



**To:** General Purposes Committee  
**From:** Anne Stevens  
 Manager, Customer Services  
**Re:** Expo 2005 - Sister City

**Date:** October 26, 2004  
**File:**

**Staff Recommendation**

That the report dated October 26, 2004 regarding the proposed Sister City delegation to Wakayama and Expo 2005 be received for information.

Anne Stevens  
 Manager, Customer Services  
 (4273)

FOR ORIGINATING DIVISION USE ONLY					
<b>ROUTED TO:</b>	<b>CONCURRENCE</b>		<b>CONCURRENCE OF GENERAL MANAGER (Acting)</b>		
Budgets .....	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	<i>[Signature]</i>		
<b>REVIEWED BY TAG</b>	YES <input type="checkbox"/>	NO <input type="checkbox"/>	<b>REVIEWED BY CAO</b>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

## Staff Report

### Origin

At the General Purposes committee meeting on October 18 staff were requested to establish a budget and staffing costs for the proposed Expo 2005 and Wakayama visit May 13 to May 21, 2004. This report will outline the program and the associated costs along with the funding source.

### Analysis

In August the Sister City committee attended a meeting hosted by the Commissioner General for Canada for the 2005 world exposition to be held in Aiichi Japan March 25 to September 25, 2005. An invitation was extended to the Richmond Sister City to take part in Expo 2005, as the relationship with Wakayama and Richmond is one of the 15 most active relationships in Canada.

The goal for Expo 2005 trip is to promote the City of Richmond as a gateway to Canada and North America. A number of businesses from Richmond and Japan will be brought together at a gathering in the Canadian pavilion and also in Wakayama in May 2005.

The three focus areas are:

- Education

The Education area would be in conjunction with the Richmond School Board as their students have planned an exchange with students from Wakayama in May 2005. The event would be used to promote the international studies program sponsored by the Richmond School Board. This program has brought a number of students from Japan to Richmond over the years. In addition to the RSB, other public and private educational institutions will be invited, including Kwantlen and BCIT. Kwantlen Community College has already expressed a strong interest in participating.

- Tourism and Sport

2010 Olympic Games: As Richmond has won the bid for the speed skating oval, which is to be completed by October 2007 there are a number of sports teams and individual athletes in Japan (hockey, speed skating curling) who will be encouraged to use Richmond as their venue for training and ultimately pre and post games activities.

- Agriculture, Food Processing and Agri - tourism

Richmond is host to a number of food manufacturers and processors who have expressed an interest in establishing contacts and enhancing relationships in Japan. This would be a good opportunity to enhance these contacts.

The Sister City committee has spoken to

1. Ocean Spray – Peter Dhillon,
2. Bill Jones ventures and his partner, Steven Archer.
3. Doug Yokoyama – Fish Export

All have expressed a keen interest in attending Expo 2005.

The members of the Sister City committee are committed to working with the School Board and other educational institutions, Tourism Richmond and various agricultural based businesses in Richmond to ensure the success of Richmond Day, in Aiichi Japan.

**Richmond Day - Wednesday May 16, 2005**

Theme: Gateway to the Pacific

Event	Who	Responsibility
Welcoming reception	Wakayama and Richmond Dignitaries	City of Richmond
	Students from Wakayama and Richmond	School Board
Ballet Performance	Richmond and Wakayama dance students	Sister City
Lunch Reception	Dignitaries from Aiichi, Nagoya, Wakayama and Richmond	City of Richmond
Oval Presentation	Japan Olympic Committee Including Presidents, trainers coaches, tourism	City of Richmond
Mayor's reception	Richmond - Agricultural foods; Japan counterparts, Education Institutions	City of Richmond

**Staff Resources:**

The Sister City committee is cognisant of the number of projects that staff are involved in and the commitment of time these will take and as a result have committed to doing much of the work on a volunteer basis. The committee has already contacted four companies that have expressed interest in participating in the trip. With this in mind the committee has requested 3-4 weeks or 120 hours of staff time to be budgeted for support of this week long activities. This will be comprised of: minimal amount of the Economic Development Manager's time to assist in making the appropriate contacts in the food sector; clerical staff; production staff; liaison staff. The total cost is \$4,200.

**Financial Impact**

Budget for Expo trip based on a core of 12 people.  
May 12 - May 17, 2005

Items	Cost
Flight (\$1,500/p)	\$18,000
Train Pass (\$300/p)	\$3,600
Hotel (\$1,050/p)	\$12,600
Entrance fees (\$50/p)	\$1,600
Meals & other	\$4,200
<b>Total</b>	<b>\$40,000</b>

The total cost per person is \$3,333. Each of the six-committee members is responsible for generating a minimum of \$1,000 each leaving the total cost for the Expo trip of \$34,000.

Funding of \$38,200 which includes city staff related costs of \$4,200 is available in the 2004 Council contingency account should council wish to fund the trip.

The Sister City Committee is also working with the various businesses to assist in sponsoring events at the pavilion.

- The proposed sponsorship levels are:  
 Bronze Level - Participation -\$500 – \$1,500  
 Silver Level - \$2,000 – \$4,000  
 Gold Level - \$5,000 +

The committee expects to raise a minimum of \$10,000. This sponsorship money would go to offset the cost of hosting the various events and supplying tickets for industry guests.

**Conclusion**

Council approved in principle the Expo 2005 trip but required additional information from staff regarding staff resources required and potential cost saving measures. The information in this report is intended to address council's questions.

Attached for your information is a proposed itinerary for the trip.



Anne Stevens  
Manager, Customer Services  
(4273)

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Proposed Itinerary

**AIICHI EXPO**  
**WAKAYAMA/RICHMOND**  
**May 2005**  
**“RICHMOND - GATEWAY TO CANADA AND**  
**NORTH AMERICA”**

Schedule

- May 13<sup>th</sup> Leave Vancouver for Nagoya
- May 14<sup>th</sup> Arrive in Nagoya at 4:00 PM and check into the hotel
- May 15<sup>th</sup> Preparation Day at Canada Place Pavilion
- May 16<sup>th</sup> “Richmond Day”
- 9:00 AM – Students from Richmond/Wakayama  
Teachers from Richmond/ Wakayama  
Dignitaries from Richmond/Wakayama
- Banners, Posters etc.
- 12:00 PM- Japan Olympic Committee, Presidents from Japan’s Curling, Speed  
Skating and Hockey  
Wakayama’s Dignitaries  
Power Point Presentation from Mayor Brodie  
Tourism Richmond
- 14:00 PM- Mayor Brodie’s Reception  
Education  
Trade Delegation – “Building Bridges”
- May 17<sup>th</sup> Day to visit other businesses
- May 18<sup>th</sup> Leave for Wakayama City
- May 19<sup>th</sup> Richmond’s Trade Delegation meet like businesses and Chamber of Commerce
- May 20<sup>th</sup> Visit around the Wakayama area
- May 21<sup>st</sup> Leave Wakayama