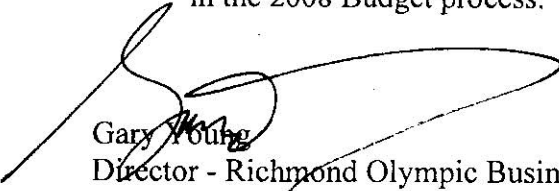


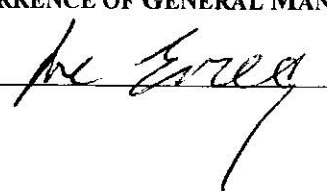


To: General Purposes Committee **Date:** November 5, 2007
From: Gary Young **File:** 11-7400-20-RWFE1/2007-
 Director - Richmond Olympic Business Office Vol 01
Re: Countdown to 2010 – 2 Years to the Games and Richmond Winter Festival

Staff Recommendation

1. That Council support the Countdown to 2010 – 2 years to the Games and Richmond Winter Festival proposed for February 8th and 9th, 2008; and
2. That Council approve a staggered closing of Granville Avenue from February 8th to February 10th to accommodate the set up, take down and event activities for Winter Festival 2008.
3. That Council approve maximum funding of \$70,000 from the Council Provision account until the submission for one-time additional level of funding for this event is considered in the 2008 Budget process.


 Gary Young
 Director - Richmond Olympic Business Office
 (4916)

| FOR ORIGINATING DEPARTMENT USE ONLY | | | |
|--|-------------------------------------|--|--|
| ROUTED TO: | CONCURRENCE | | CONCURRENCE OF GENERAL MANAGER |
| Communications..... | Y | <input checked="" type="checkbox"/> N <input type="checkbox"/> |  |
| Engineering | Y | <input checked="" type="checkbox"/> N <input type="checkbox"/> | |
| Community Bylaws..... | Y | <input checked="" type="checkbox"/> N <input type="checkbox"/> | |
| Finance | Y | <input checked="" type="checkbox"/> N <input type="checkbox"/> | |
| Fire Rescue..... | Y | <input checked="" type="checkbox"/> N <input type="checkbox"/> | |
| R.C.M.P..... | Y | <input checked="" type="checkbox"/> N <input type="checkbox"/> | |
| Community Safety..... | Y | <input checked="" type="checkbox"/> N <input type="checkbox"/> | |
| Parks Maintenance and Operations | Y | <input checked="" type="checkbox"/> N <input type="checkbox"/> | |
| PRCS Planning and Projects | Y | <input checked="" type="checkbox"/> N <input type="checkbox"/> | |
| Recreation and Culture..... | Y | <input checked="" type="checkbox"/> N <input type="checkbox"/> | |
| Transportation | Y | <input checked="" type="checkbox"/> N <input type="checkbox"/> | |
| REVIEWED BY TAG | YES | NO | REVIEWED BY CAO |
| | <input checked="" type="checkbox"/> | <input type="checkbox"/> | YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> |

Staff Report

Origin

The Countdown to 2010 – 3 years to the Games and the inaugural Richmond Winter Festival were simultaneously held at Richmond City Hall on February 10th, 2007. The event was planned as an annual event.

In 2007 these activities involved:

- Over 15,000 guests
- Over 500 community participants
- 355 volunteers
- \$400,000 in sponsorship through 3 Olympic and 15 community sponsors
- 25 community and 2 professional sport groups
- 5 non profit organizations
- Main Stage Entertainment including a headline performer
- The official Countdown to 2010.
- Fire Works Finale

The annual event is proposed for Richmond City Hall and surrounding area. Dates and times targeted are: Friday, February 8th, from 5:00 pm to 10:00 pm and Saturday February 9th from 2:00 pm to 10:00 pm.

The 2008 Richmond Winter Festival management and coordination will be undertaken by the Richmond Community Foundation. The event will serve as an umbrella for a host of community activities. Countdown to 2010 is proposed to be a partner to the Richmond Winter Festival. The City will maintain control of this activity as a key element of the City's program leading up to the 2010 Olympic Games.

Moving towards eventual independence, a Richmond Winter Festival Steering committee has been formed. Ensuring smooth succession and community involvement, members include Richmond business and community representatives from the Spirit Committee, Volunteer Richmond, and the Richmond Chamber of Commerce.

The primary goals of the Richmond Winter Festival and Countdown to 2010 events is to build capacity and partnerships that will aid the City in meeting its obligations for 2010 and beyond. Other goals include; to engage and inspire the Richmond community, to create awareness and excitement for Richmond as a Venue City and international tourist destination, and to build capacity and partnerships to host the 2010 games and future major sporting and cultural events.

The purpose of this report is to outline the Richmond Winter Festival and Countdown to 2010, and seek support for the 2008 event and activities. As well, the report recommends that the City continue to manage the 2010 Countdown Events.

Analysis

The 2007 Countdown to 2010 / Richmond Winter Festival was well managed with a number of fully integrated activities, ensuring its popularity with the community, VANOC partners and media. The event was successful in achieving its intended outcomes for the City of Richmond.

Countdown to 2010 / Richmond Winter Festival 2008 will draw significant attention again to Richmond City Hall, conveying the image of a can-do city and promoting Richmond's role as a Venue City for 2010.

This will be the third Countdown 2010 Celebration and the second Winter Festival Celebration held in the City of Richmond. As 2010 draws nearer, and sponsorship commitments become defined, it is necessary to begin the process of clearly identifying between official Olympic Game sponsors and Richmond Community Sponsors. Building awareness and support for official sponsors will assist us in expanding our financial opportunities, as they pertain to the Games. A strategic use of event scheduling and site planning, including the expansion from a one-day to a one and one half day event will demonstrate a clear division between community and 2010 activities. Friday evening will continue to be the 2010 Countdown event including increased involvement with official Games Sponsors. Saturday's activities will focus on Winter Festival community activities and will feature increased support from a broader range of community Sponsors.

Sustainability and Legacy

While excitement continues to build for the Games in Richmond, the Richmond Olympic Business Office is committed to ensuring the greatest legacy for Richmond from the association with the 2010 Games. To ensure the sustainability of Richmond Winter Festival, the event management is building on last year's successful partnerships with large community and business groups by strengthening these existing partnerships and building strategic alliances with new ones. This will go a long way to supporting healthy cultural and sporting events in Richmond's future.

Social Responsibility

The Countdown to 2010 / Richmond Winter Festival will continue to focus on supporting social causes in Richmond by offering space and infrastructure to local, regional and provincial non-profit organizations for the promotion of their product and services. The events will also offer a number of fund-raising opportunities.

Financial Responsibility

One of the goals of Richmond Winter Festival is to be a self-sustaining event by 2011, and to take its place with other annual festivals offered by and for the citizens of Richmond. Richmond Community Foundation is taking a leadership role in the management of the event by initially creating a financial trust to be used for the continued support of future Richmond sporting and cultural events, including Richmond Winter Festival.

Sponsorship

In 2007, cash sponsorship was approximately \$150,000. Total sponsorship including contra services and cash amounted to approximately \$400,000. The majority of the 2007 sponsors were pleased with the success of the 2007 events and the excellent exposure they received in the

community and media. As a result sponsors have indicated strong interest in supporting the 2008 event.

The target for sponsorship in 2008 is \$550,000 cash and contra services as follows:

| | |
|--------|-----------|
| Cash | \$200,000 |
| Contra | \$350,000 |

VANOC has requested that officially contracted Olympic sponsors be provided an opportunity to sponsor both the events based on first right of refusal to ensure their contractual obligations.

Event management will create a clear separation between the Richmond Winter Festival and the Countdown 2008 to accommodate Olympic sponsorship needs.

Environmental Responsibility

Event management are paying special attention to good environmental practices and awareness by developing specific recycling and environmental programs with the goal of becoming a carbon neutral event by 2010.

Event Management

To ensure long-term sustainability, the Richmond Community Foundation is taking the leadership role in the management of Richmond Winter Festival. The Foundation has hired an event manager and plans are underway to expand the Winter Festival 2008 events to accommodate the larger anticipated crowds and to increase the numbers of sponsors, entertainers and community groups.

An Advisory Committee chaired by the Richmond Community Foundation has been formed to ensure a coordinated community direction for the events as well as assist in securing funding. Representation includes the Spirit of BC Committee, the Chamber of Commerce, Volunteer Richmond and the Chinese Federation of Commerce of Canada. This advisory committee provides advice to the City and the Foundation who are jointly responsible for the delivery and management of the events.

Event Location and Impact

It is recommended that the events be hosted at Richmond City Hall and surrounding area for one more year to ensure that the media and community focus on the City's contribution. Surrounding areas including Brighthouse Park, City Hall north plaza and Granville Avenue will be programmed and the entire block will be secured.

In order to accommodate anticipated crowds of up to 30,000 guests over the two days, a partial closure of one lane in both directions of Granville Avenue from Minoru Boulevard to #3 Road on the morning of February 8th, from 8 am to noon is recommended. A complete road closure of Granville Avenue from Minoru Boulevard to #3 Road from noon February 8th until 2:00 am on February 10th is also necessary.

In order to notify the public of the road closure and ensure good customer service a comprehensive communication plan will be implemented in 2008.

Community Engagement

Building Community

The Countdown to 2010 / Richmond Winter Festival 2008 continue to be an integral part of the Spirit of BC Week in Richmond leading up to 2010. This province wide initiative is active in communities across the province.

The Richmond Winter Festival is a valuable community engagement tool. The event acts as a marketing vehicle for promoting City initiatives, as well as a catalyst for local non-profits supporting community innovation, pride and excellence. The Event generates excitement and support for the 2010 Games with event partners and stakeholders. Integration of these partner organizations into the event program also builds capacity and relationships, integrates networks and allows groups to cooperatively provide dynamic, quality opportunities for the event guests and the community.

Community non-profits and organizations have expressed their support and interest in taking part in Richmond Winter Festival now, and in the future.

Volunteer Management

The Countdown to 2010 and Richmond Winter Festival continue to be major stepping-stones on the road to developing volunteer capacity within Richmond for the 2010 Games. The Richmond Olympic Business Office and the Richmond Community Foundation will contract Volunteer Richmond to recruit and manage volunteers for the events.

The Role of City of Richmond Staff

The Countdown to 2010 and Richmond Winter Festival will draw increasing awareness to Richmond. To build staff and community experience while increasing public relations and marketing opportunities, other City resources required to support the 2008 events include the following:

- Richmond Olympic Business Office: event direction, steering committee liaison, direction for community group activation and volunteer management, Council and senior staff protocol
- Parks event office support
- Works yard: planning, set-up and event day support
- Community activation coordination for sport and arts groups
- Community group coordination for ice programming
- Media and communication support
- Community Safety liaison and support
- Emergency and Event Dispatch Support

Many current and past City staff volunteered in last year's event and have expressed an interest in participating in the planning and implementation of future events.

The Games are an once-in-a-lifetime experience and many staff are motivated and inspired by the opportunity to be involved. While organizers must be sensitive to staff and management needs, it is recommended that interested staff be integrated into a team (with permission of their supervisor) as outlined in the final report.

Communications Plan and Increasing Richmond's Visibility

A detailed communications plan has been established based on lessons and recommendations from the 2007 events.

Richmond staff will work hard to ensure an exceptional visitor experience that inspires and engages participants in all the excitement and diversity that Richmond has to offer. Media sponsors are key to this plan, and event organizers will continue to form strong alliances with media partners. A combination of promotion and advertising leading up to the event, culminating in live, on-site broadcasts will fuel the excitement.

Financial Impact

The budget has been increased to allow for an expanded audience. Funding of up to \$50,000 for the City's contribution to the Countdown to 2010 including volunteer management has been included in the 2008 proposed additional level budget request for the Richmond Olympic Business Office. The rationalization for support from the Richmond Olympic Business Office budget is the stated need to create long-term relationships focused on building volunteer, community and funding capacity within Richmond to support 2010 activities and future major events. This goal was set as a priority in the City's Major Event Plan. Funding for City Services of up to \$20,000, has been requested as additional levels into the Parks budget. Security and policing costs have been anticipated based on other regional events of this size. It is recommended that \$70,000 be allocated to cover the costs for this event.

Conclusion

As an Olympic Venue City, Richmond is poised to become an important tourism centre. If Richmond is to take advantage of this once in a lifetime opportunity of significance, the role as Venue City comes with many benefits as well as obligations.

The Richmond Winter Festival fills a key role in meeting these obligations while it prepares the City for a successful 2010 and beyond.

Benefits of Countdown to 2010 / Richmond Winter Festival include:

- Community Engagement – Countdown to 2010 / Winter Festival offers unparalleled potential for Richmond residents to celebrate and engage in Richmond – Venue City for 2010 Olympic and Paralympic Winter Games. Richmond Winter Festival events will expand to create invaluable volunteer resources and financial legacies for Richmond citizens and exceptional opportunities for Richmond businesses.
- Increased Tourism – As a signature event, Richmond Winter Festival can expand to be a key component in high value tourism, promoting the region as a destination during a slow tourism market.
- Image and Branding of the City of Richmond – The hosting of a successful event such as the Richmond Winter Festival can convey the image of a can-do city or region. Sponsors, visitors, performers, participants and particularly media personnel can go away with a positive image, which can be transferred into advantageous investment

decisions within any aspect of the regional economy. Place Marketing can be very influential in enhancing the image of Richmond.

- Subsidiary Marketing - The interest generated by the Richmond Winter Festival can provide an opportunity for the City and external partners to launch or highlight other programmes and activities that the City is developing and then communicate these programs at meetings called in association with the event, or at the actual event itself.
- Volunteer Development – Richmond Winter Festival will provide an exciting opportunity for people to volunteer in sport or culture. This may provide social engagement for some, and transferable employment skills for others. It also helps to bring new people into volunteering, who can then help with grass roots support of events as well as 2010 activities.
- Legacy Development – The Richmond Winter Festival has the potential to continue as a significant legacy for Richmond after the Games. Richmond Winter Festival can provide a legacy of participation in sport, performing and visual arts. Spectators can become enthused to try an activity, casual participants can be encouraged to increase their participation and performance level, and associated “have a go” opportunities can provide the first experience of a new sport or activity for some. Mass participation events such as the Richmond Winter Festival can be particularly effective in this regard.

Richmond is poised for great things in 2010 and beyond. The Richmond Winter Festival is the only signature event on the Richmond Event Calendar that is attempting to build capacity by integrating and collaborating with City departments, community partners and others to position and assist the City in reaching its capacity building goals, ensuring a vibrant and exciting cultural and sporting life for our citizens now and in the future.



Denise Tambellini
Manager, Community Relations and Protocol
(4349)



Ann Phelps
Major Event Development Manager
(4194)