



STEVESTON SALMON FESTIVAL 75TH ANNIVERSARY



Call for an Artistic Director

The Steveston Salmon Festival is seeking an Artistic Director to work with the Steveston Salmon Festival Committee to develop a creative vision and programming to celebrate the 75th anniversary of the Steveston Salmon Festival.

Project Budget: \$20,000 CAD

Eligibility: Local event professionals/creatives from the Lower Mainland with experience in leading creative visioning and artistic direction for local events/festivals.

Submission Deadline: March 31, 2022 at 5:00p.m. PST

Completion: July 1, 2022

About the Steveston Salmon Festival

The Steveston Salmon Festival has long been Richmond's marquee Canada Day celebration. Residents have come together every year since 1945 to plan a community event to celebrate Canada's birthday and the rich heritage of the community. Prior to the COVID-19 pandemic, the festival was famous for its salmon barbecue where over 1,200 pounds of wild salmon filets are grilled over open fire pits. Attracting 60,000- 80,000 people, the festival featured multiple stages with over 40 performances, an expansive community parade, a big fireworks finale and many traditional activity zones representing the pioneering spirit of Steveston, the importance of the fishing industry and the value of community connections to keep visitors of all ages entertained.

In 2020, the festival was cancelled, and in 2021, given restrictions on gathering due to COVID-19, an online program was produced reflecting traditional elements of the Steveston Salmon Festival, and in support for a fresh salmon sale to provide opportunities for residents to celebrate Canada Day at Home.

Information about the 2021 program can be viewed at www.stevestonsalmonfest.ca.



Given ongoing uncertainties around the pandemic, planning for this year’s re-imagined Steveston Salmon Festival includes the following activities taking place over a two-week span leading up to a community-wide celebration on July 1 that is spread out geographically across Steveston Village to minimize crowding:

June 19: Bullhead Derby at Garry Point Park

June 25-26: Kite Festival at Garry Point Park

June 30: Drive thru Salmon Sale

July 1:

- Programming and site décor to celebrate the 75th anniversary of the Steveston Salmon Festival;
- The Steveston Salmon Festival Parade, re-imagined as a reverse walk- or bike-through parade with approx. 40 parade stations;
- A welcome ceremony including including First Nations and local, federal and provincial government;
- Traditional programming such as the Japanese Cultural Show; Sammy’s Fun Zone (children’s programming); Horticulture Show; Art Show and Car Show with pre-registration and ticketing contingency plans in place;
- Entertainment featuring local artists on a community stage, as well as pop up performances (estimated at 30-40 performance slots) around the Steveston Community Centre and park site and through Steveston Village; and
- Complementary online and/or City-wide Canada Day engagement opportunities.

The event is produced by a Steveston Salmon Festival Planning Committee comprised of City staff and volunteers from the Steveston Community Society/ Richmond Agricultural and Industrial Society.

Artist Opportunity

The Steveston Salmon Festival is seeking a creative Artistic Director with experience in: festival design and production; community/stakeholder engagement and visioning; community-engaged artistic programming; site animation and design; and development of a festival visual identity. Candidates will be selected based on experience, skill and diversity.

Scope of Work Includes:

Responsibility	Description	Contractor Deliverables
<p>Artistic/Creative Direction</p>	<p>Coordinate with the Committee, programming and production team(s), community stakeholders and suppliers to develop event themes and a vision for the ‘look and feel’ of the festival site that reflects the past 75 years of the Steveston Salmon Festival, the pioneering spirit of Steveston and the important role that the fishing industry continues to play in the community.</p>	<p>Creative vision for 75th anniversary Steveston Salmon Festival</p>



<p>Artistic/Creative Programming to celebrate 75th anniversary of SFEST</p>	<p>Develop site and complementary online programming and activations that engage community members in sharing their stories and celebrating the past 75 years of the Steveston Salmon Festival. This could include:</p> <ul style="list-style-type: none"> • Development of a brand/visual identity for related elements of the festival • Design of swag items as mementos • A community-engaged art project • An audio/video “pop-up photo booth” to record community members’ stories and memories 	<p>Development of a brand/visual identity for related elements of the festival</p> <p>Design and program plan for an audio/video “pop-up photo booth” to record community members’ stories and memories</p> <p>Design site animations, décor and activations, to be implemented at all SFEST activations between June 19 – July 1, in coordination with professional and community artists or art groups, that align with the priorities and objectives identified by the Committee</p>
<p>Stakeholder engagement</p>	<p>Participation in pre-scheduled meetings with the SFEST Programming Committee (schedule to be determined – may be virtual or in person) between April – June</p> <p>Participation in and/or facilitation of ideation and planning meetings with community stakeholders</p> <p>Contribution to post-festival debrief meeting within two weeks of event.</p>	<p>Participation in and contribution to planning meetings with SFEST Programming Committee</p> <p>Participation and/or facilitation of ideation and planning meetings with community stakeholders</p>

Submission Requirements

Email a proposal as one PDF to: llegear@richmond.ca

Proposal should include:

- a list of examples of past projects of similar nature, and for each past project include references including contact person information;
- a list of key individuals and a list of subcontractors, consultants and subconsultants if any that are intended to be used to support this project, together with a brief description of the qualifications, relevant past experience and anticipated role for each such person or firm;
- a proposal that includes a description of the proposed approach to planning and implementing the project deliverables.

For more information or questions

Loryn LeGear

on behalf of Steveston Community Society/Richmond Agricultural and Industrial Society
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