end of the section, only the east-side of the section or only in front of the religious institutions in the section;*
- 3. Other potential sources of funding for the program, including grants and community partnerships; and*
- 4. Expansion of the Street Banner Program in other areas of Richmond; and report back.*

This report supports Council's Strategic Plan 2022–2026 Focus Area #3 A Safe and Prepared Community:

Community safety and preparedness through effective planning, strategic partnerships and proactive programs.

3.4 Ensure civic infrastructure, assets and resources are effectively maintained and continue to meet the needs of the community as it grows.

This report supports Council's Strategic Plan 2022–2026 Focus Area #6 A Vibrant, Resilient and Active Community:

Vibrant, resilient and active communities supported by a wide variety of opportunities to get involved, build relationships and access resources.

6.1 Advance a variety of programs, services, and community amenities to support diverse needs and interests and activate the community.

6.3 Foster intercultural harmony, community belonging, and social connections.

Analysis

The referral provided to staff identified four key items for investigation and response:

1. Retrofitting options for existing poles;
2. Configuration options for banners;
3. Exploring other potential funding sources; and
4. Expansion of the Street Banner Program (the Program).

The following information responds to each of the four requests.

1. Retrofitting Options for Existing Poles

Preliminary Assessment of Retrofitting Street Light Poles with Banner Arms

A review of the 75 street light poles along No. 5 Road from Blundell Road to Steveston Highway showed that most poles appear to be in good or well-maintained condition. Approximately 10 per cent of the poles show signs of discolouration or rust, particularly near the base. The presence of rust may present structural concerns for banner arm retrofitting, potentially requiring replacement of affected poles. Additional site constraints, such as overhead power lines, vegetation, and signage attachments, were also noted, along with the presence of underground utilities. These factors may influence both the feasibility and cost of future pole and/or base replacements, though their exact impact cannot be confirmed without further on-site investigation.

Based on this review, a preliminary strategy for evaluating pole condition and structural capacity was developed, identifying key engineering considerations and estimating costs associated with the design and implementation of banner arm attachments.

i. Detailed Assessment and Design

The next steps would be to perform a detailed assessment and design to confirm load-bearing capacity and overall suitability of each individual pole and base for banner arm retrofits. This includes geotechnical and non-destructive testing and considers wind loading and other engineering factors. This would also include the development of a new City-wide template design for a standard street light pole and base with banner arms suitable for use along No. 5 Road and other areas of Richmond.

The estimated cost to complete the detailed assessment and design ranges from \$50,000 to \$70,000, depending on the banner configuration option as well as the number of poles included in the preferred option. Below are the different configuration options for banners.

ii. Estimated Retrofit and/or Replacement Construction Costs

The assessment or design impacts are expected to result in three possible condition categories with cost implications as follows:

- a) Well-maintained – estimated construction cost of \$2,000 per pole, which would include installation of banner bracket and banner arms on existing pole and base;
- b) Moderate condition – estimated construction cost range of \$5,000 to \$10,000 per pole, which would include installation of new pole with banner arms on existing base; and
- c) Poor condition – estimated construction cost of \$30,000 per pole, which would include removal and installation of new base and pole with banner arms.

2. Configuration Options for Banners

A review of the banner configuration options, including estimated capital and operating costs, as well as benefits for each option are outlined below for Council's consideration.

*Option 1: Banners on Poles on North and South Ends along No. 5 Road
(Steveston Highway to Blundell Road) – (Recommended)*

This option would provide for five poles on each side of No. 5 Road, north of Steveston Highway, and five poles on each side south of Blundell Road, for a total of 20 poles supporting 40 banners. This approach would highlight entry points and be consistent with the Program placement strategy of creating gateways, but would leave the majority of the roadway without banners. The estimated cost for detailed assessment and design services associated with this option is approximately \$50,000, with an approximate Operational Budget Impact (OBI) of \$4,200.

*Option 2: Banners on Poles on East Side along No. 5 Road
(Steveston Highway to Blundell Road) – (Not Recommended)*

This option would provide banners along all poles on the east side of No. 5 Road between Steveston Highway and Blundell Road, with an allowance for up to 38 poles supporting 76 banners. This approach provides a consistent visual presence along one side of the corridor adjacent to the religious institutions located on this frontage, but would not see the placement of banners on the west side of No. 5 Road. The estimated cost for detailed assessment and design services associated with this option is approximately \$55,000, with an approximate OBI of \$8,000.

Option 3: Banners on Poles Fronting Religious Institutions along No. 5 Road – (Not Recommended)

This option would provide banners in front of the 11 religious institutions located along the east side of the corridor. This would involve an average of three poles per institution, for a total of up to 33 poles supporting 66 banners. This approach offers a strong visual tie to the corridor's identity, but as in Option 2, no banners would be placed along the west side of No. 5 Road or at the Steveston Highway entry point. The estimated cost for detailed assessment and design services associated with this option is \$53,000, with an approximate OBI of \$6,900.

*Option 4: Banners on Poles on Both Sides of No. 5 Road
(Steveston Highway to Blundell Road) – (Not Recommended)*

This option would provide banners along all poles on each side of No. 5 Road between Steveston Highway and Blundell Road, for a total of 75 poles supporting 150 banners. This approach provides a consistent visual presence along both sides of the corridor, adjacent to the religious institutions located on this frontage, but would incur the highest cost. The estimated cost for detailed assessment and design services associated with this option is \$70,000, with an approximate OBI of \$15,800.

Option 5: No Banners on No. 5 Road – (Not Recommended)

This option would have no banners being installed on No. 5 Road. A detailed assessment and design services would be deferred until the completion of a City-wide Street Banner Plan (the Plan) (see below for additional information). There would be no costs associated with this option.

Table 1 below summarizes the estimated costs related to detailed assessment, design, construction and programming of the aforementioned five banner configuration options:

Table 1: Estimated Costs

Configuration Options for Banners	Detailed Assessment and Design Costs	Construction Costs	Estimated Annual OBI
Option 1: Banners on poles on the north and south ends along No. 5 Road (Steveston Highway to Blundell Road) (Recommended)	\$50,000	Up to \$600,000	\$4,200
Option 2: Banners on poles on the east side along No. 5 Road (Steveston Highway to Blundell Road) (Not Recommended)	\$55,000	Up to \$1,140,000	\$8,000
Option 3: Banners on poles fronting the religious institutions along No. 5 Road (Not Recommended)	\$53,000	Up to \$990,000	\$6,900
Option 4: Banners on poles on both sides of No. 5 Road (Steveston Highway to Blundell Road) (Not Recommended)	\$70,000	Up to \$2,250,000	\$15,800
Option 5: No banners on No. 5 Road (Not Recommended)	n/a	n/a	n/a

3. Exploring Other Potential Funding Sources

The Program is funded through an existing Parks Programs Operating Budget allocation. The funding maintains the current levels of service and is adequate for the number of banners and existing banner poles.

The City's existing Street Banner – Sponsorship Policy – No. 7707 (the Policy) (Attachment 1) provides a framework and guidelines for sponsorship of the Program within the following categories:

- a) Sponsorship by Corporations (Corporate Sponsorship);
- b) Sponsorship by Non-Profit Organizations (Non-Profit Sponsorship);
- c) Sponsorship by Special Event Organizers (Event Sponsorship); and
- d) Other.

While the existing policy provides opportunities for community partnerships and sponsorships, the uptake to date has been limited. On occasion, the Richmond Olympic Oval, the United Way, Tourism Richmond and some of the City's Community Associations have purchased temporary banners to advertise their organization, event, or campaign.

Staff are currently not aware of grant funding opportunities at this time, however new and enhanced opportunities to pursue sponsorship and grant funding to support the Program could be explored through an expansion to the Program as described below.

4. Development of a Street Banner Plan (Recommended)

Attachment 2, Street Banner Program Summary Table and Map, provides a summary of the current extent of the Program. Expansion of the Program is currently contingent on new infrastructure being secured through off site works and servicing agreements. While limited to date, new banner poles and lamp standards are and will continue to be provided through these means throughout the City. Examples include locations adjacent to the Richmond Olympic Oval and the Imperial Landing development in Steveston as notable examples.

To advance the Program and expand to new locations, staff propose to develop the Plan. The Plan will:

- Develop a City-wide inventory of lamp standards capable of supporting banner arms;
- Identify key urban spaces and roadways where banner placement would support the City's Wayfinding Strategy and support building neighbourhood identity;
- Identify opportunities to celebrate the City's history, culture and support high profile public events which occur in the community;
- Collaborate with community groups, business associations, Tourism Richmond, community associations and non-profits to identify potential partnerships;
- Identify promotional and sponsorship opportunities such as special programs and high-profile events in the City;
- Provide estimated costs for implementation;
- Explore the potential to expand sponsorship and partnership opportunities to include lamp standard upgrades and new installations; and
- Coordinate with Development Applications for the inclusion of new street banner compatible lamp standards as part of servicing agreements.

In order to develop a plan, a staff working group would be established and would ensure applicable plans such as, but not limited to, the City Centre Area Plan and existing public art plans are considered. Other cultural, wayfinding and place making initiatives will be incorporated as applicable. The Plan will incorporate existing (and updated) program information such as street banner specifications currently available on the City's web site.

Next Steps

Should Council endorse Option 1 (recommended) the next step would be to retain a consultant to carry out the detailed assessment and design. This process would evaluate the feasibility of retrofitting each pole and retaining each base as well as identify any required replacements. Staff would then report back to Council with the recommended banner implementation plan and an updated cost estimate for consideration. As a future step, should Council endorse implementing banners on No. 5 Road, a banner implementation project would be submitted through a future Capital Budget request.

Should Council endorse Development of a Street Banner Plan (recommended), staff would develop the Plan, and bring back a report to Council with a draft plan including budget impacts for their consideration. Staff would be able to provide a draft of the Plan for Council's consideration in Q2, 2026.

Financial Impact

None. Should Council endorse Option 1 (recommended), there would be no financial impact. The \$50,000 for the detailed assessment and design services will be funded from the existing Council-approved Street Light Condition Assessment – Phase 1 budget. Staff would amend the scope for this multi-year program to include the detailed assessment and design services for adding banners to street lights on No. 5 Road, which will result in a decreased allocation to other priorities currently funded by the Program. Finalized OBI impact figures would be brought back as part of the draft plan.

The completion of the Plan would be covered by internal resources and funded through existing operating budgets.

Conclusion

The Program enjoys broad community support from Richmond residents. From the hundreds of submissions that the City receives each year to the sense of place and civic pride the banners help to foster. If additional banners are to be installed, it is recommended that a coordinated pole assessment, design and the Plan be developed to guide the Program's expansion. Funding for the installation of appropriate infrastructure and the ongoing administration of the Program would need to be supported through a future capital budget funding request and an ongoing sustainable operating funding model. This process would allow more residents across Richmond to enjoy the benefits of this well-regarded program in their neighbourhoods.



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- Att. 1: Street Banners – Sponsorship – Policy 7707
2: Street Banner Program Summary Table and Map



Page 1 of 3	Street Banners – Sponsorship	Policy 7707
	Adopted by Council: May 12, 2008	

POLICY 7707:

It is Council policy that the following shall be considered the City's policy on sponsorship of Street Banners, and such policy shall be reviewed on an annual basis:

1. Who May Apply

Any interested party may apply to sponsor street banners although the City reserves the right to refuse any application.

Application for street banner sponsorship must fall into one of four categories:

1. Sponsorship by Corporations (Corporate Sponsorship)
2. Sponsorship by Non-Profit Organizations (Non-Profit Sponsorship)
3. Sponsorship by Special Event Organizers (Event Sponsorship)
4. Other

Non-profit organizations must be registered as not-for-profit societies in British Columbia. Sponsorship by corporations may include an application made by a licensed Richmond business or a business improvement association (B.I.A.). Sponsorship by special event organizers may be by any event organizer of an event approved by the City's REACT (Richmond Events Approval Coordination Team) Committee. Other applications will be considered on an individual basis.

2. Application Process

For all sponsorship categories, applicants must apply to the City with their proposal indicating the locations of the banners they wish to install. This proposal is to include banner designs. Staff will review submissions and approve based on consistency with this street banner policy. Council will receive an annual update on street banner sponsorship applications.

In the event that there are conflicting applications for street banner sponsorship, the City will review the application on a first-come, first-served basis notwithstanding the following:

- The winning entries from the annual City of Richmond Street Banner Contest will have priority over all sponsorship applications
- Sponsorship applications from non-profit organizations will have priority over applications from events and corporations
- Sponsorship applications from events will have priority over applications from corporations



3. Sponsored Banner Restrictions

The City reserves the right to limit the number of banners an applicant may sponsor at one time and the length of time a promotional banner can be displayed.

There will be no sponsored banners by any organization, other than the, “Look of the Games,” as authorized by the City of Richmond, permitted in the period Dec. 1 2009 through March 31 2010 in the City.

The City reserves the right to restrict any other periods of the year to sponsored banners.

4. Sponsor Recognition

Any corporate recognition or commercial content on any banner will not exceed 20% of the total area of the banner. This may be located on the banner itself or on a separate sponsorship flag affixed to the bottom of the street banner.

5. Banner Location

For banner displays outside of the locations in use by the existing City of Richmond Street Banner Program, consideration will be based on:

- a) how banners will contribute to and enhance the distinct character of the area
- b) the structural integrity of the street lighting fixtures in the proposed locations

Corporate sponsorship of street banners will be limited to the immediate proximity of the sponsoring business or business improvement association (B.I.A.).

Non-profit sponsorship of street banners will be limited to the immediate proximity of the not-for-profit society's business office.

Event sponsorship of street banners will be limited to the immediate proximity of the event and will be installed for a period of time agreed upon by the City.

6. Design

The production of street banners must conform to the standards established by the City in regards to colour, content, material, and dimensions. The banner content must be secular, non-partisan, and non-political.



7. Cost to Sponsor

Sponsors are responsible for all costs associated with the manufacturing, installation, and removal of banners, including hardware costs if it is not already in place.

Installation of street banners on City street lighting fixtures may only be performed by City staff. The sponsor is required to provide the City with the total number of banners approved for installation as well as a 10% contingency for replacement due to damage or loss due to winds. The City is not responsible for lost or damaged street banners.

Corporately sponsored banners that contain commercial content and/or logos or slogans will be charged a monthly rental fee of \$20 per banner pole.

Payment for installation and removal must be received 14 days prior to installation.

Street Banner Program Summary Table and Map

Table: Street Banner Quantity Count

Left Banner: Theme	Right Banner: Image Description	Quantity
Island City	Tugboat	53
Connection	Hand Heart	49
The Arts	Painted Heron	42
Culture and Heritage	Boat in Window	42
Urban Landscape	Pier	45
Wildlife	Swans	49
Sustainability	Bees	43
Active Living	Kayaker	44
Community	Dancing Ladies	49
Nature	Grasshopper	46
Island City (reinforced)	Tugboat (reinforced)	32

Total City Street Banner Compatible Lamp Standards and Poles: 494

Total Association Banner Poles: 50

Total Poles: 544

Map: City of Richmond Street Banner Locations





City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

From: Marie Fenwick
Director, Arts, Culture and Heritage Services

Re: Draft Richmond Arts Strategy 2025-2030

Date: June 30, 2025

File: 11-7000-11-01/2025-
Vol 01

Staff Recommendations

1. That the Draft Richmond Arts Strategy 2025-2030, included as Attachment 1 of the staff report titled "Draft Richmond Arts Strategy 2025-2030", dated June 30, 2025, from the Director, Arts, Culture and Heritage Services, be endorsed for the purpose of seeking interest holders' and public feedback on the strategy; and
2. That the Final Richmond Arts Strategy 2025-2030, including the results of the interest holders' and public feedback, be brought back to Council for consideration following the interest holders' and public consultation.

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

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Communications	☒	
Economic Development	☒	
Community Social Development	☒	
Parks Services	☒	
Recreation & Sport Services	☒	
Development Applications	☒	
Policy Planning	☒	
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

In 2024, staff began the work of refreshing the ArtWorks: Richmond Arts Strategy 2019–2024 to build on the success of the previous five years, and provide an updated blueprint for the delivery of arts services enabling the broadest possible access to, and awareness of, the City’s diverse arts opportunities.

At the regular Council Meeting on July 8, 2024, Council approved:

- 1. That the current Council-endorsed Richmond Arts Strategy 2019–2024 Vision and Guiding Principles be reaffirmed to guide the development of the updated Richmond Arts Strategy 2025–2029; and*
- 2. That the proposed scope of work for the updated Richmond Arts Strategy 2025–2029 as presented in the report titled, “Richmond Arts Strategy 2025–2029”, dated May 24, 2024, from the Director, Arts, Culture and Heritage Services, be endorsed.*

The purpose of this report is to present the Draft Richmond Arts Strategy 2025–2030 (“Draft Arts Strategy 2025–2030”, Attachment 1), as well as the next steps for the project. Pending Council’s adoption of the Draft Arts Strategy 2025–2030, City staff will seek further feedback from the public and interest holders and will report back in Q4 of this year.

This report supports Council’s Strategic Plan 2022–2026 Focus Area #1 Proactive in Stakeholder and Civic Engagement:

Proactive stakeholder and civic engagement to foster understanding and involvement and advance Richmond’s interests.

1.2 Advocate for the needs of Richmond in collaboration with partners and stakeholders.

This report supports Council’s Strategic Plan 2022–2026 Focus Area #6 A Vibrant, Resilient and Active Community:

Vibrant, resilient and active communities supported by a wide variety of opportunities to get involved, build relationships and access resources.

6.1 Advance a variety of program, services, and community amenities to support diverse needs and interests and activate the community.

6.3 Foster intercultural harmony, community belonging, and social connections.

6.5 Enhance and preserve arts and heritage assets in the community.

Background

On July 8, 2024, Council reaffirmed the endorsed Vision and Guiding Principles of *ArtWorks: Richmond Arts Strategy 2019–2024*. Following a review of current sector practices, staff and interest holders were engaged to develop the Strategic Directions, Objectives and Supporting Actions for the Draft Arts Strategy 2025–2030 presented within this report.

The Draft Arts Strategy 2025–2030 was developed through a community engagement process that reflects on the current Strategy, adapting it to innovate and ensure alignment with new or updated City plans and strategies, while remaining based on the intensive research that was completed in 2018.

Analysis

Development Process and Community Engagement Results

The diagram below provides a summary of the Draft Arts Strategy 2025–2030 development process. Staff are currently in Phase 3, which includes development of the Draft Arts Strategy 2025–2030 and presentation to Council for adoption:



The thoughtful engagement of external and internal interest holders through facilitated sessions, paired with responses from the general public provided the necessary feedback to develop the Draft Arts Strategy 2025–2030. The project team gathered feedback from the following engagement activities:

- Four Community Roundtable workshops;
- Two inter-departmental staff team sessions;
- Sounding Board (adults) at Richmond Cultural Centre and Annex during Culture Days, Sept 21 to Oct 13 (216 responses);
- Sounding Board (youth/children) at Richmond Cultural Centre and Annex during Culture Days, Sept 21 to Oct 13 (65 responses); and

- Online community questionnaire via Let's Talk Richmond (general public and community associations), Sept 21 to Oct 14 (81 responses).

All engagement data collected in 2024–2025 builds upon the original engagement for *ArtWorks: Richmond Arts Strategy 2019–2024*, which was reviewed and discussed by both staff and community.

Robust community engagement was achieved through the four Community Roundtable workshops (in person and online) to connect with and learn from key interest holders. The Community Roundtable is comprised of some members of the 2018-2019 Strategy Task Group as well as new voices who may not have been active in the community during the previous engagement process. This diverse group includes practicing artists and representation from the Richmond Arts Coalition, Richmond School District No. 38, youth, Musqueam and others representing the Richmond community broadly. (The members are listed on page 39 of Attachment 1.)

An initial analysis of the progress made to the Supporting Actions outlined in *ArtWorks: Richmond Arts Strategy 2019–2024* identified completed and ongoing work, as well as actions requiring review. The five Strategic Directions of the current Strategy were then reviewed in detail, including Objectives and Supporting Actions, with consideration of current (post-pandemic) conditions as well as social and economic development opportunities. Additional key elements identified and/or verified through the interest holder engagement process (such as climate action and creative placemaking) were also included in the process of revision to complete this work.

In summary, the current Strategy focuses on free and affordable programming, new and improved spaces, and increasing awareness. Along with investment in arts and culture, these priorities carry over to the Draft Arts Strategy 2025–2030, with an increased attention to building leadership.

The table below compares the five Strategic Directions of the current Strategy and the proposed Draft Arts Strategy 2025–2030:

Strategy 2019-2024	Draft Strategy 2025-2030
1. Ensure affordable and accessible arts for all	1. Increase awareness, pride and participation in the arts
2. Promote inclusivity and diversity in the arts	2. Provide affordable and accessible arts for all
3. Invest in the arts	3. Invest in arts and culture
4. Increase awareness and participation in the arts	4. Build arts and cultural leadership
5. Activate public spaces through (and for!) the arts	5. Activate public spaces through (and for!) the arts

As illustrated above, Strategic Directions 1, 3, 4 and 5 remain with minor edits; however, the updated Strategic Direction 1 (now 2) includes many of the actions previously under Strategic Direction 2: “Promote inclusivity and diversity in the arts”. Notably, there is a new Strategic Direction (4): “Build arts and cultural leadership”.

Under each of these strategic directions, a series of objectives and supporting actions is outlined, which have been vetted and supported by the Community Roundtable. Examples of ongoing work are also provided throughout the Draft Arts Strategy 2025–2030 to acknowledge some of the ways that the Strategy is currently implemented.

The Draft Arts Strategy 2025–2030 identifies the challenges and clarifies needs within the arts community, the general community and at the City level, to facilitate the growth of the arts in Richmond by creating an environment and culture that ensures the arts play a strong role in creative placemaking, community social development, tourism and more. Moreover, the arts are understood as vital both to individual well-being and as a way to transcend language in working towards intercultural harmony.

The Draft Arts Strategy 2025–2030 also continues to call upon the City to continue to play a number of roles to develop and foster a community-wide approach to developing the arts: supporter, presenter, communicator, investor, and facility provider/operator in advancing arts and culture.

Funding Considerations

While many of the initiatives and actions will be achieved through annual work plans and working in collaboration with internal and external partners, some actions will require additional funding. When possible, additional funding required will be obtained through various sources including sponsorships, development opportunities, grants and funding from other levels of government. Efforts will also be made to leverage civic investment to attract the investment of additional resources, financial and non-financial, in support of the arts sector.

Any capital projects or requests for increases in operating budgets will come forward for Council approval within the Council approved budget process.

Financial Impact

None.

Next Steps

Upon endorsement of the Draft Arts Strategy 2025–2030 by Council, City staff will seek further feedback from interest holders and general public in September, following Labour Day, through the Culture Days opening weekend September 19–21:

- Additional input will be sought from the Community Roundtable.
- Targeted emails (including subscribers to the Arts & Culture e-Blast and Richmond Arts Coalitions e-newsletter), social media, news release, board displays in Richmond Cultural

Centre and Annex, posters, etc., will invite feedback on the Draft Arts Strategy 2025–2030 which will be posted online at howartworks.ca.

- A community questionnaire will be posted via Let's Talk Richmond and accessible via the City website and HowArtWorks.ca.
- The Draft Arts Strategy 2025–2030 will also be available as a hard copy at the Richmond Cultural Centre and Annex front desks.

The Final Arts Strategy 2025–2030 will be brought back to Council in Q4.

Conclusion

This Draft Arts Strategy 2025–2030, with meaningful input from the community, further advances Richmond as an arts destination with a thriving arts community and a rich offering of festivals, educational programs, public art, exhibitions and countless other opportunities to engage with the arts in everyday life. The Draft Arts Strategy 2025–2030 outlines five strategic directions which act as a roadmap to guide actions and work plans.

Upon adoption of the Draft Arts Strategy 2025–2030 by Council, staff will seek further validation from interest holders and general public. Any feedback received during the validation process will be assessed and used to develop the final Arts Strategy 2025–2030, which will be presented to Council in Q4.



Liesl Jauk
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Att. 1: Draft Richmond Arts Strategy 2025-2030

ArtWorks

RICHMOND ARTS STRATEGY

2025-2030

Richmond Arts, Culture and Heritage Services
July 2025

Reconciliation

The City of Richmond is committed to building and maintaining positive and respectful relationships with x̱məθkw̱əy̱əm (Musqueam) and Indigenous Peoples who live in and around Richmond in order to advance reconciliation between Indigenous and non-Indigenous people.



Traditional Musqueam cedar bark weaving
workshop with artist Rita Kompst

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Origami displays
at the Richmond
Cherry Blossom
Festival

Highlights

What carries over from the previous plan?

ArtWorks: Richmond Arts Strategy 2019–2024 set a solid Vision with Guiding Principles for the development of arts and culture. As approved by Council, these remain in place to provide a comprehensive baseline for the City’s ongoing arts and culture service delivery. *ArtWorks* focused on **free programming**, new and **improved spaces**, and **increased awareness**. These priorities carry over to the *Arts Strategy 2025–2030*, along with **investment in arts and culture**, with an increased attention to **building leadership**.

The updated Strategic Directions are as follows:



STRATEGIC DIRECTION 1:

Increase Awareness, Pride and Participation in the Arts



STRATEGIC DIRECTION 2:

Provide Affordable and Accessible Arts for All



STRATEGIC DIRECTION 3:

Invest in Arts and Culture



STRATEGIC DIRECTION 4:

Build Arts and Cultural Leadership



STRATEGIC DIRECTION 5:

Activate Public Spaces Through (and for!) the Arts



Capstan Village Public Art Walking
Tour: art professional Jas Lally with
285 Apples by Gathie Falk

What has changed?

A lot! Implementation of the *2019–2024 Strategy* largely occurred over the pandemic years which greatly impacted the cultural sector as a whole and has influenced how people in Canada are participating in arts and culture.

Coupled with the above are major **social and political changes**, **housing affordability challenges**, **inflation**, **health and climate pressures**, along with the **rise of AI and digital-based creation and organizational transformation**. As such, the cultural sector is facing critical challenges, as are our communities overall.

At the same time, there is increased understanding of the inherent value of arts and culture to cities and communities, and most importantly, to people in their everyday lives.

Backed by growing research, there is now widespread awareness of how arts and culture contribute to:

- **Better health and wellbeing**—in fact, the arts are now being prescribed by doctors as a means to helping with a variety of conditions from reducing cognitive decline to improved emotional and mental health.
- **Safer cities**, including reducing acts of racism, accelerating acceptance of others, reducing delinquency, and improving resiliency and skills-building in at-risk youth.
- Understanding that **accessibility** applies not only to the facility infrastructure, or physical accessibility of the space, but also artistic programming, mission and vision. Taking a multi-dimensional approach to advancing accessibility demonstrates to people living with all types of disabilities that they have a place to participate. Meanwhile, ensuring that opportunities to participate in arts and culture remain low-barrier, that people feel welcomed in arts and cultural spaces, and have opportunities to encounter art in their everyday lives has been renewed as an area of focus in this *Arts Strategy Update*.
- **Stronger local economies through the arts**—Arts and culture play an important role in promoting economic goals through local regeneration, developing talent, creating jobs, spurring innovation and attracting tourists. They are critical to being a “complete community,” and to vibrant, sustainable and successful local economies both through labour and production.

What’s new?

The Update builds off the existing *ArtWorks: Richmond Arts Strategy* with an increased focus on:

Cultural tourism—Richmond is increasingly seen as a destination for vibrant arts, culture and heritage participation. The Update expands on ways to integrate arts and culture at strategic and tactical levels with tourism partners.

Raising Awareness—Knowing what arts and culture offerings are available is an increased focus of the plan. Without marketing and communications, Richmond residents remain unaware of the rich cultural programming already on offer.

Creative Placemaking—Though touched-on in the previous strategy, creative placemaking is a collaborative approach to designing, transforming and enhancing public spaces that focuses on the needs, identity and aspirations of the local community.

Climate and Sustainability—Building off the City’s leading work in sustainability from the Circular City Strategy, the Update weaves in ways the arts are vital to understanding the climate crisis and calls for practices with sustainability in mind.

Community and City Roles and Responsibilities—With strategic investment in capacity building, community organizations can take-on and participate in the implementation of some of the actions found in this plan. By building local arts and culture leadership through a range of supports including training and development, the City and community can collaborate and achieve more—together.

See **OUR PLANNING CONTEXT**, pages 27–37.

Overview on Approach

The City of Richmond recognizes that the arts are integral to vibrant communities. Home to an immense cultural mosaic, Richmond is characterized by growth, changing demographics and a diverse arts landscape (see pages 32–33). The *Arts Strategy 2025–2030* represents this diversity and this momentum by identifying the challenges and needs of both the arts community and Richmond as a whole.

The arts can play a strong role in placemaking, community building, tourism and economic development, providing a new or different lens in finding ways to:

- combat social isolation in the community
- enhance quality of life by encouraging healthy lifestyles and lifelong learning
- celebrate diversity and improve awareness of cultural differences
- develop pride of place through art and design
- contribute to community vitality
- improve the ability to attract skilled workers
- gain a competitive advantage as a tourism destination
- and much more

What do we mean by the “arts”?

If it feels creative, odds are it counts! For the purpose of this strategy, “arts” refers to the broad subdivision of culture, composed of many expressive and creative disciplines. The term commonly encompasses, but is not limited to:

- ▲ Visual and applied arts (e.g. painting, print-making, installations; drawing, sculpture, crafts, textile arts, pottery and ceramics, photography, film and video)
- ▲ Performing arts (e.g. theatre, music, song, spoken word, and dance)
- ▲ Culinary arts
- ▲ Environmental and land art (i.e., site-specific, using natural landscape as medium)
- ▲ Interdisciplinary practices
- ▲ Literary arts
- ▲ Media arts
- ▲ Community-engaged arts practices

Our Purpose

Introduced in 2019, *ArtWorks: Richmond Arts Strategy* acts as a comprehensive guide for residents, the City and its interest holders to develop stronger connections in order to advance the policies, programs and services needed for the arts to thrive in Richmond. With the 2025 Update, the City engaged with staff, interest holders in the community, and arts and culture subject-matter experts, to reflect on the existing strategy and adapt it to significant shifts in Richmond, the arts and society in general.

The intention was not to develop an entirely new Strategy, but rather to reflect on and adapt it to the current context that includes major considerations, such as the impacts of the COVID-19 pandemic, climate concerns, rising socio-cultural polarization and innovations in accessibility to arts. At the same time, the updated Strategy considers and incorporates the goals of other recent City plans and strategies, including but not limited to the *Richmond Accessibility Plan* (2023), *Community Wellness Strategy* (2018), *Community Energy and Emissions Plan* (2022) and the *Circular City Strategy* (2023).

This *Arts Strategy 2025–2030* reflects the evolving needs of the Richmond residents and visitors, all of whom have the right to enjoy arts and culture in their lives.

Process and Timeline

The *Arts Strategy 2025–2030* is the culmination of an extensive process of community engagement and interest holder input.



The key objectives for engagement were as follows:

- ▲ Gain key informant perspectives on the progress of the current arts strategy and new ideas/initiatives to be reflected in an updated strategy.
- ▲ Connect with the broad public to get general perspectives of arts and culture in Richmond today and desires for the future.
- ▲ Sensemaking and validation of engagement findings.

The Vision

Richmond's thriving arts scene:

- ▶ Animates our city everyday
- ▶ Offers rich arts education and experiences, festivals and events
- ▶ Fosters social connections and wellness
- ▶ Builds arts and culture leadership
- ▶ Provides creative spaces

Officially adopted in ArtWorks:
Richmond Arts Strategy
2019–2024, the community-
informed **Vision** and
Guiding Principles
continue to guide the Arts
Strategy 2025–2030.

The Vision

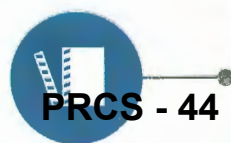
Richmond's thriving arts scene:

- ▶ Animates our city everyday
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- ▶ Fosters social connections and wellness
- ▶ Builds arts and culture leadership
- ▶ Provides creative spaces

Icons surrounding the central vision include: a person painting, a family walking, a person sitting at a desk, a person standing, a person sitting at a desk, a person standing, a person sitting at a desk, a person standing, a person sitting at a desk, a person standing.

Guiding Principles

- ▶ Striving for excellence among all who participate in and contribute to the artistic life of Richmond, from City services, to community organizations, to individuals of all ages and skill levels.
- ▶ Prioritizing sustainability to 'future-proof' the arts through funding, education, infrastructure, mentorship and the integration of the arts into the everyday fabric of our city.
- ▶ Expressing creativity through experimentation and fostering collaboration among diverse voices.
- ▶ Providing broad accessibility to arts experiences and advancing inclusivity to connect people through the arts.
- ▶ Community-building through creative engagement and dialogue, and honouring the spirit of Reconciliation.
- ▶ Celebrating and showcasing to inspire Richmond's artistic vibrancy.



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Strategic Directions

These five Strategic Directions serve as guideposts for the development, implementation, and sustainability of the arts within Richmond over the next five years:



STRATEGIC DIRECTION 1

Increase Awareness, Pride and Participation in the Arts



STRATEGIC DIRECTION 2

Provide Affordable and Accessible Arts for All



STRATEGIC DIRECTION 3

Invest in Arts and Culture



STRATEGIC DIRECTION 4

Build Arts and Cultural Leadership



STRATEGIC DIRECTION 5

Activate Public Spaces Through (and for!) the Arts



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Art Truck: Interactive mural by
Bea Martin at Burkeville Days



What has changed?

The five Strategic Directions of *ArtWorks: Richmond Arts Strategy 2019-2024* were:

1. **Ensure affordable and accessible arts for all**
2. **Promote inclusivity and diversity in the arts**
3. **Invest in the arts**
4. **Increase awareness and participation in the arts**
5. **Activate public spaces through (and for!) the arts**

Through thoughtful community engagement, these directions were revised with consideration of current (post-pandemic) conditions as well as social and economic development opportunities.

The previous Strategic Directions 1, 3, 4 and 5 remain with minor edits; however, the updated Strategic Direction 1 (now 2) includes many of the actions previously under Strategic Direction 2: "Promote inclusivity and diversity in the arts".

Strategic Direction 4 is new, reflecting an increased interest around building arts and cultural leadership.

- **Strategic directions** are key themes and desired outcomes that reflect community needs, gaps in the existing cultural landscape, and specific goals for growth.
- **Goals** set the pathway toward a desired result, creating a future-state we aim to achieve.
- **Objectives** are outcome-driven and present how these goals will be achieved and what we will work to accomplish in the next five years.
- **Supporting actions** are specific activities the City and its interest holders will undertake to achieve each objective.

How do we measure progress?

City staff compile key metrics every year on the City's investments in arts and culture, and share these publicly through the Year in Review Report. These measures reflect the various roles the City has in serving as a supporter, presenter, communicator, investor and facilities operator (see page 34). Each of the Goals, Objectives and Supporting Actions will be monitored as part of implementation of this Strategy, along with prioritization and resource considerations on a regular basis.



Hand-woven blanket by Debra Sparrow at entrance to Council Chambers



STRATEGIC DIRECTION 1: Increase Awareness, Pride and Participation in the Arts

GOAL:
Arts and culture are valued,
celebrated and integrated into
community life.

Engagement and continuing trends in the sector reveal a need for improved promotion of arts and culture—an issue not unique to Richmond. In consideration of several factors including a slow return of audiences post-pandemic, changing participation habits, and a generational cohort who experienced cuts to arts and culture education in schools in the 90s and early 2000s—to name a few—investing in marketing and low-barrier opportunities for arts participation is a growing, critical need across Canada, much like we see in sports and recreation, and tourism.

OBJECTIVE 1.1: Build audiences by connecting people to creative events, news and resources.

Supporting Actions:

1. Develop clear, accessible marketing and communications strategies, using preferred languages, plain language, culturally-relevant methods, and multiple channels to build audiences and participation.
2. Increase resources for arts-related marketing and communications, with a view to enhancing needs such as social media presence, audience development tools, and digital-based strategies to support audience growth.

3. Work across City departments (such as Recreation and Sport, Parks and Community Social Development) as well as Library to cross-promote services and programs, such as through community centre promotional materials.
4. Promote Richmond's arts and culture beyond city limits to increase awareness of Richmond's cultural offerings.



Tatakizome workshop presented by
Richmond Art Gallery

OBJECTIVE 1.2:

Engage the Richmond community with creative experiences and artistic encounters in daily life.

Supporting Actions:

1. Encourage neighbourhood-based arts and cultural activity (e.g. creative neighbourhood actions, gardening, walking tours, food tourism, etc.), through community grants and other civic support for arts experiences.
2. Broaden understanding of what artistic expression can be through education and experimentation.
3. Link to art in public spaces with creative placemaking actions in Strategic Direction 5 (pages 25–26).
4. Link this Strategic Direction to tourism initiatives that bolster Richmond as a cultural destination.



No. 3 Road Art Column:
Faces of Richmond by
Naciya Mahamoor

Ongoing work

The City and its partners will continue to:

- Support and program art-making demonstrations in the public realm including at signature festivals and pop-up events throughout the year.
- Invite the public “behind the scenes” and to create artwork themselves, through programming such as Doors Open Richmond, Culture Days, Children’s Arts Festival, Media Lab activities and Richmond Art Gallery public programs.
- Provide and promote events (such as Culture Days and Doors Open Richmond) to showcase Richmond artists.
- Foster a built environment where one has spontaneous encounters with art, such as through the Public Art program and Richmond Art Gallery off-site exhibitions.
- Provide programs such as the Public Art “Engaging Artists in the Community” program, Community Mural program, and Branscombe House Artist Residency programs that support community-engaged arts practices.
- Increase visual and performing arts opportunities in public spaces to showcase Richmond artists.
- Align with and support the findings of the 2023 Community Needs Assessment by improving awareness of high-quality arts programming.
- Maintain HowArtWorks.ca as a portal for art community to learn about available programs and resources.
- Grow community engagement through the social media accounts of the City, Richmond Art Gallery, and HowArtWorks.ca
- Build on existing services in the Richmond Public Library, community centres and other spaces that include creative programming to reach diverse and new audiences.



STRATEGIC DIRECTION 2:

Provide Affordable and Accessible Arts for All

GOAL:

Everyone feels they can participate in Richmond's arts and culture scene where diversity is embraced.

Serving Richmond's growing and changing population supports the City's reputation for delivering high-level artistic offerings and engaging cultural experiences. Ensuring that arts experiences remain accessible and responsive to our diverse community and that Richmond stories are shared, is central to the *Arts Strategy Update* and connects to other strategies, such as arts infrastructure planning (Strategic Direction 5) to prepare for future audiences.

OBJECTIVE 2.1:

Offer a diverse range of affordable arts experiences where all feel welcome and represented.

Supporting Actions:

1. Align with *Richmond Accessibility Plan*, and in keeping with community consultations, evaluate current arts programs, services and facilities from an accessibility perspective to identify opportunities to enhance participation and address barriers.
2. Work towards arts and cultural infrastructure and programming that is equitably available and accessible to under-represented and equity-deserving groups.

3. Develop or expand opportunities to directly support individual artists, cultural organizations and venues that provide low and no-cost public program delivery.
4. Invest in diversity and inclusion training for City staff and programming partners to understand the diverse range of barriers experienced by people with disabilities, as well as ways to remove and prevent them.
5. Promote the Recreation Fee Subsidy Program (RFSP) for arts programs.



Hands on Art, Islamic Art of BC event at Richmond Public Library

Understanding IDEA in the Arts

Historically excluded groups face ongoing discrimination and bias in the arts due to power imbalances and inadequate awareness. Building a shared understanding of Inclusion, Diversity, Equity, and Accessibility (IDEA) is a vital first step toward creating more respectful and supportive environments.

- ▶ **Inclusion**
Inclusion means creating a safe and respectful environment where everyone feels welcomed, valued, and able to fully participate.
- ▶ **Diversity**
Diversity refers to the range of differences in people's identities, backgrounds, and experiences that make each person unique.
- ▶ **Equity**
Equity is about fair treatment and removing barriers so everyone has an equal opportunity to succeed and contribute.
- ▶ **Accessibility**
Accessibility means a barrier-free experience that ensures everyone can equitably participate in their community; it includes designing spaces, tools and systems that accommodate diverse needs and enable full participation for all.

OBJECTIVE 2.2:

Ensure Indigenous voices and stories are shared and reflected in planning.

Supporting Actions:

1. Build and strengthen relationships with x̱m̱əθḵw̱əy̱əm (Musqueam) and other Indigenous communities and support the work of city-wide reconciliation initiatives.
2. Provide opportunities to integrate traditional and contemporary Indigenous culture, identity and language into programming and planning.
3. Identify ways to support Truth and Reconciliation and the shared histories of Indigenous Peoples and all Canadians, through inclusive dialogue, celebration and performance, as well as creative placemaking installations.
4. Seek opportunities to work with x̱m̱əθḵw̱əy̱əm (Musqueam) and other Indigenous artists, knowledge keepers and communities on initiatives that acknowledge and celebrate local Indigenous cultural heritage practices.



Sea to Sky by Thomas Cannell, winner of Creative Cities Network of Canada Award of Excellence

OBJECTIVE 2.3:

Cultivate belonging and interculturalism to engage the imaginations of all generations and identities.

Supporting Actions:

1. Facilitate intercultural communication with creative environments and arts-based programs.
2. Provide a range of participatory programming for all age groups and inter-age groups at the community or neighbourhood level.
3. Invest in and secure dedicated funding for the Art Truck.
4. Explore newcomer and cross-cultural programs and services that integrate creative and cultural experiences.
5. Increase multilingual arts experiences.
6. Develop and/or increase the use of creative tool libraries, musical instrument libraries and/or other creative resource lending programs, especially for youth.
7. Promote multigenerational participation in the arts, with opportunities for youth leadership and collaboration between generations.

8. Identify ways to advance the

Prescriptions for Arts movement (where physicians prescribe the arts to patients) by ensuring family practices are aware of Richmond's wide variety of arts programming and participation opportunities.

9. Collaborate with people with lived experiences in early planning phases of all arts-related capital projects and program development to ensure the appeal and sense of belonging for people with lived experience and other under-represented groups.



Engaging Artists in Community program: Express Yourself by artist Keely O'Brien, with Aspire Richmond in partnership with Richmond Public Library

OBJECTIVE 2.4:

Celebrate Richmond's diversity, growth and change as a community.

Supporting Actions:

1. Collaborate with diverse community groups to explore ways for the arts in Richmond to appeal to tourists through culinary arts, natural and cultural heritage.
2. Leverage Richmond's diversity to develop representative programming and events that attract audiences from within and beyond the area.
3. Identify opportunities for interpreting and sharing local history and heritage in all of its forms including:
 - Developing interactive experiences and programming that celebrate Richmond's unique character and natural environment.
 - Enhancing and expanding arts and cultural programming to improve education and awareness of local history.
 - Developing a new signature event that showcases Richmond's cultural and ethnic diversity.

Ongoing work

The City and its partners will continue to:

Accessibility

- Work to identify and address physical accessibility challenges to attending festivals, visiting cultural venues and exploring public art.
- Encourage and promote arts and culture opportunities at locations close to transit, and identify opportunities to reduce transportation barriers, such as shuttle buses to major events.
- Review the City's offerings of free and low-cost arts programming and events, and assess required City resources to prioritize barrier-free access.

Youth

- Work with community associations and others to connect youth to creative opportunities and resources.
- Work with School District No. 38 to link arts education resources to teachers.
- Offer free access to media arts training, professional mentorship opportunities and access to equipment through the Richmond Youth Media Program.

Diversity

- Fund Indigenous artist opportunities at the City.
- Encourage collaboration among under-represented community groups, such as Chinese-speaking, Indigenous and 2SLGBTQI+ youth.
- Encourage and increase programming that involves work by xʷməθkʷəy̓əm (Musqueam) and other Indigenous artists.
- Invite diverse groups, including those under-represented, to participate in the telling of their story in the Richmond context, through creative engagement and art.
- Highlight Richmond's cultural diversity in arts and culture marketing and communication.
- Identify ways to ensure cultural venues and other spaces providing arts experiences are appealing and welcoming to newcomers, people with disabilities, 2SLGBTQI+ residents and other under-represented groups.
- Connect with the diverse cultural communities of Richmond (including faith-based communities) to encourage sharing of art, food and music.

Inclusion and Wellbeing

- Include traditional xʷməθkʷəy̓əm (Musqueam) Welcome at cultural events.
- Support and promote programs across the City and with other City partners that support social and emotional well-being through the arts.
- Increase the scope of affordable arts education programs and services available to all age ranges and levels from entry to pre-professional.
- Review current programming to ensure that underrepresented cultural and 2SLGBTQ+ activities are part of festival and arts event programming.
- Promote, encourage and develop initiatives, including festivals that encourage cultural cross-pollination through the arts.
- Provide opportunities for free, high-calibre arts experiences such as through the Richmond Art Gallery and signature festivals throughout the year.



STRATEGIC DIRECTION 3:

Invest in the Arts

GOAL:

Community connections and a healthy, sustainable arts ecosystem are strengthened through capacity-building, collaboration and smart investment.

The City continues to invest in arts and cultural organizations that are reflective of the Richmond community today as well as in keeping with current operating models in the sector. It also welcomes new ways of working in tandem with community organizations to offer arts and cultural activities and services; these new ways may even include the transfer of certain City-managed activities to organizations to carry out (in an enhanced capacity state).

OBJECTIVE 3.1:

Invest in the community's capacity through targeted investment, collaborations, organizational development and training.

Supporting Actions:

1. Conduct a review of the Arts and Culture Grant program, tying eligibility to organizational capacity to ensure it supports and responds to the needs of the community, and aligns with current working models in the arts and art forms.
2. Increase support for the organizational capacity of local arts and cultural groups, with a focus on sustainability, growth and community development.

3. Review arts and culture portfolio to identify current tasks or functions that could be accomplished in collaboration with, or even by, community groups.
4. Review Arts Awards program in response to community participation interests.
5. Look at opportunities to invest in culture through development processes.



Richmond Potters' Club,
operating partner of
the Richmond Cultural
Centre pottery studio

OBJECTIVE 3.2:

Leverage the arts for economic and tourism potential.

Supporting Actions:

1. Ensure the arts are considered in the City's *Economic Development Strategy* and that they play a role in the economic sustainability of Richmond.
2. Work with Tourism Richmond to explore opportunities for Richmond's art programs to appeal to a tourism market.
3. Explore new ways to encourage creative industries to locate in Richmond, including social innovation and social enterprise for creative industries.
4. Work with local partners to encourage residents and visitors to participate in and explore Richmond's arts and culture scene, with a focus on hard-to-reach groups such as adults under age 40.
5. Raise awareness of the ways that the arts and creative industries contribute to the economic health of the community.
6. Facilitate and foster opportunities for business to invest in and partner with the arts (such as through sponsorship or provision of space.)

OBJECTIVE 3.3:

Strengthen Richmond's arts sector by fostering sustainable growth through circular practices.

Supporting Actions:

1. Work towards implementing a circular arts economy strategy with multiple perspectives, including optimizing resource consumption, promoting sharing and reusing models and developing waste diversion strategies within the arts sector, in alignment with Richmond's *Circular City Strategy*.
2. Build awareness among and support arts organizations and businesses to integrate new circular strategies into their operations.
3. Prioritize working with partners with circular practices and/or environmentally responsible products.
4. Support a conservation and maintenance program to ensure the long-term preservation, safety, and integrity of the public art and Richmond Art Gallery collections.



Fish-sculpting demo by artist
Ralph Heading at the Richmond
Maritime Festival

What is a circular economy and why is it important to the arts?

A linear economy follows a "take-make-use-dispose" model, meaning things are made from raw materials, used for a short period of time, and then disposed of. A circular economy emerges as a counterpoint by closing resource loops—in essence, using as few new resources as possible.

"The City of Richmond's vision for a circular economy is to maximize the value of resources, by design, through responsible consumption, minimizing waste and reimagining how resources flow in a sustainable, equitable and low-carbon economy"

—*Richmond Circular City Strategy*

The arts sector produces carbon emissions most commonly through the following activities:

- ▶ Food and water consumption
- ▶ Constructing, maintaining, heating and cooling buildings
- ▶ Mobility and transportation (culture and leisure are considered the third most common reason for global mobility)
- ▶ Undiverted waste
- ▶ Digital impacts of consuming online content

Empowering the arts sector to engage with and implement circular economy strategies will help the sector to grow and become more resilient to economic and environmental change.

Ongoing work

The City and its partners will continue to:

- Collaborate with artists and arts organizations (such as through the Engaging Artists in Community program and at signature festivals) to encourage climate change awareness, and encourage the integration of circular strategies in the arts sector.
- Provide sustainability tools to event organizers via RichmondSustainableEvent.ca
- Position and promote Community Cultural Development staff as a go-to resource for the arts community with a focus on Nonprofit Lifecycles training.
- Support and encourage organizations to leverage City funding to attract additional support from other levels of government and other sources.
- Provide professional development, mentorship and networking opportunities for artists and cultural organizations, such as through the Art at Work series and Artist Salon.
- Create favourable conditions for the filming industry in Richmond.
- Serve the community by working at a strategic level within economic development.



STRATEGIC DIRECTION 4: Build Arts and Cultural Leadership

GOAL:

The City and its partners demonstrate arts and culture leadership by supporting and guiding arts and culture initiatives.

Advancing arts and cultural leadership, in addition to investment in organizational development, can be achieved through enhanced partnerships and collaborations with community groups. This requires intentional and strategic fostering of local leadership, nurturing partners so they can achieve aims set out in agreements, grant investments, and certain actions in the implementation of this plan. Advocating for arts and culture with other levels of government is another important role for the City and its community partners as BC municipalities continue to bear most of the costs in cultural development.

There is also an opportunity for growing understanding of a "culture for culture" across the City. This strategic understanding of the opportunity for arts and culture to play a key role across City functions is critical to the next stage of cultural development in Richmond.



RAGA Board Of Directors 2023–2024

OBJECTIVE 4.1:

Attract, engage and develop prominent leaders to advocate and invest in arts and culture.

Supporting Actions:

1. Invest in training and professional development of arts and cultural organizations that includes board development, philanthropy and donor development.
2. Expand partnerships with local post-secondary institutions.
3. Support advocacy at all levels of government for increased funding and support for arts and culture, including through BCCoalition.ca.

OBJECTIVE 4.2:

Connect creative producers and enable partnerships among organizations.

Supporting Actions:

1. Encourage collaboration among and across creative industries and broader cultural sector.
2. Establish a Cultural Roundtable for ongoing dialogue and engagement, and convene organization leaders within the local community ecosystem on a regular basis.
3. Connect organizations and creative producers to the tools, training and supports that are vital to their work.
4. Increase opportunities for emerging artists and creatives to lead and teach in City spaces.
5. Expand professional development, mentorship and skill-building opportunities for artists, administrators and cultural organizations.
6. Foster partnerships with and among under-represented groups to foster knowledge-sharing as well as individual and organizational development.

OBJECTIVE 4.3:

Ensure 'culture is at the table' by increasing the integration of arts and culture at a strategic level in City planning.

Supporting Actions:

1. Ensure a cultural lens is integrated at a strategic level throughout City departments (such as Community Social Development, Recreation and Sport, Business Services, Climate and Environment, and Policy Planning).
2. Link the *Arts Strategy Update* to other City planning initiatives.
3. Raise organizational awareness of the benefits of arts and culture to achieve their goals towards building a resilient community.
4. Leverage data from community engagement processes and connect, where applicable, to arts and culture development.
5. Increase opportunities to encourage a 'creative bureaucracy' in alignment with the City's value of 'Innovation' where creative thinking, innovative solutions and risk-taking are welcomed.

6. Support and encourage intergovernmental coordination.
7. Seek opportunities to hire emerging arts administrators through work placements, internships and mentorships.
8. Provide volunteer opportunities through arts, culture and event programs.



Art at Work Program: Applying for Public Art Calls Writing Workshop

Ongoing work

The City and its partners will continue to:

- Deepen the understanding of the strategic role of the arts in achieving economic and social aims of the City in the community and within City leadership.
- Partner with arts advocates, community leaders, influencers and other levels of government and collaborate with Richmond Arts Coalition in the community to achieve common outcomes.
- Encourage and support the capacity-building of Richmond Arts Coalition and similar organizations to be a vital voice for the arts.
- Foster partnerships between the arts, Indigenous communities, business, all levels of government and educational sectors to support arts and cultural initiatives.
- Invest in and provide mentoring support to cultural organizations through the Arts and Culture grants program.
- Promote opportunities for artists via online tools and social media including the Richmond Artists Directory e-newsletter.
- Provide funding for community-driven events and foster opportunities for local residents to engage in the arts in their

neighborhoods.

- Encourage collaboration of visual, literary and performing arts with the Richmond Public Library and museums regarding programming and resources.
- Include non-traditional creative activities and industries (e.g. video game design) in the development of events, creative programming and educational offerings.
- Strengthen connections with School District No. 38 and community organizations to increase arts opportunities and experiences.
- Offer an array of lecture series, seminars, panels and community dialogues on arts, culture and heritage issues (such as the Lulu Series and Richmond Art Gallery programs).
- Support community groups to delegate at Council with annual reports; for example, from Richmond Arts Coalition and Gateway Theatre.
- Foster and create new collaborations and partnerships across the City and with non-arts organizations.



Youth Art Mart,
youth-led craft market



STRATEGIC DIRECTION 5: Activate Public Spaces Through (and for!) the Arts

GOAL:

People can access affordable spaces for creative participation and production and enjoy arts and culture in their everyday lives.

Richmond is recognized as a leader across Canada in public art. In today's context, art in public spaces extends into creative placemaking where residents and visitors can enjoy the intentional transformation of spaces through creative strategies. Ensuring there are well-designed cultural amenities that keep pace with the city's growth is also critical; the challenge of cultural spaces in Canadian cities is a growing issue as artists and creative producers get priced-out of city centres.

OBJECTIVE 5.1:

Work towards meeting the demand for creative spaces and cultural facilities.

Supporting Actions:

1. Upon completion of the Richmond Arts Facilities Needs Assessment (RAFNA), conduct feasibility studies as appropriate, and direct resources to address identified needs.
2. Pursue changes to existing City-owned arts facilities in response to changing community demand for cultural programming.
3. Conduct Richmond real estate inventory for underused spaces, for potential creative use.
4. Work with developers to provide cultural amenities and creative spaces identified through the RAFNA.
5. Integrate arts and cultural facilities at village scale to enhance equitable service levels.
6. Prioritize the creation and preservation of affordable spaces for arts production/rehearsal space, performance, and exhibition to prevent artists from being priced out of the community.

Key Spaces and Facilities Challenges for the BC Arts Sector:

- ▶ New Provincial legislation significantly impacts the City's ability to secure amenities within much of the City Centre
- ▶ Loss of existing spaces due to developments that do not incorporate cultural space use
- ▶ Lack of flexible programming space for creative placemaking
- ▶ Preserving existing spaces
- ▶ Lack of increased operational funding for cultural facilities, and new arts infrastructure funding generally at provincial and federal levels

7. Encourage arts incubator spaces for emerging artists and organizations.
8. Facilitate public performance and space activation (eg. busking).
9. Utilize the City's Enhanced Accessibility Design Guidelines when planning facility upgrades, new facilities and infrastructure improvements, and maintenance schedules, and engage people with disabilities in early planning phases to identify opportunities to expand the Guidelines for specific and changing access needs in cultural amenities.

OBJECTIVE 5.2:
Generate creative spaces and cultural amenities in new developments.

Supporting Actions:

1. Continue to work towards the development of a distinctive arts and entertainment district including the provision of a destination arts facility.
2. Encourage the development of arts spaces and hubs in alignment with complete communities model, circular economy principles and energy and emissions planning.

Richmond Cultural Centre
Annex lounge and gallery



Summer Fun in the Plaza,
Minoru Centre for Active Living



OBJECTIVE 5.3: Prioritize creative placemaking.

Supporting Actions:

1. Improve awareness across City departments and integrate where possible creative placemaking as a way to both enhance communities and achieve City goals such as transportation, community wellness, social development, tourism, economic development and community planning.
2. Ensure that creative placemaking is considered in the City's broader urban planning policies.
3. Ensure grant programs offer opportunities for community-led creative placemaking projects that support cultural resonance, community wellness, IDEA, environmental sustainability, and economic vitality.
4. Establish parameters and guidelines for cultural amenity opportunities from development.
5. Construct more all-weather public gathering spaces for creative activity, festivals, congregation and networking.

What is creative placemaking?

Creative placemaking is a collaborative approach to designing and enhancing public spaces that focuses on the needs, identity, and aspirations of the local community. It is an evolving field of practice that intentionally leverages the power of the arts, culture and creativity to serve a community's interest while driving a broader agenda for change, growth and transformation in a way that also builds character and quality of place.

Positive outcomes for communities include:

- ▲ Strengthened social connections
- ▲ Improved physical and mental health and wellness
- ▲ Increased sense of belonging and community pride
- ▲ Healthier local economies
- ▲ Enhanced perceptions of safety and comfort
- ▲ Opportunities to support climate action and resilience

6. Use public art and cultural programming to reimagine public spaces with an eye to creative placemaking.
7. Prioritize initiatives that animate public space in ways that:
 - resonate culturally with equity-deserving groups
 - consider/address accessibility needs and barriers for people with disabilities
 - maintain quality of life, biological diversity and a resilient natural environment
 - support local businesses and neighbours
8. Develop capacity-building programs for local artists and creators, particularly those from equity-deserving groups, to build their skills in creative placemaking and boost civic empowerment.
9. Offer and encourage arts engagement opportunities in spaces beyond the walls of traditional venues including unconventional spaces.
10. Incorporate creative wayfinding elements to improve navigability and visibility to cultural events and venues.

Ongoing work

The City and its partners will continue to:

- Support dedicated affordable artist housing and studios, such as through the ARTS units in Capstan Village and artist-in-residence programs.
- Identify partnership opportunities with developers to ensure a creative visual realm.
- Support and encourage activation of the Capstan Arts District as in the *City Centre Area Plan*, with the provision of affordable creation, administrative, live/work and presentation space.
- Review and, as necessary, revise rental and facility booking processes with an eye to addressing availability needs within the arts community.
- Increase visual and performing arts opportunities in public spaces to showcase Richmond artists such as through the Urban Infrastructure Artist Roster and The Annex Gallery, as well as signature festivals.
- Identify and make creative use of the built environment and civic facilities, such as animating Minoru Plaza with markets, events and pop-up activities.
- Encourage the use of existing spaces within public institutions for other creative uses.
- Offer subsidized creation space to artists and non-profit arts organizations at community facilities.
- Ensure that City-operated arts spaces have technological resources and flexibility to accommodate emerging forms of presentation, exhibition and storage.
- Support the retention and development of high-calibre arts experiences and education in community centres, City-operated facilities and public spaces.
- Work across City departments to provide arts opportunities including art in the public realm and artist-in-residence programs.

A Distance Transformed
by Raymond Boisjoly,
ARTS units in Capstan Village



The Mic Drop children and youth open mic night at Richmond Cultural Centre Annex lounge

Our Planning Context

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Artist Vanessa Mercedes Figueroa
leading arts programs for young artists,
Richmond Cultural Centre Annex

What has changed?

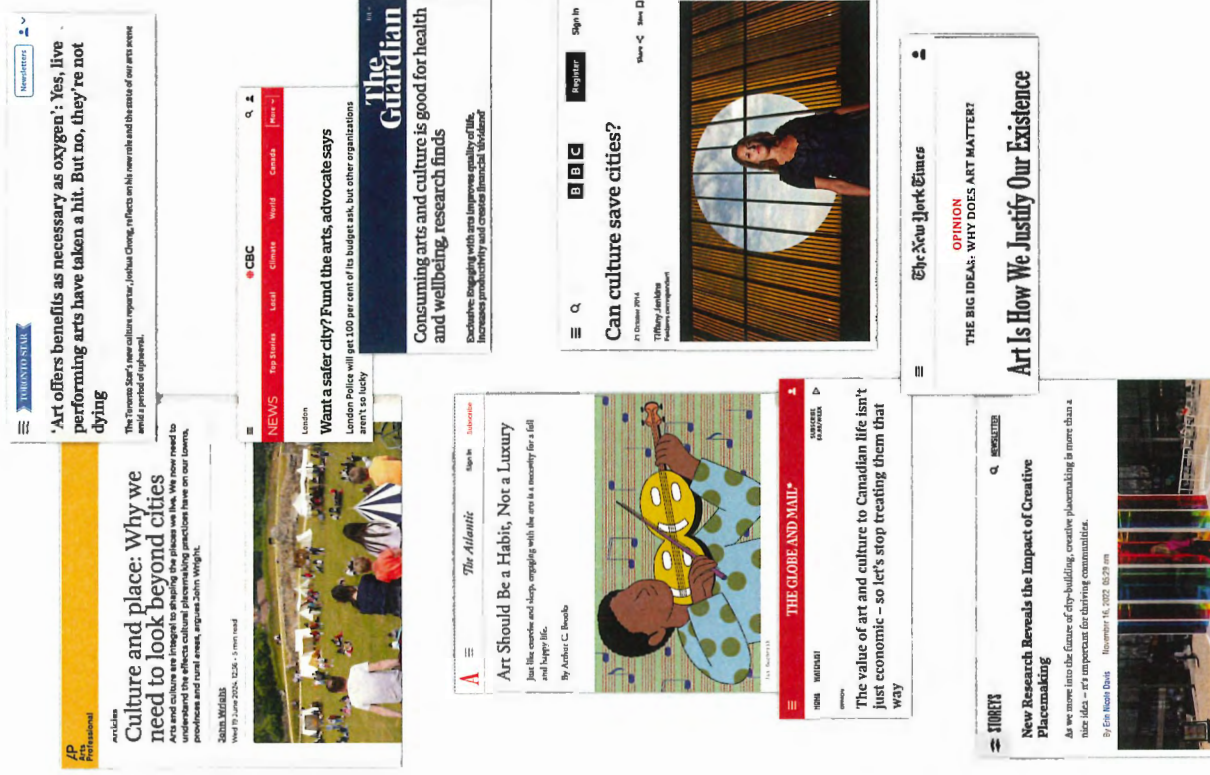
Much of the implementation of the *ArtWorks: Richmond Arts Strategy 2019–2024* occurred over the pandemic years, impacting the arts sector and society generally.

During this period we developed and grew new online programs, re-launched HowArtWorks.ca as a resource hub, mobilized the arts in response to urgent themes (such as identity, local ecology, and Truth & Reconciliation), and saw a substantial increase in participation with the opening of new creation and exhibition spaces in the Cultural Centre Annex, including an expanded Media Lab. Free festivals continued to spark civic pride as did the community mural program (34 murals and counting), launched in 2020.

Meanwhile, Canada today is facing increasing challenges around affordability (particularly housing), rising socio-political polarization, health and climate urgency, the rise of AI, and other issues. In Richmond, recent provincial legislation has made it more difficult to secure cultural (and other) amenities through density bonusing in the City Centre.

At the same time, there is an increased awareness of the immeasurable value that arts and culture contribute to cities and neighbourhoods, and most importantly to each other in our day-to-day lives.

With expanding research, there is now a prevailing recognition that arts and culture impact our economies and planning, can play a role in climate mitigation, support personal and community wellness and so much more.



Major Sector Shifts and Trends

In the broader context of planning, important trends in Canada's nearly \$60 billion cultural industry will continue to have a significant influence on arts management and programming over the next five years.

Key considerations:



The ongoing impacts of the COVID-19 pandemic on communities and the arts sector



The role of technology and changing nature of work through artificial intelligence (AI)



The climate crisis and the role arts and culture plays in mitigating climate change



The affordability crisis; cost of living and cost of art-making/creative spaces are too high



The rise of socio-political-cultural polarization



Innovations in the arts by and for those with lived experience of disability



Scaled-back corporate sponsorships and public arts funding



Shifting from passive consumption of arts and culture to more participatory arts experiences



Supporting Actions that advance Truth and Reconciliation



Lifecycle of arts organizations: many arts organizations in BC are having difficulty moving to an established phase and/or shifting into a turnaround mode after a period of gradual decline



Creating safer and more inclusive spaces for community dialogue through the arts (e.g. social-change arts practices)



Generational shifts in arts audiences and increased arts experiences for families



New operating models for arts organizations that are more entrepreneurial in nature



Outdoor arts, creative placemaking and co-activations of spaces



With further capacity-building within community groups, a shift in the City's role to be more of a facilitator and convener than a direct-supplier of services



Changes in provincial legislation that affect land use planning

Art's Role in Addressing Climate Change

In recent years, British Columbia and Richmond have seen significant changes in climate and weather that show that, now more than ever, it is time to act in service of positive environmental practices. Because the arts and culture sector relies on both primary (extraction and agriculture) and secondary (manufacturing and construction) sectors of the economy, (i.e. the burning of fossil fuels) it is implicated in producing carbon emissions that contribute to the climate crisis.¹ Artists and cultural workers in Canada have begun to recognize their own responsibility to reduce their negative impacts on the environment, and act more sustainably through climate mobilization.

The arts and culture sector also holds a unique position in society, in that it can be a voice for change. In the introduction to *The Green Sessions: A Day of Learning*, a series of recorded talks and panels organized by Soulpepper Theatre Company, the organizers write: "We believe that artists have an essential part to play in the climate battle. We know that our role as storytellers and communicators can be instrumental in delivering a societal shift."² Therefore, the ability to raise awareness and be leaders in climate action is one of the sector's strongest tools for mitigating environmental impact.

Accessible Arts for the Inclusion of People with Disabilities

In 2021, BC enacted the Accessible British Columbia Act, the first provincial accessibility legislation of its kind in BC. It works to identify, remove and prevent barriers for people with all types of disabilities so that they can fully and equally participate in all aspects of community life. One of the requirements of the Act for all municipalities (and other public-sector organizations including, schools, school districts and health authorities) as to develop accessibility plans to promote the inclusion of people with disabilities in civic life.

Compliance with accessibility legislation alone, however, does not create truly inclusive spaces. In a cultural space, accessibility for people with disabilities does not just apply to the infrastructure, or the physical accessibility, but also to the artistic programming, and the mission and vision of the institution. Taking a more multi-dimensional approach to accessibility demonstrates to people with disabilities that they are desired in a space. Investing in accessibility, therefore, offers cultural spaces new ways to expand their viewership.³

People with disabilities are not just audiences—they are artists and creators, too! Too many disabled artists and arts workers are still only included as a way to achieve diversity metrics or to fulfill funding requirements. "Interest in accessibility is surging," says Eliza Chandler, Artistic Director of the non-profit Tangled Art + Disability, "but there's still a long way to go."⁴

- 1 Lesimple, Heloise. "Decarbonizing Culture #1 Understanding the Ecological Impact of Cultural Activities." LeCAKE: Common Art Knowledge Europe. Available online: <https://www.lecake.eu/understanding-the-ecological-impact-of-cultural-activities>
- 2 Soulpepper Theatre Company. "The Green Sessions: A Day of Learning." [Video] September 21, 2021. Available online: <https://www.youtube.com/playlist?list=PLCLYXw6-iwZtoa22qExiRwlyR1mg-MIA9fi>
- 3 Lazar, Carolyn. "Accessibility in the Arts: A Promise and a Practice." *Recess New York*. 2019. Available online: <https://promiseandpractice.art>
- 4 Sandals, Leah. "8 Things Everyone Needs to Know About Art and Disability." *Canadian Art*. March 13, 2016. Available online: <http://canadianart.ca/features/7-things-everyone-needs-to-know-about-art-disability>

Artificial Intelligence (AI) in the Arts and Culture Sector

Artificial Intelligence (AI) is computer technology that is designed to perform tasks such as solving problems, recognizing patterns, understanding language and making decisions. AI systems use data and rules to learn and improve over time. According to Imagine Canada, only 31% of Canadians “trust AI,” which is 19% lower than the global average.⁵

In the arts and culture sector, concerns over intellectual property, loss of value for human labour and the spreading of misinformation are widely discussed topics.⁶ There are also discussions on how AI can be used within artistic and creative work, and how over-prescriptive policy may stifle the creative and innovative potential of the technology.

The technology is still new and while there are no AI-specific actions indicated in this *Arts Strategy 2025–2030*, future Strategies are likely to do so, considering that decision-makers must strike a balance between the risks and opportunities of AI, understanding its effects on economic, social and cultural well-being.⁷



Youth-led skill session,
Richmond Youth Media
Program

- 5 Emily Jensen. “What trends will impact charities and nonprofits in the third quarter of 2024?” *Imagine Canada*. August 12, 2024. Available online: <https://imaginecanada.ca/en/360/what-trends-will-impact-charities-and-nonprofits-in-the-third-quarter-of-2024>
- 6 Canadian Heritage. “Government of Canada partners with Mila to guide the development of a cultural data strategy for artificial intelligence.” September 13, 2024. Available online: <https://www.canada.ca/en/canadian-heritage/news/2024/09/government-of-canada-partners-with-mila-to-guide-the-development-of-a-cultural-data-strategy-for-artificial-intelligence.htm>
- 7 Kelly Wilhelm. “Social and cultural impacts of AI: A seat at the policy table.” *Cultural Policy Hub*, OCAD. January 22, 2024. Available online: <https://culturalpolicyhub.ocadu.ca/news/social-cultural-impacts-of-ai>

Richmond Today*

The City of Richmond, located on Canada's west coast, is defined geographically by its dynamic, natural boundaries, the North and South arms of the Fraser River and the Pacific Ocean. The 17-island city's identity is in part shaped by its natural splendor, but is also understood for its historical and present-day associations to agriculture, aviation, the fishing industry, migration, intercultural exchange and more.

An edge city, Richmond is highly accessible, home to the Vancouver International Airport (YVR) and minutes from Vancouver, neighbouring municipalities and the US border. The Canada Line rapid transit system and its five stations located in City Centre and developing neighbourhoods connect residents and visitors to Metro Vancouver and the South Coast region.

First designated a city in 1990, Richmond has seen a rapid growth in population and has evolved into a vibrant, culturally diverse community with a mix of residential, commercial and industrial areas, as well as waterfront and tourism destinations, community amenities, parks and natural environments.

Now the fourth largest city in Metro Vancouver, Richmond currently represents 7.9% of the population in the region. With a reported increase of almost 6% between 2016 and 2021, Richmond's population continues to grow with 60% of residents born outside of Canada. Among newcomers (immigrants who arrived within past five years between 2016-2021) 77% originate from China, the Philippines, India and Hong Kong.

*Source: City of Richmond Hot Facts Series, **Statistics Canada

Known for its cultural diversity, **Richmond has the largest racialized population as a percentage of the total population (80%)** in the region**. Almost half (46%) of all residents, 96,275 individuals, reported English as the language most commonly spoken at home. Following English, Mandarin (with 37,000 speakers or 18% of Richmond's population) and Cantonese (with 36,515 speakers or 17% of Richmond's population) were the second and third most common languages spoken at home. Meanwhile, many residents report not knowing their neighbours and the sense of social connectedness is rated lower in Richmond than in other regions, particularly for those who are new immigrants.

Richmond is known as an active community with engaged citizens and community organizations, and a rich array of amenities and facilities that includes 140 parks totalling 871 hectares of park plans, 136 kms of trails and 87 kms of on-road cycling paths. Agriculture is an important part of the local economy; 39% of the City's land base, approximately 4,993 ha (12,338 ac), is within the Agricultural Land Reserve.

Richmond is also marked by a changing age distribution. There was a 53% increase in 70- to 74-year-olds, and a 16% decrease in 15 to 24-year-olds between 2016 and 2021. The *Richmond Seniors Strategy 2022-2032* suggests that ~40% of the population will be 55+ years by 2036. This ten-year action-oriented framework guides the City and partners in supporting Richmond's fastest growing age group. Nationally, Millennials (born 1981-1996) are the fastest growing generation, representing 22.5% of Richmond's population.



55+ Facility Pass Dance Group, West Fest at West Richmond Community Centre

Community Profile By The Numbers*



242,000

= Richmond's estimated population in 2025



60% of Richmond residents were born outside of Canada, representing 140 different ethnicities. This is the highest proportion of immigrants in Canada (125,600 people).



Richmond was the 4th largest recipient of recent immigrants to BC in 2021, with **13,705** arrivals—following Vancouver, Surrey and Burnaby.



In 2021, **80%** of Richmond's population identified as a member of a racialized community—the highest proportion of any municipality in BC and the second highest in Canada.



46% reported having earned their high school diploma or equivalent, or college, CEGEP or other non-University education.



41% of residents aged 25 and over reported having a university certificate, diploma or degree at a bachelor level or higher as their highest level of completed education.



61% of Richmond's labour force stays in the city to work. Richmond is an employment magnet, with more people coming here each day to work than leaving to work elsewhere.



\$79,000

= median 2020 household total income.



71% of residents own a home.



After English, Mandarin and Cantonese are the languages spoken the most often or on a regular basis in **45%** of homes.

Richmond residents are generally healthy, live longer, feel less stressed, have healthier weights, less chronic disease, smoke and drink less than other comparison communities in BC but need improvement in the areas of active living, mental and physical wellness, and a sense of belonging.



*Source: Statistics Canada, 2021 Census unless otherwise noted

How Richmond Supports and Invests in Arts and Culture*

The City wears many hats, acting as a supporter, presenter, facilitator, communicator, investor and facility operator

Supporter



Community Art Exhibitions
26 exhibitions in **6** locations including Richmond City Hall



Richmond Arts Awards
57 nominations
96 award recipients recognized since 2009



Culture Days
93 registered activities* by **80** local arts groups and individuals
 *Ranked Number 1 in BC, Number 3 in Canada for medium-sized cities; in Top 10 overall



Richmond Arts Centre
 provided **10+** arts groups **5,586** hours of room rentals at a subsidy of **\$122,800**

Presenter



Festivals
5 signature events showcasing **300+** local artists and performers
120+ performances
155,000+ attendees

Facility Operator



Richmond Cultural Centre
458 hours room rentals by cultural organizations at subsidized rates



Arts Programs in the Richmond Cultural Centre/Annex
985 arts courses
54 professional instructors
8,500+ students registered



Richmond Art Gallery
15 exhibitions in the gallery and offsite presenting **36** artists
2456 school program participants
58 free public programs in-person and online with **2,062** participants
10,335 YouTube video views



Artists-in-Residence
11-month Branscombe House Artist-in-Residence
3 Artists-in-Residence as part of Engaging Artists in the Community Program



Gateway Theatre*
57 performances and **41** rental events
119 professional artists
11,437 audience members
554 hours of theatre education
200 students enrolled

*Operated by Richmond Gateway Theatre Society with support of City of Richmond



Richmond Media Lab
106 media arts courses
69 Richmond Youth Media Lab members spent **4,200** hours at the Media Lab



Community Centres*
2,189 visual arts, dance & music courses
12,096 registered participants
 *Delivered by Community Associations Plus: Libraries, Museums and Heritage sites that partner with Arts Services

Communicator



Arts & Culture eblasts
6 special edition eblasts
700+ subscribers

Art at Work Program

5 free professional development workshops for artists & organizations

How Art Works

Instagram
90 posts
3,455 followers

282 participants in-person, online and via on-demand Youtube

Facilitator



Film Office
110+ individual filming requests
670 Richmond business supported by the film industry
\$13.7 million+ spent on production-related goods and services such as costumes, catering, automobile rentals and more
 * 2024 statistics represented unless otherwise noted

Investor



Arts & Culture Grants Program
\$127,364 to **21** organizations



Public Art Program
446 artworks to-date
40 new works

17 Richmond artists contracted for civic art commissions
12 community group partners
29,970+ hours of community participation in the Engaging Artists in the Community Program to-date

The Impacts and Benefits of Arts and Cultural Development

Thriving communities understand that building pride of place, through engaging arts and cultural programs, strengthens both community participation and economic development. The economic and livability benefits of cultural development have led to an understanding that arts amenities and services are not just a “nice to have” or a “frill” in local and regional governments. Increasingly, arts and cultural development is included in the foundational suite of municipal services offered to strengthen a community’s cultural identity and grow its creative economy.

FUN FACT

Arts and culture tourism has triple the economic impact of other types of tourism!

An arts-invested community:



Builds interpersonal ties and promotes volunteering



Improves residents’ sense of belonging and attachment



Increases inclusion and celebrates diversity



Builds community identity, social networks, and local pride



Fosters a creative milieu that spurs economic growth in creative industries



Provides opportunities for dialogue—through art—on challenging topics



Contributes to wellbeing, mental health and emotional health



Attracts tourists, businesses, new residents and investors



Improves quality of life

The following themes, adapted from the Canada Council for the Arts' Impact of the Arts assessment,⁸ capture the impacts of the arts in Canada and beyond.

Art Improves Quality of Life, Health and Wellbeing

Learning new skills when creating a work of art can improve self-control and confidence in one's abilities. These activities maintain neurological function, stimulate growth, and recruit pathways crucial to cognitive function. The World Health Organization⁹ found the arts play a major role in preventing, managing, and treating illnesses, as well as promoting health and wellbeing. Engagement in performance-based arts have been linked to reductions in stress, depression and other forms of pain.¹⁰ Moreover, the arts can provide opportunities to network, bond over new projects and share experiences which further a sense of community.



Grandparents by
Jean Bradbury, Cook
Elementary School

Art Builds Communities

Participation in arts and culture is known to boost civic engagement and social cohesion in communities. When we experience culture — a theatre piece, book, concert, etc. — that addresses a social issue or conveys a new perspective, we gain a better understanding of humanity and the diverse groups we live amongst. Dance, music, and visual arts transcend language and offer a public dialogue that bridges differences between cultural, racial and ethnic groups. In a study conducted by Nanos Research,¹¹ nearly two thirds of culture-goers said attending arts and cultural events had a positive or a somewhat positive impact on their sense of belonging to Canada.

Celebrations of cultural diversity promote community pride and provide an opportunity for individuals to engage with new perspectives and traditions.

A Stronger Economy Through Art

Arts and culture play an important role in promoting economic goals through local regeneration, developing talent, creating jobs, spurring innovation and attracting tourists. Statistics Canada estimates that cultural industries (including broadcasting, film and video, interactive media, design, journalism and crafts) contribute an estimated \$60 billion in direct contribution to Canada's GDP and more than 850,000 jobs.¹² According to the Canada Council for the Arts, arts and culture tourism has triple the economic impact of other types of tourism.

8 Canada Council for the Arts, Impact of the Arts, n.d.

9 World Health Organization, What is the Evidence on the Role of the Arts in Improving Health and Well-being? A Scoping Review, Health and Well-being, 2019.

10 The Guardian, Consuming arts and culture is good for health and wellbeing, research finds, 2024

11 Nanos Research, Nearly two thirds of culture-goers say attending arts and cultural events has a positive impact or a somewhat positive on their sense of belonging to Canada (Business/Arts, NAC and Nanos Research), 2024

12 Statistics Canada, Provincial and Territorial Cultural Indicators, 2022

Arts Strategy: Scope and Progress

Building on *ArtWorks: Richmond Arts Strategy 2019–2024*, the development of the *Arts Strategy 2025–2030* took into consideration the goals and vision for Richmond as outlined in the Official Community Plan (OCP) and related City Plans and Strategies. These documents were among many more assessed on how they support arts development in Richmond and an updated Arts Strategy:

- Council Strategic Plan
- Official Community Plan
- City Centre Area Plan
- Youth Strategy
- Social Development Strategy
- Affordable Housing Strategy
- Homelessness Strategy
- Collaborative Action Plan to Reduce and Prevent Poverty in Richmond
- Cultural Harmony Plan
- Richmond Accessibility Plan
- Community Wellness Strategy

The linkages identified between Richmond’s planning documents form a nested relationship of overlapping goals and outcomes for the City that, together, contribute to the development of excellent and accessible arts programs and spaces that represent the unique needs and opportunities of Richmond.

Key Findings of the Document Scan:

- The City of Richmond supports the arts through the continued development of an Arts District, promoting tourism and creative business opportunities, and through public celebrations such as festivals and public art.
- Arts and culture can be used to raise awareness about and find creative solutions to climate issues.
- Arts and culture are a central to complete communities.
- Arts and culture are integral to social and physical well-being, and have a role to play in education on social issues, inclusion and community wellness.
- There are more opportunities to be explored in order to respond to the Calls to Action from the Truth and Reconciliation Commission.
- Partnerships, relationships and collaborations are key to integrating demographic and cultural representation within the arts. Priority relationships include:
 - Youth
 - Seniors/Older Adults
 - Cultural and ethnically-diverse communities
 - People with disabilities
 - Organizations with a mandate to advance accessibility and inclusion
 - 2SLGBTQI+
- Financial accessibility to the arts (affordability) is as important as accessibility of spaces, programs and communications.

What We Heard

PRCS - 74

Cast of Oliver!
Set Design: Ryan Cormack.
Lighting Design: Sophie Tang.
Costume Design: Donnie Tejani.
Photo by David Cooper



Engagement Summary

The *Arts Strategy 2025–2030* is informed by internal and external engagement. The project team gathered feedback from the following engagement activities*:

- Four **Community Roundtable** Workshops
- Two Inter-departmental Staff Sessions
- Two Sounding Boards at Richmond Cultural Centre and Annex during Culture Days
- One online Community Questionnaire

All engagement data collected in 2024–25 builds upon the original engagement for *ArtWorks: Richmond Arts Strategy 2019–2024*, which was reviewed and discussed by both staff and community.

In 2018, the project team gathered in-depth feedback and ideas from the community via an online survey, a series of community dialogue events and more than 30 pop-up kiosks and sounding boards across the city.

A 25-member multi-generational and multicultural Task Group—mirroring various aspects of life in Richmond, including representatives from local arts and cultural organizations, businesses and independent artists—was essential to ensuring the final document appropriately reflects community input. In addition to receiving more than 470 completed surveys, in both English and Chinese, approximately 500 additional pieces of feedback were collected through our various activities.

* See **APPENDIX**, page 53

The **Community Roundtable** is an interest holder working group with representation from across Richmond's creative ecosystem, including:

- ▶ Emily DeBoer, Artist
- ▶ Paul Defour, Board member, Richmond Arts Coalition
- ▶ Ceri Chong, Director, Destination and Industry Development, Tourism Richmond; Richmond Public Art Advisory Committee Member
- ▶ Sandra Ciccozzi, Healthcare professional and member of community arts non-profit organization, Richmond Potters' Club
- ▶ Jonathan Der, Associate Conductor, Chamber Music Director, Richmond Delta Youth Orchestra
- ▶ Catherine Jule, District Administrator, Early Learning & Arts, Richmond School District No. 38
- ▶ Rita Kompst, Musqueam Artist
- ▶ Ian Lai, Manager, Feeding Futures, Richmond School District No. 38; Former Executive Director, Urban Bounty (Richmond Food Security Society)
- ▶ Barbara Tomasic, Executive Artistic Director, Gateway Theatre
- ▶ Toni Zhang McAfee, Director/Curator, Lipont Gallery
- ▶ Debra Zhou, Board member, Richmond Art Gallery Association; Director of Development, Chinese Canadian Museum

Ongoing, New and Emerging Themes

In *ArtWorks: Richmond Arts Strategy 2019–2024*, the following themes that emerged from the engagement process continue to be relevant for the *Arts Strategy 2025–2030*:

- Improving and increasing arts and cultural infrastructure
- Expanding public awareness and understanding of the arts
- Positioning Richmond as an arts destination
- Reflecting diversity, and increasing accessibility and inclusion
- Leveraging the impacts of the arts to address social, economic and other goals

The following additional themes in the *Arts Strategy 2025–2030* emerged in addition, or in response, to those above:

1. Climate Action

While, as with most sectors, the arts are implicated in the production of carbon emissions, many artists have long worked with natural and/or reclaimed materials, as well as created (often community-engaged) works that help to raise awareness about climate change. *ArtWorks: Richmond Arts Strategy 2019–2024* was silent on the issue of climate action, so with the enthusiastic agreement of interest holders, the Arts Strategy Update aims to address this omission. Richmond's climate action goals as outlined in the *Community Energy and Emissions Plan* (2022) are now reflected in Objectives 3.3, 5.2 and 5.3.

2. Accessibility

Although accessibility was a key element of *ArtWorks: Richmond Arts Strategy 2019–2024*, the recently adopted *Richmond Accessibility Plan* has increased the urgency to pay more attention to this multifaceted issue. Interest holders identified the potential to weave accessibility throughout the document among many strategic directions, taking care to consider the needs of a growing seniors population and of people with disabilities. This is reflected in Objectives 1.1, 2.1, 2.3, 5.1 and 5.3.

3. Infrastructure and Resources for Arts

As it was in *ArtWorks: Richmond Arts Strategy 2019–2024*, the need for additional infrastructure and resources for the arts was perceived as a priority. Interest holders reiterated a desire for more venues for art-making, performance, and showcasing, while raising awareness for the need to protect existing affordable spaces for arts production, performance and exhibition. Additionally, the interest holders were concerned with the equitable distribution of cultural infrastructure and programming, indicating the desire to ensure everyone in Richmond has access, especially underserved and equity-deserving groups. This is reflected in Objectives 2.1, 2.2, 2.3, 2.4, 3.2, 5.1 and 5.2.



Hidden Stories of the Bioverse
by Andrea Hoff
with students of
Dixon Elementary
in partnership
with Engineering
Sustainability

4. Funding, Capacity-Building and Strategic Partnerships

Interest holders were concerned with funding, capacity-building and partnership opportunities available for arts organizations in Richmond. Suggestions included revitalizing the Arts and Culture Grants Program, with a focus on sustainability, growth and collaboration, as well as fostering partnerships between the arts, business, government, First Nations and educational sectors to support arts and cultural initiatives. This is reflected in Objectives 1.1, 3.1, 3.2, 3.3, 4.1, 4.2, 4.3 and 5.3.

5. Leadership, Advocacy and Cultural Awareness

Cultural awareness and literacy could be improved, with interest holders recommending education campaigns to illustrate the importance of municipal arts and culture services and the infrastructure required to support them. Cultural leadership from the City and advocacy on behalf of cultural liaisons, ambassadors, community leaders, influencers and local politicians, were also noted as essential for increasing cultural awareness in Richmond. This is reflected in Objectives 1.1, 1.2, 4.1, 4.2 and 4.3.

6. Engagement, Marketing and Communications

Building upon the 2019–2024 strategy, increased awareness of Richmond’s cultural offerings was identified as a key priority, but with a specific interest to develop clear, accessible marketing and communications strategies for promotion. Interest holders indicated that engagement should reach under-represented populations in meaningful ways, addressing socio-cultural polarization and exclusion, and ensuring arts are available to all social groups. This is reflected in Objectives 1.1, 1.2, 4.2, 4.3, 5.1 and 5.3.

7. Programming

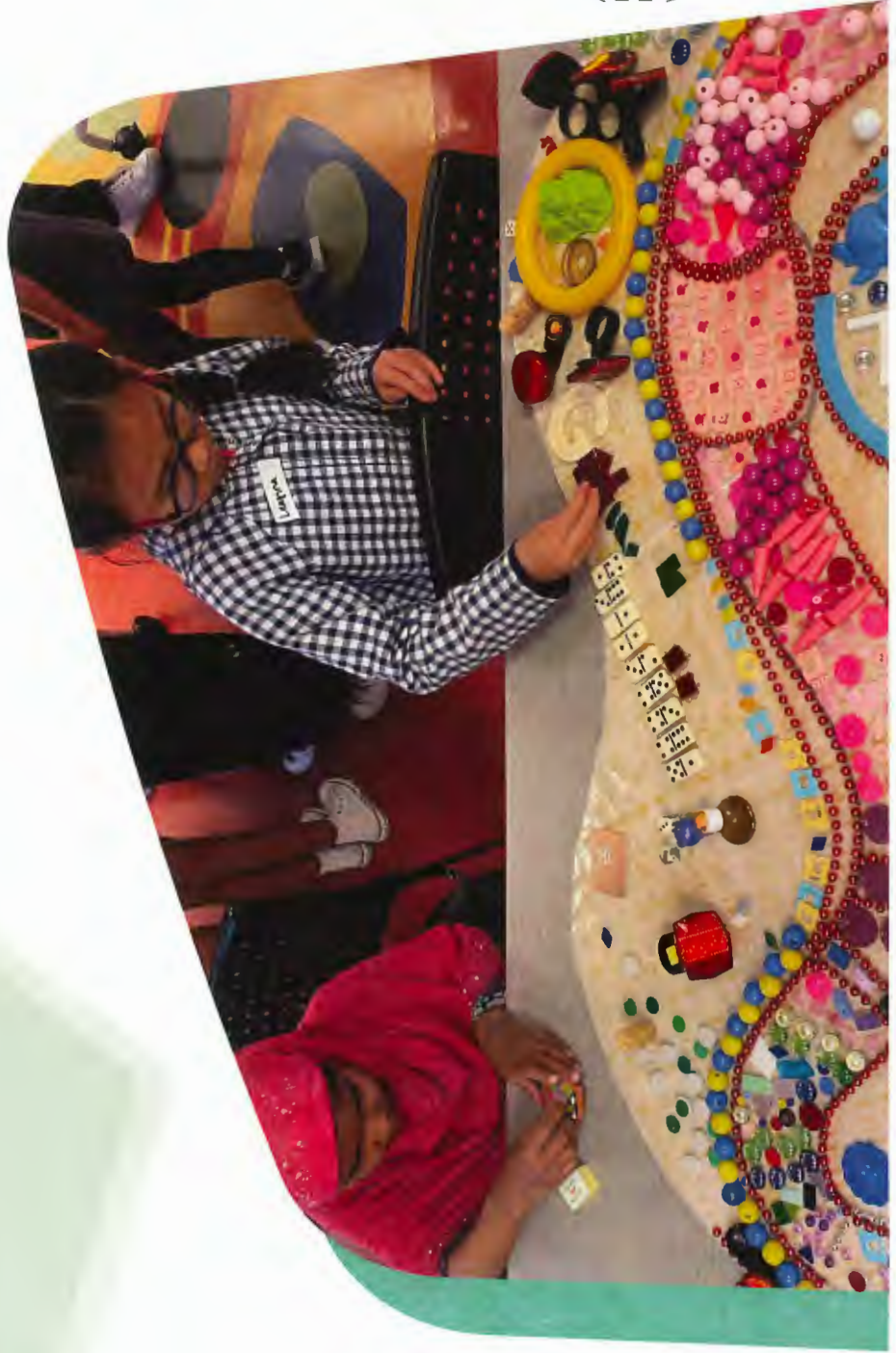
Interest holders indicated a continued desire for a wide range of new or expanded cultural and top artistic programming, catering to various age groups, cultural backgrounds, and levels of experience, and offered at more convenient times. There was also interest in dedicating resources to increase the focus on Indigenous programming, education on Truth and Reconciliation, and support for Elders as culture keepers. This is reflected in Objectives 2.1, 2.2, 2.3, 2.4, 4.3 and 5.3.



Opening ceremony of
Richmond Cultural Centre
Annex, February 9, 2024

Moving Forward

PRCS - 78



Arts Club at
Richmond Public
Library, partnership
with Art Truck

Implementation, Evaluation and Communication

The *Arts Strategy 2025–2030* encompasses a broad range of creative and cultural assets and resources that, much like the role of creativity, are integrated into many aspects of everyday life in Richmond including business, tourism, gastronomy, public spaces, well-being and more, all part of a sustainable and healthy creative ecosystem.

Identifying leading and supporting partners will contribute to the implementation of the *Arts Strategy 2025–2030*, while continued community participation will ensure the *Arts Strategy 2025–2030* may be assessed, adapted and revised in response to changing needs.

This *Arts Strategy 2025–2030* is a “living document,” and will be supported by an updated implementation plan indicating:

- actions categorized into recommended phases
- lead and partner roles, and opportunities for further collaboration
- measurable outcomes as a means to monitor progress

This Implementation Framework provides a guide for more detailed, tactical actions, and pave the way forward for the City’s decision-making in arts activities and investment over the next five years.

Sharing the *Arts Strategy 2025–2030* is essential to building wider awareness, excitement and momentum. Communications opportunities include, but are not limited to:

- A multilingual communications strategy to local media and the Richmond community, including the use of social media platforms for the City, partner groups and interest holders;
- A widely advertised launch event(s) with community members, City representatives and partners to raise awareness and excitement around the strategy and its directions;
- Release of Strategy updates through HowArtWorks.ca, City e-newsletter and other distribution networks; and
- Linking the directions of the Strategy with community events throughout the calendar year to carry out engagement activities and active plan linkages.



Marlene Yuen, *Peace Together*; Jesse Birch, *Cups for Richmond Art Gallery with Born Broken*, Photo: Michael Love (Foodways)

Acknowledgements

INTER-DEPARTMENTAL STAFF TEAM

- Claire Adamson, Manager, Community Social Development
- Dee Bowley-Cowan, Program Manager, Events
- Suzanne Carter-Huffman, Program Manager, Urban Design
- Zoë Chan, Curator, Richmond Art Gallery
- Rebecca Clarke, Manager, Museums & Heritage Services
- Yvonne Comfort, Manager, Community Recreation Services
- Shaun Dacey, Director, Richmond Art Gallery
- Jessica Jang, Arts Programmer
- Debi Jones, Community Facilities Coordinator, Minoru Centre for Active Living
- Shannon Kaplun, Project Engagement Associate, Climate & Environment
- Loryn Legear, Community Facilities Coordinator, South Arm Community Centre
- Christine Nesbitt, Research Planner 2

RICHMOND CITY COUNCIL

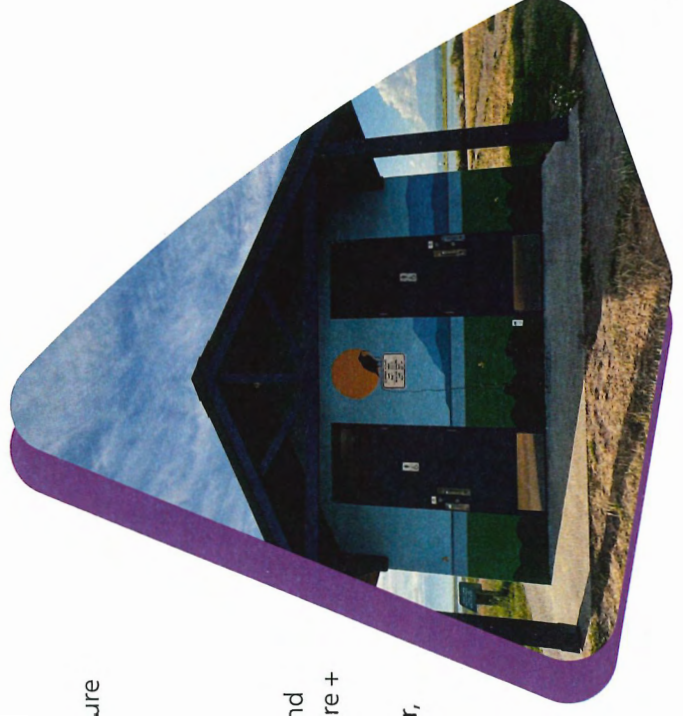
- Mayor Malcolm Brodie
- Councillor Chak Au
- Councillor Carol Day
- Councillor Laura Gillanders
- Councillor Kash Heed
- Councillor Andy Hobbs
- Councillor Alexa Loo
- Councillor Bill McNulty
- Councillor Michael Wolfe

CITY OF RICHMOND STAFF

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- Todd Evanger, Community Arts Coordinator
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- Liesl Jauk, Manager, Arts Services

PROJECT CONSULTANTS

- Patricia Huntsman, Project Lead and Principal, Patricia Huntsman Culture + Communication
- Justine Bochenek, Cultural Planner, Patricia Huntsman Culture + Communication



A Walk in the Park by Fiona Tang,
Trail Washroom at Terra Nova Park

APPENDIX

Where we are now: State of the Arts in Richmond

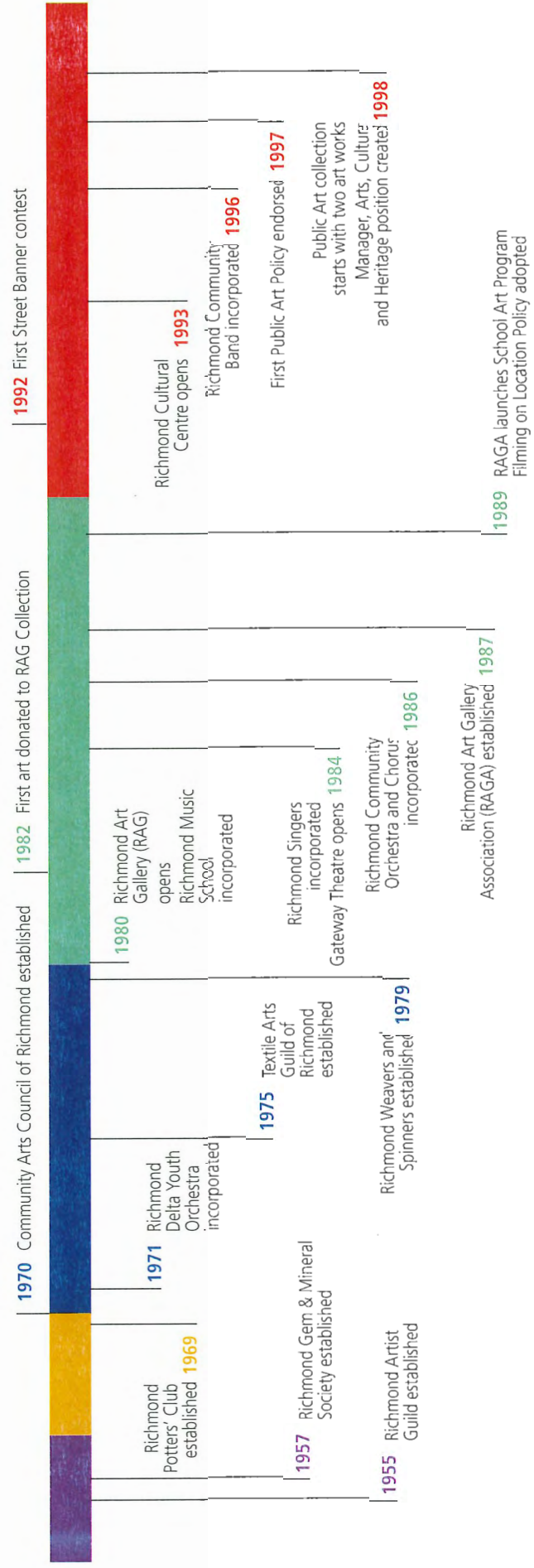
In 2004, the City adopted its first Arts Strategy with the aim to make Richmond a city with a thriving cultural life where opportunities for participation in the arts at all levels are accessible, artists feel they have a place and are seen as contributing to the community, cultural industries are welcomed, and cultural activity is visible and supported.

Since then, there has been significant civic investment to increase the capacity of artists and arts organizations, offer high-quality festivals and arts programs, and showcase Richmond's artistic talent. Whether taking part in an international celebration like the 2010 Winter Olympic Games, or working through unprecedented global pandemic restrictions, local artists were integral to instilling community connection, pride, identity and spirit.

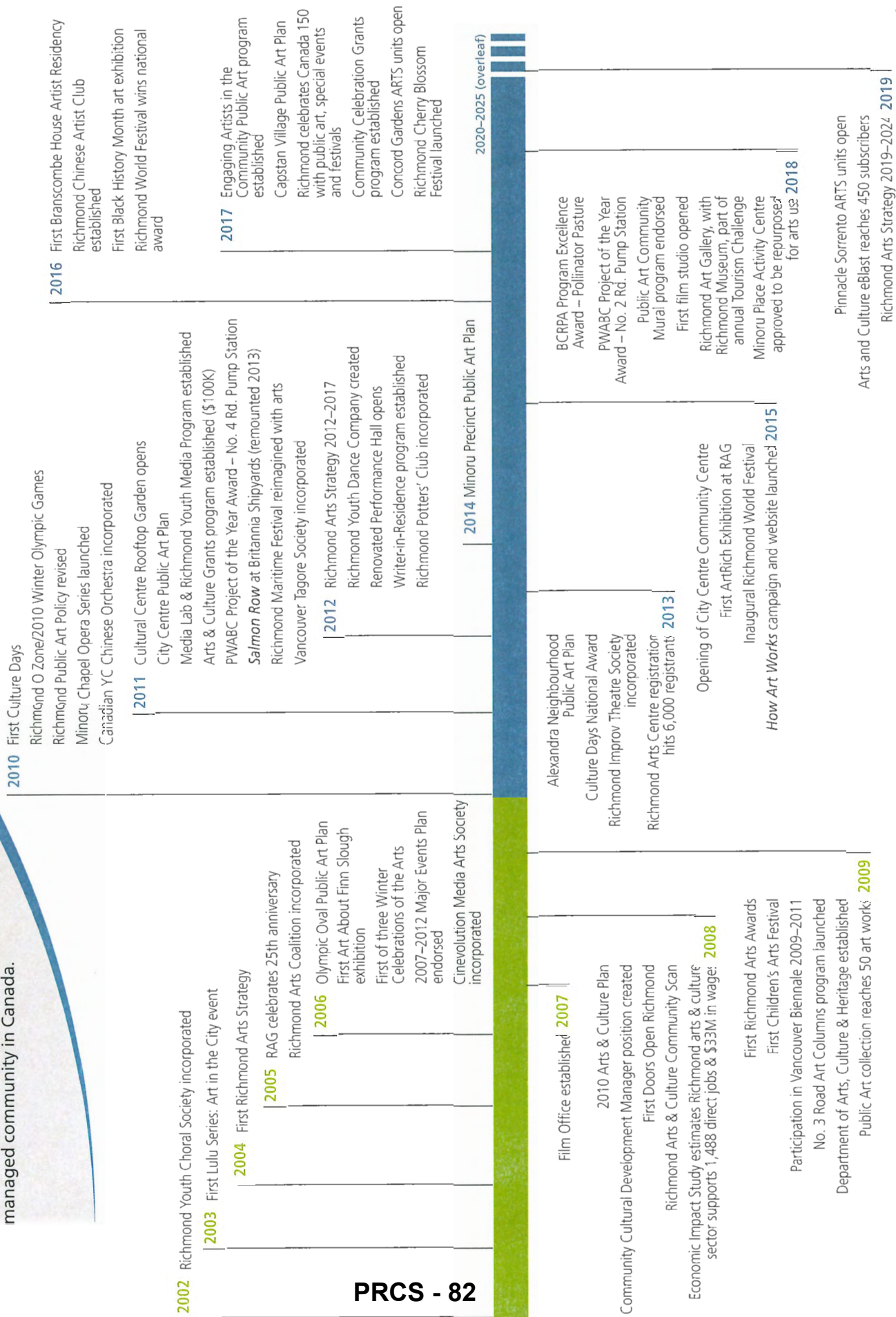
The 2004 Arts Strategy was updated in 2012 and again in 2019 following extensive public engagement to produce *Artworks: Richmond Arts Strategy 2019–2024*. These strategies share an ongoing commitment to:

- Improving and increasing arts and cultural infrastructure
- Expanding public awareness and understanding of the arts
- Positioning Richmond as an arts destination
- Reflecting diversity, and increasing accessibility and inclusion
- Leveraging the impacts of the arts to address social, economic and other goals

As noted in Strategic Direction 4 (page 20), addressing these will depend on building leadership at grassroots community levels in addition to a continued strong civic commitment.



Richmond's arts development has a critical and increasingly strategic role in the City's aspiration to be the most appealing, livable and well-managed community in Canada.



Where we are now: State of the Arts in Richmond (continued)

2020 COVID-19 pandemic announced by World Health Organization
#RichmondHasHeart launches with projects by Richmond artists including mail art, memorial shrines and face mask designs
Sexsmith Artist Studios open
Gateway Theatre presents *Home for the Holidays* online musical revue
National Indigenous Peoples Day celebrated with week of virtual programs
40th anniversary of the Richmond Art Gallery

Arts and Culture eBlast hits 500+ subscribers and @howartworks Instagram reaches 800+ followers
HowArtWorks.ca relaunched as main arts portal
Community mural program installs six murals including *Stages of Bloom* at Gateway Theatre
National Day for Truth & Reconciliation established

2021

2022 Richmond hosts Arts BC Conference
Brown Road Artist Studios open
75th anniversary of Steveston Salmon Festival
Blue Cabin Floating Artist Residency begins two-year tenure at Imperial Landing
Hand-woven blanket by Debra Sparrow commissioned by City and installed at Council Chambers entrance
Community Arts Council of Richmond presents first *Faces of Richmond* exhibition for BC Seniors' Week
\$92K from Dept of Canadian Heritage funds *Mosaic Firefly* artist-led project promoting inter-generational and intercultural understanding

2023 Richmond added to Netflix in Your Neighbourhood film tourism initiative
Arts and Culture eBlast hits 700+ subscribers as enews service transferred to Richmond Arts Coalition
Sea to Sky by Thomas Cannell wins Creative City Network of Canada Award of Excellence for Public Art
Children's Arts Festival adds "chill-out zone" for neuro-diverse participants
Minoru Centre for Active Living launches summer concerts series on plaza
20th annual Richmond Maritime Festival
Inaugural Richmond Art Walk organized by Lipont Gallery in partnership with Tourism Richmond

2025 Public art walking tour program launched in Capstan Village
Richmond Arts Strategy 2025-2030
Richmond Arts Facility Needs Assessment (pending)
Richmond Art Gallery & Association Strategic Plan 2025-2030 (pending)

Blue Cabin Floating Artist Residency at Imperial Landing



2024

Opening of Richmond Cultural Centre Annex
Operation of pottery studio in Cultural Centre transferred to Richmond Potters' Club
Richmond Signature and Community Event Plan 2025-2029
Neighbourhood Block Party Program established
15th Anniversary of Culture Days
Gateway Theatre opens 40th anniversary season
Inaugural exhibition at The Annex Gallery
@howartworks social media reaches 3,445 followers
Public Art collection reaches 357 art works
Council unanimously approves Duck Island redevelopment plan as entertainment and tourism district

APPENDIX

Engagement Activities by the Numbers



Steveston Takarajima Group at
Richmond Maritime Festival

Activity	Who was engaged?	Dates	# Participants
Community Roundtables (two in-person + two online workshops)	Key Interest Holders and Community Members	Sep 11, Nov 19, Nov 27, Apr 15	11, 12, 11, 9
Two in-person sessions with Inter-departmental Staff Team	Interdepartmental Staff Working Group	Sep 4, Nov 21	18, 15
Sounding Board (Adults) at Richmond Cultural Centre & Annex	General Public	Sep 21–Oct 13 (Culture Days)	216
Sounding Board (Youth/ Children) at Richmond Cultural Centre & Annex	General Public	Sep 21–Oct 13	65
Community Questionnaire (Let's Talk Richmond)	General Public + Community Associations	Sep 17–Oct 14	81
TOTAL # ACTIVITIES			TOTAL
9			392*

* Lower than total above, as
Community Roundtable & Staff
participated multiple times



PRCS - 85

Children's Arts Festival, featuring
Vancouver Chinese Lion and Dragon
Dance Team