



## City of Richmond

## Report to Committee

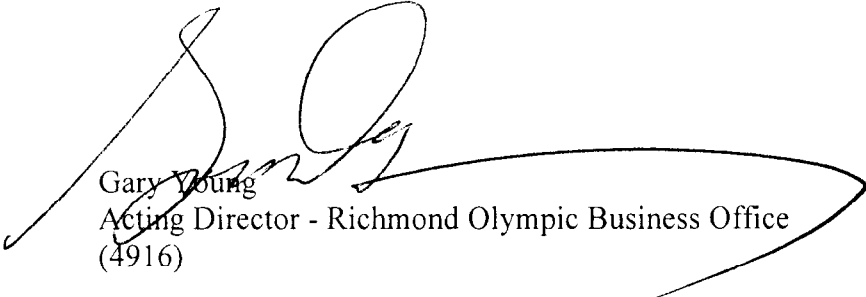
**To:** General Purposes Committee  
**From:** Gary Young,  
Acting Director  
Richmond Olympic Business Office

**Date:** January 15, 2007  
**File:** 01-0005-00/Vol 01

**Re:** Countdown to 2010 Community Celebration - 3 Years to the Games

### Staff Recommendation

1. That the City accepts the Richmond Foundation offer to partner with the City of Richmond in the establishment and production of an annual Richmond Winter Festival, as outlined in this report and;
2. That this event be in partnership with the Countdown to 2010 event.

  
Gary Young  
Acting Director - Richmond Olympic Business Office  
(4916)

### FOR ORIGINATING DEPARTMENT USE ONLY

#### ROUTED TO:

#### CONCURRENCE

Community Bylaws .....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
Transportation .....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
Recreation and Culture .....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
PRCS Planning and Projects .....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
Parks Maintenance and Operations .....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
Community Safety .....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>

#### CONCURRENCE OF GENERAL MANAGER

  
REVIEWED BY TAG

YES

NO



REVIEWED BY CAO

YES

NO



(ACTING)



## **Staff Report**

### **Origin**

As a partner of VANOC, the City of Richmond has the opportunity to participate in the official Countdown to 2010 community celebration events. The first Countdown to 2010 event was held at City Hall February 2006. It attracted over 1,000 spectators and participants. The next Countdown Community Celebration (3 years to the Games) will be hosted on February 10, 2007 and \$20,000 as part of the 2005 surplus allocation to the Richmond Olympic Business Office, has been approved and allocated for this special event. The goal of the event is to engage the Richmond community, create awareness for Richmond as a Venue City and build capacity and partnerships to host future events.

A new partnership between the City and Richmond Community Foundation has been formed to establish and build capacity to host a key winter special event called the Richmond Winter Festival. This event will be held concurrently with the Countdown Celebration. Both the Countdown to 2010 event and the Richmond Winter Festival will be part of Spirit of BC Week. The purpose of this report is to outline the event and seek acceptance of a partnership between the City of Richmond and the Richmond Community Foundation for the production of Richmond Winter Festival.

### **Analysis**

During the week of February 9<sup>th</sup> to 17<sup>th</sup>, 2007, many cities across British Columbia celebrate Spirit of BC Week. While there are various community events that comprise Spirit of BC Week, two significant special events will draw attention to Richmond City Hall and Richmond's role as a Venue City for 2010:

- The Countdown to 2010 Event
- The Proposed Annual Richmond Winter Festival

### **Official Countdown to 2010**

The 2<sup>nd</sup> Countdown Community Celebration Event/Richmond Winter Festival is scheduled for City Hall/Brighthouse Park on Feb 10, 2007 from 6:00 to 10:00 p.m. and includes the illumination of the Venue City logo light onto the tower of Richmond City Hall, followed by a fireworks display. It is proposed that a lighting system be installed shortly after the event to project the Richmond Venue City logo on to City Hall and operate every night from on or near February 10<sup>th</sup>, 2007 until the close of the Games in 2010.

The light and the fireworks will occur on the south side of City Hall to facilitate the best viewing (according to the fireworks and lighting consultants).

The Mayor and Councillors, Spirit of BC Committee, VANOC and Speed Skating Canada will be a part of the official protocol for the evening prior to the lighting of the logo. City staff continue to confirm the logistics of the event.

The City has contributed \$20,000 with the remainder of funds to support this program acquired through sponsorship. The event will be coordinated with similar countdown events occurring in

Vancouver and the Resort Municipality of Whistler. The City of Vancouver's event will be held at the Coliseum on February 17<sup>th</sup> and will include entertainment and a ceremony.

The Resort Municipality of Whistler has hosted Celebration 2010 - Whistler Arts Festival during the month of February since 2003. Their Countdown to 2010 will be part of the month long festival.

Throughout the fall, staff has been planning the countdown event. During this time, an opportunity to develop a partner based community winter festival emerged. Staff propose that this year's Richmond Countdown event on February 10<sup>th</sup> be expanded to include a 1<sup>st</sup> annual Richmond Winter Festival which will be held concurrently and in partnership with the Richmond Community Foundation. The details are outlined below.

### Richmond Winter Festival

The Richmond Community Foundation has expressed a desire to partner with the City of Richmond to host the 1<sup>st</sup> annual Richmond Winter Festival. It is proposed that the 2007 event be of manageable proportions and become an annual legacy event post Games. The City of Richmond will provide seed funding as well as event expertise and the assistance in securing sponsorship to support the event in 2007. The intention is for the Richmond Community Foundation and other community organizations and individuals to play a stronger leadership role in future years.

It is proposed that the Richmond Winter Festival be held immediately prior to the Countdown to 2010 event on the south side of Richmond City Hall including Brighthouse Park. The joint event would function best with the closing of Granville Avenue on one side from the morning of February 10<sup>th</sup> and closed to all traffic starting at approximately noon to facilitate set-up until the end of the evening during the event. A variety of events are planned and the scale of the event will be dependent on the success of the Richmond Community Foundation and the City of Richmond in securing funds for the Richmond Winter Festival at event time.

The event will only be as big as sponsorship and city funding allow. Sponsorship for cash and in kind has been secured from local, regional and national sponsors. The proposed minimum budget is outlined in Attachment 1. Should further sponsorship not be secured, the program will be reduced accordingly. The alternative site for this event is the City Hall plaza.

Funding continues to be pursued for an outdoor ice rink to provide a free winter experience for the community as well sport organizations.

The long-term goal is to create capacity to host large events, engage the community, create awareness for 2010 and the Richmond Oval. Organizations such as Volunteer Richmond will assist with the promotion of volunteerism in Richmond to build capacity for future large events. A number of opportunities for various community groups to participate in the countdown event are currently being pursued.

Activities considered include:

A main stage with headliner entertainment and large LCD screens	confirmed
Roving Entertainment	confirmed
An "Imagine the possibilities" area by VANOC and PacificSport.	confirmed
Winter Sport Demonstrations Area: bobsled, luge and curling	confirmed
Art displays sponsored by local schools, and the art community	confirmed
Fundraising for Richmond Athletes	confirmed
Olympic Athlete speakers/presence	confirmed
Food areas	confirmed
Community tents with interactive displays	confirmed
Admission by donation to the Richmond Food Bank	
Outdoor portable artificial ice rink	not funded yet

### Project Benefits

There are significant benefits to hosting both the Countdown to 2010 Event and the Richmond Winter Festival.

### Sponsorship Strategy

VANOC has requested the National Olympic sponsors be provided an opportunity to demonstrative their branding at the event. Both the City of Vancouver and the Resort Municipality of Whistler are using Olympic sponsors primarily for countdown events and the Whistler Arts and Music Festival.

The goal for event sponsorship is to create long-term relationships in order to build capacity within the community to support large events and form possible funding sources for future Olympic and non-Olympic events.

To date the following sponsors have been secured; BC Lotteries Corp., HBC, and RBC. Other businesses contributing to the event are Starbucks, MacDonald's, Richmond Centre, PacificSport, VANOC, Speed Skating Canada, and the Spirit of BC Committee. Other partnerships are currently being negotiated with a variety of sponsors.

### Community Engagement

The Countdown to 2010 Event and the Richmond Winter Festival will provide an opportunity for our community to become involved in the events and opportunities leading up to the 2010 Olympic and Paralympic Winter Games.

Areas will be set up to recruit volunteers for a variety of activities, including the organizing committee of the Richmond Winter Festival, sign up for home stay for major events as well as make suggestions for future opportunities for community involvement. Volunteer Richmond will have a presence at the event and assist in promotion of volunteer opportunities

### A Celebration of Sport and Promotion of the Richmond Oval

The countdown event will allow the City of Richmond to promote the Richmond Oval to a wide audience. There are opportunities to promote video of the oval on large LCD screens and have more personal discussions with those interested in a display being set up on site.

Negotiations are currently underway to secure the Grey Cup and the Whitecaps championship trophies to be displayed at the event. Local sport organizations will be invited to set up displays and interactive promotions for their related sport areas. Pacific Sport will provide several winter sport trial areas, which include a bobsled and curling sheet, to encourage participation in winter sports.

The potential ice surface allows for demonstrations and free public skating, which will further encourage participation and an active Richmond.

#### Increasing Richmond's Visibility

There are several media sponsors for the event including Z95 FM and CISL, AM 1320, CTV, the Province newspaper, and the Richmond News. CTV would like to broadcast from the Countdown to 2010 event and has agreed to provide a media personality to MC the events.

VANOC will have a significant presence at the event and the VANOC partners have also been invited to participate. This includes the Provincial and Federal Olympic Secretariat, the Four Host First Nations, the City of Vancouver and the Resort Municipality of Whistler.

A presence by the Mayor and Council will be encouraged and the protocol for the event will be determined prior to the event. Dignitaries from other levels of government will be asked to also attend the event.

#### Events Plan

As directed, staff are preparing a City of Richmond Major Events plan that will be presented to Council in the near future. This report will outline the economic and community benefits of events and how Richmond can host events prior to, during and following the 2010 Winter Olympic and Paralympic Games. These described events will be included in that plan.

#### Communications Plan

The community will be invited to participate in these exciting events. Announcements and invitations to participate will be issued through the city page, web page, press releases and invitations to our community partner organizations and promotion provided by media sponsorship. City staff and authorities have been involved in the planning for this event.

#### Spirit of BC Week Celebrations

As mentioned, the Spirit of BC Week celebrations occur in Richmond the week of Feb 9 – 17<sup>th</sup>, 2007. These events are co sponsored by the Richmond Spirit of BC Committee and many community organizations.

Currently scheduled events during Spirit Week include:

Feb 9 – 17 <sup>th</sup> , 2007	Flower Fair - Aberdeen Centre (9 <sup>th</sup> -16 <sup>th</sup> & 18 <sup>th</sup> )
	Art Display at City Hall – Garden City Elementary Drawings (9 <sup>th</sup> – 17 <sup>th</sup> )
	Heritage Week Display Richmond Centre (9 <sup>th</sup> to 17 <sup>th</sup> )
Feb 9, 2007	Le Carnaval – City Centre Community Association at City Hall Plaza
Feb 10, 2007	Free Skate – Minoru Arena
	Countdown Event and Richmond Winter Festival – Richmond City Hall
Feb 16, 2007	Flower Fair – Aberdeen Centre
	Heritage Week Exposition – Museum
Feb 17, 2007	RCCS Chinese New Year's Celebration – Lansdowne Mall

	Winter Games Athlete Send Off (location & time TBD)
	Countdown Aberdeen Centre
Feb 18, 2007	New Year Day – Grand Dragon and Lion Dancing Eye Dotting Ceremony

### Financial Impact for the Countdown

Council approved funding of \$20,000 in the 2005 surplus allocation for the Countdown event. This sum has been utilized as seed money for the event to ensure the grounds works required to host the event are funded e.g. City Venue lights, fireworks etc.

To supplement the event, sponsorship partners for the event have been proposed in the following areas:

- Presenting Sponsor
- Main Stage, Ice Rink Sponsor, and Fireworks
- Event sponsors
- Exhibitors
- Media Sponsors

The sponsors identified are in accordance with the overall City sponsorship strategy. The total sponsorship secured to date is approximately \$40,000 in direct funds, \$20,000 in-kind and approximately \$185,000 in media sponsorship.

### Conclusion

The Countdown to 2010 and the Richmond Winter Festival are both vehicles to continue to promote the opportunities for the Richmond residents to celebrate and be engaged in the 2010 Olympic and Paralympic Winter Games. The events provide a quality opportunity for community and business participation in the events leading up to 2010.

The Richmond Winter Festival has potential to continue be a significant legacy for Richmond after the Games.



Denise Tambellini  
Manager, Community Relations and Protocol  
(4349)

## **Attachment 1**

### **Budget Countdown Community Celebration Event 2007/ Winter Festival**

#### **Expenses**

Entertainment		\$	25,500.00
	LCD Screen	\$	1,100.00
Ice Rink	includes set up Lease for one year Props for winter wonderland		Not Funded Yet
Imagine 2010		\$	200.00
Fireworks and Light		\$	13,000.00
Event Support	Uniforms Food and Beverage		In Kind
Tents and Grounds preparation		\$	10,000.00
Signage		\$	2,000.00
Security		\$	7,000.00
Total		\$	58,800.00

#### **Revenue**

##### **Cash Sponsorship to Date**

City of Richmond	20,000.00
Sponsorship	38,800.00
Sub Total	58,800.00

##### **In Kind Sponsorship to Date**

In Kind Support	20,000.00
Media Sponsorship	185,000.00
Sub Total	205,000.00

Total Revenue	263,800.00
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