



City of Richmond

Report to Committee

To: General Purposes Committee
From: Kate Sparrow
 Director, Recreation & Cultural Services
Re: Richmond Spirit of BC Committee Update

Date: November 8, 2007
File: 11-7025-01/2007-Vol 01

Staff Recommendation:

1. That the Richmond Spirit of BC Committee update to Council be received for information.

Attended per K.S.

Kate Sparrow
 Director, Recreation & Cultural Services
 (4129)

Att.

FOR ORIGINATING DEPARTMENT USE ONLY					
ROUTED TO:		CONCURRENCE		CONCURRENCE OF GENERAL MANAGER	
Olympic Business Office		Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	<i>Attended</i>	
Corporate Communications		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

Council established the Richmond Spirit of BC Committee in 2004. The purpose of the Committee is to ensure the community of Richmond fully capitalizes on the benefits of British Columbia's hosting of the 2010 Winter Olympics and Paralympics.

The Committee is directed to report to Council on activities of the past year and outline the work plan for the upcoming year.

Findings Of Fact

Over the past year, the Committee has also been involved in a number of events and developed relationships with key organizations such as 2010 Legacies Now, Spirit of BC and the Richmond Olympic Business Office. An update Report to Council from the Richmond Spirit of BC Committee that summarize the activities over the past year and its work plan for 2008 is attached. (Attachment 1).

The Spirit of BC Committee is intended to be a community legacy beyond the 2010 Games.

Financial Impact

The Committee received a one-time additional level of \$25,000 in 2007 and an ongoing additional level request has been submitted through the 2008 budget process. Staff are not recommending this funding and feel that it should not be an ongoing base budget item. Therefore moving this request to one time additional level consideration may be more appropriate. There is currently \$5,000 in the City's base budget to support this committee.

In addition, there is staff time required to support and liaise with this committee.

Conclusion

The Spirit of BC Committee has contributed a significant number of volunteer hours to develop their priorities, build relationships and create an identity in the community.

This committee is committed to ensuring that Richmond develops legacies as a result of the 2010 Olympic and Paralympic Games being hosted in BC.

In the upcoming report on Committee appointments, staff will be recommending some housekeeping changes to the Terms of Reference.



Kate Sparrow
Director, Recreation & Cultural Services
(4129)

Attach. 1

Richmond Spirit of BC Committee Update to Council

The Spirit of BC Committee was established by the City of Richmond “to ensure that the community of Richmond fully capitalizes on the benefits of British Columbia’s hosting of the 2010 Winter Olympics and Paralympics”.

This report is intended to update Richmond City Council on the activities of the Committee and to receive their input on the direction the Committee is taking.

Members of the Richmond Spirit of BC Community (RSOBC) Committee are: Ed Gavsie, Chair; Bill McNulty, Council Liaison; Mary Kemmis, Ronald Coleman, Tracy Lakeman, Elizabeth Specht, Jo-Anne Rocque, Mahmood Awan, Glen Kishi, Vince Miele, Jack Wong, Thomas Yu, Julie Halfnights, Roli Pogonson, Lisa Wong.

Role of Richmond Spirit of BC Committee:

The RSOBC is one of over 95 community committees in British Columbia. The Spirit of BC Community Committees program was launched by the Province of BC to ensure that all communities across the Province have the opportunity to capitalize on the opportunities generated as a result of the Olympics being hosted here in 2010.

Update on Committee Activities

Over the past year, the RSOBC committee has been involved in a number of activities listed below:

Events ROSB participated in, provided display booth and/or members attended	
Hosted Lower Mainland Spirit of BC Round Table at Richmond City Hall	January, 2007
Richmond Winter Festival & 2010 Countdown <ul style="list-style-type: none"> RSOBC organized the official Athlete Send-off for Richmond’s Canada Winter Games athletes 	February 10, 2007
Steveston Salmon Festival	July 1, 2007
Richmond Maritime Festival	August 17, 18, 19, 2007
Nibbles & Bites	September, 2007
Co-Sponsored RBC Business Opportunities Round Table (with Richmond Chamber of Commerce)	October 11, 2007
The Richmond Wall of Spirit	At events throughout the year
Richmond Youth Concert Bank Music Gala	April, 2007
1000 Day Countdown	May, 2007
UBC Boathouse Community Open House	May, 2007
Vancouver Board of Trade Countdown to 2010 Event	May, 2007
Spirit of BC Regional Roundtables – Abbotsford & New Westminster	May & October, 2007

Events ROSB participated in, provided display booth and/or members attended	
Richmond School Board Literacy Meeting	July, 2007
Rick Hansen Man in Motion Event	July, 2007
Richmond Chamber of Commerce Luncheon	September, 2007
Provincial Kick off Breakfast for Altitude Youth Experience Project, Squamish (3 Richmond Youth selected to participate)	October, 2007

2007 Spirit of BC Week Events	
Richmond Winter Festival – Canada Winter Games Athlete Send off	Knowing Miss Chen - Author Reading (Feb 15)
Free Family Skate	Heritage Week Exposition
Garden City School Exhibit	National Heritage Day Reception (Feb 19)
Chinese New Year Flower Fair Celebrations	Walter Lee School Students Art Gallery & Auction (Feb 16)
Le Carnaval	Cambie's Fine Arts Night (Feb 7)
Chinese New Year Festival (RCCS)	RSSAA Senior Girl's Basketball Championship Tournament
Chinese New Year Countdown	RSSAA Senior Boy's Basketball Championship Tournament
Chinese New Year - Grand Dragon & Lion Dance Eye Dotting Ceremony	Local Heroes Exhibit
Display: BC Writers & Books about BC "Chocolate Valentine" (London Farm)	Workouts with a Buddy

Events Designated by RSOBC (events designated have the opportunity to use the Spirit of BC logo; are listed on the ROSBC website; banners are provided if requested; The Wall of Spirit will be on display at the event and if possible attendance by a RSOBC committee member)	
Richmond Student Leadership Conference 2007	November, 2007
Family Week (Family Focus Conference	
Nibbles & Bites	September 8/9, 2007
Volunteers are Stars Gala Dinner and Awards	
Richmond e-Venti Marathon	2007 & 2008
Richmond Moon Festival	
Richmond Orchestra and Chorus Association	2007/08 Season
District Rotary Event	May, 2008
Richmond Wheels in Motion	June 11, 2007
Richmond Salmon Festival	July 1, 2007
Richmond Maritime Festival	August, 2007
Rick Hansen Man in Motion Event	July, 2007
Richmond School District Student Leadership Conference	
Rotary Club Annual Conference	2008

Grants (RSOBC provided support to Applications or received by RSOBC Committee)	
Arts Now for Cultural Mapping Project	\$ 20,000.
Sports Council for KidsSport	\$ 5,000.
Wheelchair Curling Event – support for application to Hosting BC for funding	\$ 10,000.
Service Canada for Summer Student to assist RSOBC	\$ 5,000.
Spirit of BC Week 2007 Contribution Fund for Richmond Spirit of BC Free Family Skate	\$ 235.

Communication

In addition to the above accomplishments, The RSOBC committee has continued to work on the development of a Communication Strategy. Included in this is the development of a Sponsorship Plan.

- During 2007, the RSOBC website was launched on the city's website (www.richmond.ca/spiritofbc)
- Major sponsorships have been secured as follows:
The Richmond Review is pleased to provide the Richmond Spirit of B.C. Committee with a comprehensive plan for the next 36 months. It is understood that the agreement will commence on July 14, 2007 and expire on July 13, 2010.

As the local Media Sponsor for the Richmond Spirit of B.C. committee, The Richmond Review would provide the following:

- Logo inclusion on the front page of the Thursday and Saturday edition
- The equivalent of one quarter page ad (3x7) a month.
- In addition, The Richmond Review would extend a rate of \$15.48 a column inch during 2007, with a 3% increase in each subsequent year for paid advertising.

Counterpoint Communications Inc. - To provide communications services to the Spirit of BC Richmond Committee until 2010. Services include:

- Branding
- Media and sponsorship package design
- Website development
- E-newsletter development
- Media relations counselling

Richmond Wall of Spirit (RWOS)

The RWOS gives Richmond residents a chance to share their thoughts on what spirit means to them by writing on the wall. Everyone has a different definition of "spirit" and the committee wants to hear from as many people as possible. The RWOS has been displayed at events throughout the community (eg Salmon Festival, Nibbles and Bites, Richmond Maritime Festival, Richmond Orchestra and Choral Society Concerts) where people have added their thoughts and been able to see the thoughts of others. Eventually the RWOS will be displayed in a prominent place in the community.

2008 Goals and Action Plans

Over the past year, there has been a considerable amount of time spent by the committee developing our direction and promoting the concept of Spirit of BC.

The Committee has recently identified the following key focus areas for 2008:

- Spirit of BC Week & support to Winter Festival and 2010 Countdown
- Recognition
- Event Designation
- Communication
- Relationship Building / Liaison with 2010 Legacies Now, Spirit of BC
- BC 150 Years Celebration
- Volunteers and Students to support RSOBC

Spirit of BC Week – 2008

Spirit of BC Week was created to foster community spirit and excitement and celebrate the countdown to the 2010 Winter Olympic and Paralympic Games. It is an annual week long celebration that showcases pride and profiles local programs and services that strengthen sport and recreation, healthy living, arts and culture, literacy and volunteerism.

Richmond's Spirit of BC Week is part of a province-wide celebration. The goal is for Spirit of BC Week to become an annual festival and celebration of community spirit in Richmond with events being hosted that celebrate the core areas of Arts and Culture, Sport & Recreation, Volunteerism, Inclusion and Literacy. (for example: a community skate/swim; a music festival; a read-a-thon; or a volunteer recognition event). Events are generally free and open to the public. An invitation has been sent to a wide range of community organizations inviting them to either plan an event or list an existing event as part of Spirit of BC Week.

Events planned so far during 2008 Spirit of BC Week in Richmond include:

- Richmond Winter Festival
- Spirit of BC Rocks
- Family Skate Day

Recognition Program

Our goal is to recognize positive acts of spirit in Richmond by 2010. Individuals and groups participating in programs, events and acts will be recognized if they demonstrate or contribute to the community based on the five elements of spirit as outlined in the four legacies from 2010 Legacies Now. The five elements include:

1. Achievement
2. Effort
3. Inclusion
4. Celebration
5. Excellence

To meet the criteria to be recognized, one or more of these must also apply:

1. *In Richmond* - A program, act or event happening in Richmond
2. *For Richmond* - The program, act or event adds positively to Richmond's profile locally, nationally or internationally
3. *By Richmond* - A program, act or event that has been performed by a Richmond group or resident

Meeting the criteria to be eligible to be recognized would apply before or after the program, act or event takes place. The RSOBC is currently seeking a sponsor for this program.

Event Designation

The community event designation program is one method of communicating the mission of the RSOBC, and is an opportunity to recognize and celebrate the incredible spirit, community engagement and diversity of various events and activities happening in Richmond.

Benefits of designation as outlined in the promotion are:

- The event is listed on the Richmond Spirit of BC web page (www.richmond.ca/spiritofbc)
- The event will be listed in the Spirit of BC events calendar published regularly in local papers
- Use of the Spirit of BC logo on event ads and materials
- Use of the Spirit of BC banners and/or flags at events
- Attendance by a member of the RSOBC (if requested)
- The Richmond Wall of Spirit will be on display at the event, hosted by committee members who also distribute Spirit of BC branded giveaways

Communication

The development of a RSOBC communication plan is underway and will include:

- branding
- media and sponsorship package development
- website development
- e-newsletter development

The communication and sponsorship plans will include the input of the city's Corporate Communications and Sponsorship managers prior to implementation.

Building Relationships

- **2010 Legacies Now, Spirit of BC** – The Richmond Committee will continue to liaise with 2010 Legacies Now, Spirit of BC. Richmond hosted the Lower Mainland Regional Spirit of BC Regional Round Table in January and the Chair has attended 2 Regional Round Tables as well.
- **Richmond Chamber of Commerce** – The committee will work collaboratively with the Chamber of Commerce to identify opportunities on an ongoing basis. On October 11, 2007 the Spirit of BC Committee and Richmond Chamber of Commerce co-hosted a very successful RBC Business Opportunities Workshop at Richmond City Hall with 93 in attendance. RSOBC is currently working with the Chamber on a "Think Asia" Seminar.
- **Richmond Olympic Business Office (ROBO)** – The committee has committed to supporting the City of Richmond's 2010 initiatives. ROBO staff have used the Spirit of BC Committee as a "sounding board" as they have developed various strategies and the Committee will meet with ROBO once plans are confirmed to determine what role the Spirit of BC Committee can best way to support the city's goals and programs. Spirit of BC has joined with other stakeholders and attends all the Richmond Olympic Community Committee meetings.
- **BC 150 Years Celebrations**

Volunteer and Student Support for RSOBC Initiatives

The Committee applied for and received a Service Canada Grant to employ a summer student, Kitty Tse. Kitty is a Communications Major at SFU and she helped to develop some of the committee's promotional materials. She also increased community awareness of our work through attendance at public events and by communicating with community organizations.

November 8, 2007

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In October of 2007, 2010 LegaciesNow began a Youth Leadership program through Spirit of BC. Approximately 60 youth from around the Province were selected and attended a weekend leadership program in Vancouver and Squamish. Three of these leaders are from Richmond and are now working with our Committee. Their mandate is to help local Spirit Committees and to organize an event before the next leadership seminar next year.

Our program implementation plans call for the Committee to employ volunteers. Working with Volunteer Richmond and using the internet based VolWeb.ca, volunteers will be recruited and assigned specific tasks. As they will be working on a part-time basis, ROBO has offered space and resources (computer, phone, supplies) for them. Expenses incurred (auto operating, printing, cell phone, etc.) has been included in the approved budget and will be accounted for in future budget requests. Volunteers will report to the Chair of the RSOBC Committee.

Respectfully Submitted
Ed Gavsie, Chair
Richmond Spirit of BC Committee