



CITY OF RICHMOND

REPORT TO COUNCIL

TO: Richmond City Council
FROM: Councillor Bill McNulty
Chair, Corporate Sponsorship Committee
DATE: June 28, 2000
FILE: 1216-01
RE: Vancouver Grizzlies and Grizzlies Foundation Basketball Court Sponsorship Proposal

COMMITTEE RECOMMENDATION

1. That staff work in partnership with the Vancouver Grizzlies Foundation and other prospective sponsors to refurbish and resurface the Dolphin Park Basketball Court surface in the summer of 2000 at no cost to the City of Richmond.
2. That \$15,000 be allocated from the 2000 Parks Minor Capital for site improvements to expand the existing basketball court at General Currie Park.
3. That staff work with the Vancouver Grizzlies Foundation to solicit additional corporate sponsors to expand the existing basketball court at General Currie Park.

Bill McNulty
Chair, Corporate Sponsorship Committee

Att. 2

STAFF REPORT

ORIGIN

In the spring of 2000, representatives approached the City of Richmond Parks Department from the Grizzlies National Basketball Association League Foundation with a corporate sponsorship proposal to offer a one-time donation of \$25,000. The primary purpose of the sponsorship proposal is to create additional safe basketball play spaces in Richmond, and for the Grizzlies Foundation to promote basketball opportunities in the City which the Grizzlies franchise trains and practices. As this is the first year of an annual community grant that the Grizzlies Foundation intends to offer to British Columbia Communities, the foundation will base additional year's grants in other communities based on their inaugural sponsorship experience in the City of Richmond. This report deals with possible opportunities to integrate the Grizzlies Foundation donation into Richmond's park system.

ANALYSIS

In April 2000 staff met with representatives from the Grizzlies Foundation, the YVR Can Am Golf for Kids, the Richmond Review Newspaper and the Richmond RCMP to discuss opportunities to create or enhance additional basketball court playing surfaces in the City of Richmond through the proposed donation of \$25,000 from the Grizzlies Foundation. Also in attendance was Mr. Jay Triano, a Richmond resident, coach of the Canadian National Men's Basketball team and coach of the Canadian Men's Olympic Basketball team. *Attachment 1* is a letter from Mr. Triano outlining the Grizzlies Foundation sponsorship proposal. Through the discussion, the community partners expressed their interest in participating in a project that would be of benefit to Richmond's youth and promote the sport of basketball.

At this initial meeting, staff presented several park locations in the community as being able to accommodate additional basketball playing courts. A key component of the Grizzlies Foundation proposal is to maximize the benefit of their donation in the provision of basketball playing surfaces in the City. The following two opportunities were identified at that meeting to best utilize the Grizzlies Foundation offer of sponsorship capital:

1.0 Dolphin Park Basketball Court Refurbishing

Richmond's existing public basketball court facilities are well used and are primarily located in school/park sites. The Dolphin Park basketball court, Richmond's premier outdoor basketball court facility located on City land is programmed annually each July for the Dolphin Classic Basketball Tournament. This annual tournament brings the premier local basketball players together for a weekend basketball competition at Dolphin Park. At this time, the Dolphin court facility is in need of a replacement asphalt playing surface at a projected cost of \$8600. The Vancouver Grizzlies Foundation has generously offered to offer the funding and/or solicit the donation of services in kind to resurface the Dolphin Park site.

2.0 Corporate Partnership to Construct a New Basketball Court in Richmond

Through discussion with the Grizzlies Foundation and their partners, the opportunity to create an additional basketball court in Richmond became evident. The average cost for the City of Richmond to construct a new basketball court on a sand/grass surface in Richmond is \$25,000.

The map detailed in *Attachment 2* outlines the proposed location at General Currie Park. A meeting with Richmond's Youth Coordinator and the Coordinator of the City Centre Community Centre identified the benefit of locating a new basketball court in the core area of Richmond's city centre where playing surfaces are in limited supply. Several park sites were identified by staff as being able to include a basketball-playing surface, the following site selection criteria were discussed and the General Currie School/Park site was identified as an appropriate location:

	Minoru Park	Cook School	Ferris School Park	Brighthouse Park	General Currie Park
Close to Transit?	Yes	Yes	No	Yes	Yes
In City Centre	Yes	Yes	Yes	Yes	Yes
Available Space?	Existing proliferation of services and park uses at Minoru Park limits additional uses.	Yes	Yes	No-possibly if existing lacrosse court was removed	Yes
Existing basketball court(s) on site?	No, 2 nets located behind Minoru Pavilion	Yes, owned by School District	Yes, owned by School District	No	Yes
High Density multi-family zoned area?	Yes	Yes	No	Yes	Yes
Land Ownership	City	City/School	City/School	City	City/School
Opportunities for expanded Programming of site? Pros and Cons.	No, existing site is heavily programmed and the inclusion of a basketball court would reduce either parking or existing playing field surfaces.	Close to City Centre Community Centre, site could be programmed for future basketball programs. Con: located on periphery of City Centre, somewhat isolated location in City Centre.	Not close to City Centre Community Centre, site is also located inside subdivision, not close to major transportation or street access.	No, existing site well used by baseball/soccer and lacrosse groups, parking is limited.	Existing well-used court on site, inclusion of an additional court creates an opportunity to offer basketball clinics and programs through the City Centre Community Association. Also provides additional basketball court for General Currie School. Proximity to the Dolphin Park site creates an opportunity to expand the Dolphin Park classic to use this site in future years. Con: existing grass area would be reduced for a new basketball court

Next Steps:

Through discussion with the Grizzlies Foundation, and their partners, the Foundation is willing to solicit additional corporate partners to provide asphalt services to help offset the construction of a new court at General Currie. Staff have consulted with School District No. 38 staff on the opportunity to create an additional basketball court at General Currie. If approved, any improvements to the existing site will be undertaken during the summer of 2000 to minimize any impact to the regular school year program at General Currie School.

Site preparation costs to include a new court in addition proposed \$25,000 in sponsorship from the Grizzlies Foundation include the realignment of an existing trail and the inclusion of additional drainage. Staff recommend that \$15,000 be allocated from the 2000 Parks Minor Capital for site improvements to expand the existing basketball court at General Currie Park.

FINANCIAL IMPACT

- 1.0 There are no financial implications involved to the City for the proposed refurbishing of the Dolphin Park basketball court playing surface as these improvements are to be financed via corporate sponsors and donations in-kind.
- 2.0 For the construction of a new basketball court at the General Currie School/Park site, staff estimate the total cost to be approximately \$25,000. Depending on the level of corporate partners participating in the project, in addition to the proposed sponsorship offer of \$25,000 staff recommend the allocation of \$15,000 from the Parks 2000 Minor Capital Budget as part of the City's contribution to this partnership proposal for the construction of a new court at General Currie.

CONCLUSION

The proposal of \$25,000 corporate sponsorship from the Grizzlies Foundation offers the City a unique opportunity to enhance and expand public basketball court facilities in Richmond at a significantly reduced cost. Opportunities exist to expand basketball programming offered in the City Centre and also through the school year at General Currie.

Michael Redpath
Manager Parks Administration and Programs

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