



City of Richmond

Report to Committee

To: General Purposes Committee
From: Cathryn Volkering Carlile
 General Manager - Community Services
Re: Winterfest 2011

Date: September 9, 2010
File: 11-7000-01/2010-Vol
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Staff Recommendation

1. That the production of Winterfest 2011, February 12 and 13, 2011 in the City Hall precinct, as outlined in the report from the General Manager of Community Services dated September 7, 2010, be endorsed.
2. That \$150,000 cash from Council Provision and \$95,000 value-in-kind be approved to support the event.

Cathryn Volkering Carlile
 General Manager - Community Services
 (604-276-4068)

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ROUTED TO:	CONCURRENCE		CONCURRENCE OF GENERAL MANAGER
Budgets	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	
Arts, Culture & Heritage	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	
Parks and Recreation	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	
Transportation	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	
REVIEWED BY TAG	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	REVIEWED BY CAO <i>Peting</i> YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>

Staff Report

Origin

Council Term Goals envision a City that is "vibrant and cultural" and is known for its "well established festivals and arts". Since February 2006, the City has produced a popular annual mid-winter community event called Winterfest. Growing from a small one-day event in its inaugural year in 2006, Winterfest was last held in 2009 at the Richmond Olympic Oval as a "One Year to the Games" countdown event.

Winterfest was not held in 2010 due to the Winter Games and the City's commitment to create and produce an official Olympic live site. The O Zone, as the site was known, was an overwhelming success and greatly increased Richmond's profile as an event destination.

This event contributes to the Council Term Goal:

Advance the City's destination status and ensure our continued development as a vibrant cultural city with well-established festivals and the arts.

This report requests continuation of the event in 2011 and requests financial support to produce a high quality event.

Analysis

The proposed dates for Winterfest 2011 are Saturday February 12 and Sunday February 13, 2011. The City Hall precinct grounds and Brighthouse Park have been booked for the event to once again bring this vibrant festival back to the city centre. Granville Street will be closed from Minoru Boulevard to No. 3 Road. This configuration was used for the 2007 - 2008 events with great success. It is anticipated that this event will attract about 17,000 to 20,000 festival goers over the course of the two-day event

Once Council approves the event, sponsorship acquisition for Winterfest 2011 will begin immediately and will have a very aggressive timeline. The Winterfest 2011 date falls within many companies' 2010 budget year, therefore, most sponsorship funding is generally set for this fiscal year.

The City will be pursuing sponsorship revenue and value-in-kind support for this event. At this time, the emerging trend is towards "value-driven" corporate sponsorship programs. The criteria therefore, are that the event strongly aligns with the sponsoring company's corporate principles or supported social cause. It is no longer enough to provide market exposure or hosting opportunities.

Sponsorship budgets are significantly reduced as a result of the recent economic downturn and possibly, of post-Olympic evaluation of sponsorship return-on-investment. Overall, the sponsorship market is an increasingly sophisticated one that is looking to tangibly quantify sponsorship value.

Regional competition for sponsorship may be high as many Lower Mainland communities may be hosting "One Year After" Olympic-themed events. There may also be a spike in supplier prices as they capitalize on increased demand during what is typically a soft winter market. All

efforts will be made to secure sponsors, partners and suppliers for the Winterfest 2011 event as quickly as possible.

Preliminary planning for the event has commenced and includes programs such as:

- Official opening
- Main stage (for headline and local entertainment)
- Winter features (such as artificial ice rink, ice carvings or toboggan run)
- Community displays and demonstrations (sport associations, official agencies, etc)
- Local visual artists and artisans
- "Midway" style food and beverage
- Sponsor activation (as secured)

Programming development is still underway and will be enhanced as availability is confirmed, pricing is provided and/or sponsorship cash is secured.

As in past years, volunteers of all levels of expertise will be given the opportunity to be a part of the Winterfest 2011 team. Recruitment planning is underway and will commence in October. Staff will also be working with community partners to enhance the program and community displays.

In March of 2007 Council adopted the following resolution regarding the funding of major events:

"That where a major event generates a surplus in revenue beyond event costs, the surplus revenue be deposited into a Major Events Fund to be utilized to support the delivery of future events"

In April of the same year, Council adopted the "2007-2011 Major Events Plan". The Plan provided the following criteria for classifying City events:

"...events in Richmond have been classified into four size categories...Small (under 500 people/day)... Medium (500-5,000 people/day)...Large (5,000-15,000 people/day)...Major (15,000+ people/day).

The major event examples cited in the Plan include Steveston Salmon Festival and Richmond Tall Ships 2002. Winterfest does not qualify as a major event as the event has historically drawn between 5,000 – 10,000 people per day. The draw for the event is local.

For the past 4 years, Winterfest has been funded through Council Provision and General Contingency. In 2011 there are the following funding options for Council consideration.

- Major Events Provisional Fund – funds available, should the criteria noted above be waived
- Council Provision – funds available
- General Contingency – funds available

Staff will also be pursuing provincial grants to support this project such as the British Columbia Spirit Festival Grants. The City is working with the Richmond Arts Coalition to apply for the recently announced British Columbia Spirit Festival grant. We are researching whether the City is eligible for this funding.

If successful, this funding would support the programming of BC and Canadian talent, as well as cover some production and administration costs. If Richmond is eligible, the maximum award for a city our size is \$50,000. These funds would be used to reduce the City cash contribution,

or offset reduced sponsorship funding and not to expand the current levels of programming listed above.

The overall budget for the event is \$405,000 (see Attachment 1) supported by the following revenue streams:

- City Contribution (Cash) \$150,000
- City Contribution (VIK) \$ 95,000
- Sponsorship Target (Cash and budget relief VIK) \$160,000

To reduce the City's risk, staff will apply the same financial management rigour as was exercised during the O Zone and make all efforts to scale the event to match actual funds. It must be noted, however, that the City contribution alone will not be able to produce the event as described above and that at least 75% of the sponsorship target must be met. City in-kind support will be primarily required from Community Safety, Transportation, Parks and Recreation and Public Works.

Financial Impact

It is recommended that Winterfest 2011 be supported with a City contribution of \$150,000 cash from the Council Provision and \$95,000 in value-in-kind, including, but not limited to, equipment, materials, and services. Given that this is an annual event, staff have submitted an ongoing additional expenditure request in the 2011 budget process to support this initiative into the future.

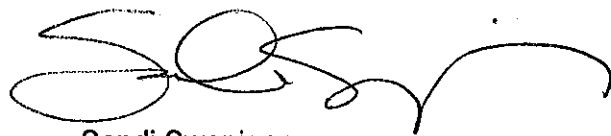
Conclusion

Between 2006 and 2009, the Richmond community participated in four years of mid-winter festivals, rain or shine. For many, the O Zone defined their 2010 Olympic experience. The underlying essence of those events was the celebration of Richmond residents' connection to their city, to their community, and to their neighbours, friends and family.

The 2011 event will carry on that celebration and contribute greatly to the Council goals of engaging our community, building our event capacity and reputation, and continuing recognition of Richmond as a vibrant, safe and family-friendly city.



Anne Stevens
Senior Manager, Enterprises Services
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Sandi Swanigan
Manager, Major Events Development
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Budget Overview

Winterfest 2011 – February 12 and		
<i>Item</i>	<i>Revenue</i>	<i>Comments</i>
City Contribution (\$)	150,000	
City Contribution (VIK)	95,000	
Sponsors (\$ and VIK)	160,000	
Total	405,000	
<i>Item</i>	<i>Cost</i>	<i>Comments</i>
Programming and Entertainment	70,000	Stage, winter feature, activities, food and bev services
Production	60,000	One stage with screen and technical support.
Infrastructure and Site Preparation	65,000	Signage, wayfinding, lighting, tents, power, grounds, etc.
Workforce costs (Volunteer and Paid)	45,000	Installation, site maintenance, volunteer uniforms, support, training, recognition
Marketing and Hosting	25,000	Advertising, promotion materials and hosting, sponsor recognition and fulfilment.
Traffic	25,000	Barricades, signage, traffic control persons
Security, Safety and Risk	20,000	First Responders, BC Ambulance, Fire and Rescue, RCMP, private security, event Insurance.
Project Admin	42,000	Production management and coordination.
Subtotal	352,000	
Contingency (15%)	52,800	
Grand Total	404,800	