



## City of Richmond

## Report to Council

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**To:** Richmond City Council **Date:** April 4, 2006  
**From:** Councillor Bill McNulty **File:**  
Chair, Parks, Recreation & Cultural Services  
Committee  
**Re: REQUEST OF MISCELLANEOUS PRODUCTIONS TO SUPPORT  
APPLICATION FOR FUNDING TO UBCM**

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The Parks, Recreation & Cultural Services Committee, at its meeting held on Tuesday, March 28<sup>th</sup>, 2006, considered the attached report, and recommends as follows:

### **Committee Recommendation**

*That support be given for the application of Miscellaneous Productions to the UBCM for funding to complete of their 'erace' – Phase 3 project..*

Councillor Bill McNulty, Chair  
Parks, Recreation & Cultural Services Committee

Attach.



**City of Richmond**  
Councillors' Office

## Memorandum

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**To:** Mayor and Councillors

**Date:** March 27, 2006

**From:** Linda Barnes  
Councillor

**File:**

**Re:** **Letter of Request to Richmond Council**

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Attached is a letter from Miscellaneous Productions requesting Council's support of their grant application to UBCM, for funding of their *erace* – Phase 3 project. Applications must be accompanied by a Council resolution, and I hope you will support the request.

Linda Barnes  
Councillor

pc: Cathy Volkering Carlile

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The Honourable Mayor Malcolm Brodie and City Council  
c/o Councillor Linda Barnes  
City of Richmond  
6911 No. 3 Road  
Richmond, BC  
V6Y 2C1

March 23, 2006

Dear Mayor Brodie and City Council Members:

**Please consider this letter as our formal request for support from the City of Richmond City Council for the *e-race* – Phase 3 project.**

**If Richmond City Council approves our request, and as stipulated by the guidelines of the Union of British Columbia Municipalities (UBCM) – Community Methamphetamine Response Funding Program Application Guide, passes a resolution from Council approving our application, MISCELLANEOUS Productions Society will be applying for the project outlined below.**

To date, we are in the process of adding the active support of Richmond Addiction Services, who sponsored Phase 1 and 2 of this project, and the Richmond Safe Communities Alliance.

MISCELLANEOUS Productions Society would like the support of City Council for this project that would encompass the following components:

- Creating and producing a curriculum package for our DVD/video adaptation of *e-race* – exploring “speed” in young lives with a very diverse cast made up of youth aged 15 – 27 years old from Richmond, BC.

- Public Education / Marketing campaign of the *e-race* package with a focus on Richmond as well as the rest of BC.
- Some kind of launch event in Richmond in partnership with the City of Richmond, Richmond Addiction Services and Richmond Safe Communities Alliance in which our organizations promote the educational and awareness-raising package. This could possibly be tied to the Richmond Public Art Committee's installation of the *e-race* sculptural car, depending upon timing, etc. We are hoping to launch this DVD, Curriculum Package and Public Education Campaign in September 2006. Moving Images Distribution, the largest distributor of independent film and video in Western Canada, has picked up the *e-race* DVD for international distribution and will boost our distribution of the *e-race* package.

Please note: we were honoured that Mayor Brodie attended our live performance of *e-race* at the Gateway Theatre Studio B in September 2006 and participated in our Talkback Session after the show. The first two phases of the project were sponsored by the City of Richmond through the Richmond Arts Centre/Cultural Centre and Gateway Theatre. Also, Council members may have seen our transit shelter advertisements, as well as our posters, postcards and local newspaper ads all around Richmond in August and September 2005.

## **Background**

The original performance of *e-race* was highly educational, focused on raising awareness and originally presented in Richmond in September 2005. This professional artists and community youth collaboration and participation project included young people from Richmond aged 15 – 27 years old from at-risk, high risk and “mainstream” backgrounds. The youth participants took part in *e-race – Phase 1 & 2* - our year-long training and collaboration project. In this project, professionals collaborated with ten young writer-performers and 23 interning technicians to create a script and production that gave an authentic youth voice to a story that used art as a tool to prevent the attraction and addiction of young people to “speed.”

*e-race* was adapted for DVD/video at the end of the run by a professional video production crew. Please see our excellent web page on *e-race* at < <http://www.miscellaneous-inc.org/e-race.htm> > for details on our work on this very professional and successful project to date.

Also, I have attached our Evaluation Report on Phase 1 and 2 of *e-race* written by two psychologists, Dr. George Tien and Tristin Wayte, which scientifically proves that the work changed the attitudes of youth participants and audience members towards "speed." It is the first research of its kind in Canada and is very exciting news for MISCELLANEOUS Productions.

### **MISCELLANEOUS Productions – Mandate and History**

MISCELLANEOUS Productions Society is a Canadian registered charitable organization that merges high art, community development and popular culture to create and present issue-based works of art. For the past six years, we have devoted ourselves to working with young and elder members of the community of Richmond, BC. Our purposes are:

- to educate and increase the public's understanding and appreciation of the arts while providing performances of an artistic nature,
- to educate the public and professionals about prevention of and responses to societal problems through various artistic works.

We bring in teams of professional artists, technicians and social workers to collaborate with integrated groups of culturally diverse, at-risk/high risk, marginalized, low-income and "mainstream" youth and elders to create original performances, videos, art exhibitions and publications.

We have a strong history of using art to confront issues of violence and racism, and have been working with and making art about culturally diverse youth who come from organized crime and street-involved backgrounds – including Indo-Canadian and Aboriginal gang members and multi-racial youth from the street racing community in Richmond, BC - since July 2000.

MISCELLANEOUS Productions, founded in July 2000, is considered to be one of the most diverse organizations in Canada, uniting professional artists and non-professionals of various cultural backgrounds and ages who find their roots on six continents.

Performance, video, publications and Public Education projects completed to date include: *THE REENA PROJECT / Outcasts & Angels* (2001), *What You Carry With You...* (2003), *MISCELLANEOUS Magazine* (2004) and *e-race* (2005 - 6). The *e-race* DVD, which will be undergoing another edit in May 2006, has been picked up for international distribution by Moving Images Distribution.

## **Project Description – Curriculum Package and Marketing Campaign for the *e-race* DVD**

In February 2006, Moving Images Distribution, the largest distributor of independent film and video in Western Canada, picked up MISCELLANEOUS Productions' *e-race* DVD for distribution – with a focus on British Columbia.

Elaine Carol, Artistic Director of MISCELLANEOUS Productions, has decided to improve upon the original edit of *e-race* and hired Mary Ungerleider, an extremely experienced, professional editor. We will be going into the edit suite in May 2006.

The staff of Moving Images Distribution told us the DVDs that are their “top sellers” feature Aboriginal and multicultural youth and they expect *e-race* to do very well because our work includes exactly this make-up of diverse youth.

However, in order to ensure abundant sales, Moving Images staff has strongly advised that we include a Curriculum Package for the *e-race* DVD. They also suggest that we augment their marketing of the *e-race* DVD in their catalogue, which features all of their other titles, with a specific Marketing and Public Education Campaign for our message communicated through our unique community-based and professional production.

**The cost for this project is \$20,000 and we will need to fundraise for these expenses. Union of British Columbia Municipalities (UBCM) – Community Methamphetamine Response Funding Program offers \$10,000 in cash funding for projects such as these, provided there is a resolution from the City Council approving the application.**

We will focus this project on Richmond and work with the City of Richmond, Richmond Safe Communities Alliance and Richmond Addiction Services, as well as Richmond RCMP and Richmond School District #38.

This Marketing Campaign will include mailing advertising postcards to film and video festivals, multicultural festivals, teachers, secondary and post-secondary schools, counsellors, addiction treatment centres, youth-serving agencies and organizations, community centres, libraries, etc. throughout British Columbia and Canada. To date, we have had requests for the *e-race* DVD from all of the above-mentioned sources. In addition, we have a database of more than 400 contacts who are interested in our work, the majority in British Columbia.

If our application is successful, we plan to invite the following experts to assist us in creating, writing and designing the Curriculum Package:

- Eric D. Wong, Diversity Consultant
- Esther Oh, M.S.W., Addictions Counsellor for youth and Social Worker for *e-race* youth participants, Richmond Addictions Services
- Elaine Carol, Artistic Director of MISCELLANEOUS Productions & Director/Head Writer of *e-race* – will also work on the conceptual design of the package
- Rob and Maeve Lodder, Graphic Designers and Owners of Corporate Graphics
- Chris Randle, Photographer for *e-race*,
- Alex Lee, ICBC – ICBC Loss Prevention Coordinator - Richmond (advisor)
- Sharon Boglari, ICBC – Manager, Youth Strategies - ICBC Provincial Loss Prevention Strategies (advisor).

We have approached ICBC for some additional funding and they are considering granting MISCELLANEOUS Productions a portion of the costs of this project.

Please let me know if and when you would like me to meet with the City of Richmond Council regarding any questions, comments or concerns about the Union of British Columbia Municipalities (UBCM) – Community Methamphetamine Response Funding Program application and our *e-race* -- *Phase 3* project.

Thank you very much for the opportunity to put forward this request. We really appreciate it.

Submitted respectfully,

Elaine Carol  
 Artistic Director  
 MISCELLANEOUS Productions  
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 Fax: 604-873-2909  
 E-mail: [elaine-c@mdi.ca](mailto:elaine-c@mdi.ca)  
 Web Site: [www.miscellaneous-inc.org](http://www.miscellaneous-inc.org)

cc:

- **Christa Mullaly**, Richmond Addictions Services – Addictions Specialist – and Member of Richmond Safe Communities Alliance
- **Belinda Boyd**, Leader - Community Engagement - Vancouver Coastal Health - Richmond Health Services– and Member of Richmond Safe Communities Alliance