



General Purposes Committee

Anderson Room, City Hall
6911 No. 3 Road

Monday, March 7, 2016
4:00 p.m.

Pg. # ITEM

MINUTES

- GP-5** *Motion to adopt the **minutes** of the meeting of the General Purposes Committee held on February 15, 2016.*



DELEGATIONS

- GP-11** 1. Diane Sugars, Executive Director, CHIMO Community Services, accompanied by Neena Randhawa, Coordinator, Outreach and Advocacy, to provide an update on CHIMO's "**Vacant House Project**."

COUNCILLOR BILL McNULTY

2. **PROPOSED TRIP TO PIERREFONDS – LATE MAY 2016**
(File Ref. No.) (REDMS No. 4939276)

GP-14

See Page GP-14 for full report

RECOMMENDATION

That the updated report on Pierrefonds be received for information.



CHIEF ADMINISTRATIVE OFFICER'S OFFICE

3. **SISTER-FRIENDSHIP CITIES YOUTH TABLE TENNIS TOURNAMENT**

(File Ref. No. 01-0130-01) (REDMS No. 4928351)

GP-16

See Page GP-16 for full report

Designated Speaker: Amarjeet Rattan

STAFF RECOMMENDATION

That Council support the Richmond Sister City Advisory Committee initiative to organize the 2016 Sister-Friendship Cities Youth Table Tennis Tournament as outlined in the February 22, 2016 report from the Director of Intergovernmental Relations and Protocol Unit.



FINANCE AND CORPORATE SERVICES DIVISION

4. **STEVESTON BUSINESS DEVELOPMENT ALLIANCE FUNDING REQUEST**

(File Ref. No.) (REDMS No. 4925581 v. 2)

GP-24

See Page GP-24 for full report

Designated Speaker: Neonila Lilova

STAFF RECOMMENDATION

- (1) *That the request for funding in the amount of \$30,000 towards a feasibility study of Steveston businesses and property owners to determine the level of support for the establishment of a Business Improvement Area in Steveston, as detailed in a letter to the City by the Steveston Business Development Alliance, dated February 11, 2016, be declined; and*
- (2) *That the Steveston Business Development Alliance be notified in writing of the above decision.*



5. **CHIEF LICENCE INSPECTOR APPOINTMENT**

(File Ref. No.) (REDMS No. 4928853)

GP-37

See Page GP-37 for full report

Designated Speaker: Cecilia Achiam

STAFF RECOMMENDATION

- (1) *That the part of Resolution (R09/6-4), relating to the appointment of Glenn McLaughlin as Chief Licence Inspector, be rescinded; and*
- (2) *That Ms. Carli Edwards be appointed as the Chief Licence Inspector for the purpose of carrying out the statutory duties prescribed in Section 60 of the Community Charter and in accordance with Business Bylaw No. 7360.*



COMMUNITY SERVICES DIVISION

6. **RICHMOND CELEBRATES CANADA 150 – PROPOSED PROGRAM**

(File Ref. No. 03-0900-01) (REDMS No. 4906708 v. 9)

GP-39

See Page GP-39 for full report

Designated Speaker: Dave Semple

STAFF RECOMMENDATION

- (1) *That the Canada 150 projects as detailed in the report titled “Richmond Celebrates Canada 150 – Proposed Program,” dated February 11, 2016 from the General Manager, Interagency Programs and Steveston Waterfront Major Initiatives, be approved;*
- (2) *That funding in the amount of \$1,200,000 be allocated from the Council Community Initiatives Fund to fund the new events;*
- (3) *That \$560,000 be transferred from the Major Events Provisional Fund to support Maritime Festival 2017, Richmond World Festival 2017 and Days of Summer 2017;*
- (4) *That the 5 Year Financial Plan (2016-2020) Bylaw be amended to include an additional expenditure of \$1,760,000; and*
- (5) *That staff bring forward a report outlining criteria and a funding source for a Canada 150 Community Celebration Funding Program as outlined on page 5 of this staff report.*



General Purposes Committee Agenda – Monday, March 7, 2016

Pg. #

ITEM

ADJOURNMENT





General Purposes Committee

Date: Monday, February 15, 2016

Place: Anderson Room
Richmond City Hall

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

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

MINUTES

It was moved and seconded

That the minutes of the meeting of the General Purposes Committee held on February 1, 2016, be adopted as circulated.

CARRIED

DELEGATIONS

1. (1) With the aid of a PowerPoint presentation (copy on file, City Clerk's Office), Richmond Hospital Foundation represented by Kyle Shury, Board Chair, Chad Pederson, Chair Stakeholder Relations, and Natalie Meixner, President and CEO, spoke on the need for a new acute care tower for Richmond Hospital, noting that:
 - the Foundation is seeking support from the City in their advocating efforts to build a new acute care tower for Richmond Hospital;

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- the original building is structurally deficient and would sustain damage in a moderate earthquake;
- the number of available hospital beds has not kept pace with the population of Richmond;
- Richmond has a significant senior population that require specialized services;
- Richmond Hospital has reached capacity, however patients are not turned away;
- a survey commissioned by the Foundation shows there is support for a new acute care tower from Richmond residents;
- Vancouver Coastal Health (VCH) has placed Richmond Hospital as the second priority behind proposed expansion of Lions Gate Hospital;
- other communities are vocal in their advocacy for improving health care facilities in their region;
- The Foundation is committed to raising \$40 million, but will need a Provincial commitment;
- a new acute care tower will take approximately five to seven years to design and build; and
- the Foundation has met with local Members of the Legislative Assembly (MLAs) on the matter.

Discussion ensued with regard to (i) the timeline to construct the acute care tower, (ii) patients from outside Richmond using the hospital, (iii) discussing the proposed hospital improvements with local MLAs and the Minister of Health, and (iv) the need to prioritize the proposed hospital improvements.

In reply to queries from Committee, Ms. Meixner, noted that (i) some patients require specialized care outside of Richmond, (ii) the Foundation is active in community engagement and will lead efforts to fundraise for the proposed acute care tower, and (iii) Provincial support for the proposed acute care tower is required in addition to funds raised by the Foundation.

Discussion then ensued with respect to (i) advocating for the proposed acute care tower in advance of the upcoming Provincial election, (ii) support expressed by VCH on the proposed acute care tower, and (iii) working conditions of Richmond Hospital staff.

In reply to queries from Committee, Ms. Meixner advised that the Foundation is a charitable organization and is detached from VCH. She added that the Foundation will require partnerships with VCH and the Province to complete the proposed project.

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Discussion ensued regarding (i) the deficiencies in the current building, (ii) the capacity required to address the care needs of an ageing population, and (iii) the additional resources required for modern medical care.

In reply to queries from Committee, Ms. Meixner noted that the Foundation is active in community engagement and that support from the City and community stakeholders will encourage Provincial support of the proposed hospital improvements.

It was moved and seconded

- (1) *That letters be sent to the Premier, Minister of Health, Richmond Members of the Legislative Assembly, the Chair of Vancouver Coastal Health and the President of Vancouver Coastal Health, requesting an immediate commitment from the Province to build a new Richmond Hospital Acute Care Tower for completion within five years; and*
- (2) *That a letter be sent to Richmond Members of the Legislative Assembly requesting that they provide written confirmation of their support for a new Richmond Hospital Acute Care Tower.*

CARRIED

- (2) Debbie Tablotney, Board Chair, Donna Sargent, Board Vice-Chair, Sherry Elwood, Superintendent of Schools, and Mark De Mello, Secretary Treasurer, School District No. 38 (Richmond), briefed Committee on the District's long term facilities plans and school closure process, noting that:
 - the District has completed the public engagement phase consisting of online surveys and open houses;
 - through public engagement, background information on issues affecting the District was provided;
 - District staff are now in the process of applying the school closure policy to identify four to five schools for potential closure;
 - the District will keep Council informed on the school closure process; and
 - the District staff will continue to work with the City to identify possible uses for closed and surplus sites.

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In reply to queries from Committee, Mr. De Mello noted that the District's target of four to five school closures was partly determined by enrollment efficiency rates, which the Province uses to prioritize schools for seismic remediation. He added that schools would require an enrollment efficiency rate of 90-95% in order to be considered for seismic remediation and that potential schools considered for closure would be small to medium sized.

Discussion ensued with respect to (i) prioritizing seismic upgrades in schools, (ii) the enrollment efficiency rate set by the Province, and (iii) future capacity needs of schools in the city.

In reply to queries from Committee, Ms. Sargent noted that the community needs differ and may not reflect the standardized enrollment efficiency rate mandated by the Province for seismic remediation.

Discussion took place regarding (i) the portion of funds kept by the District when school sites are closed or sold, (ii) the ownership of school land, and (iii) the projected increase in residential development and the future need for schools.

In reply to queries from Committee, Ms. Tablotney noted that the District monitors city development to anticipate future demand for schools.

Discussion then ensued regarding (i) the potential impact of a younger enrollment age for kindergarten, (ii) the varying capacity of schools in the city, (iii) historical acquisition of land for school expansion in the city, and (iv) alternative options to liquidating District sites such as land swaps, repurposing buildings and leasing.

COUNCILLOR HAROLD STEVES

2. **GEORGE MASSEY TUNNEL REPLACEMENT PROJECT**

(File Ref. No. 10-6350-05-08) (REDMS No. 4915030 v. 2)

Discussion ensued with regard to (i) how the proposed George Massey Tunnel Replacement (GMTR) project has evolved from the previous six-lane proposal to the current bridge proposal, (ii) stakeholder proposals to consider future shipping terminals and dredging along the Fraser River, (iii) options proposed by stakeholders for the removal of the tunnel or constructing a deeper tunnel, and (iv) the potential impact of the GMTR project on surrounding municipalities.

As a result of the discussion, the following **motion** was introduced:

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It was moved and seconded

- (1) *That the City of Richmond request that the Provincial Government provide copies of all reports and studies - including but not limited to business plans, feasibility studies, technical studies, seismic studies, and/or environmental impact studies - that relate to the original plan to twin the George Massey Tunnel and/or provide Rapid Bus service that were considered during the period from 2006 to 2008; and that if necessary, that the foregoing request be made as an official Freedom of Information request; and*
- (2) *That a letter be sent to the Auditor General requesting comments on the process leading up to the decision related to the George Massey Tunnel Replacement Project.*

CARRIED

COMMUNITY SERVICES DIVISION

3. STEVESTON HISTORIC SITES BUILDING COMMITTEE TERMS OF REFERENCE 2016

(File Ref. No. 06-2350-01) (REDMS No. 4892948 v. 5)

It was moved and seconded

That the Steveston Historic Sites Building Committee Terms of Reference as detailed in the staff report titled "Steveston Historic Sites Building Committee Terms of Reference 2016," dated January 29, 2016, from the Senior Manager, Parks, be approved.

CARRIED

FINANCE AND CORPORATE SERVICES DIVISION

4. APPOINTMENT OF ACTING CORPORATE OFFICER

(File Ref. No. 05-1400-01) (REDMS No. 4910068)

It was moved and seconded

That Dovel Buie, Acting Manager, Legislative Services, be appointed as an Acting Corporate Officer for the purposes of carrying out statutory duties prescribed in section 148 of the Community Charter in the absence of, or as directed by, David Weber, Director, City Clerk's Office (Corporate Officer).

CARRIED

General Purposes Committee
Monday, February 15, 2016

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (5:05 p.m.).

CARRIED

Certified a true and correct copy of the
Minutes of the meeting of the General
Purposes Committee of the Council of the
City of Richmond held on February 15,
2016.

Mayor Malcolm D. Brodie
Chair

Evangel Biason
Legislative Services Coordinator

“Vacant Home Project”



Richmond house slated for demolition that currently houses 6 street-homeless men

(Image: Global News, January 14, 2016)

Background:

- Began in 2013 as a test arrangement between Chimo Community Services and local developer Balandra Development.
- Vacant properties that were slated for demolition/redevelopment but were otherwise liveable were provided as temporary housing to clients who were homeless or at risk of homelessness.
- The arrangement led to successful outcomes, resulting in additional housing opportunities and other local developers coming forward.

Statistics:

- Since 2013, over 26 individuals have received temporary housing under this initiative, most of whom were deemed high-barrier and difficult-to-house through traditional means. The majority of individuals have since gone on to secure permanent housing.
- Approximately 10 properties were provided by 4 local developers as temporary housing for periods ranging from 3 months to a year.

How it works:

- Developer commits to providing vacant property in liveable conditions. Updates regarding plans for the property should be provided to the occupants and Chimo as soon as possible, including a minimum 30-day notice to vacate when the property needs to be returned. The developer will also take on the role of landlord for the residents.
- The developer continues to pay for all costs associated with maintaining the property as they would if the property was left vacant. Specifically, this includes the cost of property tax and utilities. The developer must also maintain insurance for the property.

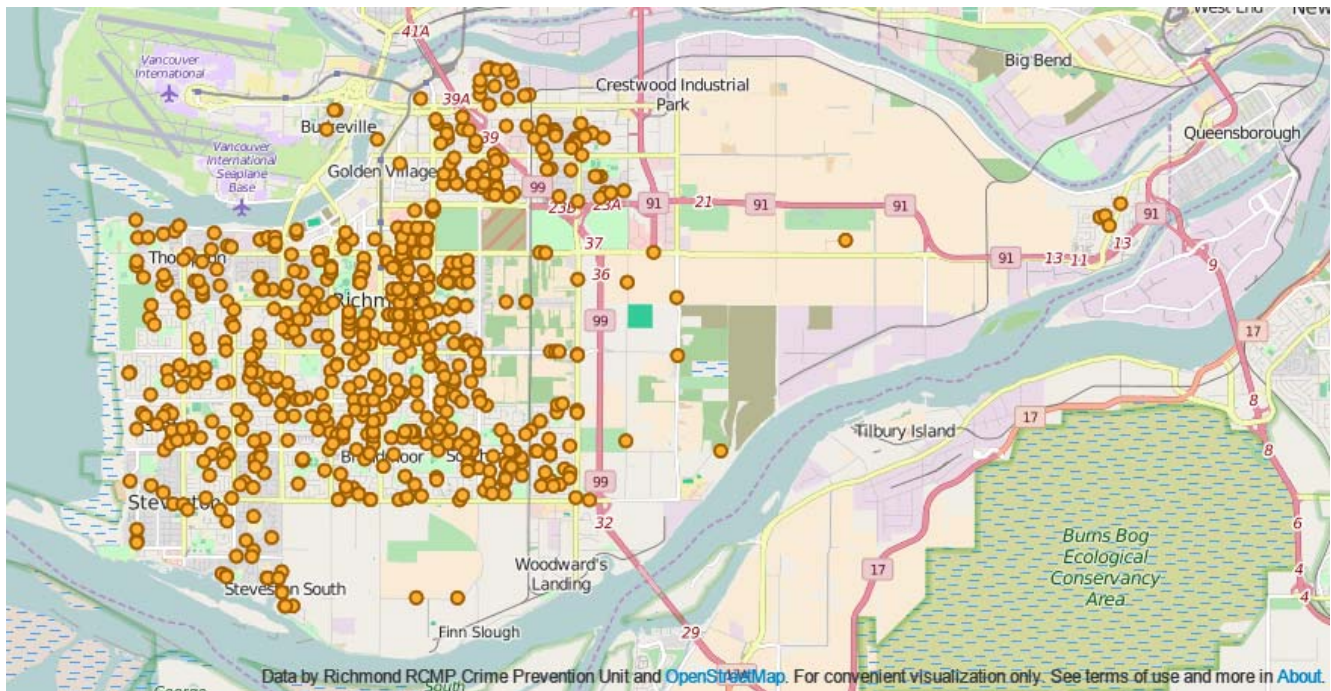
- Chimo (and/or a partnering organization) will provide fully robust, wraparound services to the clients in obtaining or maintaining stable income, finding permanent housing, as well as addressing other barriers that may have prevented them from pursuing alternate housing options. Chimo will also act as an intermediary between clients and developers as needed, and to assist with addressing issues that may arise during the occupancy.

Chimo's Wraparound Service Map



Benefits to Developer

- For developers, providing vacant homes as temporary housing can serve as a cost saving measure as security related expenses will be minimized if the properties will be occupied.
- For the individuals housed, temporary housing provides a safe space and valuable time that allows them to plan and tend to other critical needs, such as securing income/employment, health concerns, and finding permanent housing..
- For the general community, less vacant homes means reduced risk of vandalism, break-ins, and other forms of property damage, leading to an increased sense of security in the neighbourhood.



(Image: Criminal Activity Map, City of Richmond)

- 709 incidents of break and enters recorded in Richmond in 2015.

Cost benefits to City of Richmond

- A **reduction in vacant properties equals a reduction of potential targets for criminal activities**, leading to reduced enforcement and administrative costs for the city and the community.
 - o A 2009 study in Baltimore found that **each vacant property increased the city's police and fire expenditures by an average of \$1,472 every yearⁱ**.
 - A study conducted in British Columbia discovered that the province's **homeless population currently costs the public system \$55,000 per person per yearⁱⁱ**, but if every homeless person were instead provided with **adequate housing and supports, they would require just \$37,000** — saving the province \$211 million.
- **Annual Vacant Property Costs to the City - \$1472 per property**
 - **Cost of one homeless person per year to the public system \$55,000**
 - **Cost to house one homeless person \$37,000**
 - **Cost per year for Chimo to run the Vacant House Project \$55,000**

Cost breakdown:

Chimo has housed 26 people over 2 years in 10 houses

$$1472 \times 10 =$$

$$14,720 + (55,000 \times 26 \text{ people}) =$$

\$1,444,720 overall cost that Chimo saved the City of Richmond



To: General Purposes Committee

Date: March 2, 2016

From: Bill McNulty
Councillor

File:

Re: **Proposed Trip to Pierrefonds – Late May 2016**

Background and Purpose

The City of Richmond has had a Sister City relationship with Pierrefonds since 1967. In 2002, the City of Pierrefonds was merged into Montreal and now is considered a borough of Montreal named Pierrefonds-Roxboro.

The last significant activity with Pierrefonds was a visit by two City Councillors to Richmond during the Vancouver 2010 Olympics and a subsequent visit by Mayor Worth on July 1, 2010. The City of Richmond also received, to commemorate the 45th anniversary of the Sister City Relationship with Pierrefonds, a painting from the Mayor of Pierrefonds. Since then, there has been very little interaction.

The purpose of this trip is to visit Mayor Beis of Pierrefonds to discuss whether this Sister City Relationship is still viable and relevant and consider future Sister City activities between the 2 cities.

Delegation and Itinerary

Delegation would consist of five (5) people:

- 1 City of Richmond Staff
- Vice Chair of Pierrefonds Subcommittee
- 3 Members of Pierrefonds Subcommittee

Proposed date would be in late May 2016. Itinerary would be as follows:

Day 1

- Fly to Montreal
- Arrive in the late afternoon
- Have a casual dinner with representatives from Pierrefonds

Day 2

- (Morning) Spend touring various monuments in Pierrefonds commemorating Sister City relationship with Richmond
- (Afternoon) Visit Pierrefonds City Hall to provide gift to Pierrefonds commemorating 50th Anniversary of Sister City relationship (in 2017) and meeting with Mayor Beis to discuss future Sister City relationship
- (Dinner) Hosted dinner

Day 3

- (Morning) Tour sport hosting facilities in Pierrefonds/Montreal
- (Afternoon) Fly back to Vancouver

Proposed Budget

- Plane tickets (5 economy tickets): \$2,000
- Accommodations (5 Rooms x 2 Nights x \$250/night): \$2,500
- Meals (breakfast inclusive in hotel, Day 1 dinner (5 x \$50), Day 2 lunch (5 x \$25)): \$375
- Transportation: \$200
- Gift for Pierrefonds hosts and commemorative gift to City Hall: \$500
- TOTAL BUDGET = \$6,700

Recommendation

That the updated report on Pierrefonds be received for information.

Bill McNulty
Councillor
(604-276-4134)

Tony Kwan
Vice Chair Pierrefonds Subcommittee
Sister City Advisory Committee



City of Richmond

Report to Committee

To: General Purposes Committee

Date: February 22, 2016

From: Amarjeet S. Rattan
Director, Intergovernmental Relations and
Protocol Unit

File: 01-0130-01/2016-Vol
01

Re: Sister-Friendship Cities Youth Table Tennis Tournament

Staff Recommendation

That Council support the Richmond Sister City Advisory Committee initiative to organize the 2016 Sister-Friendship Cities Youth Table Tennis Tournament as outlined in the February 22, 2016 report from the Director of Intergovernmental Relations and Protocol Unit.

Amarjeet S. Rattan
Director, Intergovernmental Relations and Protocol Unit
(604-247-4686)

Att. 2

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

Staff Report

Origin

The City of Richmond has enjoyed a Sister City relationship with Pierrefonds, Quebec since 1967 and Wakayama, Japan since 1973. The City of Richmond formed a Friendship City relationship with Qingdao, China in 2008 and a Sister City relationship with Xiamen, China in 2012.

The Richmond Sister City Advisory Committee (SCAC) has a current three year activity plan (2014-2016) which includes a range of youth related community initiatives. This report provides details of a proposed Youth Table Tennis Tournament with teams from Xiamen, Qingdao and Richmond.

This report supports Council's 2014-2018 Term Goal #5 Partnerships and Collaboration:

Continue development and utilization of collaborative approaches and partnerships with intergovernmental and other agencies to help meet the needs of the Richmond community.

Analysis

The current three year SCAC activity plan has a budget of \$127,000 for a range of SCAC initiatives (**Attachment 1**). These activities include annual student exchanges with Wakayama and proposed youth exchange activities with Pierrefonds, Xiamen and Qingdao.

As part of this three year activity plan, the SCAC would like to organize a table tennis sport exchange with Xiamen and Qingdao for 2016. They would like to invite each city to bring student table tennis teams to participate with Richmond teams in this tournament that will be held July/August 2016 in the City of Richmond.

The SCAC proposal (**Attachment 2**) estimates a budget of \$20,500 for organizing this event. The tournament would be co-hosted by the Canadian Chinese Table Tennis Foundation (CCTTF) and the Canadian Foundation for Transnational Investment & Culture (CFTIC). Dinner sponsors include the Shandong Natives Association of BC and the Xiamen Natives Association of Canada. The co-hosts and sponsors would be responsible for \$12,000 of the event budget and the SCAC would provide support of \$8,500 to complete the budget.

The format of the tournament would be 4 teams per city including Richmond. Each city would have two male teams and two female teams with players in the 12–18 year age range. The SCAC will work with the Richmond School District to organize local student teams to participate in the tournament. The tournament would take place at the Richmond Olympic Oval where the CCTTF holds its ongoing team activities.

Based on the success of the 2016 tournament, the SCAC would explore the possibility of making this an annual event with the format of hosting in a different sister-friendship City each year.

Financial Impact

The current 3 year Sister City Activity Plan has allocated a 2016 budget of \$14,000 for sport exchange activities between Richmond and the cities of Xiamen and Qingdao. The SCAC is requesting that Council approve a total of \$8,500, from this allocation, to support organizing a youth table tennis tournament with our China sister and friendship cities to be hosted in Richmond.

Conclusion

The Richmond Sister City Program's primary focus is to foster activities with the Richmond Community and its Sister/Friendship cities in projects and youth exchanges that promote cultural awareness and joint learning opportunities. The SCAC proposed 2016 Youth Table Tennis Tournament will provide an opportunity for students from Richmond, Xiamen and Qingdao to participate in a sports activity and strengthen the sister/friendship bonds between our cities.



Amarjeet S. Rattan
Director, Intergovernmental Relations and Protocol Unit
(604-247-4686)

AR:ar

Att. 1: SCAC 3 Year Activity Budget

2: SCAC Youth Table Tennis Tournament Proposal

Richmond Sister City Advisory Committee

SUMMARY OF 2014 – 2016 SCAC PROGRAM ACTIVITY BUDGET

	<u>Pierrefonds</u>	<u>Wakayama</u>	<u>Xiamen</u>	<u>Qingdao</u>	
2014	\$3,500.00	\$7,500.00	\$12,500.00	\$14,500.00	
2015	\$4,000.00	\$ 14,500.00	\$7,500.00	\$7,500.00	
2016	\$7,000.00	\$ 14,500.00	\$19,500.00	\$14,500.00	
Subtotal	\$14,500.00*	\$36,500.00	\$39,500.00	\$36,500.00	
TOTAL					<u>\$127,000.00</u>

*(subject to continuing the Pierrefonds sister city relationship)

SCAC SPECIAL ACTIVITY BUDGET:

Official Delegation Visit from Pierrefonds (2014)	\$ 8,000.00
Official Delegation Visit to Xiamen (CIFIT Mayors Forum) and Qingdao (2015)	\$60,000.00
SCAC Social Media, Website and City Hall Interactive Display development	\$25,000.00
TOTAL	<u>\$93,000.00</u>

TOTAL 2014 – 2016 SCAC ACTIVITY BUDGET **\$220,000.00**

SCP ADMINISTRATION:

3 years @ \$11,000.00 per year

\$33,000.00

2014 – 2016 PROGRAMS PIERREFONDS, QUEBEC

	<u>2014</u>	<u>2015</u>	<u>2016</u>	
Youth Art Exchange Exhibit	\$3,000.00		\$3,000.00	
Youth Exchange: Richmond Judo Group Visit to Pierrefonds		\$3,500.00		
Youth Exchange: Pierrefonds Judo Group Visit to Richmond			\$3,500.00	
Annual City to City Recognition Exchange	\$500.00	\$500.00	\$500.00	
TOTAL (Pierrefonds 2014-2016)	\$3,500.00	\$4,000.00	\$7,000.00	\$14,500.00

2014 – 2016 PROGRAMS
WAKAYAMA, JAPAN

	<u>2014</u>	<u>2015</u>	<u>2016</u>	
School Exchange Program	\$7,000.00	\$7,000.00	\$7,000.00	
Richmond Youth Choir Visit to Wakayama		\$7,000.00		
Richmond Soccer Visit to Wakayama			\$7,000.00	
Annual City to City Recognition Exchange	\$500.00	\$500.00	\$500.00	
Subtotal	\$7,500.00	\$14,500.00	\$14,500.00	
TOTAL (Wakayama 2014 to 2016)				\$36,500.00

XIAMEN, CHINA

	<u>2014</u>	<u>2015</u>	<u>2016</u>	
Youth Summer Camp Exchange Program	\$7,000.00	\$7,000.00	\$7,000.00	
Chinese New Year's Delegation Visit from Xiamen	\$ 5,000.00			
Official Visit from Xiamen Secretary General			\$ 5,000.00	
Xiamen Badminton Team Visit			\$ 7,000.00	
Annual City to City Recognition Exchange	\$500.00	\$500.00	\$500.00	
Subtotal	\$12,500.00	\$7,500.00	\$19,500.00	
TOTAL (Xiamen 2014 to 2016)				\$39,500.00

2014 – 2016 PROGRAMS
QINGDAO, CHINA

	<u>2014</u>	<u>2015</u>	<u>2016</u>	
Youth Summer Camp Exchange Program	\$7,000.00	\$7,000.00	\$7,000.00	
Visit from Qingdao Martial Arts Group	\$7,000.00			
Richmond Martial Arts Group Visit to Qingdao			\$7,000.00	
Annual City to City Recognition Exchange	\$500.00	\$500.00	\$500.00	
Subtotal	\$14,500.00	\$7,500.00	\$14,500.00	
TOTAL (Qingdao 2014 to 2016)				\$36,500.00

Richmond Sister City Advisory Committee
2016 Sister-Friendship Cities Youth Table Tennis Tournament
Program & Budget

Prepared by:

Richmond Sister City Advisory Committee -
Xiamen & Qingdao Initiative Subcommittee
(*Vice-Chair Helen Quan and Vice-Chair Eden Jang Zhang*)

Purpose:

To develop the bond between Richmond's Sister Cities and allow for a cultural and sports exchange experience for the students of Richmond and of Xiamen and Qingdao involved in this event.

Dates:

July 29th 2016 (Friday) to August 1st 2016 (Monday),
4 days.

Hosted by:

Richmond Sister City Advisory Committee

Co-hosted by:

Canadian Chinese Table Tennis Foundation (CCTTF)
Canadian Foundation for Transnational Investment &
Culture (CFTIC)

Objectives:

The Richmond Sister City Advisory Committee (SCAC) would like to support a sport exchange with our two sister-friendship cities in China, Xiamen and Qingdao. We would like to invite them to bring their table tennis teams to participate with Richmond students in this tournament that will be held in the City of Richmond at the Olympic Oval.

We would like to make this an annual event with the format of hosting in a different Sister/Friendship City each year.

Format:

There will be 4 teams per city including Richmond. They are two male teams and two female teams. Age groups will be 12-15 for one team and 16-18 for the other, and 2-3 players per team.

Sponsoring:

Please refer to the Budget sheet for a full breakdown. The CCTTF and CFTIC will be sponsoring most of the event. CCTTF will be providing the volunteer and staff as well as arranging with the Olympic Oval for the space for those 3 days. CCTTF Is also providing their tables to use. The Shandong Natives Association of BC and the Xiamen Natives Association of Canada will each sponsor one dinner for the event. The SCAC will only be responsible for the opening ceremony, the lunches for the event, and the bus transportation required for the visiting student teams.

Remarks:

Once this program & budget are approved, we need to send official invitation letter from Richmond Mayor Brodie to Xiamen & Qingdao Mayors. Our volunteers for the tournament will be provided by CCTTF and Richmond Volunteer Association.

Itinerary:**Day 1, July 29th 2016 (Friday)**

10:00 – 11:00	Press Conference
11:00 – 12:00	Teams Register at the Olympic Oval
12:00 – 14:00	Lunch break
18:00 – 20:30	Welcome reception

Day 2, July 30th 2016 (Saturday)

9:30 – 10:00	Opening ceremony
10:00 – 12:00	Tournament start
12:00 – 13:00	Lunch break
13:00 – 17:00	Tournament
18:00 – 20:00	Dinner

Day 3, July 31st 2016 (Sunday)

10:00 – 12:00	Tournament start
12:00 – 13:00	Lunch break
13:00 – 17:00	Tournament
17:30 – 18:30	Awards ceremony
19:00 – 21:30	Dinner

Day 4, August 1st 2016 (Monday)

8:00 – 21:00	Vancouver and Richmond day tour
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Budget:

Trophies and Balls	\$ 850	Supplied by CFTIC
Banner	\$ 600	4ft x 16ft Color banner with host group and sponsor group names, etc. Sponsor by CFTIC
Game Officials	\$ 800	Sponsor by CFTIC
Lunch at Oval July 29, 30, 31, 2016	\$ 2,500	Estimate for 90 people for 3 days. This is for players and volunteers only. Sponsor by Richmond Sister City Advisory Committee
Welcome Reception July 29 th 2016	\$ 4,500	Location TBD Around 100-120 people. All teams and city officials involved are invited as well as the sponsor groups. Sponsor by Richmond Sister City Advisory Committee
Dinner 1 July 30 th 2016	\$ 2,000	Dinner will be provided for the visiting teams from Xiamen and Qingdao. Sponsor by Shandong Native Association of BC
Dinner 2 July 31 st 2016	\$ 3,500	Closing Ceremony. Invite Richmond City Council, SCAC members and sponsors members. Sponsor by Xiamen Natives Association of Canada
Water bottles	\$ 150	3 Day supply of Water bottles for Players and Volunteers. Sponsored by CFTIC
Souvenir & Uniform Expenses	\$ 1,000	Sponsor by CFTIC
Bus Transportation	\$1,500	Includes: transportation for all 3 tournament days including pick up and drop off to and from hotel. Sponsor by Richmond Sister City Advisory Committee
Last day City Tour w/lunch & dinner August 1 st 2016	\$2,100	One day City tour for two visiting teams. SCAC members are welcome to join. Sponsor by CFTIC
Miscellaneous	\$1,000	Program Books, Name Tags, etc. Sponsor by CFTIC
Total Budget	\$20,500	



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** February 23, 2016
From: Andrew Nazareth **File:**
General Manager, Finance and Corporate Services
Re: **Steveston Business Development Alliance Funding Request**

Staff Recommendation

That:

1. the request for funding in the amount of \$30,000 towards a feasibility study of Steveston businesses and property owners to determine the level of support for the establishment of a Business Improvement Area in Steveston, as detailed in a letter to the City by the Steveston Business Development Alliance, dated February 11, 2016, be declined; and
2. the Steveston Business Development Alliance be notified in writing of the above decision.

Andrew Nazareth
General Manager, Finance and Corporate Services
(604-276-4095)

Att. 2

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

Staff Report

Origin

Business Improvement Area (BIA) formation in Steveston has been a recurring topic in the community for over 20 years. Various groups and individuals have come forward to the City in the past, registering their intent to engage in community outreach with the goal of establishing a BIA. To date, such outreach has not resulted in a formal proposal being submitted to the City for consideration.

In recent years, the Steveston Merchants Association (SMA) has been championing the formation of a BIA in Steveston. On October 19, 2015, the SMA delegated at the General Purposes Committee, registering their intent of renewing their outreach towards BIA formation. Subsequently, the City received a letter (dated February 11, 2016 and enclosed for reference in Attachment 1) from the Steveston Business Development Alliance (SBDA) – a new committee formed under the non-profit umbrella of the SMA. Membership of this new committee expands beyond SMA members and includes businesses, property owners and community organizations that are representative of the broader Steveston community. Formed to advance the current BIA initiative in Steveston, the SBDA intends to undertake a study of property and business owners in the commercial area of Steveston, as defined by the proposed BIA boundary map enclosed in the SBDA letter. The goal of the proposed study is to engage in extensive community outreach to determine the level of support toward the formation of a BIA in Steveston. The SBDA has requested grant funding in the amount of \$30,000 from the City as a foundation for a \$42,000 budget to implement the study.

The purpose of this report is to address the SBDA funding request in the context of the City's role in the BIA formation process and best practices in the region.

Analysis

Background

The notion of businesses utilizing the local tax mechanism to fund initiatives to benefit their entire commercial area is neither novel nor geographically restricted. From a municipal perspective, BIAs work to strengthen the viability of commercial districts and contribute positively to business retention and attraction in specific commercial areas and to the overall local economy.

In British Columbia, there are over 70 BIAs currently in operation, with 23 in Vancouver, 3 in Surrey, 2 in Burnaby and at least one in all major Metro Vancouver municipalities and throughout the province. Richmond is the only major community in the region without a BIA and, to date, the merchant area of Steveston is the only area where businesses have repeatedly attempted to organize themselves and initiate the BIA start-up process.

While the majority of BIAs formed in British Columbia have continued to operate for multiple terms, each municipality and commercial area is unique and there is no universal formula for BIA success. There is little in terms of a professionally developed case suggesting a certain approach towards BIA formation and operation would result in BIA success over the long term.

Individual cases exist for both continued BIA growth (e.g. Vancouver) and threat of BIA dissolution (e.g. North Vancouver) within Metro Vancouver and elsewhere.

The BIA Start Up Process

The establishment of a BIA in British Columbia is governed by the Community Charter (“Charter”). The Charter enables city councils to support businesses in implementing improvements within a specified business area by providing a repayable grant to the BIA. This requires the municipal council to adopt a bylaw that mandates the repayment of the grant via a special levy on all commercial properties within the proposed BIA boundary.

As a grass-roots local business initiative, a BIA is advanced in the community by a sponsor group of businesses. In the case of Steveston, the current BIA proponent group is the SBDA. It is the SBDA’s role to raise awareness and build support among property and business owners in the proposed Steveston BIA boundary. Community opposition is a natural phenomenon during the BIA formation process and the City has received strong indication of the presence of such opposition to the current BIA initiative in Steveston. Thus, the proponent group is expected to engage both supporters of and opponents to the BIA concept and, through education and outreach, build broad community support. It should be noted that a survey of property and business owners is the mechanism through which a BIA proponent group documents community sentiment towards a BIA during the start-up process. The survey however does not institute a vote.

An official proposal demonstrating broad community support submitted by the SBDA to the City is the formal process through which the City may elect to enact the legislative process enabling BIA formation. Until such proposal is received, the City’s role is to provide technical support to the SBDA, such as supplying a list of properties that would be subject to the proposed BIA levy. Once the formal proposal is received by the City and based on the level of community support demonstrated in the proposal, Council may elect to proceed or not proceed with bringing forward a bylaw and initiating a vote of commercial property owners. Should Council decide to proceed with a bylaw, the vote can be administered in one of two ways:

- a) Petition of Support, in which at least half of the property owners, representing at least 50% of the assessed value of land and improvements that would be subject to the BIA levy, must sign a petition indicating their support; or
- b) Council Initiative, in which the city council advises property owners it will enact the bylaw unless more than half the landowners, representing at least 50% of the assessed value of land and improvements that would be subject to the BIA tax, register their dissent.

In most cases of BIA formation in B.C., the Council Initiative process is the mechanism of choice through which BIA formation is decided. The legislation and process governing the establishment of a BIA are presented in further detail in Attachment 2.

Analysis of Funding Request

In their letter dated February 11, 2016, the SBDA requested grant funding in the amount of \$30,000 towards a proposed \$42,000 budget for their outreach and feasibility study in Steveston. The analysis below examines advantages and disadvantages of granting the SBDA funding request, as well as best practices of BIA start-up funding in the region.

Advantages and Disadvantages

The main advantage of granting the SBDA's funding request is that a data-based feasibility study in Steveston would result in a vastly improved probability that a prolonged Steveston BIA effort would come to a formal resolution – a formal BIA proposal for Council's consideration (should the proponents determine sufficient community support to bring forward a proposal) or a conclusion of the current BIA effort for the foreseeable future. A less significant advantage is that if the City becomes the major funding source of the current BIA start-up initiative (providing \$30,000 from an overall proposed budget of \$42,000 for the study), the City can table expectations for appropriate outreach to all community stakeholders, including the opposition.

Granting funds to the SBDA presents a number of significant challenges to the City, including:

- There are no requirements, legal, procedural, or otherwise, that commit the City to fund any BIA start-up process, and therefore there is no explicit or immediate impetus to proceed with the funding.
- The act of funding the BIA proponents could be interpreted as the City itself supporting a BIA prior to proper community consultation taking place or that the BIA initiative is led by the City rather than the business community. It further challenges the City's role and mandate to remain neutral throughout the BIA start up process.
- Providing funding to the SBDA is not sustainable from a City budget perspective, as it sets a precedent for other business groups in Steveston and other commercial districts to seek similar grants in the future. The City cannot predict or anticipate the number, frequency and overall amounts necessary to support BIA formation initiatives throughout Richmond and at various points in time.
- By simply extending a one-time grant to a group with a significant stake in the outcome, the City would have no representation and therefore no influence over how balanced the messaging is and how inclusive the outreach is.
- While the City supports all Richmond businesses, funding a group advocating on behalf of specific business interests is contrary to the City's view that social funding needs supersede funding requests that would benefit for-profit entities and contradicts Charter requirements for no preferential treatment of one business interest over another.
- Granting the funding would result in \$30,000 cost to the City.

Conversely, while supporting the SBDA's feasibility study may lead to more substantial outreach during the BIA start-up phase, there are major advantages of not granting the funding, including:

- The City maintains neutrality. Remaining neutral is a significant prerequisite for the City to be able to fulfill its mandate for accountability, transparency and proper consultation during the BIA start-up process.
- The City avoids the establishment of a precedent that could lead to an unsustainable financial model for managing similar BIA start up requests in the future.
- Declining the SBDA grant request would result in no additional costs to the City.

Best Practices

Research indicates that in some Metro Vancouver communities city councils have provided partial funding in the form of a grant to the proponent group, in support of the initial outreach and feasibility study. As an example, the City of Surrey has provided grant funding during the start-up phases of all three of its currently established BIA. However, in the overwhelming majority of BIA start-up cases in Metro Vancouver over the last few years, the proponent group has absorbed all costs associated with outreach, feasibility assessment and development of the formal proposal. Examples include Vancouver, where none of their 23 BIA start-up phases have received funding, Coquitlam, New Westminster, West Vancouver and Langley.

Recommendation

Based on the above analysis, granting the SBDA's funding request is associated with a multitude of significant challenges which far outweigh the potential benefits. In addition, best practices indicate that the municipality does not provide any funding in the vast majority of BIA start up cases in Metro Vancouver. It is therefore recommended that the City does not grant the SBDA's funding request and that SBDA be notified in writing of the City's decision.

Financial Impact

There is no financial impact to the City from staff's recommendation.

Conclusion

BIAs have been in existence throughout the world for decades and there have been over 70 BIAs established under the British Columbia Community Charter since the 1970s. A BIA campaign for Steveston has been undergoing cycles of activity and dormancy over the last two decades, without a formal proposal to the City. The newly formed Steveston Business Development Alliance has recently re-activated the BIA initiative and has requested \$30,000 from the City to support a feasibility study. The analysis above examines the SBDA funding request in the context of the BIA start-up process, including advantages, disadvantages and best practices from across Metro Vancouver. Based on this analysis, it is staff's recommendation that funding request be declined and the SBDA be so notified.



Neonila Lilova
Manager, Economic Development
(604-247-4934)

- Att. 1: Letter from the Steveston Business Development Alliance (Dated February 11, 2016)
2: Legislation and Process Governing the Formation of a Business Improvement Area in British Columbia

February 11, 2016

City of Richmond
Mayor and Council
6911 No.3 Road
Richmond BC V6Y 2C1

Re: Business Improvement Area outreach process funding request

REQUEST

The Steveston Business Development Alliance (SBDA) is a newly formed committee made up of local businesses, property owners and agencies operating independently under the umbrella of the Steveston Merchants Association. It requests a grant in the amount of \$30,000 to support the completion of a feasibility study of Steveston business and property owners to determine the level of support that exists for the establishment of a Business Improvement Area in Steveston as generally described in this report. Many municipalities offer similar support as effective outreach has related expenses.

BACKGROUND

A Business Improvement Area (BIA) is similar to a Local Improvement Area where funds are collected through a rate levied against properties in a specified area as a means to coordinate and fund activities that support businesses in the area. For business operators and property owners, a BIA is an effective way of financing beneficial programs that would not be available to individual businesses by other means. There are 23 BIA's in Vancouver; over 70 BIA's in BC with new ones forming every year. Some typical types of BIA activities would be:

Promotional campaigns: programs to attract local interest and interest from outside the region
Special Events: build on and expand events to attract visitors throughout the whole year
Street Enhancement: way finding, seasonal lighting, public art, murals, banners, flower containers
Placemaking: creating special interest areas to animate and liven side streets, alleys and other locations
Business Recruitment & Retention: Support existing & strategically attract complimentary businesses
Technology Adaptation & Advancement: Help businesses compete in a changing online marketplace
Business Volume Benefits: Negotiated volume discounts. Example: medical dental, shipping, waste
Historical Assets Leveraging: Support heritage and strengthen alliances to highlight heritage value

DISCUSSION

The Steveston business district has under gone a fair amount of turn over the past few years. Many Steveston business and property owners have expressed concern over decreased business vibrancy despite the interest it has in the short summer period. The SBDA has recommended a boundary for the proposed Steveston BIA as indicated in the attached Appendix I. The SBDA holds the view that more can be done to improve and promote the area as an economically sustainable, vibrant and thriving business district.

With a view to establishing a BIA in Steveston, the SBDA would like to undertake a study of the business operators and property owners in the Steveston area to determine the level of support for the creation of a BIA. Misinformation about what a BIA does and could do for Steveston proposes a more labour intensive task for its outreach planning. More resources are required to provide accurate information, answering to

distributed misconceptions, so there can be a dialogue about legitimate concerns to determine the level of support. In this regard the SBDA has proposed a budget of \$42,000 in start-up costs. This would cover the following work:

- Hiring a consultant to conduct significant outreach to business operators and property owners through the following:
 - one on one door to door communications
 - general communications, online
 - design, prepare and print outreach material as
 - design actual BIA programing examples arising from the outreach
 - newspaper notices
 - direct mail outs
 - meetings, speakers
 - presentation tools; signage, video, PowerPoint
 - other surveys
- Funds would be used to raise awareness for the BIA initiative all of which are deemed necessary to adequately inform business operators and property owners about the benefits of a BIA in Steveston.
- The outcome of this project is to determine whether there is sufficient interest for a BIA and its proposed plan to support the submission of a proposal to the City of Richmond.

The SBDA will contribute \$12,000 in financial contributions towards the proposed budget by its own means.

The SBDA is requesting the City provide funding of \$30,000 to support the above work.

The SBDA believe a more detailed BIA outreach approach would engage the business community more effectively and rally a stronger level of support. Ultimately, if the BIA initiative is adopted for Steveston it will provide a more sustainable approach to building the increased potential for Steveston well into the future.

Sincerely,



Jens Hertha
Steveston Business Development Alliance
weareopenforbusiness@gmail.com
604 330-2997

Current Members

Linda Barnes, Steveston 20:20 group, Retired Richmond City Councillor
Loren Slye, Britannia Heritage Shipyard Society, Steveston Historical Society
Richard Vetter, Wealthsmart
Odile Gagne, A Monkey Tree Emporium
Mindy Phipps, Steveston Merchants Association

Cheryl Grattan, With Flair Home Staging and Design
Mark Grattan
Jens Hertha, D-Original Sausage Haus
Erinn Bryan, O'Hare's Gastropub and Liquor Store
Parvesh Oberoi, Pajo's
Lisa Eccleshall, ASK Hair Studio
Carolynne Palla, Palla Media
Jim van der Tas, Blue Canoe Waterfront Restaurant
Vince Morlet, Tapenade Bistro
Ron Hill, Village Books
Sarah Gordon, Pieces
David Gordon, Pieces
Sean Lawson, Steveston Real Estate
Lori Gelz, Tourism Richmond
Rebecca Clarke, Gulf of Georgia Cannery Society

STEVESTON BUSINESS IMPROVEMENT AREA

START UP FEASIBILITY BUDGET

CITY of RICHMOND

BUDGET

\$26,000	Contracted BIA consultant and helper
\$2,500	Outreach Meetings Speaker fees
\$3,500	Outreach meeting fees, venue, audio visual, light refreshments
\$5,500	Design, printing of flyers, information pamphlets, meeting signage etc.
\$2,500	Postage, envelopes, mail preparation
\$1,000	Equipment, software, usage fees
\$150	Telephone and e-mail forwarding services
\$350	General administration, office expenses
\$500	Miscellaneous & contingency

\$42,000

\$12,000	Steveston Business Development Alliance Committee Contribution
\$30,000	Funding Request City of Richmond



BIA Formation – Governing Legislation and Process

The formation of a BIA in British Columbia is a process that enables Council to assist businesses in implementing improvements within a specified business area by providing a repayable grant to the BIA. This requires municipal council to adopt a bylaw that mandates the repayment of the grant via a special levy on all commercial properties within the proposed BIA. A formal proposal submitted by a BIA sponsor group to the city triggers the process of considering BIA formation.

The establishment of a BIA in British Columbia is governed by the Community Charter (Charter). *Chapter 26, Part 7 – Municipal Revenue, Division 5 – Local Service Taxes* of the Charter mandates that:

215, (2) – A council may grant money to a corporation or other organization that has, as one of its aims, functions or purposes, the planning and implementation of a business promotion scheme

The Charter lists a number of activities that can be defined as a business promotion scheme, including:

- a) carrying out studies or making reports respecting one or more areas in the municipality where business or commerce is carried on,*
- b) improving, beautifying or maintaining streets, sidewalks or municipally owned land, buildings or other structures in one or more business improvement areas,*
- c) the removal of graffiti from buildings and other structures in one or more business improvement areas,*
- d) conserving heritage property in one or more business improvement areas, and*
- e) encouraging business in one or more business improvement areas.*

The Charter further stipulates that all or part of the money provided under 215, (2) must be recovered by means of a local service tax.

There are two different ways to trigger establishment of a BIA, a petition and/or a council initiative, with the most common being the council initiative process. The process for each, as mandated by the Charter and further interpreted by the association of Business Improvement Areas of British Columbia (BIABC) is described below.

- a) Petition – a petition submitted to a city council and verified by the city clerk to include the signatures of the land owners of at least 50% of the parcels, representing at least 50% of the assessed value of Class 5 and Class 6 properties within a defined area. The petition must be initiated by a sponsor group (usually a registered non-profit society) representing business owners interested in establishing a BIA. The non-profit group must solicit property owners in a specific area to gather consent. Once sufficient support is generated, the non-profit group can submit a proposal to city council to consider the BIA. The petition must provide, at the minimum:
 - a description of the service or business promotion scheme in general terms
 - define the boundaries of the BIA

- an estimate of cost/budget
 - the proposed method of cost recovery (e.g. local service area levy percentage)
- b) Council initiative – a council initiative to establish a BIA is usually triggered by a proposal from a non-profit group that demonstrates general community support for a BIA. It requires that the city give public notice, in accordance with Charter requirements for public notice (Section 94). The notice must be mailed to all owners of parcels that would be subject to the BIA levy and must include the same information as a petition, including description of services, proposed BIA area, estimate of costs and proposed local service area levy percentage. According to the Charter, a critical element of a council initiative is *a statement indicating that the council may proceed with establishing the service unless a petition against the service is presented within 30 days after notice has been given in accordance with this section*. If there is no registered opposition to the notice that comprises at least 50% of the owners representing at least 50% of the assessed value of Class 5 and 6 commercial properties within the proposed BIA, a council may proceed with the establishment of a BIA. If the BIA initiative is rejected, a council must not propose the same service within one year after the initial proposal, unless the service is substantially varied or less expensive than originally proposed.

It should be noted that councils, once having received a proposal from a sponsor group, elect to enact the council initiative process, so as to determine if there is opposition to the BIA in the community.

If the sponsor group and/or council are successful in generating community support within the proposed BIA boundary, a council may elect to enact a bylaw to establish a BIA. Such bylaw must include:

- a description of the service or business promotion scheme in general terms
- a definition of the boundaries of the BIA
- an estimate of cost/budget
- the proposed method of cost recovery (e.g. local service area levy percentage)
- the organization to which the money will be granted
- the maximum amount of money to be granted and the maximum term over which it may be granted, and
- any other conditions and limitations on the receipt and expenditure of the money

Money granted to a BIA must be expended only:

- by the organization to which it is granted
- in accordance with the conditions and limitations set out in the bylaw, and
- for the business promotion scheme described in the bylaw.

A BIA bylaw must be considered in three readings and must go back to property owners before the BIA can actually be adopted at fourth reading and successfully created. It also mandates the

maximum that can be expended on a BIA over the term of the bylaw, which is usually in place for 5 years. After the bylaw expires, the BIA has an option to submit a new proposal to the city.

Exceptions

An important exception exists for BIA formation in British Columbia. The City of Vancouver has its own provisions for the establishment of a BIA in the Vancouver Charter. The process and ways of establishing a BIA in Vancouver are similar to those in the Community Charter, except that a BIA proposal on a council initiative requires only 30% of the property owners to oppose the BIA for council to not adopt a bylaw, not 50% as is in the Community Charter.



City of Richmond

Report to Committee

To: General Purposes Committee
From: Cecilia Achiam
Director, Administration and Compliance
Re: Chief Licence Inspector Appointment

Date: February 22, 2016

File:

Staff Recommendation

That:

1. That the part of Resolution (R09/6-4), relating to the appointment of Glenn McLaughlin as Chief Licence Inspector, be rescinded.
2. Ms. Carli Edwards be appointed as the Chief Licence Inspector for the purpose of carrying out the statutory duties prescribed in Section 60 of the Community Charter and in accordance with Business Bylaw No. 7360.

Cecilia Achiam
Director, Administration and Compliance
(604-276-4122)

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

Staff Report

The prior Chief Licence Inspector retired from the City recently.

The position has been modified and renamed Manager, Customer Service and Licencing to oversee customer service and business licencing functions. The duties of the Chief Licence Inspector have been transferred to the successful candidate for this position, Ms. Carli Edwards. Consequently, a formal update to the appointment of Chief Licence Inspector is required at this time. This position will continue to report to the Director, Administration and Compliance in the Finance and Corporate Services Division.

Ms. Edwards is a Professional Engineer with over 15 years of municipal experience leading teams in licencing, bylaws and customer services related functions. She is currently in a Temporary Full Time position as a Project Engineer in the Engineering Department. Ms. Edwards will take on this this new role commencing March 1, 2016.

Financial Impact

None.

Conclusion

The appointment of Ms. Carli Edwards as Manager, Customer Service and Business Licencing will provide experienced leadership in customer service excellence, business licence and other relevant bylaw related matters.



Cecilia Achiam
Director, Administration and Compliance
(604-276-4122)

CA:wgm



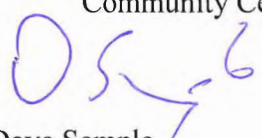
City of Richmond

Report to Committee

To: General Purposes Committee **Date:** February 11, 2016
From: Dave Semple **File:** 03-0900-01/2016-Vol
General Manager, Interagency Programs & 01
Steveston Waterfront Major Initiatives
Re: **Richmond Celebrates Canada 150 – Proposed Program**

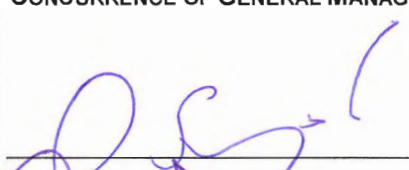
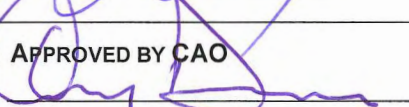
Staff Recommendations

1. That the Canada 150 projects as detailed in the report titled "Richmond Celebrates Canada 150 – Proposed Program", dated February 11, 2016 from the General Manager, Interagency Programs and Steveston Waterfront Major Initiatives, be approved;
2. That funding in the amount of \$1,200,000 be allocated from the Council Community Initiatives Fund to fund the new events;
3. That \$560,000 be transferred from the Major Events Provisional Fund to support Maritime Festival 2017, Richmond World Festival 2017 and Days of Summer 2017;
4. That the 5 Year Financial Plan (2016-2020) Bylaw be amended to include an additional expenditure of \$1,760,000; and
5. That Staff bring forward a report outlining criteria and a funding source for a Canada 150 Community Celebration Funding Program as outlined on page 5 of this staff report.


Dave Semple

General Manager, Interagency Programs & Steveston Waterfront Major Initiatives
(604-233-3350)

Att: 2

REPORT CONCURRENCE		
ROUTED TO: Communications Finance Department Corporate Partnerships Parks Services Arts, Culture & Heritage Recreation Services	CONCURRENCE <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	CONCURRENCE OF GENERAL MANAGER 
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: DW	APPROVED BY CAO 

Staff Report

Origin

Canada's 150th anniversary of Confederation in 2017 is a significant milestone for our country that allows Canadians to connect with the past, celebrate its communities, and build a legacy for the future.

At the Council meeting of July 27, 2015, Richmond City Council endorsed the vision and guiding principles for Richmond's Canada 150 activities, events and infrastructure. Council authorized staff to engage the community for input into Richmond's Canada 150 program and directed staff to report back with options for Council's consideration.

At the Council meeting of November 9, 2015, Council approved the formation of a Canada 150 Celebration Steering Committee which included Councillors Bill McNulty, Linda McPhail and Harold Steves. During the past three months, the committee has reviewed, evaluated and recommended a comprehensive list of possible Canada 150 projects.

This report provides the results of the Canada 150 community survey, recommends funding for existing events and infrastructure from the Major Events Provision, and presents the Canada 150 Steering Committee's recommended list of projects to celebrate the 150th anniversary of Canadian Confederation in 2017.

This report supports Council's 2014-2018 Term Goal #2 -- A Vibrant, Active and Connected City:

Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.

2.3. Outstanding places, programs and services that support active living, wellness and a sense of belonging.

2.4. Vibrant arts, culture and heritage opportunities.

This report supports Council approved strategies including the Major Events Strategy and its goals of programming and creating a dynamic destination waterfront, the Waterfront Amenity Strategy, the Parks and Open Space Strategy 2022, the Community Tourism Strategy, the Arts Strategy vision for Richmond to be an arts destination, and the Resilient Economy Strategy through enhanced destination and tourism products. The program detailed in this report will maximize the social and economic benefits to the community and provide a rich offering of festivals and events.

Analysis

Community Input

Staff and volunteers conducted a public outreach survey (Attachment 1) asking the community how they wanted to celebrate Canada's 150th birthday. From September 1 to October 31, 2015, the outreach team connected with people at various events (i.e., Richmond World Festival, Culture Days, and City Centre Grand Opening), facilities (i.e., City Hall, Richmond Olympic Oval, Brighthouse Library, Minoru Place Activity Centre, and eight community centres), and online via Let's Talk Richmond.

Close to 900 residents completed the survey with representation from all age demographics. The results were overwhelmingly positive in support of celebrating Canada 150; 99.6% of the people supported celebrating the milestone.

Recommended Activities to Celebrate Canada 150

Based on the input from the community and interviews with most members of Council, a list of potential activities and projects was generated for review by the Canada 150 Committee. Projects were evaluated using the Vision and Guiding Principles endorsed by Council at their meeting of July 27, 2015.

Vision:

"Richmond's Canada 150 ignites the passions of the citizens of Richmond in a multi-faceted, year-long celebration, honours Richmond's distinct and vibrant cultural diversity, and leaves lasting legacies that foster civic pride and carry the spirit of 150 into the future."

Tagline:

Canada 150: one nation, hundreds of cultures, thousands of communities, millions of people, and limitless stories. Inspiring Richmond to welcome our future.

Guiding Principles:

- Tie the past with the future – commemorate the history of the community while celebrating and shaping the future
- Showcase Richmond – activities shed a positive light on all Richmond has to offer
- Create legacies – these legacies include lasting memories, increased organization and community capacity, physical legacies and pride in the community and the country
- Inclusive – ensure opportunities for input and participation for our diverse residents
- Collaborative – partner with the community in planning and implementation and support community organizations to plan their own celebrations
- Environmentally sustainable – follow the principles set out in the Richmond Sustainable Event Toolkit
- Coordinated – activities are coordinated and synergistic to effectively utilize resources and not compete with each other

Existing Festivals with a strong Celebrating Canada 150 theme

The following annual events are recommended to proceed for 2017 by the Canada 150 Steering Committee:

1. **Children's Arts Festival** (February): Over the past several years the Children's Arts Festival has become one of the region's best festivals for children. The festival continues to challenge children's creativity by presenting interactive workshops led by professional artists and performers. The five day festival, including the signature event on BC Family Day, attracted over 5,000 people in 2016. Funding for this event was approved from the Major Events Provision Fund at the Council meeting of February 9, 2016.
2. **Ships to Shore** (May and July): Council has unanimously endorsed the Ships to Shore 2017 for May and July with funding from the Council Community Initiatives Fund. Ships to Shore will be two of the City's largest events of 2017. A highlight of the May event will be the visit of the majestic tall ship Kaiwo Maru from Japan along with a free multi-day festival.
3. **Richmond Maritime Festival**: The Richmond Maritime Festival is a two day event that celebrates the City's maritime and wooden boat heritage. The 15th edition of the festival includes a variety of maritime themed land and riverside activities, animating the entire Britannia Shipyards site and waterfront boardwalk. An estimated 40,000 people attended the 13th annual Maritime Festival in 2015. The Britannia Heritage Shipyard Society will assist the event in featuring wooden boats and the Richmond Arts Coalition will provide artist programming support for the festival. Funding for this event currently exists in the Major Events Provision Fund.
4. **Richmond World Festival**: The Richmond World Festival celebrates Richmond's significant cultural diversity through music, food, arts, and sport. In 2017, the World Festival would become a two day festival featuring multiple performance stages, 100 artist performances, 50 food trucks, 75 exhibitors, and numerous sport demonstrations. The World Festival had great success in its first year engaging various community groups and the event expects to attract more than 75,000 attendees over the expanded two days. Funding for this event currently exists in the Major Events Provision Fund.
5. **Days of Summer**: Richmond Days of Summer is an umbrella marketing program designed to promote the broad array of community events happening in Richmond. In 2017, the Days of Summer program will transition to the Canada 150 brand and it would promote all events that fall under Richmond's Canada 150 celebration. This program will assist many of the smaller events, who might not have large marketing budgets, to reach a much broader audience. Funding for this program currently exists in the Major Events Provision Fund.

Canada 150 Steering Committee's Proposed List of New Projects for Celebrating Canada 150 (Attachment 2)

1. **Canada Day Street Festival:** An enhanced Canada Day celebration with a street festival in Steveston Village on July 1.
2. **Wooden Boat Festival:** A new festival highlighting wooden boats and maritime demonstrations celebrating the City's maritime industries – fishing, boat building, fish processing. (late August)
3. **Pioneer Luncheon:** A special luncheon to recognize the contributions of the City's long term residents who have helped shape the community.
4. **Music in the Plaza:** A series of five outdoor music concerts at City Hall and the Cultural Centre Plaza featuring local Canadian artists during the midweek lunch break. (July & August)
5. **Harvest Festival:** A new festival celebrating the City's agricultural heritage. (October)
6. **Commemorative Legacy:** A number of infrastructure and public art projects are currently planned for a 2017 opening/unveiling. One or more could serve as a legacy to Canada's 150th anniversary.
7. **Possible Project Concepts:** A series of activities that will be advanced by the Canada 150 program office through other organizations and existing events or through adopting a Canada 150 theme.
8. **Marketing, Promotions & Documentation:** A broad based program to promote all events and projects as well as document key moments in this milestone year for our country.
9. **Specialized Resources:** Operational resources are required to coordinate and manage the program. This would involve engaging the community and working with arts, heritage, sports and community groups, and volunteers to host high quality activities and events. This would leave a legacy of increased skill sets and capacity in staff and community.

Community Celebration Funding Program

In order to promote activities to celebrate Canada's 150th anniversary in neighbourhoods and communities and create more lasting memories, a 2017 Community Celebration Funding Program will be proposed. The program is envisioned to help small, Richmond based, non-profit organizations, neighbourhood groups and community associations with activities and events. A report will be brought forward to Council recommending criteria, timelines and a funding source. In order for groups to be able to plan events, this report will come forward within the next month.

Overall Program Benefits

The recommended Canada 150 Projects strongly relate to the Council endorsed Guiding Principles: tying the past with the future, showcasing Richmond, creating legacies, being inclusive and collaborative, ensuring events and activities are environmentally sustainable, and that activities are coordinated both in timeline and throughout the community.

In addition, the activities celebrate our community and build civic pride, engage a broad section of the community in planning, implementing and participating, contribute to tourism and economic impact, and build capacity for the future in volunteers, community organizations and staff.

Sponsorship Program

An enhanced sponsorship program for events in 2017 will be developed with an eye to building to 2018 and Richmond's 140th anniversary in 2019. In order for the sponsorship program to be successful it is critical that decisions occur in a purposeful and timely manner. Immediately following Council approval of events and activities, individual programs will be developed. These will be used to develop marketing and media plans, seek media sponsors and create sponsorship materials. In order to hit sponsor funding cycles, these materials should be ready for sponsorship sales to commence as soon as possible. This is especially important knowing that many groups across BC and Canada will be working towards the same goal and competing for sponsorship dollars from the same organizations.

Value In-Kind

Richmond's Canada 150 program will be a major initiative for the City. As a result, all City departments will work collaboratively to provide in-kind services (e.g., equipment use, venue hosting, staff support, etc.) which will add significant value to the overall program.

Specific examples of value in-kind services include:

- Free venue and event equipment use at the Richmond Olympic Oval for the Pioneer Luncheon
- Use and delivery of generators, picnic tables, mobile stage, audio equipment, site lighting, flooring, signage, transport vehicles, tents, etc.
- Staff support for graphic design, marketing, media, project management, site production, volunteer management, purchasing, fire services, RCMP, and event coordination

The estimated value of in-kind services is between \$500,000 - \$750,000 for the year long program.

Financial Considerations

Table 1: Proposed new projects for Canada 150

Project Name:	Recommended Funding:	Funding Status:
Canada Day Street Festival	\$165,000	Not currently funded. Subject to Council Approval
Wooden Boat Festival	\$180,000	
Pioneer Luncheon	\$ 60,000	
Music in the Plaza	\$30,000	
Harvest Festival	\$150,000	
Commemorative Legacy (Public Art & Infrastructure)	\$0	
Possible Project Concepts	\$75,000	
Marketing, Promotions & Documentations	\$90,000	
Specialized Resources	\$250,000	
Program Contingency	\$200,000	
TOTAL	\$1,200,000	

Table 2: Recommended events funded by the Major Events Provision

Project Name:	Recommended Funding:	Funding Status:
Richmond Maritime Festival	\$200,000	Council approved and funded as part of the Major Events Provision
Richmond World Festival	\$300,000	
Days of Summer	\$60,000	
TOTAL	\$560,000	

Table 3: Events approved and funding allocated

Project Name:	Recommended Funding:	Funding Status
Ships to Shore – May	\$575,000	Council approved and funded from Council Community Initiative Fund
Ships to Shore - July	\$320,000	
Children's Art Festival	\$70,000	Council approved and funded Feb 9, 2016
TOTAL	\$965,000	

Table 4: Event Funding for this event was approved from the Major Events Provision Fund at the Council meeting of February 9, 2016.

Project Name:	Recommended Funding:	Funding Status
Children's Arts Festival	\$70,000	Council approved and funded Feb 9, 2016
TOTAL	\$70,000	

Financial Impact

The estimated cost of the recommended new projects for the Canada 150 program is \$1,200,000. It is recommended that \$1,200,000 be allocated from the Council Community Initiatives Fund to fund these programs.

This report further recommends that the following amounts be transferred from the Major Events Provision Fund to support the ongoing major events and marketing program in 2017:

- \$200,000 – Richmond Maritime Festival 2017
- \$300,000 – Richmond World Festival 2017
- \$60,000 – Days of Summer (will be realigned to supplement the Canada 150 marketing program)

Funds currently exist in the Council Community Initiatives Fund and Major Events Provision and, therefore, there is no new tax impact.

Grants from both the Federal and Provincial governments will be sought and an enhanced sponsorship program developed. Any funding acquired will go toward program enhancement or returned to either the Council Community Initiatives Fund or Major Events Provision Fund.

Conclusion

The 150th anniversary of Canada's Confederation is a significant milestone in our country and community. Public input showed overwhelming interest in celebrating this momentous occasion in a variety of ways. This report puts forward a range of activities and events for Richmond to celebrate Canada 150.



Bryan Tasaka
Manager, Major Events and Film
(604-276-4320)

- Att. 1: Canada 150 Community Survey Results
2: Recommended New Projects for Richmond's Canada 150 Celebrations

CANADA 150 SURVEY RESULTS

INTRODUCTION:

At the Council meeting of July 27, 2015, Richmond City Council endorsed the vision and guiding principles for Richmond's Canada 150 activities, events, and infrastructure. Council authorized staff to engage the community for input into Richmond's Canada 150 program and directed staff to report back with options for Council's consideration.

Staff and volunteers conducted a public outreach survey asking the community how they wanted to celebrate Canada's 150th birthday. From September 1 to October 31, 2015, the outreach team connected with people at various events (i.e., Richmond World Festival, Culture Days, and City Centre Grand Opening), facilities (i.e., City Hall, Richmond Olympic Oval, Brighthouse Library, Minoru Place Activity Centre, and eight community centres), and online via Let's Talk Richmond.

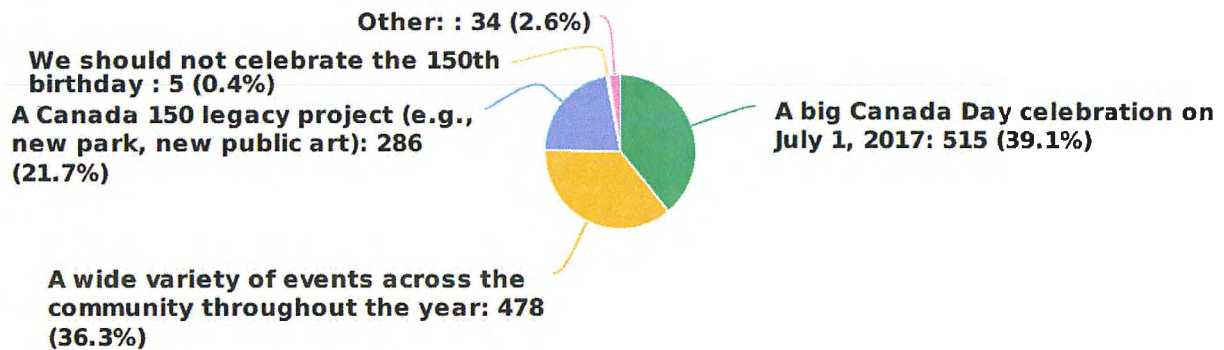
Close to 900 residents completed the survey with representation from all age demographics. The results were overwhelmingly positive in support of celebrating Canada 150; with 99.6% of the people supported celebrating the milestone.

Photos from the Canada 150 Pavilion at the Richmond World Festival



QUESTION #1

HOW SHOULD RICHMOND CELEBRATE CANADA'S 150TH?



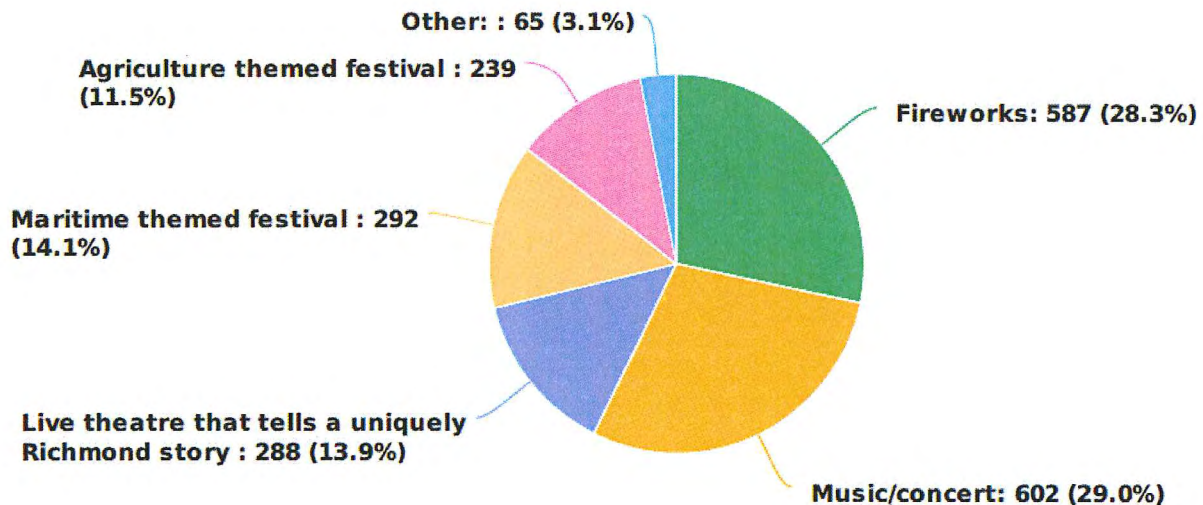
Other responses:

- Use it as an opportunity to re-tell stories of how the many cultures have shaped the community over the years and how each brought their own strengths (and weaknesses). We would not be where we are now without the early Asian settlers or the European trail blazers. Let's tell some vivid and important stories about the best of each culture to increase respect between the cultures.
- With a variety of events to showcase all aspects of our country & nature, humanitarian food, culture, art, live music
- I think a large celebration on Canada Day celebrating Canadians, Canada life and its history.....with music, foods, and performances by Canadians. I also think a park dedication; upgrades with trails would be a great long lasting legacy.
- I think whoever organized the World Fest in September should be consulted for the 150th Anniversary...we had the best time at the World Fest...the food trucks were awesome, the live theatre, crafts, the amazing volunteers keeping the place clean...it was reminiscent of the Olympics...loved it!!!!
- I would like to see a celebration on July 1. Perhaps an unveiling of new art work at Minoru Park. The majority of celebration should be there as it was during the Olympics. Perhaps a place where children could play, make something, face painting etc. Educational areas for everyone re Canadian and Richmond heritage. In the evening we cannot forget fireworks.
- Inclusive with long term legacy projects. Separate adult venues such as beer gardens with live entertainment and then separate or mixed family events. We shouldn't have to go to Vancouver to celebrate like adults i.e. Fireworks competition
- I would like it to be a civic event directed to a deeper understanding of the history and uniqueness of Canada among the nations.
- I would like to see an event where I could bring my daughter (she will be 8 in 2017) to learn about how we are working to preserve our environment, which is such a key part of our Canadian-ness, not to mention, key to our survival as a species.
- Possible monthly (during the 2017 year) different articles on Richmond's history and its people in the News and rotating placards in malls, bus stops and public places?
- Museum and City-wide Exhibits, Art shows, Music Festivals, Heritage Festivals, International Food festivals, Regattas, an inaugural Marathon, Triathlon or Tour de Richmond.
- I believe that reconnecting with Richmond's First Nations people is long overdue. A Canada 150 celebration that involves First Nations will provide history, identity, and meaning in ways that Richmond has not experienced before. We do not know ourselves and we will not know our place if we do not know our First Nations people. Thank you.
- I would like to see less 'cultural celebration' type events because those are run quite regularly. The 150th celebration should be the voices of all Canadians in unison.

- I would like to spearhead a community engagement project where residents and visitors share their stories about Richmond in a variety of art forms: from painting to drawing, to poetry to theatre, through video and blogging, and creating public art.
- Canada was created as a place where its citizens can reach the stars. Therefore I think for the 150th birthday of Canada the city of Richmond should invest in the city. Public parks, a tech program for youth, expansion of the public library Children of the future should definitely be involved.
- 3 day festival with salmon BBQ and parade still on the 1st - other events on 30th and 2nd
- Among other things, I'd love to make a time capsule to be opened in 20 to 50 years
- A educational celebration showing the evolution of Canada over the past 150 years covering political, military, fishing, forestry and first nations held in the Oval.
- Stories, stories, stories, and lots more stories about Richmond people and Richmond's place in the world.
- legacy and different events

QUESTION #2:

WHAT WOULD YOU LIKE TO SEE AT A JULY 1, CELEBRATION FOR CANADA 150?

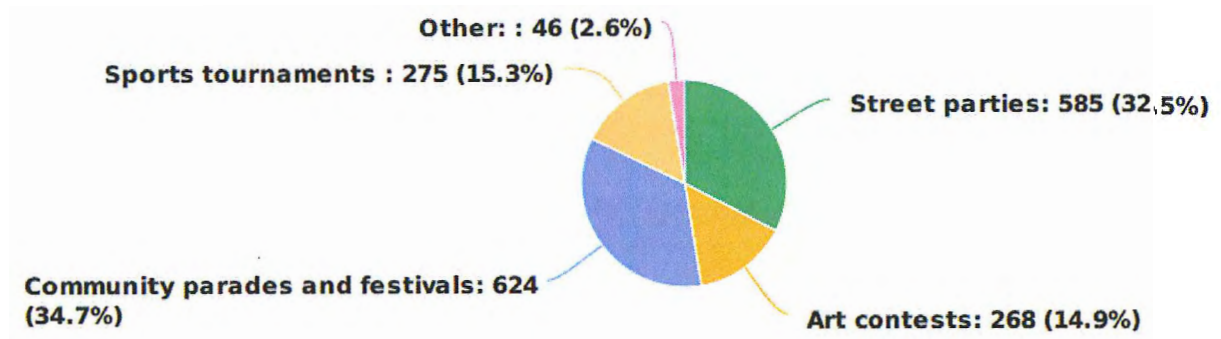


Other responses:

- Say Happy Birthday from different people, plus make a video and post it in YouTube
- Promote better knowledge of the history of Richmond and how diverse groups settled here over the years.
- Free Events/Activities (not just for children)
- Awards to community members to recognize contributions
- Educational theme that describes what it means to be Canadian.
- Build on the work started by the Truth and Reconciliation Commission. Our local First Nations people are not visible and our relationship is not healthy. Canada 150 is an incredible opportunity.
- Performances from the many different cultures
- A concert of the historical dance (social and theatrical) from as many countries as we can represent.
- Sports at oval
- fundraiser for poor first nations communities
- Publish a children's book which covers a story myth that is unique to Richmond or Steveston

QUESTION #3:

IF THERE WERE COMMUNITY EVENTS THROUGHOUT THE YEAR, I WOULD ATTEND:

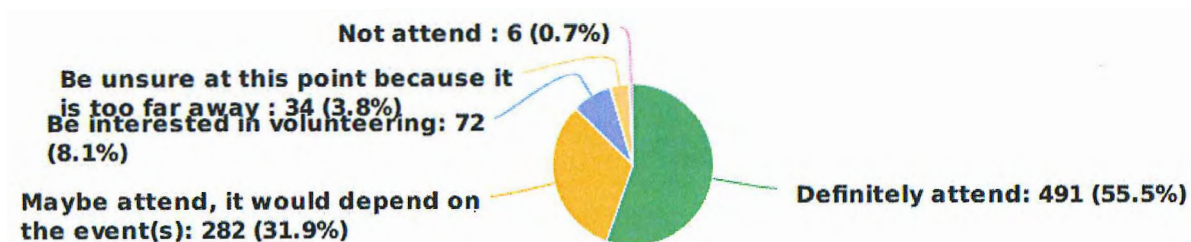


Other Responses:

- Activities/games much like the set ups during the 2010 winter Olympics to bring the community together
- Close to Steveston – handicapped
- Museum exhibits, Marathons, Triathlons
- Tall ships, street night (farmers like) markets in Steveston, movie nights in Steveston, big named entertainment at Salmon Festival, better parade July
- Concerts of dance, music, storytelling, poetry of as many cultures as we can represent, surrounded by artwork of those countries.
- Live theatre and multiple festivities lend themselves to multiple days throughout the year
- Nature Walks
- Symposiums and talks, and events featuring unique Richmond citizens and celebrities
- Tall ships at Steveston
- Carnivals
- Family Events

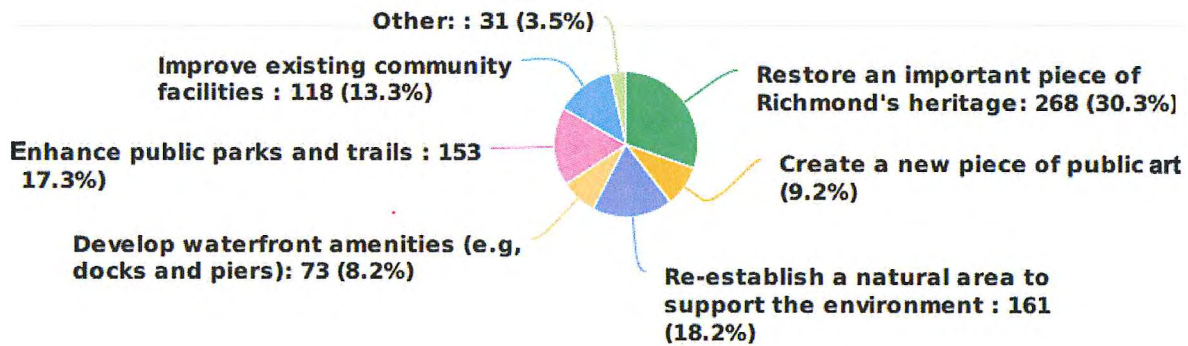
QUESTION #4:

IF THE RICHMOND COMMUNITY HOSTED SPECIAL EVENTS FOR CANADA'S 150TH, WOULD YOU ATTEND?



QUESTION #5:

I THINK THE BEST WAY TO CREATE A CANADA 150 LEGACY FOR RICHMOND IS TO:

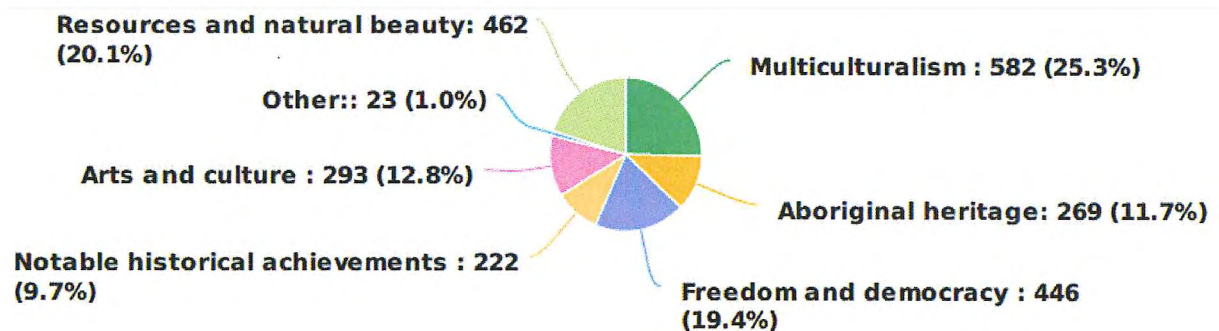


Other responses:

- Create a new 150 themed recreational facility open to everyone at no cost. Could be a waterfront amenity and or an active or passive park almost anywhere in the City.
- Public garden or park with reflecting pools, walking paths and several pieces of art
- Restore and operate the Interurban - Richmond heritage, public transportation art, develops waterfront, improves community facilities, and supports the environment
- Build a better network of safe/separated bike routes for commuters
- build a hospital wing
- new park
- preserve an area that is 150 years old
- Restore an important piece of Richmond's heritage & enhance public parks & trails
- keep free land open to more space, no tall building so we can view our mountains
- Don't like Legacy Projects too much cost not worth for 6 term use
- 150 scholarship grants for Richmond's deserving students base on excellence as well as need for university

QUESTION #6:

THE IMPORTANT ASPECTS I THINK NEED TO BE CELEBRATED FOR CANADA'S 150TH SHOULD BE:

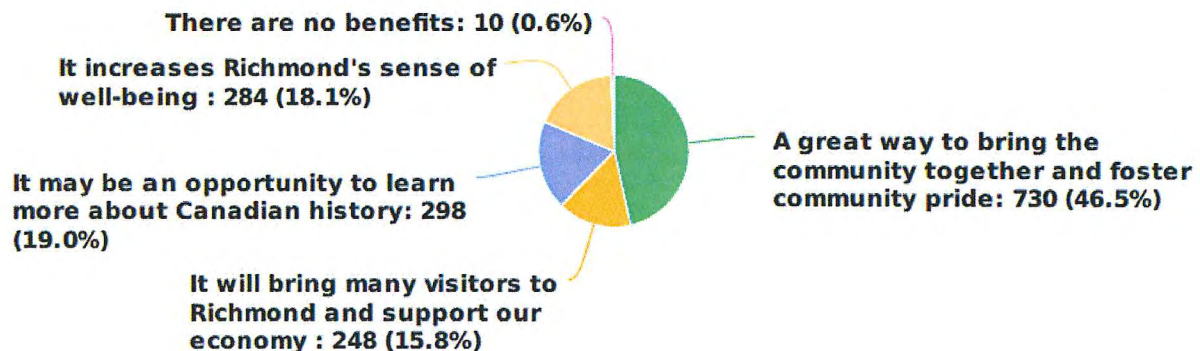


Other responses:

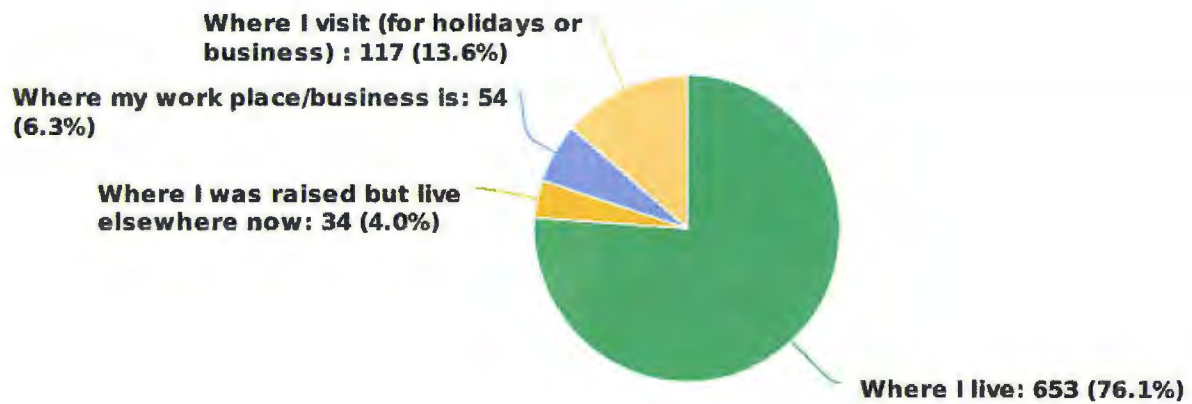
- Richmond's history and the people who settled here during the hard times.
- Our farming heritage.
- emphasis on our form of government - a constitutional monarchy - and on the importance of the two official languages and founding cultures
- Healthy lifestyles
- military achievements
- Explore Richmond's history, culture, and natural areas.
- Provide participatory events which combine many of the above aspects. E.g. community dances from many cultures set in a park environment, interspersed with music, poetry, storytelling and visual art.

QUESTION #7:

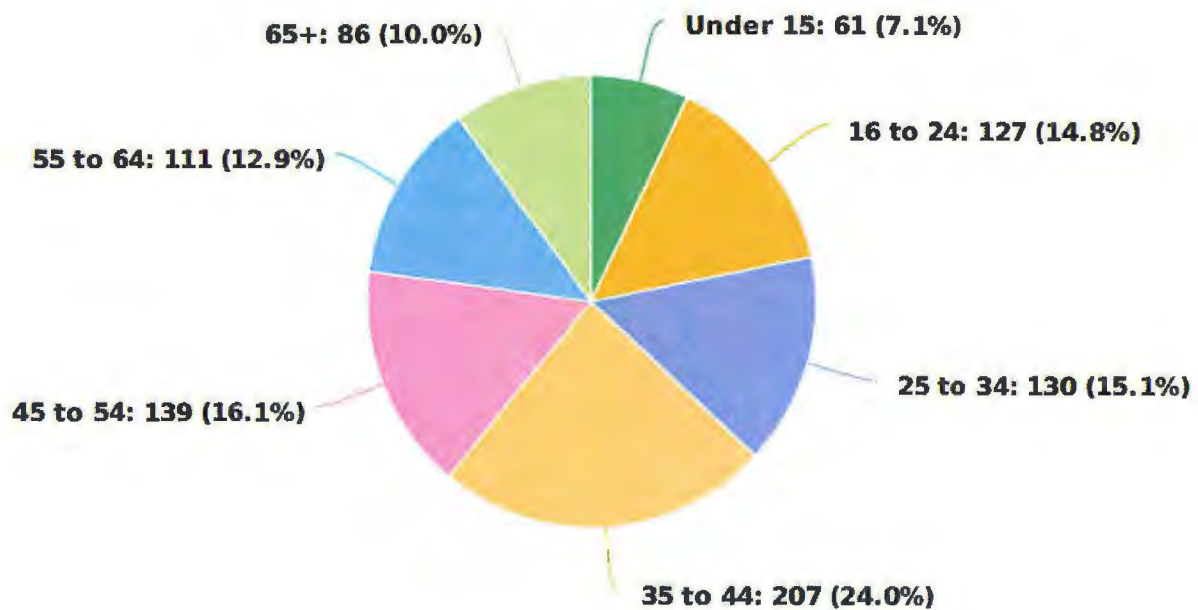
WHAT BENEFITS WOULD YOU SEE IF RICHMOND CELEBRATED CANADA'S 150 ANNIVERSARY OF CONFEDERATION?



QUESTION #8:
TO ME, RICHMOND IS...



QUESTION #9:
I FALL UNDER THE FOLLOWING AGE GROUP:





PROGRAM OVERVIEW

RECOMMENDED NEW PROJECTS FOR RICHMOND'S CANADA 150 CELEBRATIONS

Prepared by:

Canada 150 Steering Committee

Updated:

February 22, 2016



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SECTION 1: INTRODUCTION

Canada's 150th anniversary of Confederation in 2017 is a significant milestone for our country that allows us to connect with our past, celebrate who we are as communities and Canadians and build a legacy for the future.

In July of 2015, Richmond City Council endorsed the vision, tagline, and guiding principles for Richmond's Canada 150 activities, events, and infrastructure.

Vision:

"Richmond's Canada 150 ignites the passions of the citizens of Richmond in a multi-faceted, year-long celebration, honours Richmond's distinct and vibrant cultural diversity, and leaves lasting legacies that foster civic pride and carry the spirit of 150 into the future."

Tagline:

Canada 150: one nation, hundreds of cultures, thousands of communities, millions of people, and limitless stories. Inspiring Richmond to welcome our future.

Guiding Principles:

- Tie the past with the future – commemorate the history of the community while celebrating and shaping the future
- Showcase Richmond – activities shed a positive light on all Richmond has to offer
- Create legacies - these legacies include lasting memories, increased organization and community capacity, physical legacies and pride in the community and the country
- Inclusive – ensure opportunities for input and participation for our diverse residents
- Collaborative – partner with the community in planning and implementation and support community organizations to plan their own celebrations
- Environmentally sustainable – follow the principles set out in the Richmond Sustainable Event Toolkit that has been developed
- Coordinated – activities are coordinated and synergistic to effectively utilize resources and not compete with each other

Council also authorized staff to engage the community for input into Richmond's Canada 150 program; and directed staff to report back with options for Council's consideration.

A public outreach survey was conducted in from September to October, 2015, and close to 900 residents provided input on how they wanted to celebrate Canada 150. Over 99% of the people surveyed supported celebrating the milestone, with 39% wanting a big Canada Day celebration on July 1 and 36% recommending a wide variety of events throughout the year.

Council also approved the formation of a Canada 150 Steering council sub-committee which included Cllr. McNulty (Chair), Cllr. McPhail, Cllr. Steves, and staff. Over the course of three months, the committee reviewed and evaluated a comprehensive list of possible Canada 150 projects.

The following projects are recommended to form a strong component of Richmond's Canada 150 Celebration program.

We invite the community—residents, businesses, and community groups—to become involved and join us in celebrating Canada's 150th anniversary ensuring the Canada 150 program is inclusive, engaging, and community driven.



SECTION 2: RECOMMENDED NEW PROJECTS FOR RICHMOND'S CANADA 150 CELEBRATION

RECOMMENDED PROJECT:

CANADA DAY STREET FESTIVAL

DESCRIPTION:

Enhance the existing Canada Day weekend celebration (Steveston Salmon Festival, Ships to Shore, Gulf of Georgia Cannery, etc.) with a street festival in Steveston Village featuring a community stage, busking entertainment, and a variety of fun activations. Close Moncton Street and Bayview Street to traffic and bridge the gap between the Gulf of Georgia Cannery and the Steveston Community Centre creating one large festival site.

BENEFITS:

- Increases the number of activities and attractions available on July 1
- The increased footprint will help reduce current congestion challenges faced by the Steveston Salmon Festival following the parade
- Expands the programming to bridge the time between Steveston Salmon Festival and the Fireworks
- Increases business opportunities for Steveston merchants
- Provides an enhanced free event for Richmond residents

DATES/HOURS:

- Saturday, July 1, 11:00 a.m. – 10:30 p.m.

LOCATION: Steveston Village

ESTIMATED ATTENDANCE: 40,000

RECOMMENDED BUDGET: \$165,000

RECOMMENDED PROJECT:

WOODEN BOAT FESTIVAL

DESCRIPTION:

Create a new maritime themed festival focused on the wooden boat industry. The City would explore a partnership with the Britannia Heritage Shipyard Society to produce the “Britannia Wooden Boat Festival.”

The two-day festival would be animated with wooden boats, water demonstrations, a wooden boat show on the land, maritime demonstrations, entertainment, food trucks, and maritime themed community booths.

Wooden boats would be invited to attend and the festival date would be coordinated with the existing wooden boat circuit (mid August – mid September).

BENEFITS:

- Engages the wooden boat industry and educates the public on its heritage
- Celebrates the City’s maritime industry
- Provides a free event for Richmond residents

DATE:

- August or September

LOCATION:

- Britannia Shipyards National Historic Site, Imperial Landing, and potentially Steveston docks (SHA)

ESTIMATED ATTENDANCE: 20,000

RECOMMENDED BUDGET: \$180,000

RECOMMENDED PROJECT:

PIONEER LUNCHEON

DESCRIPTION:

Host a special luncheon to recognize the contributions of the City's long term residents who helped shape the community. Guests must have lived in Richmond for the past 50 years. The event will feature a catered lunch, live entertainment, and words from the Mayor.

BENEFITS:

- Celebrates and recognizes the contribution of our City's pioneers
- Provides a free event for the older adult demographic

LOCATION:

- Option A -- Inside Richmond Olympic Oval
- Option B -- Tented at outdoor plaza at Richmond Olympic Oval
- Option C -- Tented in plaza at City Hall (500 person capacity)
- Option D -- Tented in a City park

PROPOSED DATE/TIME: Spring or Fall, 11:30am – 1:30pm

ESTIMATED ATTENDANCE: 500-1000

RECOMMENDED BUDGET: \$60,000

RECOMMENDED PROJECT:

MUSIC IN THE PLAZA

DESCRIPTION:

A series of outdoor music concerts during the midweek lunch break. Local Canadian artists would be featured and food trucks would be invited to service the concert crowd.

BENEFITS:

- Activates a public space and encourages community interaction
- A vehicle to promote upcoming Canada 150 events
- Celebrates and showcases the City's local artists
- Provides free events for Richmond residents

LOCATION: Alternate between City Hall Plaza and Cultural Centre Plaza

PROPOSED DATE:

- 5 dates, every second week, starting in June and ending in August
- Show from 11:45 a.m. – 1:15 p.m. (90 minutes).

ESTIMATED ATTENDANCE: 200-500 per show

\$6,000 per show to cover artist fees, audio tech, emcee, coordinator and equipment rentals

RECOMMENDED BUDGET: \$30,000

- \$6,000 per show to cover artist fees, audio tech, emcee, coordinator and equipment rentals

RECOMMENDED PROJECT:

HARVEST FESTIVAL

DESCRIPTION:

The Richmond Harvest Festival would celebrate the City's agricultural heritage. This festival could feature a farmers market, farm tours, farming equipment, farm animals, live busking entertainment, straw maze, and food trucks.

BENEFITS:

- Engages local farmers and educates the public on the importance of local farming
- Celebrates the City's agricultural heritage
- Provides a free event for Richmond residents

LOCATION: Garden City Lands, Terra Nova, or a private farm

PROPOSED DATE: Saturday, October 7 (Thanksgiving weekend), 11:00 a.m. – 4:00 p.m.

ESTIMATED ATTENDANCE: 10,000

RECOMMENDED BUDGET: \$150,000

RECOMMENDED PROJECT:

COMMEMORATIVE LEGACY

DESCRIPTION:

A number of art and infrastructure projects are currently in the works for an opening/unveiling in 2017. One or more of these projects could be used to commemorate our country's milestone and serve as a legacy to Canada 150. These projects include:

Public Art:

- Minoru Complex at Minoru Park and Cultural Precinct
- Brighthouse Canada Line Station
- Brighthouse Canada Line Station Bus Loop and Pedestrian Plaza
- Richmond City Hall Gateway Public Artwork
- Capstan Village Park for new Richmond Arts District

Infrastructure:

- Minoru Complex
- Hollybridge Pier
- Phoenix Net Loft
- Steveston Tram
- Garden City Lands
- Fire Hall No. 1
- Fire Hall No. 3

BENEFITS:

- Marks a key milestone in our City's history
- Opportunity to increase the profile of key art and infrastructure projects throughout the city

RECOMMENDED BUDGET: Existing Budgets

RECOMMENDED PROJECT:

POSSIBLE PROJECT CONCEPTS

DESCRIPTION:

The following is a sample list of potential projects that could be developed by the Canada 150 Program Office. The projects could be facilitated through partnerships with existing organizations and events or produced in-house. All of these events will be promoted through the Richmond Canada 150 marketing program.

1. Historical Interpretive Sign Program in City Centre
2. Street Festival on Highway to Heaven
3. Beach Volleyball tournament at the Oval
4. Canada 150 themed Geocache Program
5. 130th anniversary of Gihei Kuno
6. 140th anniversary of Manzo Nagano
7. 140th anniversary of Steves Family
8. Old Fashion Sports Day
9. Garden tours
10. Nature Park events
11. Running event
12. School engagement
13. Archives / oral histories
14. Theatrical production
15. Sporting events
16. Arts and heritage events

BENEFITS:

- Community outreach and engagement
- Assist with capacity building
- Builds a comprehensive calendar of events and projects that collectively celebrate Canada 150
- Provide resources to organizers that will allow them integrate the Canada 150 theme into their events

RECOMMENDED BUDGET: \$75,000

RECOMMENDED PROJECT:

MARKETING, PROMOTIONS & DOCUMENTATION

DESCRIPTION:

A brand for the overall program will be created that will act as the umbrella marketing tool to promote all of the events and projects in 2017. This project will include the development of a robust website to properly showcase each initiative. It will also produce and coordinate the elements for a comprehensive marketing plan (e.g., TV, radio, print, collateral (e.g., posters, brochures, etc.), social media, transit ads, etc.).

The project will include a social media outreach campaign that engages Richmond residents by asking for photo submissions of what Canada means to them. The photos will be collated into a large mosaic art piece with many photos featured individually on the Richmond Canada 150 website.

Richmond's Canada 150 program will likely create many memorable moments. This project would ensure that those key moments are captured on video and through photos. The City's Media Lab could be involved in the project and assist in some of the filming and post-production work.

The City of Richmond's street banner program for 2017 would incorporate the Canada 150 theme and messaging for a year-long display on the 500 street poles in the City. Banner designs are selected through an annual contest that is open to all members of the community. It is recommended that entries celebrate Canada history in Richmond.

BENEFITS:

- Ensures broad awareness of the 150 celebrations within the community
- Creates anticipation and excitement
- Communicates stories of the City's heritage
- Builds community pride
- Documents the entire program

TERM:

- Fall 2016 – December 2017

RECOMMENDED BUDGET: \$90,000

- An additional \$60,000 will be funded by the Days of Summer program via the Major Events Provision Fund.

RECOMMENDED PROJECT:

SPECIALIZED RESOURCES

DESCRIPTION:

Operational resources are required to coordinate and manage the Canada 150 Program in Richmond. The office would create partnerships with existing events and programs, assist in the development of new projects, and coordinate other Canada 150 projects, as required.

The program will require staff support from many different people throughout the organization to help coordinate community outreach, general events, and volunteers. In addition, a program of this magnitude will likely require administrative and procurement support.

Once the Canada 150 program is approved, the funding will be used to build appropriate staff teams for the projects. The team will seek input from the community during the planning process. Developing skills sets and capacity amongst staff and community will be a positive outcome of the program. Specifically, a coordinated call for volunteers to support the slate of events will be an important component of the Canada 150 program. The community will be provided with numerous volunteer opportunities to gain valuable event and project experience.

The overall program will be managed and supported by the Major Events & Film section; reporting through the General Manager, Interagency Programs & Steveston Waterfront Major Initiatives; and the Canada 150 Steering Committee.

BENEFITS:

- Proper staff resourcing to ensure successful program delivery
- Enables capacity for optimal community engagement
- Builds capacity within the community for future years

TERM:

- April, 2016 to December 2017

RECOMMENDED BUDGET: \$250,000



SECTION 3: THE FINANCIALS

TABLE: PROPOSED PROGRAM BUDGET SUMMARY

Project Name:	Recommended Funding:
Canada Day Street Festival	\$165,000
Wooden Boat Festival	\$180,000
Pioneer Luncheon	\$60,000
Music in the Plaza	\$30,000
Harvest Festival	\$150,000
Commemorative Legacy (Public Art & Infrastructure)	\$ 0
Additional Project Concepts	\$75,000
Marketing, Promotions & Documentations	\$90,000
Canada 150 Celebration Staff (Support) Team	\$250,000
Program Contingency	\$200,000
TOTAL PROGRAM FUNDING	\$1,200,000

SPONSORSHIP & GRANTS:

Corporate Partnerships and Major Events will explore sponsorship and federal grant opportunities for the Canada 150 program. Any funds generated will either be returned to the Major Events Provision or used for program enhancement.

SECTION 7:

GENERAL PROGRAM SCHEDULE OF KEY EVENTS IN 2017

JANUARY

- Street Banner program begins

FEBRUARY

- Children's Arts Festival

MAY

- Heritage Fair
- Move for Health
- Public Works Open House
- Ships to Shore

JUNE

- Doors Open

JULY

- Ships to Shore
- Canada Day Concert in the Park
- Steveston Salmon Festival

AUGUST

- Richmond Maritime Festival
- Britannia Wooden Boat Festival
- Garlic Festival

SEPTEMBER

- Richmond World Festival
- Culture Days

OCTOBER

- Harvest Festival



SECTION 8: MAP OF PROPOSED RICHMOND EVENTS CELEBRATING CANADA 150



LOCATION MAP: **PROPOSED RICHMOND EVENTS CELEBRATING CANADA 150**

MAJOR CITY FESTIVALS

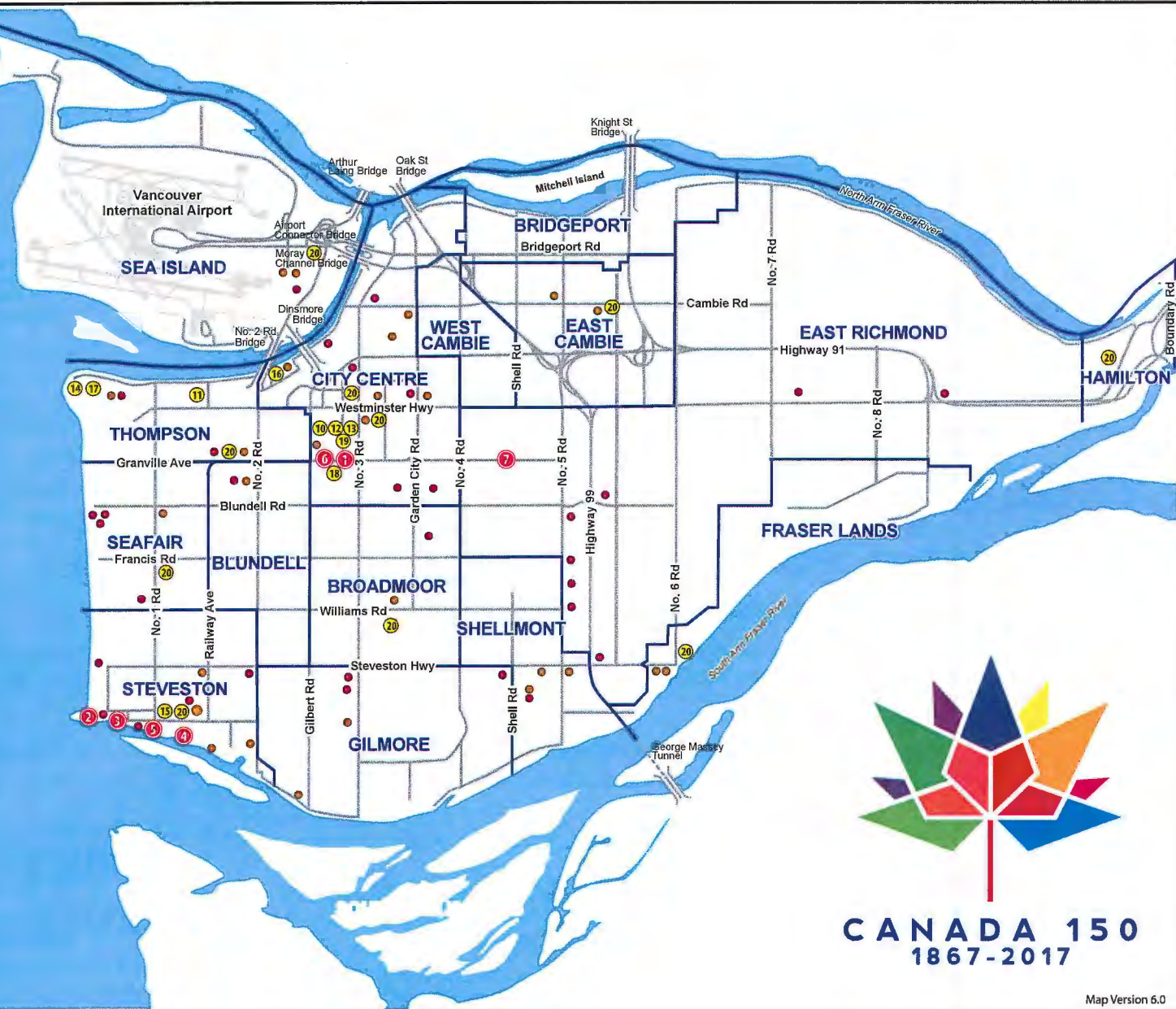
- ① Children's Arts Festival
- ② Ships to Shore
- ③ Ships to Shore / Canada Day Street Festival
- ④ Richmond Maritime Festival
- ⑤ Wooden Boat Festival
- ⑥ Richmond World Festival
- ⑦ Harvest Festival

OTHER KEY EVENTS

- ⑩ Move for Health
- ⑪ Public Works Open House
- ⑫ Music in the Plaza
- ⑬ Heritage Fair
- ⑭ Doors Open
- ⑮ Steveston Salmon Festival
- ⑯ Pioneer Lunch
- ⑰ Garlic Festival
- ⑱ Remembrance Day Ceremony
- ⑲ Minoru Complex Opening
- ⑳ Community Centres celebrations

OTHER CITY WIDE EVENTS

- Doors Open (43 sites)
- Culture Days (35 sites)



CANADA 150
 1867-2017

Map Version 6.0