



**CITY OF RICHMOND**

**REPORT TO COUNCIL**

**TO:** Richmond City Council

**DATE:** September 17, 2000

**FROM:** Dave Semple  
Director, Parks

**FILE:** 7400-01

**RE:** **Organized Games Events**

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**STAFF RECOMMENDATION**

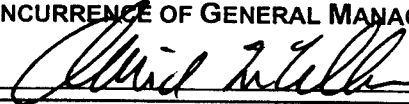
1. That staff be directed to send a letter to the Minister of Small Business, Tourism, and Culture informing the Ministry that the City of Richmond will not be submitting a formal bid for the BC Summer or BC Winter Games this year.
2. That staff be directed to annually review future organized games bids with participation from Sports Council to determine the overall level of community interest in the coordination of future games events for Richmond.

  
Dave Semple  
Director, Parks

Att. 1

**FOR ORIGINATING DIVISION USE ONLY**

**CONCURRENCE OF GENERAL MANAGER**



## STAFF REPORT

### ORIGIN

At the February 29th, 2000 Community Services Committee meeting, the following recommendation was approved:

***"That Council direct staff to host a meeting of community members to determine interest in creating an ad-hoc committee to provide a co-ordinated approach when applying for and hosting games in the City of Richmond."***

In May of 2000, the City of Richmond received an unsolicited letter from Ian Waddell, Minister of Small Business, Tourism, and Culture inviting Richmond to bid on the 2004 or 2006 BC Summer or Winter Games (Attachment 1). This report outlines a framework for discussion with community and business leaders regarding the possibility of the City pursuing future large-scale games bids. While all of the possible Games available for bidding have not been detailed, basic information is included for discussion. Staff have polled community representatives from Richmond sports groups and community members, and have received a positive response in regards to the formation of a committee to investigate the feasibility of pursuing future games bids for Richmond.

After receiving feedback from community leaders, the information detailed in this report may be used on an annual basis as part of a consultation process with community groups to prepare future recommendations to Council for future action. Staff are not recommending pursuing a games bid at this time.

### ANALYSIS

#### ***History Of Organized Games Events Held In Richmond:***

- 1979 BC Summer Games
- 1989 Canada Foresters Games for the Disabled
- 1990 Commonwealth Games Bid (unsuccessful games bid)

While there have been only two major provincial organized sport events held in Richmond over the past 21 years, comments from those involved in the organization and facilitation/bidding process for these games are detailed below:

<b>PROS</b>	<b>CONS</b>
<ul style="list-style-type: none"> <li>▪ Events bring exposure of Richmond to the province.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Many staff and volunteers are "burned out" in the process.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Many athletes benefit from the "friendly competition"</li> </ul>	<ul style="list-style-type: none"> <li>▪ Dedicated staff resources need to be seconded to organize and run the event –sometimes for months at a time (Summer games = 2 full time for 10 months and 4-6 full time for 3 months).</li> </ul>
<ul style="list-style-type: none"> <li>▪ Many volunteers "get involved".</li> </ul>	<ul style="list-style-type: none"> <li>▪ Bid applications are lengthy and require a significant amount of preparation time.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Extensive media coverage.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The Host City is ultimately fiscally responsible for any financial deficit the games incur.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Events are an economic generator to the host city, hotels and restaurants benefit the most.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Events can take up to 2 years in planning after bid acceptance the organization can be affected by a lack of continuity in staff and volunteers dedicated to the event.</li> </ul>
<ul style="list-style-type: none"> <li>▪ National games can leave and or generate a legacy in the community (e.g. provide funding for infrastructure or bursaries/trust funds).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Unless a community group has the personnel resources to operate the event, the involvement and leadership of the City is required.</li> </ul>

**Summary of Games Criteria:**

<b>Type of Event</b>	<b>Duration of Event</b>	<b>Financial Implications</b>	<b>Estimated # of Participants</b>	<b># Volunteers required</b>	<b>Notes</b>
<b>B.C. Summer Games</b>	4 Days Thurs. to Sun.	BC Summer Games: \$40,000 cash from Host City, plus guarantee of \$40,000 minimum of in kind services. A grant of approximately \$600,000 will be made available to the Host City for the 2002 and 2004 Games host city. This grant will cover Games Administration as well as food services and transportation for all participants in the host community. (Current practise is that 50% of the funds left over at the end of the event are returned to BC Games Society and 50% is left in the host City for a Legacy).	4100	3000+	<ul style="list-style-type: none"> <li>➤ Billeting not permitted, require a minimum of 305 classrooms with one team per classroom.</li> <li>➤ Foam beds must be provided, and a minimum of 30 square feet per person sleeping area is required (typical classroom 15-18 persons), libraries, gyms and annexes are not suitable.</li> <li>➤ Responsibility of the host community to transport participants throughout the community; complete financial assistance is usually available from the Games Society.</li> <li>➤ an event arena (outdoor) is required to celebrate opening and closing ceremonies for participants, spectators, volunteers.</li> <li>➤ A catering contract needs to be secured for all events. BC Summer and winter games food costs are provided for participants.</li> </ul>
<b>B.C. Winter Games</b>	4 Days Thurs. to Sun.	BC Winter Games: A grant of approximately \$500,000 will be given to the Host City. Again, similar to the summer games 50% of the funds not spent on the games will be returned to the host City for a Legacy.	2200	3000+	<ul style="list-style-type: none"> <li>➤ Billeting not permitted, require a minimum of 175 classrooms with one team per classroom.</li> <li>➤ Other conditions same as BC summer Games.</li> </ul>
<b>B.C. Senior Games</b>	3 days Wed. to Sat.	BC Seniors Games, Ministry of Small Business, Tourism and Culture provides grants to host community of up to \$250,000.	2500	2500+	<ul style="list-style-type: none"> <li>➤ Seniors games require the provision of facilities (beds) for the 55+ year participants.</li> </ul>
<b>Canada Senior Games</b>	3 Days	Depending on the number of events offered, the CSGA recommends that the host City develop a budget based on \$60.00 per participant registration fee. (estimate 600 participants @ \$60.00/per person = \$36,000 budget to operate. No mention of grants available for the event..	400-600	300-500	<ul style="list-style-type: none"> <li>➤ Seniors games require the provision of facilities (beds) for the 55+ year participants.</li> </ul>

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### ***Transportation Within Host Community:***

- It is usually the responsibility of the host community to transport participants throughout the community; complete financial assistance is usually available from the Games Society, except in the case of the Canada Senior's Games.

### ***Marketing And Souvenir Sales:***

- The BC Games Society retains a contractor to provide official games souvenirs. The contractor works with the host community volunteers to maximise souvenir sales. Profits from Pre-Games and Games souvenir sales contribute to the financial legacy in each community. Revenue from 1991-2000 has ranged from \$352,000 (1991 Duncan/North Cowichan) to \$120,940 (2000 Quesnel).

### ***Spending/Economic Indicators From Past Organized Games Events:***

- The direct spending impact has ranged from \$1.3 to 3.7 million, depending on whether the Games are in summer or winter, and on the community size and its economic base. (Source: 2004 & 2006 BC Games Society Bid Package).
- Legacies have ranged for summer and winter games (BC) from \$79,000 to 280,000, average legacy 1990 to 1997 for both games is: \$186,400.

### ***Sports Involved In Organized Games Events:***

- As a general rule, up to 23 different sports can be held in summer/winter games events. Seniors Games have 20 events.

### ***Timelines For Bid Processes:***

- *Canadian Senior's Games:* February (2 years prior) Distribution of Bid Applications, July 30th (2 years prior) Bid Application Date, September 30th (2 years prior) Host Municipality selected and notified, October 30th (2 years prior) Hosting Agreement executed by CSGA.
- *BC Summer/Winter Games:* Now accepting bids for 2004 and 2006 Games events. Submission for these dates must be received by the BC Games Society prior to November 3, 2000.

### ***Other Things To Consider:***

Other significant things to consider in the organization of games bids include:

- Focus of resources for organized sport in Richmond is traditionally for youth.
- The accreditation and training of volunteers.
- T-shirt/hat/jacket/gym bag printing and distribution.
- Recognition event organization.
- Criminal record checks for volunteers.
- Impact to existing events and programs in the host city.
- Traffic problems (parking at venues).
- Signage in the community.
- Advertising and marketing.
- Media access and liaison(s).

- Catering for events.
- Misc. equipment: timers, scoreboards, tables, chairs.
- Some infrastructure is not available in Richmond (e.g. velodrome etc.)
- A major event would need to be incorporated into Parks Recreation and Culture Capital Budget and work program planning for targeted years.

### FINANCIAL IMPACT

There is no financial impact at this time. Depending on the targeted year for any organized games bid, City budget requirements could range from \$40,000 to \$80,000 in addition to staff costs for the operation of a four day provincial games event.

### CONCLUSION

While bid applications for the 2004 and 2006 BC Summer and BC winter Games will be accepted by the Ministry of Small Business, Tourism and Culture until November 3, 2000, staff do not recommend the submission of a bid from the City of Richmond at this time. The purpose of organized Games in BC, specifically the BC Summer and Winter games is to put the spotlight on BC's young people- to give them the opportunity to participate in the health and social benefits of sport.

Richmond has a history of placing an emphasis on the provision of facilities and programs to involve youth in both recreational and organized sporting activities. Due to the high level of community involvement required in the organization of a games event, in addition to existing civic programs and events, and the resulting low benefit of potential legacies from the provincial events in particular, staff do not recommend the pursuance of an organized games event in Richmond in the near future. With the assistance of the Richmond Sports Council and interested community members, staff can determine the overall level of community interest in future games events for Richmond on an annual basis.



Mike Redpath  
Manager, Parks Administration and Programs

MER:cl



Ref: 21102

May 1, 2000

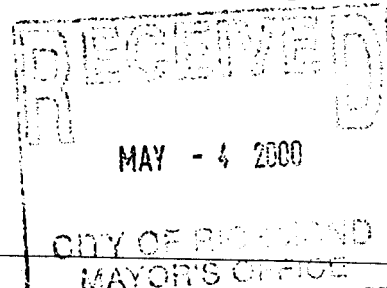
His Worship Mayor Greg Halsey-Brandt  
City of Richmond  
6911 No. 3 Road  
Richmond, British Columbia  
V6Y 2C1

Dear Mayor Halsey-Brandt:

On behalf of the Government of British Columbia and the BC Games Society, it is our pleasure to invite your community to bid to host the 2004 BC Summer Games, the 2004 BC Winter Games, the 2006 BC Summer Games or the 2006 BC Winter Games. Your community may bid on any of these available BC Games, however, only one event will be awarded to a community. Please indicate your bidding preference with your submission, should you wish to apply for more than one event.

Since 1978, the BC Summer and Winter Games have been providing an opportunity for all British Columbians to compete in a sports and community celebration which promotes athletic achievement. Communities in all parts of the province have had the opportunity to showcase their people and pride through hosting BC Games. As well, these Games put the spotlight on British Columbia's young people – giving them opportunities to participate in sport and celebrate the health and social benefits of sport.

The Provincial Government, through the BC Games Society, will provide approximately \$500,000 to each of the successful communities to host the BC Winter Games and approximately \$600,000 to each of the successful communities to host the BC Summer Games. In return for staging these multi-sport celebrations, your community can look forward to economic benefits, improved facilities and sport and recreation programs and new skills for volunteers. These legacies will benefit your communities long after the BC Games' torch is extinguished.



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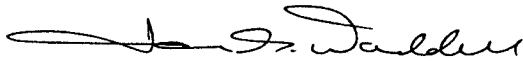
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His Worship Mayor Greg Halsey-Brandt

Submissions, as detailed in the enclosed Bid Package, will be accepted until Friday, November 3, 2000, by:

Kelly Mann  
Chief Executive Officer  
BC Games Society  
200 – 990 Fort Street  
Victoria, British Columbia V8V 3K2

BC Games Society staff will review all submissions and forward them to the BC Games Society Board of Directors. The Board of Directors will submit its recommendations of Games' awards to the Minister Responsible for Sport in early December 2000. Following this review, the communities selected as hosts for these Games will be announced as soon as possible.

Sincerely,



Ian G. Waddell  
Minister



John Furlong  
Co-chair  
BC Games Society



Marion Lay  
Co-chair  
BC Games Society

Enclosures

pc: Recreation Director  
City of Richmond