



Parks, Recreation and Cultural Services Committee

Anderson Room, City Hall
6911 No. 3 Road

Tuesday, February 23, 2016
4:00 p.m.

Pg. # ITEM

MINUTES

PRCS-3

*Motion to adopt the **minutes** of the meeting of the Parks, Recreation and Cultural Services Committee held on January 26, 2016.*



NEXT COMMITTEE MEETING DATE

Wednesday, March 30, 2016, (tentative date) at 4:00 p.m. in the Anderson Room

DELEGATIONS

1. (1) John Braaten, President of Richmond City Baseball Association to discuss proposal for possible baseball development at South Arm Park.
- (2) Thomas Love, student, to present on skateboard parks.

Pg. # ITEM

COMMUNITY SERVICES DIVISION

2. **2015 RICHMOND FILM OFFICE ANNUAL REPORT**
(File Ref. No. 08-4150-09-01) (REDMS No. 4901741 v. 7)

PRCS-10

See Page PRCS-10 for full report

Designated Speaker: Jane Fernyhough

STAFF RECOMMENDATION

That the staff report titled, “2015 Richmond Film Office Annual Report”, dated February 5, 2016 from the Director, Arts, Culture and Heritage Services, be received for information.

3. **MANAGER’S REPORT**

Standing Item – Garden City Lands Update

ADJOURNMENT



Parks, Recreation and Cultural Services Committee

Date: Tuesday, January 26, 2016
Place: Anderson Room
Richmond City Hall
Present: Councillor Harold Steves, Chair
Councillor Ken Johnston
Councillor Carol Day (entered at 4:03 p.m.)
Councillor Bill McNulty
Councillor Linda McPhail
Call to Order: The Chair called the meeting to order at 4:00 p.m.

MINUTES

It was moved and seconded

That the minutes of the meeting of the Parks, Recreation and Cultural Services Committee held on November 24, 2015, be adopted as circulated.

CARRIED

NEXT COMMITTEE MEETING DATE

February 23, 2016, (tentative date) at 4:00 p.m. in the Anderson Room

DELEGATIONS

1. (1) With the aid of a PowerPoint presentation (copy on file, City Clerk's Office) and referencing speaking notes (attached to and forming part of these minutes as Schedule 1) Linda Barnes and Marina Szijarto, representing the Richmond Arts Coalition (RAC), briefed Committee on the Richmond Arts Coalition Strategic Plan.

Cllr. Day entered the meeting (4:03 p.m.).

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Discussion ensued with respect to (i) the need for local art spaces, (ii) utilizing non-traditional spaces, such as restaurants for art space, and (iii) the economic benefits of the arts.

As a result of the discussion, staff were encouraged to seek comment from the Richmond Arts Coalition on matters related to future proposed City public art projects and that information on the Richmond Arts Coalition be posted on the City website.

Discussion then ensued with regard to the proposed Phoenix Net Loft Artists' Market on the B.C. Packer site.

In reply to queries from Committee, Ms. Barnes noted that (i) the RAC is working with staff on opportunities for art space in the city, (ii) the RAC is doing outreach to encourage an increase in membership, and (iii) the RAC would express interest to be involved in proposed City arts projects such as the Phoenix Net Loft Artists' Market.

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

It was moved and seconded

- (1) *That the Richmond Arts Coalition Strategic Plan be referred to staff for information; and*
- (2) *That the report titled, Phoenix Net Loft Artists' Market, from Mark Glavina and Associates, be forwarded to the Richmond Arts Coalition.*

CARRIED

- (2) Dr. Kent Mullinix, Kwantlen Polytechnic University (KPU), spoke on the Southwest British Columbia Bioregional Food Study conducted by KPU, highlighting the following:

- the project is seeking support from municipalities in the region;
- the project focuses on Southwestern British Columbia and aims to explore the food self-reliance potential in region;
- information gathered from the project can be utilized by municipalities, the farming community and entrepreneurs;
- approximately \$700,000 has been raised towards the project to complement contribution from universities; and
- the project is seeking endorsement and a staff liaison from the City.

In reply to queries from Committee, Dr. Mullinix, noted that (i) results from the project would be used in future sustainability programs, (ii) the project is in the final stages and results from the study will be released in the upcoming months, and (iii) the project is fully funded, however additional contribution would enhance the research.

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Discussion ensued with regard to (i) historical food self-sufficiency capabilities in the city, (ii) the regional food production system, (iii) future food production, and (iv) how individuals and small scale farmers can utilize the information gathered from the study.

In reply to queries from Committee, Dr. Mullinix noted that (i) KPU's Farm School program provides information for small scale farmers, (ii) the project has engaged with the Provincial Health Unit, and (iii) the Agricultural Advisory Committee has endorsed the project.

Discussion then ensued regarding the amount of land left unfarmed in the city and the farming history of Richmond.

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

It was moved and seconded

- (1) *That the Southwest British Columbia Bioregion Food System Design Project be endorsed; and*
- (2) *That a staff liaison be assigned for the Project.*

CARRIED

COMMUNITY SERVICES DIVISION

2. **STOREYS PUBLIC ARTWORK CONCEPT PROPOSAL**

(File Ref. No. 11-7000-09-20-183) (REDMS No. 4783628 v. 5)

It was moved and seconded

That the concept proposal and installation for the Storeys integrated public artwork by artist Richard Tetrault, as presented in the report titled "Storeys Public Artwork Concept Proposal," from the Director, Arts, Culture and Heritage Services, dated January 6, 2016, be endorsed.

The question on the motion was not called as discussion ensued with respect to the dimensions of the art project.

In reply to queries from Committee, Eric Fiss, Public Art Planner, noted that the art piece will be approximately 80 feet long and will not visually obscure the building signage.

The question on the motion was then called and it was **CARRIED**.

3. **MANAGER'S REPORT**

- (i) *Garden City Lands Update*

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Mike Redpath, Senior Manager, Parks, provided an update to the Garden City Lands (GCL), noting that (i) the design and construction of the trail and water management infrastructure will take place in phases, (ii) approximately five to ten acres will be allocated to KPU for farm use, (iii) the City is the process of developing the GCL's farm management strategy, and (iv) the communication strategy will engage the community and stakeholders.

In reply to queries from Committee, Jamie Esko, Manager, Park Planning and Design, noted that staff are anticipating that the water resource management strategy for the GCL will be completed in February 2016 and once the hydrology study is completed, more information can be provided to the community and stakeholders.

Discussion ensued with regard to (i) consultation of KPU and other stakeholders on the project, (ii) restoring the GCL site as one parcel, and (iii) the timeline for farming on the GCL.

In reply to queries from Committee, Mr. Redpath advised that staff are in close contact with KPU and that KPU is currently working on funding strategies. He added that KPU is preparing the farm management plan and that he anticipates that the water and ecological management strategy will be completed by June 2016.

Discussion then ensued with respect to (i) the hydrological condition of the GCL, (ii) the phases of consultation and development, (iii) farming portions of the GCL prior to completion of the trail network, and (iv) consulting local farmers on the project.

In reply to queries from Committee, Mr. Redpath noted that the City works closely with KPU and consults with the Agricultural Advisory Committee on matters related to the GCL project.

As a result of the discussion, staff were directed to provide an update Committee on the Garden City Lands at every Parks, Recreation and Cultural Services Committee meeting.

(ii) Minoru Complex Engagement Plan

Elizabeth Ayers, Manager, Community Services Planning and Projects, updated Committee on the Minoru Complex engagement plan, noting that approximately 400 people attended the engagement sessions and that positive feedback was received.

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(iii) Relocation of Richmond Gymnastics Association and Richmond Rod and Gun Club

Gregg Wheeler, Manager, Sport and Community Events, briefed Committee on the relocation of the Richmond Gymnastics Association and the Richmond Rod and Gun Club, noting that leases for their current location will expire in February 2016, prior to the availability of the new location at 7400 River Road in 10 to 12 weeks. He added that staff are working with both organizations on facility arrangements.

ADJOURNMENT

It was moved and seconded
That the meeting adjourn (5:03 p.m.).

CARRIED

Certified a true and correct copy of the Minutes of the meeting of the Parks, Recreation and Cultural Services Committee of the Council of the City of Richmond held on Tuesday, January 26, 2016.

Councillor Harold Steves
Chair

Evangel Biason
Legislative Services Coordinator

My name is Linda Barnes 4551 Garry st and I am here as a Director of the Richmond Arts Coalition My partner is Marina Szijarto (see Art O) 10071 Dyke Road, Chair of the Richmond Arts Coalition

We are here today to present our new Strategic Plan of which you have a copy in your packages and we would be pleased to answer any questions or hear any comments you might have at the end of our presentation.

I'm sure you are all aware of the contribution the arts makes to the Cities economic and cultural bottom lines. The Provincial Government's website includes: "The creative sectors are thriving, largely due to the important contributions made by the arts and culture community. The arts educate, inspire and create a quality of life that attracts new residents and investment, creating jobs and supporting the economy."

The Richmond Arts Coalition, founded in 2005 is pleased to count as members the various art specific groups such as Community Arts Council, Textile and Weavers, Potters, Gateway Theatre, individual artists from all disciplines as well as several Council members - McNulty, McPhail and Dang. While Community groups' roles are more in the production and business of Art the Richmond Arts Coalition's role is to be the voice for Art, Arts businesses and Artists in our community: To be a welcoming and inclusive member-driven association that will support and celebrate culture and arts activity in Richmond. As such, over the past 2 years, the Coalition has conducted a space study, hired a consultant for best practice research for innovative solutions for gallery space, performing and practice space and programming. We recognize space, particularly here in Richmond is at a premium and the need to look at space differently, utilize temporary spaces and repurpose old spaces is needed. While we encourage the city, developers and business to incorporate Arts Space in new development and districts such as City Centre North where we would support opportunities to acquire new or larger spaces for facilities such as the Art Gallery; we also look to areas such as the city centre town centre to repurpose existing space. With the replacement of the pool, seniors centre and Firehall a tremendous opportunity to begin to meet the needs of the Arts Community presents itself. In our space needs survey - amongst other needs - particularly lacking were small scale multi-use spaces (such as an artists co-operative) as well as performance and gallery opportunities. RAC is ready to work with the city to ensure arts spaces are part of the planning for reusing these and other facilities.

As our renewal for membership attachment states RAC works in conjunction with City staff on numerous events. In 2015 the Richmond Arts Coalition created an exciting new project called, ArtRich 2015 - a multi faceted visual and multi media exhibition created in partnership with the Richmond Art Gallery. The exhibition was very successful and drew not only many artists together of different visual disciplines but also appealed to a large viewing audience. Since 2011 the Richmond Arts Coalition has provided the Maritime festival with \$207,000 for performers resulting in a growing, vibrant fun event as well as an award from Georgia Straight for the best run community festival. One of our directors Debbie Tobin, coordinates the Richmond Children's Arts Festival coming up soon - why she can't be with us today - bringing in

funding, local and regional artists as well as recognition for the city. In 2015 the Richmond Arts Coalition created an exciting new project called, ArtRich 2015 - a multi faceted visual and multi media exhibition created in partnership with the Richmond Art Gallery. The exhibition was very successful and drew not only many artists together of different visual disciplines but also appealed to a large viewing audience.

Moving our Strategic Plan forward quickly RAC, which is a small volunteer run board, has just hired our first ever Administrative Assistant to help with our website and membership administration and work plan - Andrew Wade. Each week we feature one of our members on our website and social media pages. In addition we post an online calendar of what's on in Richmond' to our website and also provide a listing of all arts and culture events to the local Richmond paper so much of their listings have come via our hard working volunteers. In 2014 we officially partnered with the Community Foundation and are looking for opportunities to grow the endowment fund created – with the long term goal of being able to provide cash prizes for the Richmond Arts Awards. Our plan is bold, ambitious but needed to ensure Richmond takes its place as a truly great city. "Without art, a city is no more a community than a heap of lumber is a home".

I'd like to end with a quote from Paul Schafer from The Arts and Cities "Here is also the contribution the arts make to the economies of cities. They do so through their ability to generate billions of dollars of investment and expenditure on facilities, equipment, hotels, restaurants, tickets, clothing, transportation, tourism and the like. Nor is this all. The arts attract business, industry, and a skilled Labour force.... Many corporations and industries will not locate in cities that are devoid of stimulating aesthetic encounters and memorable artistic experiences."

We welcome questions, comments and follow up meetings with Council members or staff.
Thank you.



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee

From: Jane Fernyhough
Director, Arts, Culture and Heritage Services

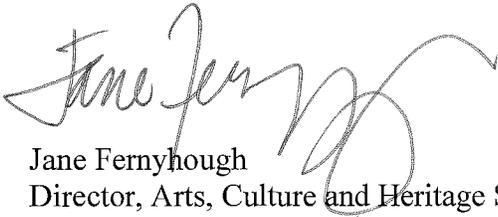
Re: 2015 Richmond Film Office Annual Report

Date: February 5, 2016

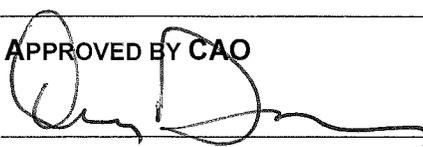
File: 08-4150-09-01/2016-Vol 01

Staff Recommendation

That the staff report titled, "2015 Richmond Film Office Annual Report", dated February 5, 2016 from the Director, Arts, Culture and Heritage Services, be received for information.



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

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

Staff Report

Origin

In 2007, Council adopted an official City of Richmond Film Strategy, which resulted in the establishment of a dedicated film office. One of the key mandates of the Richmond Film Office is to provide a “one stop shop” resource for film productions, as well as provide centralized services to Richmond businesses and residents affected by filming.

The purpose of this report is to provide an overview of the 2015 film activity in the City, as well as to discuss early indicators for 2016.

Background

The Major Events and Film Section oversees the production of major events and facilitates filming activities in Richmond. The Richmond Film Office is a function within that section. The office processes filming applications, provides permits for filming activity on City-owned properties and assists with location scouting within the city. Staff facilitate all City services required for filming and coordinate invoicing for those services; the most common services include policing, staff liaisons, location rentals and street use.

A core initiative of the Richmond Film Office is to liaise with film industry and community stakeholders on film-related matters in order to promote the growth of Richmond’s Film Sector. The key objective of these efforts is to attract production crews to shoot on location in Richmond on both public and private property. The Richmond Film Office has one dedicated staff member.

This report supports Council’s 2014-2018 Term Goal #8 Supportive Economic Development Environment:

Review, develop and implement plans, policies, programs and practices to increase business and visitor appeal and promote local economic growth and resiliency.

8.2. Opportunities for economic growth and development are enhanced.

Analysis

2015 was a record setting year for the Richmond Film Office with revenues and filming days hitting new levels. Television and feature films, including two major motion pictures, made up the majority of productions filmed. The productions filmed in Richmond for 2015 included:

- **Major Motion Pictures:** Planet of the Apes and Deadpool
- **Feature Films:** A Century in November, Christmas Confessions, Come and Find Me, Corrupt, Finding Mr Right 2, Further Adventures in Babysitting, Looking Glass, Midnight Sun, Monster Fishing, Run Along Robert, Swerve, The Shack, and Untitled Kelly Fremon Craig Project

- **TV:** Chesapeake Shores, Impastor, iZombie, Journey of Love, Lucifer, Once Upon a Time, Shooter, Supernatural, and The Man in the High Castle
- **Commercials:** Autotrader, Carrabas Commercial, and Zorvirex

Filming Revenue

Approximately \$457,000 in service and location charges were processed through the Richmond Film Office in 2015. This amount is more than double the previous year (2014) and approximately \$180,000 more than the previous record breaking year in 2013.

The breakdown of filming is as follows:

- \$309,105.51 in location revenues/rentals.
- \$33,121.00 in street use fees
- \$40,328.36 in various cost recoveries (staff time, fire hydrant permits, special effects permits)
- \$35,342.64 to the Richmond RCMP Detachment
- \$39,942.39 to the RFO for administration fees

Total = \$457,839.90

As per the Community Charter, the City bills on a cost recovery basis for the majority of charges, however location rentals are billed at market rate.

There were a number of factors which contributed to the major surge in filming:

- **One Stop Shop for productions:** The Richmond Film Office acts as a conduit to all City departments which streamlines the services needed by productions. Staff work closely with a variety of other departments which provide the necessary services to film on City property. Departmental costs are covered by the film productions for a diverse range of services including parking on city streets, banner removal and return, traffic management, RCMP services and use of City parks, just to name a few.
- **The low Canadian dollar:** The dollar continues to hover around the 70 cent range against the American dollar. This is a major financial incentive for American studios as they can extend their budgets dramatically by filming in Canada.
- **Provincial tax credits:** The Province offers a 33% tax credit on labour hired within the lower mainland, provided the individual being hired is a resident of BC. This tax credit is extended by up to an additional 12% if productions work in more remote areas. There is also an additional 17.5% tax credit for digital animation and visual effects labour.
- **Positive experiences by film productions with City of Richmond staff:** The financial incentives for film companies mentioned above are extremely important; however productions would not film here if they did not have overwhelmingly positive

experiences with City staff. The Film Office regularly coordinates with other City departments in order to facilitate filming

- **Community Support:** Support from merchants and residents in key areas such as Steveston have made filming in the City predictable and pleasant.
- **Council Support:** Richmond City Council continues to include film growth within their term goals relating to economic development. This recognition empowers staff to provide high levels of service and develop film friendly initiatives.

Filming Days

Filming activity by total number of days:

Year	Filming Days		Comments
	Shoot Days	Prep/Wrap/ Hold Days	
2015	189	380	Included two major blockbuster films which required several months of preparation.
2014	133	65	Included numerous feature films and TV productions
2013	147	52	Included one major blockbuster film which required a month of preparation.
2012	63	35	Included numerous feature films and TV productions. (Film data from YVR and Metro Vancouver are not included in the 2012 totals.)

Within Richmond there are many publicly-owned jurisdictions used for filming. These include the Steveston Harbour Authority, YVR, Metro Vancouver and the Gulf of Georgia Cannery. Public jurisdictions and private property owners are not obligated to report revenue or filming days to the City. As a courtesy, film production companies generally alert the Richmond Film Office regarding filming to ensure compliance with bylaws, to avoid any traffic or other conflicts in the area and so that staff can record the filming days for our records.

In 2015, there were 168 days of filming managed by staff on City owned property, seven days of filming on Metro Vancouver property and fourteen days at YVR.

Benefits of Filming:

1. **Economic Impact:** According to Creative BC data, film production expenditures in BC were \$2 billion dollars in the 2014/2015 fiscal year. In Richmond, beyond the revenue generated from City and public properties, filming continues to contribute significant direct and indirect revenue to local businesses and land owners. Location fees paid directly to merchants and homeowners can be upwards of \$20,000 per day of filming depending on the scope of the production. In addition, the temporary influx of production staff and filming spectators in an area can generate additional sales revenue for merchants.

2. **Employment:** The film sector is a major employer in the City of Richmond with over \$24 million dollars in wages earned by residents employed in 2015. Major blockbuster films are also major employers. For example, *Deadpool* employed 2000 British Columbians.
3. **Tourism:** Film tourism continues in Richmond, particularly for fans making a pilgrimage to the filming locations of *Once Upon A Time*. The show regularly films in Steveston Village and an average of 300 fans come out on each filming day to catch a glimpse of their favourite characters.
4. **Community Outreach:** Film crews in Richmond often engage with the community as part of their activities. A few examples from 2015 include:
 - a. **Deadpool:** The production worked with the Make a Wish Foundation to grant a wish to a child battling Hodgkin's Disease. The young fan was given the opportunity to meet his favorite character *Deadpool* (Ryan Reynolds). He was given a tour of the Richmond based set, participated in meet and greets with cast members and had the opportunity to wear costumes and play with set pieces.
 - b. **Lucifer:** During filming of the first season of *Lucifer* the production donated \$2,800.00 dollars to the Hamilton Community Association when they filmed at the Hamilton Community Centre. The production also arranged for a high quality live performance at the Hamilton Elementary School.
 - c. **Once Upon a Time:** The production donates \$100 to a local children's charity store and \$400 to a bank which donates to a charity on the show's behalf each time they film.

Community Engagement

The Richmond Film Office regularly liaises with residents and merchants regarding filming matters. In busier filming areas such as Steveston, staff meet with businesses, organizations, associations and residents to ensure their needs are balanced with those of the production company.

Filming can sometimes cause disruptions to an area and therefore must be managed appropriately. Prior to issuing film permits, production companies are required to notify affected businesses and residents to ensure they are aware of the filming. This process allows productions the opportunity to address potential concerns before the filming takes place. Notification is typically done in the form of door to door canvassing which encourages direct interaction by all parties. Notification letters are also distributed in advance of filming and include a contact number for someone who will be on set during all hours of filming as well as the City's Film Liaison's direct contact number.

Site visits to locations being used for filming are conducted to ensure that guidelines are being adhered to and to gauge the overall atmosphere of the event. Staff balance the efforts to increase filming activity with the best interests of the area being filmed. There are times when filming events are not approved in order to ensure the locations are not being overused.

Forecast and Initiatives

The Canadian dollar remains low when compared to its American counterpart. The low dollar is a major incentive for American studios to film in Canada as the cost of producing becomes more cost effective. Film production in Metro Vancouver is currently at a very high level with industry insiders indicating that the lower Canadian dollar will increase demand for 2016 as studios seek better and less expensive options for filming. The Richmond Film Office has had a number of inquiries this year from major American studios interested in filming large scale movies.

Shows such as *Once Upon a Time*, *Supernatural* and *Impastor* appear on track for renewal of additional seasons.

Large parcels of land owned by the City of Richmond continue to be in high demand for filming. In 2015 major productions such as *Deadpool* and *Planet of the Apes* rented City property for extended periods of filming. Several studios have inquired about the availability of City land for filming in 2016. It has recently been confirmed that a major motion picture will be filming in Steveston during the off season of *Once Upon a Time*. This production is currently in the planning stages and is working with the Steveston Merchants Association to collaborate with the businesses in the area.

2016 Film Office Initiatives

There are a number of projects in Staff's work plans for 2016. Some initiatives include:

- Membership in the Community Affairs Task Force. This group was formed by The Motion Picture Production Industry Association (MPPIA) and is tasked with dealing with community affairs relating to film. Members include liaisons from cities, studio executives and industry professionals.
Action items to come from this group include:
 - Streamlining regulations, fees and bylaws in order to be more user friendly to productions and establishing industry standards for municipal film issues.
 - Coordinated public outreach from the committee on "hot topics" for film.
 - Education initiatives for the public and industry professionals. Richmond Film Office staff have worked with the Directors Guild of Canada representatives to present at post-secondary courses for location managers.
- Ongoing community outreach with merchants in Steveston and other areas.
- Continued work with Creative BC (formerly known as the British Columbia Film Commission) and other Lower Mainland film offices to attract filming to the region.
- Updating the Film Bylaw.
- Development of a film strategy.

Financial Impact

None.

Conclusion

The Film Office is the first line of contact for both the public and the film industry regarding film matters within the City. Staff work towards sustainably increasing filming activity in Richmond by partnering with Creative BC, the Motion Picture Production Industry Association and other local film industry representatives. Filming is an important economic sector in the City; the financial impact through employment and fees for locations is significant and the tourism effect continues to draw visitors to Richmond.



Jodie Shebib
Film and Major Events Liaison
(604-247-4689)