

**BRITISH COLUMBIA CRICKET
ASSOCIATION
BROCKTON POINT CRICKET CLUB
(THE ORGANIZATION)**

BUSINESS PLAN FOR

KOMAGATA MARU FESTIVAL 2014

September 2006 (First Draft)

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Amended May 2009

**BRITISH COLUMBIA CRICKET ASSOCIATION
BROCKTON POINT CRICKET CLUB
BUSINESS PLAN FOR THE KOMAGATA MARU FESTIVAL
EXECUTIVE SUMMARY**

THE PURPOSE OF THE BUSINESS PLAN

- To clearly set out the goals, objectives and vision of the Organization.
- To raise sufficient funds to begin the task of obtaining sponsors/donations.
- To book the entertainment venues.

1.1 GOALS AND OBJECTIVES

- To promote, advance and encourage the cultural diversity of British Columbia.
- To promote acceptance, understanding and harmony in a celebration of this diversity.

1.2 THE FESTIVAL CONCEPT

The Organization's concept is to stage a two day Komagata Maru Festival of Cricket, Kabaddi, and culture commencing July 2010 at Brockton Point, Stanley Park in Vancouver, BC. Further, each year thereafter on a July holiday long weekend until the year 2014 where a centenary three day event will be held.

The Festival will be a sports/social event seeking to raise awareness of:

- The Komagata Maru incident.
- The multi-culturalism of our society.
- The history of the Brockton Point Cricket Club and the British Columbia Cricket Association.

A free Vegetarian meal and water will be provided to the estimated 10,000 attendees over the two day period.

2.1 THE ORGANIZATION

The organization is comprised of three corporate entities, the Brockton Point Cricket Club, the British Columbia Cricket Association, who are the Sponsors

of the “Komagata Maru” Festival, and the Brockton Point Heritage Restoration Society.

4.1 THE CAPITAL REQUIREMENTS

The Organization will require an estimated \$500,000 in funding to stage the Festival. See amended proposed budget attached as Appendix 1.

Expenses would be incurred as follows:

- One (1) or two (2) salaries, if the CCA or sponsors can be found to stage the event East and West in alternate years.
- Expenses to organize the festival including cricket, kabaddi, volunteers, security, etc.
- For the free vegetarian meals and water to be provided on site, equipment/set-up costs for entertainment, tenting, volunteer appreciation costs, sanitation and disposal, etc.
- Training for staff.

We plan to use the following funding sources:

- Private Foundations
- Public/Government Grants
- Corporate Support and Sponsorship
- Contributions from individuals

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I. FESTIVAL GOALS & OBJECTIVES

1.1 Goals & Objectives

The Festival's goals are to:

- Raise awareness of local history & culture
- Bring together members of our community of diverse backgrounds to participate in this cross-cultural, recreational, family event
- Package and promote this Festival across Canada as a single event

In order to attain the above goals, the Organization will carry out the following specific objectives:

- Commemorate the Komagata Maru incident of 1914 with a dedication
- Host tournaments of the popular South Asian sports, Cricket & Kabaddi
- Showcase Heritage Restoration Procedures with future sales and donations to Stanley Park Heritage Restoration
- Showcase local talent in the performing arts and provide a taste of South Asian cuisine
- Invite one or two well known performing artists to hold feature performances at a reasonably low cost at Theatre Under the Stars at Stanley Park
- Showcase and sell "Komagata Maru Festival" merchandise to market the concept of the Festival

1.2 Festival Concept

The Organization's concept is to stage a two day Komagata Maru Festival of Cricket, Kabaddi & Culture to be held in July 2010 and encompass a range of recreational activities, including a world class cricket tournament, kabaddi tournament, local and international entertainment, a traditional vegetarian cuisine, a guide led tour of the Vancouver Aquarium for children ages ___ to ___ and a children's circus at the Theatre Under the Stars venue during the day time. The festival is to be held at Brockton Point at Stanley Park in Vancouver, BC and shall be packaged and promoted across Canada as a single event under the title "Komagata Maru Festival". The Festival will be launched at the Brockton Oval with a parade & commemoration and will wrap up with "taps" being played by a member of the Canadian Armed Forces who has served a tour of duty in Afghanistan.

The Organization anticipates total attendance of approximately 10,000 people over the two days of the event. Tickets will only be necessary for the feature performances at Theatre Under the Stars. The rest of the event is entirely free of charge. The Organization will encourage the business sector to take part by sponsoring performances or by staging coinciding events which will be included under the Festival banner, which will allow local businesses to take advantage of the Organization's professional promotion and marketing and to benefit from Festival advertising by being associated in the public's mind with the Festival.

1.3 Venue

The Festival will be held at Brockton Point in Stanley Park in Vancouver, BC [See site map attached as Appendix 1]. Cricket matches will be held in the Upper Field and Lower Field; the Kabaddi matches will be held at the Brockton Oval; local entertainment will be staged at the Common Area near the Baseball Diamond; food and water will be served at Lumberman's Arch; feature performances will be held at Theatre Under the Stars; tours for children will be held at the Vancouver Aquarium. Detailed survey maps of the site venue need to be obtained from the Vancouver Parks Board in order to plan logistics.

1.4 Event Highlights

Cricket Tournament

A tournament of Cricket will be held in the Upper and Lower fields throughout the three days of the festival. Cricket is a game played by two teams with a ball and bat on a large field centering on two wickets. Each wicket is two sets of three sticks. The teams have 11 players each. A bowler from the defending team throws the ball (with a straight-arm overhand delivery), attempting to hit the wicket, which is one of several ways the batsman may be put out. The team batting fields two batsman at a time and the batsman being bowled to (the striker) tries to hit the ball away from the wicket. If the batsman hits the ball away from the wicket but has no time to run to the opposite wicket, he need not run; play will resume with another bowl. After a hit, when possible, the striker and the second batsman (the non-striker) at the other wicket change places. Each time both batsmen can reach the opposite wicket, one run is scored. The batsmen may continue to cross back and forth between the wickets, earning an additional run for each time both reach the opposite side. Matches are divided into innings consisting of one turn at bat for each team; depending on pregame agreement, a match may consist of either one or two innings. Cricket's origins are uncertain, but the first set of rules was written in 1744. During England's colonial era, cricket was exported to countries around the world.

Kabaddi Tournament

A tournament of Kabaddi will take place at the Brockton Oval over the three days of the festival. Kabaddi is a combative team game, played with absolutely no equipment, in a rectangular court, either outdoors or indoors with seven players on the ground in each side. Each side takes alternate chances at offence and defense. The basic idea of the game is to score points by raiding into the opponent's court and touching as many defense players as possible without getting caught on a single breath. During play, the players on the defensive side are called "Antis" while the player of the offense is called the "Raider". Kabaddi is perhaps the only combative sport in which attack is an individual attempt while defense is a group effort. The attack in Kabaddi is known as a 'Raid'. The antis touched by the raider during the attack are declared 'out' if they do not succeed in catching the raider before he returns to home court. These players can resume play only when their side scores points against the opposite side during their raiding turn or if the remaining players succeed in catching the opponent's raider.

Local Entertainment

Singers, dancers, and performers from Greater Vancouver will be invited to perform at this cross-cultural event. These performances will be held in the Common Area in

conjunction with the Organic Food Festival hosted by Capers Community Market. The Organic Food Festival is to benefit the Vancouver Aquarium Charity.

Feature Performance

We propose to contact Lata Pada and her dance troupe called "Sampradaya Dance Creations" [See www.sampradaya-dance.com]. This performance is expected to be held at the Theatre Under the Stars at Stanley Park. Tickets will be priced at \$30 with a maximum of 3000 tickets per night over 2 nights.

South Asian Cuisine

The Surrey & Abbotsford Sikh temples are prepared to provide 10,000 servings of an ethnic vegetarian meal over the two days of the festival at Lumberman's Arch. Meals will be provided along with a clear plastic bottle of water. The Hindu & Muslim temples in Vancouver & Surrey will also be asked to participate in the "food" aspects of the festival & tents will be provided to them.

Aquarium Tours

We shall contact with the Vancouver Aquarium requesting them to organize tours of the aquarium for children between the ages of ___ and ___.

II. THE ORGANIZATION

2.1 History & Background

Source: www.cricketclub.org

The Brockton Point Athletic Club was incorporated April 6, 1889 by special Act of the Parliament of British Columbia, and by 1890 the clearing of Stanley Park had begun in earnest, led by Jerry Rogers and his teams of oxen. On April 21, 1890 a lease for the 10 acres now comprising Upper Brockton, the Oval and the cottage was signed. At the same time the Athletic Club signed an agreement with the City to borrow \$10,000 at 5% (payments of \$605.25 p.a.), to finance the project startup costs which was to be repaid by the way of rent.

The Brockton Point Recreation Grounds circa 1900 were the finest athletic grounds in the City of Vancouver. The ground played host to lacrosse, rugby, baseball, and soccer at the Oval. Field hockey and cricket were played on Upper Brockton. Tennis Courts were located at the N.E. corner of the Upper Brockton field. The fields boasted a grandstand and bleachers, lacrosse clubhouse and cinder track in the vicinity of Brockton Oval; a Pavilion, changing rooms and a caretaker's cottage at Upper Brockton.

The Brockton Point Cricket Club and the British Columbia Cricket Association are the successors in the interest to the Brockton Point Athletic Club, which has maintained continuity of use of the Pavilion and Upper Brockton from 1914 to the present day.

The cricketclub and association were part of the social and recreational fabric of Vancouver in 1914 when the passengers aboard the Komagata Maru were denied

entry into Canada. Some of our members may have had a part to play in the expulsion. The expulsion of the Komagata Maru passengers from Canada's shores had tragic consequences. On their return to India in September of 1914, 29 of the Sikh passengers aboard the Komagata Maru were gunned down & 20 killed as they marched in Calcutta to return their holy book to the temple from which it was originated. All this and more was overshadowed by the outbreak of World War I in August of 1914.

Today the only reminder of the Komagata Maru incident are a plaque near the gateway to the Pacific in Vancouver & a memorial plaque at Ross Street Gurdwara, in Vancouver, B.C., Canada. The 1914 event is historic. Between the World Wars, migration into North America from the subcontinent over the Pacific slowed to a trickle. Contrast this to the East Coast of North America, where rail in Europe had broken down borders and barriers, and in the north and west hemisphere residents were more or less allowed to and from without passports or travel documents. After World War II, quotas were rigorously enforced by Canada against 'ethnics' until well into the 1960's/ The passengers of the Komagata Maru showed the way over the Pacific for the waves of South Asians to follow.

In this festival we have attempted to extract the best of the past. We propose to showcase athletes, including cricketers. Also, to pay credit to our cricketing forefathers who cleared the way at Brockton Point in Stanley Park for athletic activities by featuring photographs of heritage structure from Stanley Park's past. Finally, to pay homage to our immigrant forefathers who sacrificed to pave the way for us to enter Canada.

2.2 Board of Directors

Directors of the Brockton Point Cricketclub and the British Columbia Cricket Association

- | | | |
|------------------------------------------------------------------|---------------------------------------------------------------------------|--------------------------------------------------------------------|
| 1. Mumtaz Ali Khan
5876 136B St.
Surrey, BC
V3W 8E7 | 2. Jonathon Ross | 3. Ahmed Buttar
7031-143 St.
Surrey, BC
V3W 0P4 |
| 4. Ascam Banka
14219-73A Ave.
St.
Surrey, BC
V7C 2L9 | 5. Ravi Khosla
201-8388 120 th St.
Surrey, BC
V6W 4G2 | 6. Chris Van Twest
405-1160 Burrard
Vancouver, BC
V6Z 2E8 |

2.3 Strategic Alliances & External Partners

1. Sikh Temples in Abbotsford, Surrey, and Vancouver
2. Western Kabaddi Players & Cultural Association of B.C.
3. The Vancouver Parks Board
4. The CCA and BCMCL
5. Scotia Bank

6. Royal Bank and RIM

III. FESTIVAL PLANNING AND MANAGEMENT

3.1 Management Team

Steering Committee

Jonathon Ross

- Festival Co-Director

Don T. McLennan

- Festival Co-Director, Treasurer and Parks Board

Liason

Emily Pollock

- Festival Manager

Ravi Khosla

- Kabaddi Liaison

Iftikar Ahmed

- Media Liaison

Mumtaz Ali Khan

-Cricket Liaison Secretary

Kabaddi Committee

To be appointed

Cricket Committee

To be appointed

IV. MARKETING

- Heritage Restoration calendars, post cards of Stanley park antiquities.
- “Komagata Maru and Heritage Restoration” cricket balls, hats, caps, t-shirts.
- Sponsor coaching, promotional gear and prizes to primary and secondary school cricket programs and leagues and book Brockton Point in Stanley Park for finals of events sponsored.
- Branding “tea” products
- Granville Island Merchants to take over Brockton Pavilion for festival.

Appendix I

**2007 Komagata Maru Festival
Proposed Budget**

Projected Expenses

Salary (Festival Co-Coordinator)		\$60,000.00
Catering - Food/Water based on attendance of 10,000		
	\$90,000.00	
Entertainment *		8,000.00
Equipment Purchases		3,000.00
Garbage Clean up		10,000.00
Miscellaneous Expenses		10,000.00
Office Expenses		11,000.00
Permits and Licenses		3,000.00
Promotion and Trophies		15,000.00
Security		20,000.00
Set up Expenses	Catering Service Area	\$30,000.00
	Children's Circus	30,000.00
	Cricket	30,000.00
	Kabaddi	<u>30,000.00</u>
		120,000.00
Webpage		25,000.00
Water		10,000.00
Opening and Closing Ceremony		20,000.00

Tenting and Building Permits
Volunteers

75,000.00
20,000.00

\$ 500,000.00

Note:

1. **Schedule A. We have engaged the support of the local Gurdwaras who will provide a free vegetarian meal and bottled water to the Festival Participants. We have listed the value of the donation at 10,000 x \$9.00/plate - \$90,000 and will be applying for charity status for the heritage restoration society to issue a receipt.**
2. **Local entertainment only.**

**Appendix III
Committees/Coordinates**

COMMITTEE	CONSIDERATIONS	JOB DESCRIPTION NOTES	COMMENTS
Entertainment/ Events	-Cricket -Kabaddi -Culture	-research into entertainment ideas -build a new network within entertainment community -scheduling of cricket/kabaddi matches -ensure cross-cultural diversity in entertainment/events	
Food	-Culture	-network within the food industry community -ensure cross-cultural aspect is taken into consideration as best as possible -organize the details of food preparation, delivery, and requirements posed by the participating organization	

<p>Site Considerations</p>	<ul style="list-style-type: none"> -legal aspects -security -permits -scheduling -mapping -clean-up 	<ul style="list-style-type: none"> -research into park regulations -research into and obtain necessary permits - liaise with other committees to prepare a schedule for the festival - determine the layout of booths.kiosks on site - prepare document on all legal matters that need to be considered. - devise best method of maintaining cleanliness of the park over the course of the festival and make suggestions to necessary committees. -ensure each committee is aware of the 	
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<p>Marketing/ Advertising / Fundraising</p>	<p>-Heritage restoration -Recognition of Sponsors/ Participators / Volunteers -Brochures</p>	<p>- marketing strategies to maximize turnout</p> <p>-marketing of Disaster Relief Cricket apparel</p> <p>-devising recognition strategy</p> <p>-create and design brochure, poster, etc.</p> <p>-ensure each committee is aware of the marketing aspects of its area of focus</p>	
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