

City of Richmond

Signature and Community Events Plan 2025–2029

Parks, Recreation and Culture



Endorsed by Richmond City Council on October 21, 2024







Richmond Cherry Blossom Festival

Introduction

Events enrich the lives of residents by providing opportunities for the community to connect, learn and celebrate together. They contribute to social and economic well-being, build community capacity and a sense of identity, and raise the profile of Richmond regionally, nationally and internationally. City-hosted and supported events activate a number of departmental, divisional and corporate strategies, as well as provide opportunities to highlight civic investment in infrastructure, such as parks and historic sites, and for local government representatives to publicly recognize community volunteers and to connect with residents.

The City of Richmond invests in events in various capacities:

- ✦ As a supporter and regulator of community produced events through the Richmond Event Approval Coordination Team (REACT) application process;
- ✦ As a funder through the City's grant programs (Community Celebration Grants, Arts and Culture Grants, and Parks, Recreation and Community Events Grants) and Neighbourhood Block Party Program;
- ✦ As a promoter through online tools such as the Calendar of Events and the @FunRichmond social media channels; and
- ✦ As a producer or co-producer of signature events including the Children's Arts Festival, the Richmond Cherry Blossom Festival, the Steveston Salmon Festival and the Richmond Maritime Festival.

All events, both large and small, contribute to a vibrant and liveable community.

The variety, scope, scale and quality of events taking place in Richmond has evolved significantly since Council's endorsement of the 2007–2012 Major Events Plan (the Major Events Plan), which guided event planning that capitalized on Richmond's 2010 Winter Olympic Games legacy. Much has changed over the past decade, locally and globally, since the sunset date of the Major Events Plan. The nature of events will continue to evolve in response to changing community needs and priorities. This Plan will guide the planning, support for and delivery of effective, safe, and sustainable events in Richmond that engage and connect the community, and align with Council's Strategic Plan and other Council-approved strategies.



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Steveston Salmon Festival



Remembrance Day Ceremony



Purpose

The City of Richmond Signature and Community Events Plan (the Plan) will guide the development and implementation of City-led and City-supported events for the next five years.

The Plan:

- ✦ Provides a background on event planning in Richmond;
- ✦ Identifies the Council-endorsed Strategies and Plans that provide direction on the planning and delivery of events in Richmond;
- ✦ Describes the current planning context in Richmond and across the region;
- ✦ Clarifies the role of the City in events;
- ✦ Defines the types of events in Richmond;
- ✦ Outlines the stakeholder engagement process and findings;
- ✦ Describes the benefits of events; and
- ✦ Presents a plan for the City's Signature and Civic Events and to support Community Events for the next five years.





Background

In 2007, Council adopted the *Major Events Plan 2007–2012* (the Major Events Plan) in advance of the 2010 Winter Olympics. The objectives of this Plan were to leverage Games-related opportunities for long term legacies, maximize social and economic benefits to the community, complement the Games' program of events, attract visitors to the city and enhance Richmond's international profile.

The *Major Events Plan* set the stage to enhance Richmond's profile regionally, nationally and internationally as an Olympic Venue City. Legacies of the *Major Events Plan's* achievements include the establishment of a City Events Department, the initiation of an Event Sponsorship program that highlighted opportunities for businesses to support events in Richmond, and the implementation of a Volunteer Management Strategy, including a regular full time City position (Volunteer Development Coordinator) and a volunteer management software system that continues to support volunteers and event planners.

In the years following the adoption and implementation of the *Major Events Plan*, several new strategies and plans have been adopted by Richmond City Council that directly or indirectly provide direction on the planning and delivery of events in Richmond.

These strategies, and their connection to this Plan, include:

Council Strategic Plan 2022–2026

The Council Strategic Plan 2022–2026 identifies the collective priorities and focus areas for Richmond's City Council for the current term of office. The following focus areas provide direction specific to the development of the *City of Richmond Signature and Community Events Plan 2025–2029*:



FOCUS AREA #5: A LEADER IN ENVIRONMENTAL SUSTAINABILITY

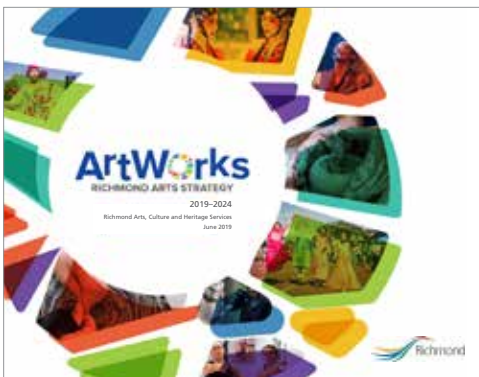
Leadership in environmental sustainability through innovative, sustainable and proactive solutions that mitigate climate change and other environmental impacts.

- 5.3 Encourage waste reduction and sustainable choices in the City and community.
- 5.4 Support agriculture and local food systems to enhance food security.

FOCUS AREA #6: A VIBRANT, RESILIENT AND ACTIVE COMMUNITY

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

- 6.1 Advance a variety of programs, services, and community amenities to support diverse needs and interests and activate the community.
- 6.3 Foster intercultural harmony, community belonging, and social connections.

**Richmond Arts Strategy 2019–2024**

ArtWorks: Richmond Arts Strategy 2019–2024 serves as a guide for decision-making to advance the policies, programs and services needed for the arts to thrive in Richmond. During the community engagement stage of the development of the *Arts Strategy*, “Free public events” topped the list of key focus areas identified by the public. The quality and variety of festivals offered around the City were widely cited as points of pride, with festivals seen as an effective means to celebrate, capture and inspire Richmond’s artistic vibrancy. Respondents noted that festivals foster inclusion as well as encourage intercultural understanding.

Additionally, events have significant potential to advance the Vision of the *Arts Strategy*:

- ✦ Richmond’s thriving arts scene:
 - Animates our city everyday;
 - Offers rich arts education and experiences, festivals and events;
 - Fosters social connections and wellness;
 - Builds arts and culture leadership; and
 - Provides creative spaces.

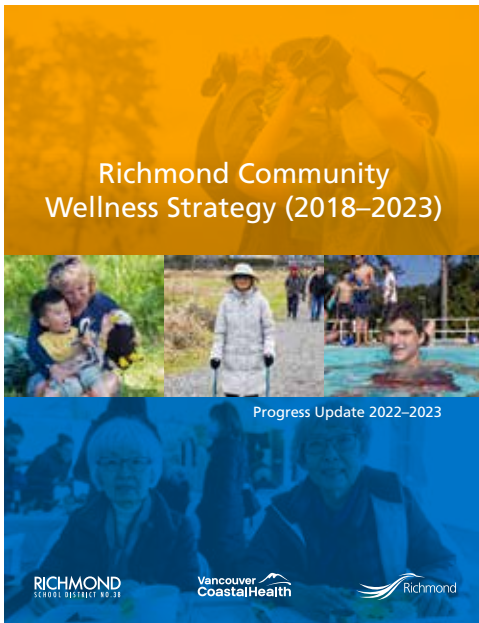
All five Strategic Directions directly relate to the Plan:

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

Specific Supporting Actions that have been considered in the development of the Plan 2025–2029 include:

- ✦ Review the City’s offerings of free and low-cost arts programming and events, and assess required City resources to keep cost barriers low.

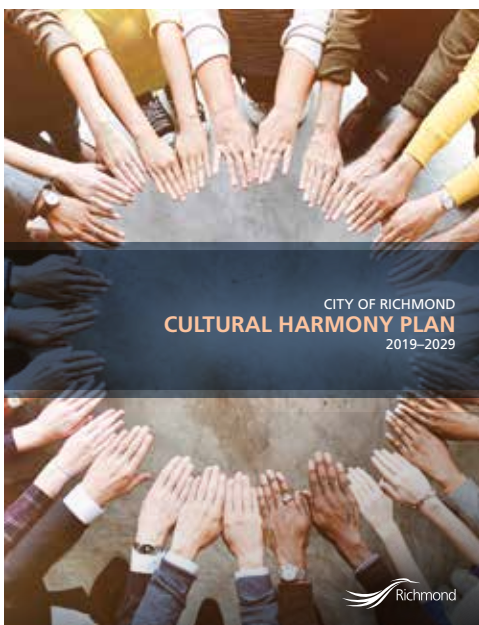
- ✦ Develop or expand opportunities to directly support individual artists, cultural organizations and venues that provide low and no cost public program delivery.
- ✦ Offer and encourage arts engagement opportunities in spaces beyond the walls of traditional venues including unconventional spaces.
- ✦ Connect with the diverse cultural communities of Richmond (including faith-based communities) to encourage sharing of art, food and music.
- ✦ Invite diverse groups, including those typically underrepresented, to participate in the telling of their story in the Richmond context, through creative engagement and art.
- ✦ Support and program art-making demonstrations in the public realm.
- ✦ Invite the public “behind the scenes” and to create things themselves, through programming including events like Doors Open Richmond, Instrument Petting Zoo, Culture Days and Children’s Arts Festival.
- ✦ Use Public Art and cultural programming to reimagine public spaces with an eye to creative placemaking.



City of Richmond Community Wellness Strategy 2018–2023

The *Richmond Community Wellness Strategy* defines wellness at a community level as “...living in harmony with others, respecting diversity, feeling safe, supported and included, and having a sense of belonging to one’s neighbourhood and broader community.” As noted in the *Richmond Community Wellness Strategy Progress Update 2022–2023*, increasing opportunities for residents to engage with their neighbourhoods and connect with one another continues to be a priority for all three partner organizations involved in the development and implementation of the strategy—Vancouver Coastal Health, Richmond School District No. 38 and the City.

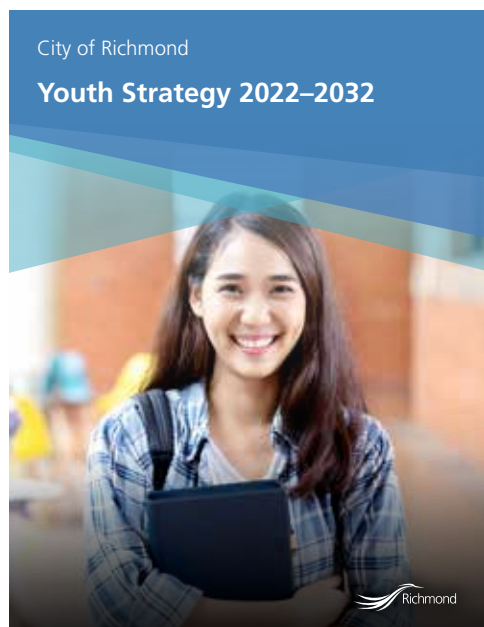
Events of all sizes contribute to building a sense of belonging and community connectedness in a variety of ways. The stakeholder consultation process for this plan demonstrated that community members not only recognized, but prioritized the important role that events play in enhancing social connectedness within and among neighbourhoods and the community as a whole.



Cultural Harmony Plan 2019–2029

The *Cultural Harmony Plan* is to identify innovative and collaborative approaches to strengthen intercultural connections among Richmond residents, provide City programs and services that address the needs of the city’s diverse population, and remove barriers to participation for Richmond residents, which include long-time residents, recent immigrants and Indigenous peoples. This Plan demonstrates the City’s leadership in building on its social inclusion practices as they relate to policy development, program and service delivery, community engagement and customer service. It also signifies the City’s role in responding to the evolving needs of Richmond’s increasingly diverse population.

City Events have the potential to play a significant role in advancing the vision adopted in this plan, “That Richmond residents recognize and respect diversity in the community and enable each individual’s contributions in all aspects of community life.”



Specific actions include these that relate directly to the Plan:

- ✦ Continue to recognize and celebrate Richmond's diverse cultures and unique heritage through intercultural celebrations and festivals.
- ✦ Incorporate criteria into the City Grant programs and events that facilitate intercultural interaction and promote intercultural understanding.
- ✦ Strengthen relationships with various cultural and ethnic communities in order to integrate their arts, culture and heritage practices into the City's programs and events.

City of Richmond Youth Strategy 2022–2032

The *Youth Strategy* outlines a range of actions to achieve the vision that “all youth in Richmond are safe, valued, respected and have the supports, opportunities, and resources to live rich and fulfilling lives.” The Strategy provides guidance on activating opportunities for youth to learn, develop and successfully navigate the various stages and transitions from early adolescence to young adulthood. Events can play a significant role in “continuing to provide youth with safe, welcoming, accessible places to gather, socialize and engage within new and existing indoor and outdoor spaces in the community” as a means for promoting positive youth development, by providing opportunities for youth to participate in, experience and contribute, as volunteers, visitors, or in paid positions as performers, artists, or event staff, to the planning, delivery, participation in and evaluation of events in Richmond.

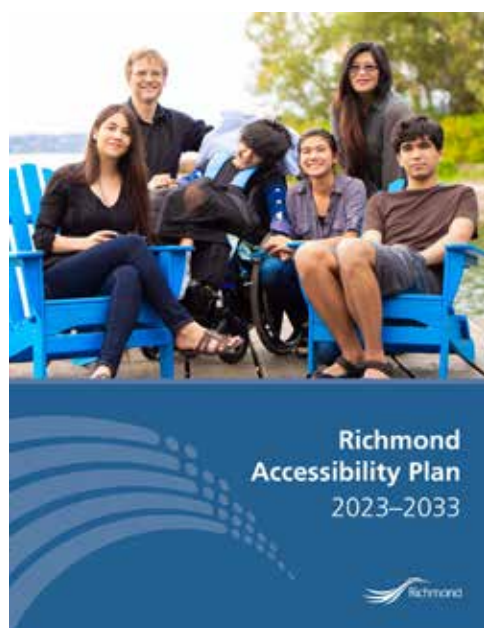


City of Richmond Seniors Strategy 2022–2032

The *Seniors Strategy* outlines a range of actions to achieve the vision that “Seniors living in Richmond are safe, respected, healthy and engaged in their communities.”

Key actions that are particularly relevant to the development of the Plan are:

- ✦ Expand upon activities and events that celebrate the cultural diversity of seniors in Richmond and provide opportunities to learn about and connect with others of varying backgrounds and ethnic origins.
- ✦ Promote meaningful volunteer and paid opportunities for seniors to share their experiential wisdom and skills through community-based programs and services that facilitate personal growth and development.
- ✦ Build upon current practices (formal and informal) to activate public spaces in a manner that fosters social connections between seniors and others in their neighbourhoods.



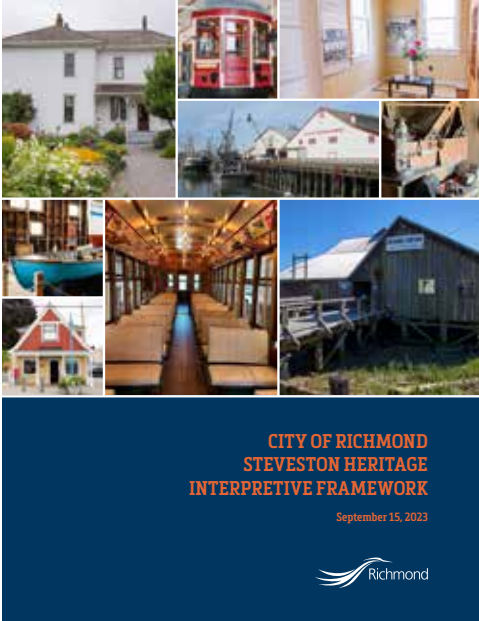
City of Richmond Accessibility Plan 2023–2033

The goals of the *Richmond Accessibility Plan 2022–2033* are to:

- ✦ Identify, remove and prevent barriers experienced by people with disabilities when interacting with the City and Library;
- ✦ Ensure that Richmond is a place where people of all abilities, backgrounds and ages are able to fully participate in and contribute to all aspects of community life in the manner of their choosing; and
- ✦ Foster a community that recognizes and values the contributions of people with disabilities and collaboratively works to promote accessibility across sectors.

Strategic Pillar 4: Accessible programs and services, provides a list of recommended actions that are particularly relevant to this Plan, including:

- ✦ Evaluate events from an accessibility perspective to identify opportunities to enhance participation and access for people with disabilities.
- ✦ Explore new opportunities to increase supports for people with disabilities to participate, including ways to streamline access to and increase awareness of available supports.
- ✦ Enhance inclusive volunteer opportunities for people with disabilities and strengthening volunteer capacity to support all program participants, including people with disabilities.



Steveston Heritage Interpretive Framework

There are a number of interpretive themes and goals identified in the *Steveston Heritage Interpretive Framework* that provide guidance and inspiration for events taking place in Richmond's historic places, specifically in Steveston.

The three interpretive themes that can be seen in all of Steveston's heritage places and activities are:

- ✦ Cultural Diversity;
- ✦ Connection to the Fraser River; and
- ✦ The Past in our Present.

The *Steveston Heritage Interpretive Plan* focuses on four central stories, which offer opportunities to bring each story to life through places, objects, and activities, including events:

- ✦ Fishing;
- ✦ Farming;
- ✦ Community Life; and
- ✦ Transportation Hub.

Interpretation at the Britannia Shipyards National Historic Site has the following Interpretive Goals that relate to the Plan:

- ✦ Create authentic and immersive experiences of the daily life of the people who worked in West Coast fishing and boatbuilding.
- ✦ Foster greater understanding of the cultural diversity of people that supported West Coast fishing and boatbuilding.
- ✦ Encourage discovery of the complex workings of West Coast fishing and boatbuilding industry.
- ✦ Inspire connections to and stewardship of West Coast maritime heritage and the Fraser River.



Richmond Maritime Festival



Thompson Picnic Photo Credit: Julian Rozental

Towards a Five-Year Plan

Considering the priorities articulated in these guiding documents in late 2019, staff brought forward a report recommending the development of a new City Events Strategy that would guide decision-making related to the planning, delivery, funding and evaluation of events.

In the context of Council-approved plans and strategies, seven Guiding Principles were endorsed by Council in March 2020, to guide the development of an updated event plan:

1. Build local capacity by prioritizing and investing in community-driven events.
2. Provide opportunities for Richmond residents and community groups to collaborate, contribute and participate.
3. Maximize social benefits to the community by fostering volunteerism and increasing sense of community pride and belonging.
4. Celebrate local themes and include programming that is uniquely Richmond.
5. Advance the City's environmental sustainability goals.
6. Ensure events are safe, well-organized and sustainably funded.
7. Encourage and support the development of unique events with a regional draw that bring economic and community benefit and raise the profile of Richmond.

Given the impacts of COVID-19, and the gradual return to pre-pandemic events, the development of the plan was put on hold until 2023.



Planning Context

Community Profile

Richmond is a culturally diverse and geographically unique community with a growing and dynamic urban centre, a unique mix of residential and commercial areas, agricultural lands, industrial parks, waterways and natural areas. Richmond is known for its quality parks, trails, cycling routes and a wide variety of recreation, sport and cultural facilities and amenities that are distributed across every neighbourhood.

The following statistics highlight the need to create opportunities for shared experiences that foster social connections amongst residents. As well, they point to the need for targeted strategies when planning and communicating about events to enhance awareness and eliminate barriers to participation.

CULTURAL DIVERSITY

Richmond is the fourth largest city in both the Metro Vancouver area and the province. Richmond's population continues to grow with a high number of new residents born outside of Canada. Known for its rich ethnic diversity, 80% of Richmond residents identify as part of a visible minority. This is the highest proportion of any municipality in British Columbia, and the second highest in Canada.

A great variety of languages are spoken in Richmond overall. In the 2021 Census, 44.5% of Richmond residents indicated Mandarin or Cantonese as their mother tongue, 31.3% indicated using English, 3.7% indicated Tagalog (Pilipino, Filipino) and 2.4% indicated Punjabi (Panjabi). 46.1% of Richmond residents reported using English at home, 36.2% using Mandarin or Cantonese at home, and 1.6% using Punjabi (Panjabi).

AGE DEMOGRAPHICS

Seniors are the fastest growing demographic in Richmond and are living longer, healthier lives than ever. By 2036, almost 40% of Richmond's population is expected to be 55 years or older.

MOBILITY

According to the 2021 Census, Richmond has large number of new residents and a high degree of mobility within the City. Over the five years proceeding the census, 40,000 new residents moved into Richmond.

COMMUNITY INVOLVEMENT

Richmond has a diverse and large number of volunteer organizations who play a valuable role in the delivery of community services, including events. There are more than 200 volunteer community organizations and 50 advisory committees and task forces. Many of these groups were engaged to support the development of this Plan.

2023 Community Needs Assessment

In 2023, the Community Services division undertook a Community Needs Assessment to help understand how program, service, and facility offerings are meeting the current needs of Richmond residents and where there might be gaps. Among the most popular Community Services offerings are special events and festivals. While the City and its partners host and support a number of events for Richmond residents and visitors alike, the Community Needs Assessment provides insight into how those who live, work and play in Richmond perceive and experience events, programs, and services.

Events must build awareness through promotion in order for people to discover and participate in them. Richmond residents report using both printed and digital sources to access information about events, and findings indicate there is an opportunity to improve digital marketing and social media presence for this purpose.

Some respondents noted that they'd like to see events catering to a specific demographic (e.g. families, seniors, children, youth, etc.). Such events would require additional targeted marketing.

A number of findings highlighted from the focus group sessions are of particular interest for the Plan:

- ✦ Participants indicated that they are seeking social connections, but do not know how to make them.
- ✦ Recent immigrants are very interested in learning English, learning about Canadian history and learning how to navigate life in their new community.
- ✦ Newcomers would also like to share their customs, foods and pastimes with their neighbours and build friendships.



Community Celebration Grants

Canada's Recreation and Cultural Sectors

How Art Works: Richmond Arts Strategy 2019–2024, presents information about the broader context and trends in Canada's cultural industry that were expected to have a significant influence on event programming. This information remains relevant today.

Key trends include:

- ✦ Festivals and events lead as Canadians' top form of participation in arts and culture.
- ✦ A shift from passive consumption of arts and culture to more participatory arts experiences.
- ✦ Creating safer and more inclusive spaces for community dialogue through the arts.
- ✦ New operating models that are more entrepreneurial in nature.
- ✦ Venues and programming that offer arts experiences for families.
- ✦ Creative placemaking and co-activations of spaces.
- ✦ With further capacity building within community groups, a shift in the City's role to be more of a facilitator and convener than a direct supplier of services.
- ✦ Focus on programming that features traditionally under represented groups.
- ✦ Opportunities to uphold the Calls to Action of Truth and Reconciliation.
- ✦ An increased focus on improving accessibility.

Regional Context

Metro Vancouver is home to a wide variety of events at the neighbourhood, community, regional and national level. Neighbouring municipalities approach event delivery in a variety of ways: as a producer, co-producer, funder and regulator. There is no one model that is consistent across the region, as each municipality approaches events in their own way.

A scan of Metro Vancouver municipalities indicates that, like Richmond, many communities support a variety of signature events unique to that city. Examples include the Surrey Vaisakhi Parade, New Westminster Hyack Festival and Parade, and Delta Harvest Festival. A number of municipalities also support micro grant programs similar to Richmond's Neighbourhood Block Party Program.

Common challenges identified by event staff across the Lower Mainland include:

- ✦ Declining volunteerism;
- ✦ Rising costs and availability of event infrastructure such as site fencing, portable toilets and waste management infrastructure;
- ✦ Availability of resources to support evolving traffic management requirements; and
- ✦ Uncertainties around sponsorship.

Effects from wildfires and extreme heat have had drastic impacts on events in other parts of the province and could have impacts on future event planning in Richmond.



Culture Days



Culture Days

"We know fairs, festivals and events have impacts that go well beyond what can be measured in economic terms. They are a source of community pride and build awareness of our diverse cultures and identities."

- Bob D'Eith, Parliamentary Secretary for Arts and Film, February 2024

Provincial Support for Events

Since the return to in-person gatherings, the Province of British Columbia through the Ministry of Tourism, Arts, Culture and Sport, has recognized the value of events in contributing to the community vibrancy with continued financial support for fairs, festivals and events through the BC Fairs, Festivals and Events (BCFFE) Fund. The fund helps community organizations recover from ongoing challenges related to cost increases, rising costs of equipment and services, reduced revenue and sponsorships and the impact of severe weather events.

A number of events in Richmond have benefitted from this funding since it was launched in 2021, including the Steveston Salmon Festival, Richmond Maritime Festival, Richmond Cherry Blossom Festival, and a number of sport events, tournaments and community events.

CPRA's Framework for Recreation in Canada Framework Update: March 2024

The development of the *Framework for Recreation in Canada: Pathways to Wellbeing* (the Framework) was a collaborative effort of provincial and territorial governments, the Canadian Parks and Recreation Association (CPRA), and the provincial/territorial recreation and parks associations, to create a guiding document for public recreation providers in Canada. It highlights the vital role of recreation, parks and cultural services in enhancing the health, wellbeing and resilience of communities.

Significant change has occurred since the release of the Framework in 2015. To address these changes, an update was released in June 2024 to reflect the current Canadian context and the challenges and opportunities facing the sector.

Many of these challenges and opportunities identified in the update are particularly relevant to event planning. These include:

- ✦ Climate change;
- ✦ COVID-19 Pandemic;
- ✦ Data, Knowledge, Surveillance and Monitoring;
- ✦ Demographic Changes;
- ✦ Equity, Diversity, Inclusion, Access and Belonging (EDIAB);
- ✦ Economy;
- ✦ Infrastructure and Urban Design;
- ✦ Mental, Physical and Social Health;
- ✦ Nature, Trails and Parks;
- ✦ Placemaking;
- ✦ Sustainable Development Goals;
- ✦ Social Isolation and Loneliness;
- ✦ Tourism;
- ✦ Truth and Reconciliation Commission; and
- ✦ Volunteers.

The Framework Update contains a number of strategic and operational ideas for advancing the Framework's priorities of active living, inclusion and access, connecting people and nature, supportive environments, and building recreation capacity. Many of these ideas are also reflected in the stakeholder feedback collected during the development of the Plan and have been translated into actions to support its goals.



Community Celebration Grant

The Current Event Landscape in Richmond

Role of the City in Events

The City currently plays, and will continue to play, the following roles related to events. Depending on the event, the City may play multiple roles:

Producer: The City leads all aspects of the event including developing and implementing the program, managing the budget, logistics, and volunteer management. While community groups and others may be involved, they do so in an advisory or supporting capacity.

Co-producer: The City works in partnership with one or more external organizations to co-lead all aspects of the event, including developing and implementing the program, managing the budget, logistics and volunteer management.

Funder: The City provides funding support to events through a City Grant.

Supporter/Regulator: The City supports the event through the Richmond Event Approval Coordination Team (REACT) process, including providing guidance on event considerations such as site location, safety and promotion through the Events Calendar and/or social media.

Types of Events in Richmond

For planning purposes, Richmond events are categorized as follows:

SIGNATURE EVENTS

Signature events are annual events designed to showcase and celebrate Richmond's unique identity and culture. These events have a high level of awareness across the City. The audience for signature events includes Richmond residents and visitors from Metro Vancouver and beyond. The City's role is as producer or co-producer in collaboration with one or more community partners, and the delivery of these events requires the resources of several City departments as well as specialized marketing. The potential draw and impact of signature events may make them attractive for sponsorships and/or alternative funding from other levels of government. The Steveston Salmon Festival is an example of a signature event.

COMMUNITY EVENTS

Community events are typically planned and delivered by a volunteer-led community organization or neighbourhood group, sometimes accessing funding support from the City or other levels of government. The audience for community events is typically primarily Richmond residents and to a lesser extent, visitors from Metro Vancouver. The City's role is often as a funder, supporter and/or regulator. Community events are open to the public, showcase community identity, and are often held in a City-owned venue. An example of a community event is Burkeville Days.

COMMERCIAL EVENTS

A commercial event is developed and implemented by an individual or company for commercial purposes. The audience for these varies and may have a local and/or regional draw. The City's role in commercial events is as a supporter and regulator. An example of a commercial event is the Royal Canadian International Circus.

SPORTS EVENTS

A sport event is held for the purpose of athletic competition. These events can be local, regional, national and international in nature and the audience is typically limited to participating sport teams, and friends and family members of participants. The City's role in is as a host, supporter and regulator. An example of a sport event is the Nations Cup.

While commercial and sport events are an important part of the event landscape in Richmond, recommendations related to these events are beyond the scope of this Plan.

CIVIC EVENTS

The City of Richmond has traditionally played a role in important events that bring the community together to celebrate national holidays, celebrations or historic occasions. The audience for civic events are Richmond residents. The City's role is as a co-producer or producer. Typically, these events are not only actively supported by community partners but also respond to a community need identified as a City/Council priority. An example of a co-produced civic event is Richmond Remembrance Day.

NEIGHBOURHOOD BLOCK PARTIES

A block party is a public gathering of residents who live in proximity to each other within a neighbourhood. Block parties can take place in a variety of spaces, including parks, on local streets or on private property. The audience would be residents of a small, defined area, such as a street or strata. The City's role in block parties is as a funder, supporter and/or regulator.

See Appendix 1 for a detailed list of events by type.



Steveston Salmon Festival Bike Parade

City of Richmond Signature and Community Events Plan – Development Process

"The parade was really fun and my kids enjoyed it a lot. Also, various food from local restaurants were very nice and fun to find new local shops. The pancakes were the best in my whole life and the people at the stand was so kind and friendly."

- Anonymous Steveston Salmon Festival Visitor Survey 2024

"I was deeply impressed by the way various people and organizations, including volunteer staff and shop staff, came together to make the community festival a success. We are proud to be living in this community."

- Anonymous Steveston Salmon Festival Visitor Survey 2024

Evaluation of Major Events Program 2019

The last formal evaluation of Richmond's signature events was conducted in 2019 and presented to Council in a memo titled "Evaluation of Major Events Program", dated August 27, 2019, from the Manager, Major Events and Film. The memo presented an assessment of the Children's Arts Festival, Richmond Cherry Blossom Festival, Steveston Salmon Festival, Richmond Maritime Festival, Farm Fest at Garden City Lands and Richmond World Festival.

The evaluation considered the following:

- ✦ An assessment of whether the event met its stated purpose and objective;
- ✦ Attendance and value assessment considering the festival's outcomes, relative to the event budget;
- ✦ Overall visitor satisfaction;
- ✦ Sponsorship success;
- ✦ Economic impact (using data from Tourism Richmond to assess the impact of the three largest events); and
- ✦ An assessment of opportunities for community partnerships.

The evaluation concluded that generally these events were successful. Some notable findings from this include:

- ✦ The events met their intended purposes and objectives;
- ✦ The overall visitor satisfaction was high with 69%–84% of visitors rating their experiences as very good to excellent;
- ✦ For those events that pursued sponsorship, the sponsorship program was successful with the level of sponsorship support scaled to the event budget. A total of more than \$300,000 in sponsorship revenue was raised in 2019;
- ✦ Events demonstrated a significant economic impact to the City. For example, non-Richmond residents were estimated to have spent over \$600,000 as a result of the Steveston Salmon Festival; and
- ✦ The events created significant opportunities for community partnerships.

A notable comment on the value assessment of the Richmond World Festival was that, while the mainstage performances were of high quality, the goal of showcasing cultural diversity could be achieved without this expense.

The Plan recommends gathering consistent metrics for signature, civic and community events, where possible, and applying consistent evaluation criteria for signature and civic events.

Stakeholder Engagement Process

To ensure that the new Plan meets the needs and priorities of the community over the next five years, an engagement process was launched with people and organizations that deliver events in Richmond. More than 270 community organizations and individuals were invited to:

- ✦ Provide feedback on the Guiding Principles for events, given the societal changes that have occurred since they were approved by Council in early 2020;
- ✦ Provide input on what's working well with events in Richmond; and
- ✦ Identify barriers, gaps and challenges related to hosting events in Richmond.

Input from this target group was gathered in a variety of ways to encourage as much community input as possible, including:

- ✦ A targeted survey that ran on the City's *Let's Talk Richmond* platform from September 28, 2023, to October 22, 2023;
- ✦ An initial dialogue session followed by two focus group sessions: one with City staff involved in events and the second with external stakeholders. The groups discussed the barriers, gaps and challenges related to hosting events in Richmond and shared actions and ideas for how to overcome them.

See Appendix 2 for a list of organizations that participated in the engagement process.

The online survey received 50 responses from people and organizations. The survey asked respondents to:

1. Reflect on the Guiding Principles and provide input into how these Guiding Principles can be put into action;
2. Comment on what is working well for them when creating their events;
3. Comment on what kinds of barriers and challenges they experience in event production;
4. Share ways to reduce barriers to the creation of events;
5. Share four words to describe a new multicultural event;
6. Share their experiences with City grants; and
7. Share their experiences accessing supports for their events.

A summary of the survey responses was incorporated and built upon in the dialogue session and focus groups.

The findings from the survey, dialogue session and focus group are summarized below.

What We Heard

"We live in a wonderfully diverse community and Doors Open Richmond is a great way to build bridges and understanding of our cultural differences."

- Anonymous Doors Open Visitor Survey 2024

"We recently moved to the northern part of Steveston from overseas and were very lucky to experience such a wonderful festival right away. It was fantastic to see so many people from Richmond participating in the parade, and the heartfelt and warm announcements introducing each group were great."

- Anonymous Steveston Salmon Festival Visitor Survey 2024

Benefits of Events

Repercussions of the pandemic have highlighted the importance of social connections to individual and community well-being, as well as the social and economic value of shared experiences that bring community members together. The stakeholder engagement process for the Plan highlights many additional benefits that events provide to Richmond residents.

Benefits of events, including those noted by stakeholders include:

- ✦ Promote social engagement and civic pride;
- ✦ Empower individuals, cultural groups and community organizations to participate in the planning, delivery, and enjoyment of events in their own community;
- ✦ Provide opportunities for local artists and performers to showcase their talents in their own community, and through larger signature events, to a regional audience;
- ✦ Provide opportunities for residents to gather and celebrate together;
- ✦ Foster cultural expression and intercultural connections;
- ✦ Provide a wide variety of volunteer opportunities;
- ✦ Provide opportunities to highlight City investment in infrastructure and programs that benefit the community;
- ✦ Create a sense of community connectedness, pride and belonging;
- ✦ Contribute to safe and caring communities.
- ✦ Educate residents about Richmond's history and culture;
 - Provide opportunities to learn about and celebrate Richmond's rich history, diverse communities and unique places; and
 - Create opportunities for local artists, artisans and performers to creatively share Richmond stories;
- ✦ Promote Environmental Stewardship;
 - Promote sustainable practices through the Sustainable Event Toolkit;
 - Encourage use of active transportation and transit systems; and
 - Raise awareness of sustainable practices, such as sustainable agriculture;
- ✦ Support the Local Economy;
 - Raise regional awareness of local assets, including parks and cultural spaces;
 - Provide sponsorship opportunities for local businesses;
 - Bring visitors to the community to spend their discretionary dollars at local businesses; and
 - Promote local farmers and food producers.

What is Working Well in Richmond

Stakeholders suggested that the current program of signature events reflects the Guiding Principles, including celebrating local themes that make Richmond unique as well as providing opportunities to support local artists, and celebrating the community's diversity.

"The Richmond Cherry Blossom Festival introduces and shares the customs, tradition, and cultural richness of the cherry blossom festival as celebrated in Japan and as interpreted by the volunteering members of the local Japanese Canadian community."

- Dr Jim Tanaka, Founding, Richmond Cherry Blossom Festival

Participants also reported that event supports provided by the City, such as grants, staff support, and the REACT application system are helpful when planning events. Additionally, the opportunity at larger events for smaller organizations to host booths and build connections between aligned organizations were indicated as highlights in the dialogue session.

Barriers to Hosting and Producing Events in Richmond

Input from the survey and dialogue sessions highlighted a number of barriers to hosting and producing events in Richmond, such as:

- ✦ Accessing appropriate venues;
- ✦ Securing sustainable funding;
- ✦ Navigating services;
- ✦ Affordable ways to promote small events;
- ✦ Transportation to and from events; and
- ✦ Finding experienced volunteers.

Reflection on Guiding Principles

Survey respondents were generally supportive of the Council-endorsed Guiding Principles.

- ✦ 96% of respondents ranked *Guiding Principle #1: Richmond events will build local capacity by prioritizing and investing in community-driven events*, as "Important".
- ✦ 90% of respondents ranked *Guiding Principle #2: Richmond events will provide opportunities for Richmond residents and community groups to collaborate, contribute and participate* as "Important".
- ✦ 86% of respondents ranked *Guiding Principle #3: Richmond events will maximize social connection to the community by fostering volunteerism and increasing a sense of community pride and belonging* as "Important".
- ✦ 62% of respondents ranked *Guiding Principle #4: Richmond events will celebrate local themes and include programming that is uniquely Richmond* as important, while 34% were "Neutral".
- ✦ 82% of respondents ranked *Guiding Principle #5: Richmond events will advance the City's environmental sustainability goals* as "Important".
- ✦ 92% of respondents ranked *Guiding Principle #6: Richmond events will be safe, well-organized and sustainably funded* as "Important".
- ✦ 78% of respondents ranked *Guiding Principle #7: Richmond events will encourage and support the development of unique events with a regional draw that bring economic and community benefit, and raise the profile of Richmond* as "Important".

Participants in the dialogue session provided additional insights about what these Guiding Principles mean to them. Following analysis of stakeholder feedback, current trends, planning context and Richmond's strategic priorities related to events, it became evident that there is an opportunity to update the Guiding Principles to provide clarity and highlight priority focus areas as follows:

1. Build capacity of local event organizers by prioritizing and investing in community-driven events.

2. Provide opportunities for Richmond residents and community groups to collaborate, contribute and participate.
3. Maximize social connections and foster sense of community pride and belonging for both volunteers and event participants.
4. Celebrate local themes, cultural diversity, and include programming that is uniquely Richmond.
5. Advance the City's environmental sustainability and accessibility goals.
6. Ensure events are safe, well-organized and sustainably funded.
7. Encourage and support the development of unique events with a regional draw that bring economic and community benefit and raise the profile of Richmond.

Putting the Guiding Principles into Action

There was rich input from the survey and dialogue sessions regarding how these principles can be put into action over the next five years. This feedback has been summarized under each Guiding Principle below and has informed the recommended actions for the short (2025–2026), medium (2027–2028) and long (2029 onwards) term.

GUIDING PRINCIPLE #1: BUILD CAPACITY OF LOCAL EVENT ORGANIZERS BY PRIORITIZING AND INVESTING IN COMMUNITY-DRIVEN EVENTS.

1. Dedicate resources to support community event producers.
2. Support event producers through marketing and communications assistance.
3. Integrate arts and culture activities into events.

GUIDING PRINCIPLE #2: PROVIDE OPPORTUNITIES FOR RICHMOND RESIDENTS AND COMMUNITY GROUPS TO COLLABORATE, CONTRIBUTE AND PARTICIPATE.

1. Continue to support and promote collaboration among community groups through grant program processes.
2. Promote partnerships with local businesses and community associations.
3. Create opportunities for knowledge sharing.

GUIDING PRINCIPLE #3: MAXIMIZE SOCIAL CONNECTIONS BY FOSTERING VOLUNTEERISM AND INCREASING SENSE OF COMMUNITY PRIDE AND BELONGING.

1. Integrate equity, diversity and inclusion considerations into event planning and volunteer resources.
2. Support and encourage volunteer recruitment.
3. Promote the benefits of volunteerism.

GUIDING PRINCIPLE #4: CELEBRATE LOCAL THEMES, CULTURAL DIVERSITY AND INCLUDE PROGRAMMING THAT IS UNIQUELY RICHMOND.

1. Celebrate and host events in locations that are unique to Richmond.
2. Encourage partnerships and collaborations.
3. Support inclusive events.

GUIDING PRINCIPLE #5: ADVANCE THE CITY’S SUSTAINABILITY AND ACCESSIBILITY GOALS.

1. Provide training and capacity-building tools for organizations.
2. Promote benefits of sustainable event production.
3. Support sustainable transportation and accessible venues.

GUIDING PRINCIPLE #6: EVENTS ARE SAFE, WELL-ORGANIZED AND SUSTAINABLY FUNDED.

1. Require event safety initiatives through the REACT application.
2. Provide reliable and multi-year funding.

GUIDING PRINCIPLE #7: ENCOURAGE AND SUPPORT THE DEVELOPMENT OF UNIQUE EVENTS WITH A REGIONAL DRAW THAT BRING ECONOMIC AND COMMUNITY BENEFIT AND RAISE THE PROFILE OF RICHMOND.

1. Encourage partnerships i.e., non-profit organizations.
2. Increase public awareness through City-supported communications.
3. Engage local organizations when planning City-led events.

Exploring a New Multicultural Event

Richmond is a culturally diverse community and has a history of celebrating this diversity through events. In the Report to Council titled “City Event Program 2023” endorsed by Council on November 28, 2023, staff proposed considering the development of a new, uniquely Richmond, multicultural celebration that involves and truly represents residents from the diverse cultural groups who call Richmond home, and is aligned with the priorities identified in both the Cultural Harmony Plan and the Richmond Arts Strategy.

While the theme of multiculturalism is intentionally woven into many of the City’s programs and events, the scope and plan for a uniquely “Made in Richmond” multicultural celebration of cultural harmony that engages community members, cultural leaders, community service organizations, ethno-cultural and faith groups, arts and cultural organizations, and local businesses was identified as a priority to be considered as part of a five-year signature and community events plan for the City.

In order to explore this further, stakeholders who participated in the survey were invited to provide input into what a new multicultural event could look like.

When asked for four words to describe such an event, respondents contributed the following words. Words that were shared by multiple respondents appear larger in the graphic below:



Stakeholders also expressed that the City's existing signature events already celebrate Richmond, are inclusive and diverse, build community, and offer opportunities to share cultural experiences with the wider community.

In addition to the individuals and groups consulted through the stakeholder engagement process described above, staff also met with the Richmond Intercultural Advisory Committee (RIAC) and the Highway to Heaven Association to discuss the idea of a new multicultural festival for Richmond. Through these discussions, staff heard that there is an opportunity to create a new event that could incorporate the best elements of previous multicultural festivals hosted in Richmond, such as Multifest, which took place for many years at King George Park. The event should:

- ✦ Celebrate Richmond's diversity of cultures;
- ✦ Share and present a diversity of food options;
- ✦ Take place in central Richmond; and
- ✦ Provide an evening event opportunity.

Taking this stakeholder input into account, the Plan proposes that the establishment of a working group to consider a new multicultural event be prioritized as a short term action. This working group, comprised of community members/organizations representing Richmond diverse cultural communities and City staff, will be established in 2025. This group will lead the development of guiding principles and objectives for a new event and help to determine potential partners and sponsors in its first year. In 2026, the working group will work to plan a new event, including identifying key programming elements, location and dates for Council's consideration. Pending the direction of the working group, it is anticipated that a new multicultural event would launch in 2027.

Re-imagining Farm Fest at Garden City Lands

In response to ideas generated through the stakeholder engagement process, and considering the priority assigned to Focus Area 5.4, "Support agriculture and local food systems to enhance food security", in *Council Strategic Plan 2022–2026*, staff also consulted with the Richmond Food Security and Agricultural Advisory Committee about the idea of a future agricultural festival in Richmond.

Through discussions with the Agricultural Advisory Committee, staff heard that there is an opportunity to bring back a reimagined Farm Festival to Garden City Lands, in partnership with Kwantlen Polytechnic University's (KPU) Department of Sustainable Agriculture and Food Systems. This event would

provide greater opportunities to educate the public about the importance of food security and farming in Richmond, and encourage residents and visitors to explore the Garden City Lands.

Taking this input into account, this Plan proposes including a newly imagined, signature event celebrating agriculture and promoting food security as part of the annual program of events over the next five years.



Farm Fest



Farm Fest

Metrics and Evaluation Criteria for Signature and Civic Events

Based on community engagement feedback and best practices research, both qualitative and quantitative data will be collected to assess the impact of signature and civic events. Evaluation will include the following:

- ✦ Whether the event met its stated purpose and objective;
- ✦ Whether the event reached its target audience;
- ✦ Number of visitors;
- ✦ Number of volunteers and volunteer hours;
- ✦ Overall visitor satisfaction;
- ✦ Number and value of sponsorships;
- ✦ Number and value of grants;
- ✦ Economic impact (for larger events);
- ✦ Accessibility initiatives;
- ✦ Sustainability initiatives (i.e., waste diversion, sustainable transportation, etc.);
- ✦ Media reach and online engagement;
- ✦ Number of artists engaged;
- ✦ Number of community partnerships; and
- ✦ Number of community groups engaged.

Emerging Event Opportunities

The Plan provides flexibility to respond to emerging and one-time signature and civic event opportunities such as a Tall Ship visit, Richmond Celebrates FIFA Worldcup 2026 or a Truth and Reconciliation event. When opportunities present themselves to host a new signature or civic event, staff will bring forward additional information and any associated funding requests for Council's consideration. Staff will also look for opportunities to amplify one-time events through a realignment of existing events. This was done extensively during the Canada 150 event year, where existing events benefitted from the broader Canada 150 program through additional funding, in some cases, and an enhanced marketing campaign.



Neighbourhood Block Party



Culture Days



Community Celebration Grant

City of Richmond Signature and Community Events Plan 2025–2029

The City of Richmond Signature and Community Events Plan 2025–2029 proposes that the City continue to support a mix of events of varied scope and scale, with a focus on enhanced resources and programs to activate and connect communities and neighbourhoods, with an annual calendar of signature and civic events that considers emerging opportunities, in alignment with the updated Guiding Principles and evaluation criteria.

The recommendations are presented below in two categories:

1. Activate and connect communities and neighbourhoods; and
2. Signature and civic events.

Actions are presented in the short (Years 1–2), medium (Years 3–4) and long term (Year 5).

Implementation of these actions will require a collaborative effort among multiple City departments and community partners with the support of many community event organizers, local businesses and volunteers.

It is anticipated that additional resources will be required to achieve some of the recommended actions outlined in the Plan. At that time, staff will bring forward additional information and an associated funding request for Council consideration.

Activate and Connect Communities and Neighbourhoods

Events at the community and neighbourhood level can play a significant role in responding to many of the trends identified above and are valued by Richmond stakeholders who participated in the engagement process.

This Plan supports the City's ongoing role in providing programs and resources to activate and connect neighbourhoods and communities:

SHORT TERM (YEARS 1–2)

1. Continue existing City Grant Programs to support community events including Neighbourhood Block Party Program, Community Celebration Grants, Arts and Culture Assistance Grants, and Parks, Recreation and Community Events Grants.
2. Update eligibility criteria for Community Celebration Grants to reflect the updated Guiding Principles and priorities identified through the stakeholder engagement process, including:
 - Support for participatory activities reflective of the theme of connection;
 - Support free public outdoor events that highlight and celebrate the community's cultural diversity; and
 - Facilitate intercultural connections and promote intercultural understanding.

3. Review existing online tools that support community event organizers and develop plans to improve and enhance as required.
4. Review and update the Sustainable Event Toolkit and require community event organizers to demonstrate how they will implement its recommendations as part of their REACT application.
5. Develop an Inclusive and Accessible Events Guide and share with community event organizers.
6. Review event-specific grant application processes to assess:
 - Alignment with updated Guiding Principles and priorities identified in this Plan;
 - They are user-friendly and meet accessibility standards; and
 - That reporting requirements facilitate the collection of consistent data from grant recipients.
7. Streamline the event grant program by discontinuing the Supporting Food Security through Community Driven Events pandemic response grant and directing current applicants to other existing City grant programs in 2025.
8. Share grant opportunities from other levels of government with community event organizers.
9. Host annual information session/workshop for current and potential community event organizers to share resources and identify opportunities for collaboration.
10. Gather consistent metrics from community event organizers (e.g., number of events, estimated attendance).

MEDIUM TERM (YEARS 3–4)

1. Develop new and improved online tools to support community event organizers as required.
2. Develop and implement a marketing plan to promote the City's spaces, places and resources to event organizers.
3. Explore opportunities to collaborate with Richmond Cares, Richmond Gives to enhance mentorship and volunteer support for neighbourhood and community event organizers
4. Based on review in years one and two, update event-specific grant application processes as required.
5. Require all event organizers to review and implement the Inclusive and Accessible Events Guide as part of the REACT application.
6. Explore the feasibility of a Community Event Kit for event organizers.

LONG TERM (YEAR 5)

1. Explore the development of a centralized online "Events Hub" to provide event planning resources in one place, including the Inclusive and Accessible Events Guide, the Sustainable Events Toolkit, Volunteer Management Toolkit, Sponsorship Toolkit, City Events Calendar, links to grant opportunities, etc.



Richmond Cherry Blossom Festival



Steveston Salmon Festival



Richmond Maritime Festival

2. Explore creation of a Sponsorship Toolkit to support community event organizers.
3. Research and recommend opportunities to offset REACT application administration costs.
4. Review and reflect on the success of the Plan over its life span in supporting community events. Consider action items for a new plan in light of the 2029 planning context, Council priorities and emerging opportunities.

Signature and Civic Events

Given the positive feedback received during the stakeholder engagement process, as well as exit surveys from 2019, this plan proposes that the City continue to work with community partners to deliver the following signature and civic events on an annual basis:

- ✦ Children's Arts Festival;
- ✦ Richmond Cherry Blossom Festival;
- ✦ Doors Open Richmond;
- ✦ Steveston Salmon Festival;
- ✦ Richmond Maritime Festival;
- ✦ Culture Days; and
- ✦ Remembrance Day.

In addition, stakeholder feedback supports the addition of two additional signature events that celebrate local themes and reflect the community's cultural diversity:

- ✦ A re-imagined signature event at Garden City Lands that celebrates agriculture and promotes food security, in cooperation with KPU's Department of Sustainable Agriculture; and
- ✦ A new multicultural festival.

SHORT TERM (YEARS 1–2)

1. Plan and deliver a signature event at Garden City Lands that celebrates agriculture and promotes food security, in cooperation with KPU's Department of Sustainable Agriculture.
2. Establish a working group comprised of community members/ organizations and City staff to help guide the development of a proposal for a new multicultural signature event.
3. Implement the Inclusive and Accessible Events Guide at all Signature and Civic Events.
4. Implement the updated Sustainable Events Toolkit.
5. Relaunch the City's event sponsorship program.
6. Gather consistent metrics to inform an annual evaluation of Signature and Civic events and report back to Council.
7. When considering future event opportunities apply the evaluation criteria used in the annual evaluation of Signature and Civic Events.

MEDIUM TERM (YEARS 3–4)

1. Pilot a new multicultural festival.
2. Develop a volunteer leadership development/mentorship program to ensure sustainable volunteer capacity in support of signature and civic events.

LONG TERM (YEAR 5)

1. Review and reflect on the success of the Plan over its life span in supporting signature and civic events. Consider action items for a new plan in light of the 2029 planning context, Council priorities and emerging opportunities.



Richmond Maritime Festival

Conclusion

The City of Richmond Signature and Community Events Plan 2025–2029 will guide the development and successful implementation of a mix of signature and civic events, community events and neighbourhood-level events in Richmond. The implementation of the action items identified in response to feedback and input from a range of community stakeholders will enhance the capacity of local event organizers and foster the development of increasingly more accessible, inclusive, environmentally sustainable as well as financially sustainable events that enhance community connectedness and civic pride, support social and economic well-being and contribute to a vibrant city with a strong sense of place and distinct identity.



Steveston Salmon Festival



Appendix 1: 2023 Events in Richmond

2023 City of Richmond Signature Events:

NAME OF EVENT	EVENT LEAD(S)
Children's Arts Festival	City of Richmond
Culture Days	City of Richmond
Doors Open Richmond	City of Richmond and Richmond Museum Society
Richmond Cherry Blossom Festival	City of Richmond and representatives from BC Wakayama Kenjin Kai
Richmond Maritime Festival	City of Richmond, Richmond Arts Coalition and Britannia Shipyards National Historic Site Society
Steveston Salmon Festival	City of Richmond, Richmond Agricultural and Industrial Society, and Steveston Community Society

2023 REACT Approved Community Events:

NAME OF EVENT	EVENT LEAD(S)
13th Richmond Garlic Fest	The Sharing Farm Society and City of Richmond
2023 Island City by Bike	City of Richmond
24th Anniversary Celebration Pilgrimage	Lingyen Mountain Temple (Canada)
Aspire Annual Family Picnic	Aspire Richmond
Battle of the Atlantic	195 Royal Canadian Sea Cadets Bicknell
BC Rivers Day at Tait Waterfront Park	Richmond Nature Park
Bike Parade for Back to School	Rosanna Zhong
Buddhist Charity fundraising event	Zen Shaolin Temple (Canada)
Burkeville Daze	Sea Island Community Association
Cambie's Open House Barbecue	East Richmond Community Association
Chinese New Year Dharma Events	Lingyen Mountain Temple (Canada)
Christmas Tree Chipping	City of Richmond
Coldest Night of the Year Walk	Chimo Community Services
Community BBQ	Office of MP Bains
Concerts in the Park	Richmond City Centre Community Association
Concerts in the Plaza Series	Minoru Seniors Society
Couples for Christ Family Day	Couples for Christ
Drug Overdose Awareness Day	Moms Stop the Harm
Earth Day Shred-A-Thon	City of Richmond
Family Day at the Blundell Park	Richmond Intermediate Care Society
Family Gathering	Omar Assakkali family
Grand Prix of Art	Phoenix Coastal Art Ltd.
Hamilton Night Out	Hamilton Community Association
Harrison/Jensen Block Party	Block Watch Party—California Pointe
Holi 2023	Indians in Richmond BC [IRBC]
Kwantlen Farmers Market	Kwantlen Farmers Market Society
LML CAP2 Sports Tabloid—Richmond	RCSU PAC
London Family Farm Day	London Heritage Farm Society

NAME OF EVENT	EVENT LEAD(S)
Marian Procession	Canadian Martyrs Catholic Church
Minoru Halloween Fireworks Festival	City of Richmond
Movie Night at South Arm Outdoor Pool	City of Richmond
Multicultural Helping House Society Richmond 55+users	Multicultural Helping House Society Richmond
National Indigenous Peoples Day	Richmond Nature Park
Paulik Park Spring Fling	Urban Bounty
Performances in the Plaza Series	Minoru Seniors Society
Public Menorah Lighting	The Bayit
Public Works Open House	City of Richmond
Pumpkin Drop	Richmond Firefighters Charitable Society
Raise Awareness of the Drug Overdose Crisis in Richmond	Moms Stop the Harm
Richmond Dragon Boat Festival	Canadian International Dragon Boat Festival Society
Richmond Social Network BBQ	Richmond Social Network
Richmond Yacht Club Sail Past	Richmond Yacht Club
School Carnival	Richmond Christian School
School Walkathon	St. Joseph the Worker School
Scoops n Smiles with Aman	MLA Singh Office
Sea Island Community Centre Halloween Fireworks Display	Sea Island Community Association
Solar Eclipse Viewing	Kwantlen Polytech University Farm
South Arm Community Association Block Party	South Arm Community Association
St. Paul's School Primary Year End Celebration	St. Paul's School
Steveston Farmers and Artisan Market	Richmond Agriculture and Industrial Society
Steveston Santa Claus Parade	Richmond Firefighters Charitable Society
Steveston Spotted Prawn and Seafood Culinary	Tourism Richmond
Thompson Community Picnic	Thompson Community Association
West Richmond Summer Fest	West Richmond Community Association
Winter In the Village	Tourism Richmond

2023 REACT Approved Civic Event:

NAME OF EVENT	EVENT LEAD(S)
Richmond Remembrance Day	City of Richmond and Royal Canadian Legion

2023 Outdoor Commercial Events:

NAME OF EVENT	EVENT LEAD(S)
American Crown Circus	American Crown Circus, Inc.
Richmond Fusion Block Party	The Greater Vancouver Food Truck Festival
Richmond Night Market	Raymond Cheung
Royal Canadian International Circus	354401 Alberta Ltd.

2023 REACT Approved Sporting Events:

NAME OF EVENT	EVENT LEAD(S)
2023 Terry Fox Run Richmond	Terry Fox Foundation
Basketball Festival	Kobe Memory Basketball Club
CARHA Hockey World Cup	CARHA Hockey
Cricket Tournament	Phoenix Richmond Malayalee Association
Dolphin Basketball Association	Dolphin Classic Basketball Tournament
Eight Hour Relay	iRun Fitness Society
Elementary School Cross Country Run	James Thompson Elementary School
End of season jamboree	Richmond United Soccer Club
End of Spring Season Jamboree	Richmond United Soccer Club
Eucharistic Procession	Canadian Martyrs Catholic Church
IG Wealth Management Walk for Alzheimer's	Alzheimer Society of BC
Kigoos Icebreaker	Richmond Kigoos Summer Swim Club
Kigoos Mock Meet	Richmond Kigoos Summer Swim Club
Pacific Populaire	BC Randonneurs
Premier International Cup	E11even Management Inc
Premier Spring Festival	E11even Management
RASA SOCCER SUNDAY	Richmond Adult Soccer Association
Reign Cup	Vancouver Ultimate League
Reign Santa Hat Tournament	Vancouver Ultimate League
Richmond Kigoos Junior Development Meet	Richmond Kigoos Summer Swim Club
Richmond Minor Football League	Richmond Minor Football League
Richmond PRIDE Walk	MLA Kelly Greene
Richmond Raiders Spring Flag Football Jamboree	Richmond Minor Football League
Richmond Romp Tournament	Richmond Lacrosse Association
Richmond-Vancouver Move to Cure ALS	ALS Society of BC
Ride for Refuge	Journey Home Community
Road to Freedom Challenge	Ratanak International
RSSAA Cross Country Championships	RSSAA Cross Country
Soccerfest	Coast Mountain Bus Company
Sport Tabloid Van CAP1	RCSU(Pac)
St. Paul School Annual Walkathon	St. Paul's School
Steveston Icebreaker 8K & New Balance 1K Kidsrun	Kajaks Track & Field Club
Terry Fox Run–School Event	Richmond School District #38
The Big Pirate Run	SEA2SKY EVENTS
The Big Superhero Run	SEA2SKY EVENTS
The Nations Cup	The Nations Cup Soccer Society
Thursday Coastal Challenge Series Presented by Herband Natural	Coastal Race Club
Vancouver Whitecaps FC National Combine	Vancouver Whitecaps FC
VegRun	Buddha's Light International Association

Appendix 2: List of Stakeholders

More than 150 stakeholders and 127 grant recipients were invited to participate in the survey, dialogue or focus group sessions. The following organizations participated in the stakeholder engagement process:

Event Stakeholder and Contributor List

- ✦ Britannia Shipyards National Historic Site Society
- ✦ Community Arts Council of Richmond
- ✦ Dolphin Classic Basketball Tournament Committee
- ✦ Dragon Boat BC
- ✦ East Richmond Community Association
- ✦ Grand Prix of Art
- ✦ Gulf of Georgia Cannery
- ✦ Hamilton Community Association
- ✦ Kiwanis Senior Citizens Housing
- ✦ Kwantlen Polytechnic University, Events and Communication
- ✦ London Heritage Farm Society
- ✦ Black History Month Organizers
- ✦ Minoru Seniors Society
- ✦ Richmond Agricultural and Industrial Society
- ✦ Richmond Arts Coalition
- ✦ Richmond Cares Richmond Gives
- ✦ Richmond Centre for Disability
- ✦ Richmond Community Orchestra and Chorus Association
- ✦ Richmond Delta Youth Orchestra
- ✦ Richmond Family Place
- ✦ Richmond Fire Rescue
- ✦ Richmond Highway to Heaven Association
- ✦ Richmond Intercultural Advisory Committee
- ✦ Richmond Kajacks
- ✦ Richmond Music Teachers Association (BCMT)
- ✦ Richmond Museum Society
- ✦ Richmond Nature Park Society
- ✦ Richmond Olympic Oval
- ✦ Richmond Raiders Football
- ✦ Richmond Sister Cities Advisory Committee
- ✦ Sea Island Community Association
- ✦ Sharing Farm Society
- ✦ South Arm Community Association
- ✦ Spul'u'kwuks Elementary School's PAC
- ✦ Steveston Community Society
- ✦ Steveston Historical Society
- ✦ The Arts Conservatory
- ✦ The Nations Cup of Soccer Committee
- ✦ The Philippine Flag Raising Organizers
- ✦ The Richmond Singers
- ✦ Tourism Richmond
- ✦ Urban Bounty
- ✦ UBC Boathouse
- ✦ Vanprop/Lansdowne
- ✦ Wakayama Kenjin Kai
- ✦ West Richmond Community Association



City of Richmond

6911 No. 3 Road, Richmond, BC V6Y 2C1
Telephone: 604-276-4000
richmond.ca