



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

Date: April 13, 2018

From: Serena Lusk
General Manager, Community Services

File: 11-7000-10-01/2018-
Vol 01

Re: **Hosting the 2020 55+ BC Games**

Staff Recommendation

1. That Richmond Sports Council's bid to host the 2020 55+ BC Games be endorsed.
2. That \$60,000 from the Council Community Initiatives Account and a minimum of \$55,000 of in-kind services be committed to host the 2020 55+ BC Games should Richmond be awarded the event as detailed in the staff report, "Hosting the 2020 55+ BC Games," dated April 13, 2018 from the General Manager, Community Services.
3. That the Five Year Financial Plan (2018-2022) be amended accordingly.

Serena Lusk
General Manager, Community Services
(604-233-3344)

Att. 1

REPORT CONCURRENCE		
ROUTED TO: Finance Department	CONCURRENCE <input checked="" type="checkbox"/>	CONCURRENCE OF GENERAL MANAGER
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

At the March 27, 2018, Parks, Recreation and Culture Committee meeting the following referral was made:

(1) That the City of Richmond supports the bid of the BC Seniors Games Society and Richmond Sports Council for the 2020 55+ BC Games; and (2) That the request be forwarded to staff for comment and sources of funding for \$60,000 and report back.

This report supports Council's 2014 – 2018 Term Goal #2 A Vibrant, Active and Connected City:

2.3. Outstanding places, programs and services that support active living, wellness and a sense of belonging.

This report supports Council's 2014-2018 Term Goal #8 Supportive Economic Development Environment:

8.2. Opportunities for economic growth and development are enhanced.

Analysis

Background

In 2009, Richmond hosted the 22nd Annual 55+ BC Games, formerly known as the BC Seniors Games. The 55+ BC Games ("the Games") attracted 3,865 participants who competed in 29 recognized sports over four days of competition in Richmond.

Hosting the Games again will bring a variety of benefits to the City including showcasing Richmond to the Province and inspiring Richmond residents to be active through a variety of sports and activities. Richmond's various sport and recreation facilities including Minoru Park and its running track and artificial turf fields, the Lawn Bowling Greens and new clubhouse, Richmond Ice Centre, Richmond Olympic Oval, and the soon-to-be opened Minoru Centre for Active Living, will all play a role in hosting the Games while highlighting the quality of Richmond's sport and recreation facilities.

The Games will also showcase other amenities and tourist destinations including Steveston Village, the Canada Line and the Richmond Olympic Experience (ROX), along with Richmond's unique restaurant options. The Games will be an engaging tourism event that will highlight the importance for older adults to continue to be active while providing an economic benefit to the community through the 3,500 participants taking part in the Games.

About the Games

The BC Seniors Games Society is the parent organization responsible for the Games. The Games is an annual event, held in late August or early September. On average 3,500 participants take part in these games with over 3,000 spectators and close to 2,000 local volunteers.

The mission of the BC Seniors Games Society is to:

- Organizing the annual 55+ BC Games as an opportunity for the 55+ population of BC to participate in physical and social activities;
- Promoting community awareness of the contemporary image of the 55+ population as physically active and socially engaged; and
- Encourage year round participation at the zone level.

In recent years, the Games have been held in:

- Vernon and area (September 12 – 16, 2017)
- Coquitlam (August 20 – 24, 2016)
- North Vancouver (August 25 – 29, 2015)
- Langley City and Township (September 9 – 13, 2014)

In 2018 the Games will be held in Kimberley and Cranbrook and in 2019 they will be held in Kelowna.

Bidding Requirements

The following are the minimum requirements for bidding on the Games as provided by BC Seniors Games Society:

- A resolution from City Council indicating support for the bid application, which includes a minimum commitment of a \$60,000 financial contribution to the host society and at least \$55,000 of in-kind services and facilities that will be provided;
- Capability to support a minimum of 20 sports with adequate facilities, including letters of initial confirmation from venue managers of sport facilities;
- A complete listing of accommodations, outlining the minimum of 1,500 beds and 400 RV sites within a 40 km radius of the Games Village. Estimated pricing must be included in this list; and
- A community map identifying sport venues, accommodation and distances from the Games Village.

The bid deadline is June 29, 2018.

Richmond is capable of meeting these minimum bidding requirements pending Council's decision and staff will work with Richmond Sports Council and other community partners to complete the bid documents and requirements.

Games Governance Requirements

The selected host community for the Games must form a non-profit host society with an elected Board of Directors to oversee the administration of the Games. It is the responsibility of this host society to plan and implement the Games. The BC Seniors Games Society provides direction, resources, and support to the host society and their volunteers as they develop their plans for the Games. Typically, one or more City staff members or civic leaders are elected to represent the host community on the Board.

The BC Seniors Games Society provides event management support to the local host society by assigning one event manager to support the host society and the Games. The host Society must employ an operations manager for the Games and must fund the remuneration for this position and other employees.

Games Budget

The BC Seniors Games Society contributes \$85,000 along with all registration fees which on average amount to \$105,000 and sport fees of \$45,000 which equals \$235,000 from the BC Seniors Games Society to the host society. The host city is also required to contribute \$60,000 in financial support for a total of \$295,000. The host city is also required to commit a minimum of \$55,000 of in-kind services to the host society to deliver the games. In addition, the host society and host city are encouraged to pursue sponsorship opportunities to offset Games costs.

There is no standardized expense budget supplied by the BC Seniors Games Society as each society has allocated their expenses differently. On average, the previous three hosts' organizing committees have spent approximately \$310,000 on various expenses including: security, first aid, venue rental, promotion, transportation, volunteers, administration staff, food, protocol, communication and ceremonies. These expenses have been offset by the BC Seniors Games contribution, registration, sport fees, sponsorship and host city financial support.

The \$310,000 does not include in-kind services provided by the host city which include items such as facility rentals, staffing, equipment, minor capital improvements and administrative support. These in-kind services are likely to exceed the minimum \$55,000 contribution requested.

Surplus revenues from the Games must be split 50/50 with the BC Seniors Games Society. As a result of the 2009 Games, \$60,000 was put into a trust fund for 55+ Richmond athletes to be used to help them attend provincial, national or international competitions.

Facility Requirements

The host city must have the capability to meet the facility requirements for a minimum of 20 sports, up to a maximum of 34 sports. In 2009, Richmond hosted 29 sports as part of the Games.

The host community must also be able to provide facilities for:

- Administrative office space for conducting the Games business operations;
- An accreditation centre (large indoor space to efficiently accredit up to 3,500 athletes);

- A ceremony venue (for up to 3,500 athletes and 1,000 spectators) for the Opening and Closing Ceremonies;
- A food services facility capable of preparing lunches and accommodating a banquet with seating for up to 3,500 people. This facility could also serve as an entertainment facility;
- A medical facility and provision of first aid at all venues; and
- Storage for the Games equipment and supplies.

As in 2009, Richmond can meet these facility requirements through the use of its current facilities or through negotiations with other facility operators. Some minor facility improvements may be required which would be submitted for Council's consideration through the regular capital budget process.

Some regularly scheduled community activities and programs will be interrupted or displaced to enable the facilitation of the Games. The displacement of regular scheduled activities and programs may result in a loss of revenue for City-operated facilities.

Accommodation Requirements

The Games bid requires that the host city has a minimum of 1,500 beds and 400 recreational vehicles (RV) sites within a 40 km radius from the Games Village. Richmond has sufficient hotel room inventory to meet this need. In order to meet the RV need, a combination of commercial RV parks located in the adjoining communities of Delta, Surrey and Burnaby will need to be identified as well as temporary RV parks arranged in Richmond. This approach was successful in 2009 with temporary RV sites accommodated at McDonald Beach, Richmond Public Works Yard, Richmond Ice Centre and South Arm Pool.

Transportation

The Games require parking for buses and automobiles at each of the venues. In addition, the host society will have to provide shuttle service between venues for participants and officials. The City's fleet of buses can partially accommodate this need. However, some private transportation services will be required.

Volunteer Requirements

Estimates on volunteers needed range from 1,500 to 3,000 volunteers. The number of events held, their complexity and the number of participants who attend determine the volunteer requirements. Examples of the types of volunteer support include:

- | | |
|------------------|-----------------------------------------|
| • Protocol | • Food Services |
| • Officials | • Fundraising and Sponsorship |
| • Administration | • Marketing, Advertising and Promotions |
| • VIP Services | • Transportation |
| • Hospitality | • Sport Events |

- Communications
- Special Events and Entertainment
- Registration and Results
- Medical and Security
- Volunteer Coordination
- Ceremonies

Richmond's current volunteer database of over 2,500 active volunteers will assist in meeting this volunteer need although additional recruiting and training will also be required. This event will provide an exciting opportunity to engage new volunteers in Richmond.

Community Support for Hosting the Games

Richmond Sports Council

At its regular monthly meeting on Tuesday, April 10, 2018, Richmond Sports Council endorsed the following motion (Attachment 1):

That Richmond Sports Council supports the submission of a bid for the BC Seniors Games in August 2020.

Jim Lamond, the Chair of Richmond Sport Council, has informed City staff that Sports Council is willing to be responsible for the following aspects of the bid and games:

- Preparing the bid document;
- Requesting a letter of support from the Richmond School District, if school facilities are required for hosting the Games;
- Establishing a host society and Board of Directors;
- Recruiting the Games volunteers to run the various sporting events;
- Soliciting event sponsors to help offset the Games expenses;
- Working with Tourism Richmond to secure accommodation for the athletes; and
- Working with City staff to secure facilities and event venues.

Minoru Seniors Society

The Chair of Richmond Sport Council has requested a letter of support from the Minoru Seniors Society to host the BC Games.

Tourism Richmond

Staff are working with Tourism Richmond to identify its role in the bidding and hosting of the Games.

Financial Impact

\$60,000 from the Council Community Initiatives Account as well as \$55,000 of in-kind services such as City of Richmond staff time, Richmond Olympic Oval staff time, equipment, and office space.

April 13, 2018

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Conclusion

The 2020 55+ BC Games supports active aging by bringing over 3,500 participants from across the province to take part in the Games in Richmond. The Games will provide an opportunity to showcase Richmond's various sports venues while inspiring Richmond residents to be active in their own community.



Gregg Wheeler
Manager, Sport and Community Events
(604-244-1274)

Att. 1: Letter from Richmond Sports Council



www.richmondsportscouncil.com

Richmond Sports Council is the collective voice of Richmond's community sports

April 18, 2018.

Mayor and Councillors
City Hall
6911 No. 3 Road
Richmond BC V6Y 2C1

Dear Mayor and Councillors

Re BC SENIORS SUMMER GAMES 2020

At the Richmond Sports Council meeting of April 10, 2018 members unanimously endorsed a recommendation to submit a bid to host the BC Seniors Summer Games in 2020 per the invitation to host submitted by City staff.

Richmond Sports Council respectfully requests that Council supports this bid.

This support would show to the seniors of Richmond that Council continues to build for future programs i.e. the new Senior Centre and Aquatic Complex which is due for completion in September 2018.

We look forward to your reply.

Yours sincerely

Jim Lamond
Chair

cc: G. Wheeler

PO Box 162 - 185-9040 Blundell Road, Richmond BC V6Y 1K3

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