



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee
From: Kate Sparrow
 Director, Recreation & Cultural Services
Re: **2004 World Junior Badminton Championships**

Date: May 13, 2004
File:

Staff Recommendation

1. That the City support the 2004 World Junior Badminton Championships to be held at Minoru Arenas from October 15 – 31, 2004; and

That the City provide services in kind as outlined in the staff report not to exceed \$7,500.

K. Sparrow

Kate Sparrow
Director, Recreation & Cultural Services
(4129)

Att. 1

FOR ORIGINATING DIVISION USE ONLY					
ROUTED TO:		CONCURRENCE		CONCURRENCE OF GENERAL MANAGER	
Public Works.....		Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	<i>Mearns</i>	
Parks Design, Construction & Programs..		Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>		
REVIEWED BY TAG		YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	REVIEWED BY CAO	
				YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

Staff Report

Origin

In June 2003, staff advised Mayor and Council that Badminton B.C. had been successful in their bid to host the World Junior Badminton Championships in Richmond from October 15 – 31, 2004. This prestigious event represents the largest junior international competition in the sport of badminton, and is expected to attract participation from over 35 countries and 550 competitors. The Championships, to be covered by CBC Television, will provide Richmond the opportunity to profile a growing Olympic sport and to promote active lifestyle participation among youth and the community.

Analysis

The Championships will take place in the Stadium rink at the Minoru Arenas. Badminton B.C. has previously obtained the support of the Richmond Arenas Community Association (RACA), and has signed a contract with RACA in the amount of \$25,000, plus GST to compensate for the lost rental and program revenues during the 17 day event. Although the rink will not be available to the regular minor and adult ice arena user groups for over two weeks during peak ice season, RACA clearly recognized the significant benefits to the overall Richmond Community, and unanimously supported the event being held at Minoru Arenas.

During the past several months, the Badminton B.C. organizing committee for this event has had discussions and meetings with Recreation and Cultural Services staff to arrange the logistics of hosting such a major event. Given that it is not practical to remove the ice for the duration of the event, Badminton B.C. has made arrangements to rent a flooring system to go directly onto the ice surface. This individual badminton courts are being provided by a major sponsor (Yonex), and will be placed on top of the flooring system.

Badminton B.C. has arrived at a point where most of the event requirements have now been finalized, and is looking to the City of Richmond to provide support for the event in a number of areas as outlined in **Attachment 1**.

It should be noted that, over the past months, staff have worked with the organizing committee to look for alternate areas of support, and a number of initial requests for event assistance from the City (e.g. transportation of flooring from Maple Ridge, on-site storage containers, spectator seating, etc.) have been removed from the request for direct City support .

The request for City support from Badminton B.C. can be summarized as follows:

1. Flooring System Installation and Removal:

As noted above, Badminton B.C. has made arrangements to rent a specialized flooring system to go directly over the ice surface of the Stadium rink. They will also coordinate and cover the costs of transporting the flooring system from Maple Ridge and back. However, once the flooring is on-site, it needs to be installed in a short period of time (approx. 6 hours) so as to not further impact ice time loss, and to be ready for the preliminary practice and competition. Badminton B.C. is requesting that the City provide a forklift and driver, and 8 staff to assist with the floor installation prior to the event, and its removal on October 31st. The estimated cost of this assistance is \$3,000.

2. Transportation Assistance (hotel to arena):

Badminton B.C. is requesting the use of one the City's busses (Community Leisure Transportation Program) for the entire duration of the event, and the use of a second bus during peak event times. The busses would be used to transport event competitors and officials from the designated hotel accommodation to Minoru Arenas and back. City staff would work with Badminton B.C. to recruit volunteer drivers that would pass the City's screening process for licensing and training. The estimated cost of the bus rental is \$700.

3. Street Banner Program:

Badminton B.C. is requesting that the City produce and install/remove 100 street banners that would be displayed for a period of six weeks leading up to the Championships, as well as during the event. City staff would work with Badminton B.C. to secure sponsorship funding for the design and production of street banners (to City specifications) to help promote this international event. Initial discussions with Tourism Richmond for sponsorship are encouraging. The City support would then be limited to the installation and removal of the street banners. This cost would be dependent on the number of sponsorship banners, not to exceed 100 banners. The estimated cost of the installation and removal of 100 banners is \$3,000 (pro-rated if fewer banners).

4. Presentation Stage:

Badminton B.C. is requesting the use of a 16' x 8' stage to be used for medal presentations. This can be borrowed from a Community Centre at no cost.

Although not specifically identified as a request by Badminton B.C., City staff are committed to working closely with the organizing committee to ensure that the event is a success. The City will be also be able to promote the Championships in the fall/winter Recreation Guide, facility message boards, etc., and will assist with volunteer recruitment package information being available at various City facilities. Event competitors will also be provided the opportunity to participate in recreation activities such as swimming and skating.

Staff is recommending that the City of Richmond support the 2004 World Badminton Championship by providing in-kind support for the above requests.

Financial Impact

In order to accommodate the in-kind requests, staff will need to be re-deployed from other duties during this time. Total impact will not exceed \$7,500. Staff time will also be required for liaison with the organizing committee.

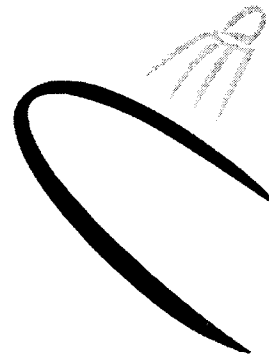
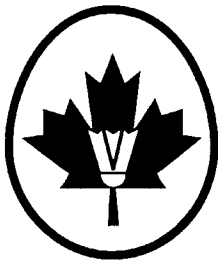
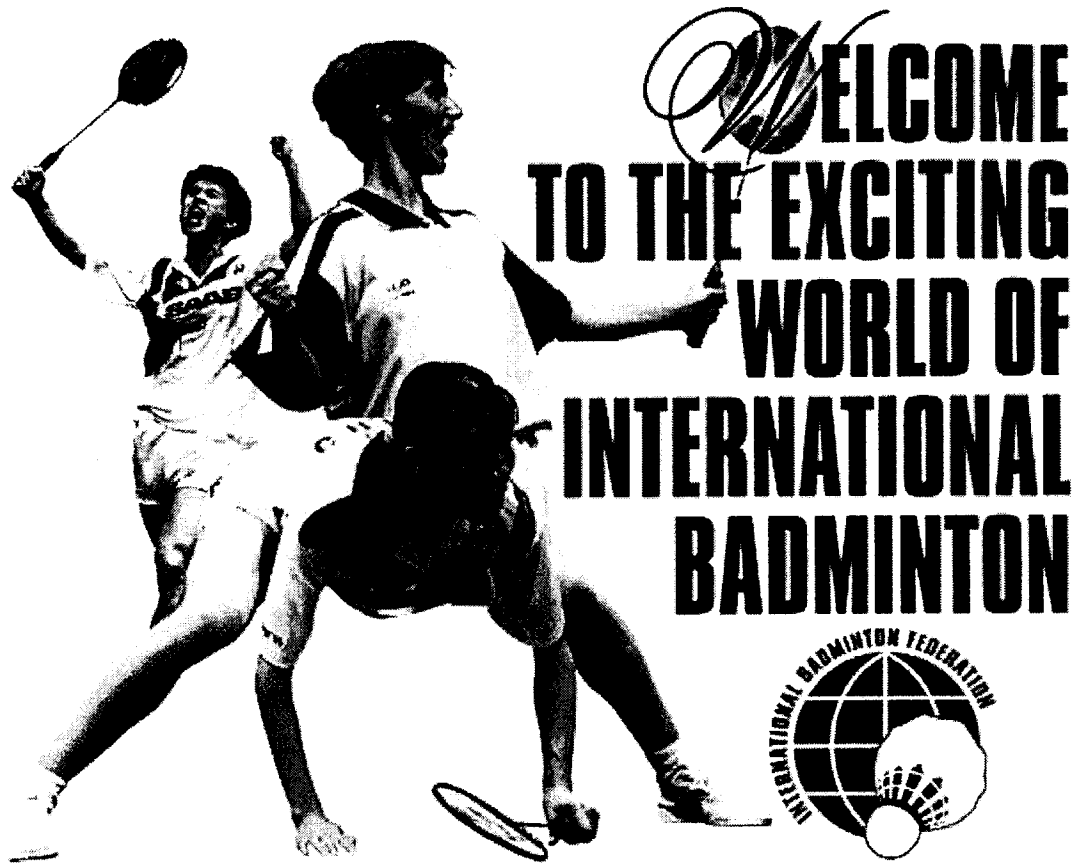
Conclusion

Hosting a 17 day World Championship event in Richmond will provide many benefits to the community at large. The duration and scale of the event will be a strong economic contributor to City businesses. The Championships will highlight world class competition in a sport that is played and embraced by many Richmond residents. The Championships will also enable Richmond to once again showcase its hospitality, amenities, and community spirit and volunteerism as it proceeds towards the 2010 Winter Olympic Games.



Dave McBride
Manager, Aquatic and Arena Services
(5355)

DMCB :dmcb



BADMINTON BC

2004 World Junior Badminton Championships

October 15-31, 2004, Minoru Arena

Richmond, British Columbia

A unique Marketing Opportunity.....

The World is Coming!

The World Junior Badminton Championships represent the largest junior international competition in the sport of badminton, attracting upwards of 35 countries and well over 550 competitors. This international competition has been awarded to Canada and will be held in Richmond, BC in October 2004 – the first time ever that the competition will be held in the Pan American zone.

The hosting of the 2004 World Junior Badminton Championships provides some promising legacy opportunities in the region. These championships represent a significant opportunity to profile this Olympic sport in the Greater Vancouver region and specifically Richmond, a region that has a large Asian population and where opportunities are being created to channel the interest in the sport to structured programs for youth.

The 2004 World Junior Badminton Championships is an opportunity to welcome the world to Richmond, to profile a growing Olympic sport and to promote active lifestyle participation among youth and the community.



Badminton – The Olympic Sport

Badminton is a lifetime sport that offers equal opportunities for males and females of all ages to participate. Badminton is a “World Sport”, with 145 nations affiliated to the International Badminton Federation.

An Olympic Sport, Badminton is a game that combines speed, endurance, power and finesse into a fast paced and exciting package that has become one of the fastest growing Olympic sports in the world. At the 2000 Olympic Games, Badminton was the most widely televised sport during the first week of the games. Well over one billion people worldwide watched badminton on television.

The 2004 World Junior Badminton Championships is an ideal event for your organization to show its support for amateur sport in British Columbia as the community looks forward to the 2010 Olympic Winter Games.

Badminton BC

Badminton BC was formed in February 1925 to organize the playing of badminton in the province of British Columbia. Since then, the association has actively worked towards providing leadership and direction for the sport, continuity in the programs and services for its members and competitive and development opportunities for players, coaches, officials and volunteers throughout the province. At the same time, the organization has developed a vision and a set of values that is consistent with those held by others within the community.

Badminton BC is a registered non-profit society incorporated under the Societies Act of British Columbia. As the provincial sport governing body, Badminton BC is managed by an elected volunteer Board of Directors and is charged with organizing the 2004 World Junior Badminton Championships.

Vision

Badminton is a rewarding lifetime activity for British Columbians.

Values

- A contributor to community life in the province
- Family-oriented
- Member-based, service-oriented, athlete-centred and volunteer driven
- Equally accessible to people of all ages, skill levels and abilities
- Males & Females competing together
- Conducted in a safe and ethical environment
- Organized effectively with collaboration and accountability
- Delivered by qualified leaders
- Structured to encourage and foster partnerships



2004 World Junior Badminton Championships



2004 World Junior Badminton Championships REQUEST FOR EVENT ASSISTANCE TO THE CITY OF RICHMOND

Reference: File 1238456

Floor Assistance:

We would like to request for assistance in the laying down of the floor on top of the ice. Specifically we would like to request the following items.

1. Use of the forklift and operator on Saturday October 16, 2004 from 1200-1800hrs to assist with unloading of the floor from the truck into the arena.
2. Use of the forklift and operator on Sunday October 31, 2004 from 1200-1800hrs to assist with re-loading of the floor from the arena onto the truck.
3. Appointment of 8 city staff labourers to assist with the laying down of the floor on Saturday October 16, 2004 from 1200-1800hrs.
4. Appointment of 8 city staff labourers to assist with the taking the floor out Sunday October 31, 2004 from 1200-1800hrs.

Transportation Assistance (from hotel to the arena):

1. Provide ONE City of Richmond transportation bus for the entire duration of the event (22 passenger) with a driver.
2. Provide ONE additional City of Richmond transportation bus for the entire duration of the event (22 passenger) with a driver during peak periods. A preliminary schedule is provided below but maybe subject to change once the number of teams and play times are confirmed.
Everyday from Oct 18-27 from 0700-1000 and 1900-2200
October 28 - 30 from 1500-1700

Banner Program:

1. Produce 100 banners to advertise the event.
2. Mount banners up 6 weeks prior to the event at all key locations as agreed upon by the Host Committee and City.

Stage:

1. Provide access for a 16x8 foot staging area for medal presentations.



Given the limited budget for the event, we are requesting that the City of Richmond assist in presenting his event by providing the above services in kind to the event organizers.

In exchange the following benefits will be provided to the City of Richmond:

1. Acknowledge the City of Richmond as a partner in the event, along with the International Badminton Federation, Badminton Canada, Badminton BC and the Province of British Columbia.
2. An opportunity for the City of Richmond to promote itself to an international community. Logistics of event planning in consultation with City Managers would be ongoing to ensure this.
3. A rare opportunity to host a WORLD Championship. It will enable the City of Richmond to showcase its hosting abilities, facilities, amenities and community volunteerism as we proceed towards the 2010 Winter Games where other hosting opportunities will arise.
4. Presenting Sponsor Package benefits as highlighted on the next page.



EVENT SPONSOR BENEFITS

The 2004 World Junior Badminton Championships

Event Presenter Status

- This title will be used without exception in all event collateral and promotional material, including posters, official program, press releases, event web site, event banners, tournaments souvenirs, etc.)

Event Rights

- Acknowledgement in the championship ceremonies, press conferences, opening/closing ceremonies, and championship banquet
- Contractual use of the 2004 World Junior Badminton Championships for promotional use by *presenting sponsor*

Advertising, Event Signage & Media

- City of Richmond logo used in all pre-event media advertising (print, TV, radio)
- Four (4) A-Boards and Three (3) on-site banners for the duration of the tournament – visible to spectators and any TV coverage; one (1) banner for use at all social events
- Black & White, full page ad inside the official championship program
- Six (6) prescribed P.A. announcements prior to quarterfinal round for both the team and individual events (total of 36 public announcements)
- Four (4) prescribed P.A. announcements from the quarter-final round of play and onward, for both the team and individual events (total of 24 public announcements)
- Website recognition

Event/Hosting Participation

- Five (5) VIP tournament passes
- Ten (10) regular (general admission) passes
- Recognition at all social functions associated with the event – a corporate representative will be introduced along with other special guests
- Presentation Opportunities: Medal Presentations for Team Event (October 25, 2004) and Individual Event (October 30, 2004)



For additional information regarding sponsorship or other opportunities at the
2004 World Junior Badminton Championships, please contact:

Badminton BC

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www.badmintonbc.com

BC Society No: S-16373

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2004 World Junior Badminton Championships

