



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** June 29, 2008
From: Kate Sparrow **File:** 01-0005-01/2008-Vol 01
Acting Director Richmond Olympic Office
Re: Beijing 2008 Olympic and Paralympic Summer Games Mission

Staff Recommendation:

1. That the objectives of the Beijing Mission as outlined in the staff report be approved;
2. That the attendance of the Mayor, Councillor McNulty, General Manager of the Richmond Olympic Business Office and Manager of Community Relations and Protocol on the Beijing Olympic Mission in August 2008 be approved;
3. That the budget of \$53,650 plus a contingency of \$13,000 (to be utilized if additional support is required) be approved and funded from General Contingency;
4. That the Mayor, Councillor McNulty and appropriate staff be authorized to travel to Qingdao and/or Xiamen to meet with officials as follow-up with the recently signed Friendship City Agreement; and,
5. That the funding for the Friendship City business be applied for from the Provincial government funds allocated to support twinning city initiatives.

K Sparrow

Kate Sparrow
Acting Director Richmond Olympic Office
(604-276-4129)

FOR ORIGINATING DEPARTMENT USE ONLY					
ROUTED TO:		CONCURRENCE		CONCURRENCE OF GENERAL MANAGER	
Finance.....		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
Sponsorship.....		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
REVIEWED BY SECRETARIAT		YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>
		REVIEWED BY CAO		YES	<input checked="" type="checkbox"/>
				NO	<input type="checkbox"/>

Staff Report

Origin

The purpose of this report is to outline the City of Richmond opportunities at the 2008 Beijing Olympic and Paralympic Games and for Friendship City opportunities. It recommends that Council approve sending a small delegation to Beijing to advance the City's Olympic objectives for 2010, as well as market and promote Richmond's post-Games Legacy Programs. This report will outline the Mission objectives and details.

Analysis

To ensure Richmond receives optimal return on its 2010 Winter Games investment it is necessary to leverage opportunities from other Olympic cities and experiences. Beijing (2008) will be the last Olympic Games before 2010. There will be many opportunities for Richmond to enhance its chances of success in 2010, and especially to maximize the economic benefits associated with its investment.

The objectives for the delegation to Beijing therefore, are as follows:

1. To market the Richmond Oval (pre and post-Games) and O Zone in 2010 and beyond to international sport bodies, Olympic Committees and international sponsors.
 2. To establish formal alliances with Olympic Games sport and sponsorship management companies and form new business, sport and Olympic networking opportunities.
 3. To participate in the IOC Official Observer Program.
 4. To market Richmond and increase Richmond business opportunities through the Economic Development programs at the BC Canada Pavilion in Beijing.
- 1. To market the Richmond Oval (pre and post-Games) and O Zone in 2010 and beyond to international sport bodies, Olympic Committees and international sponsors.**

Richmond's goal is to attract National Olympic Committees, speed skating nations and Olympic sponsors to be in Richmond during the 2010 Games and to entice them to use the Richmond Olympic Venue after the Games. Countries often establish a National House, usually in partnership with corporate sponsors in each Olympics Games host region.

Individual sports also establish host sites. Beijing provides the Richmond delegation the opportunity to both study the activation needs of those we hope to recruit to Richmond and to compile educated estimates of anticipated space and service requirements and recruit participation in Richmond's Games program during 2010.

In consideration of the post-Games Venue program, in which summer sports will play a significant role (75%) and winter sports a lesser role (25%), we must also attract summer sport teams to train and compete in the Oval. International summer sports will be strongly

represented in Beijing and opportunities to network and market to these international sport organizations is second to none. Staff will establish relationships and develop potential users for the Oval with the goal of improving overall post-Games sustainability and heightening the awareness of the Oval as a destination for international, high-calibre athletes and events.

Securing international sport bodies in Richmond during the Games will greatly add to the international experience and community excitement surrounding the Games. Beijing offers access to many influential Canadian and international governing and political organizations, sport and Olympic Committees, officials, sponsors and contacts and provides an unparalleled position from which to "sell" involvement in the City of Richmond's celebrations, secure legacy for the City and participation in the Richmond Oval in one convenient location.

2. To establish formal alliances with Olympic Games sport and sponsorship management companies and form new business, sport and Olympic networking opportunities.

Forming and establishing new relationships is essential to Richmond's success for economic development, sustainability of the Oval, legacy of the Games, and celebration during the Games.

Beijing is an excellent networking opportunity to target relationships that are unique and to connect with appropriate personnel who are otherwise difficult to reach. Many Olympic Committees, sport bodies and sponsors retain or informally rely on independent or external sport, sport event travel and sponsorship management companies to coordinate their Games programs. These management companies have proven to be very useful to Richmond's efforts to navigate through the complex maze of business and sport relationships that are an integral part of the Olympic Games.

The most common theme heard from all the key managers is companies are focused primarily, if not exclusively on Beijing as the 2008 Games quickly approach, but that as the 2008 Games close, the focus will be directly on Vancouver 2010. Richmond, as a lesser-known Venue City than Vancouver and Whistler, needs to be ready to act. If not we will miss the opportunity and may fail to meet our 2010 Games and post-Games Oval objectives.

Of significance, Richmond has a distinct opportunity to work closely with key official National and International sponsors during the Beijing Games. The City is invited to participate during live site and sponsor site implementation programs in Beijing, which allow Richmond staff opportunity to work with sponsoring corporations and Games-time activation teams. This provides invaluable experience for the staff team to create a stronger, more exciting celebration in Richmond during the 2010 Games, and build stronger relationships with key sponsors as long-term potential partners.

3. **To participate in the IOC Official Observer Program.**

The International Olympic Committee's Observer Program is a series of intensive tours and discussions around specific topics and areas. Areas of focus include for Richmond include:

- a) ***Anticipating and planning for increased service levels and event opportunities***
In estimating the destination attractions from past Games experience, it is estimated that 1,000,000 people will come to Richmond to celebrate, shop and participate in other activities.
- b) ***Media Relations (accredited and unaccredited)***
- c) ***Public Safety and Security***
- d) ***Look of the Games and Look of the City,***
The look of the City is crucial to the overall impression of Richmond and its desirability as an international tourist and business destination. It will be important for Richmond to see how the Olympic rings and branding are used in Beijing and the Venue City Qingdao, to assist future success.

4. **To market Richmond and increase Richmond business opportunities through the Economic Development programs at the BC Canada Pavilion in Beijing.**

There will be a series of special events associated with both business development and sponsorship that will provide long term strategic opportunities for Richmond. At least two receptions and other events are proposed. The first will be a reception for National Sport Organizations and potential sponsors to promote Richmond's Venue pre and post Games and outline opportunities for activation during the Games. The second will be an event co-hosted with the City of Vancouver and the Resort Municipality of Whistler to thank the Beijing Organizing Committee and look forward to the Vancouver 2010 Games.

Two locations will be the primary focus for Richmond for meetings:

Canada Olympic House

The Canadian Olympic Committee will establish a 'Hosting House' in Beijing intended to provide a home for Canadian athletes, family and friends. As well they will entertain other National Olympic Committees. The Canadian Olympic Committee has offered to assist with the marketing of the Richmond Oval and the O Zone through Canada Olympic House, and their international connections and influence.

BC Canada Pavilion

During the Games, the Pavilion provides an excellent opportunity for Richmond to fulfil its marketing objectives to target international sport bodies and potential partners for 2010. Tourism is a major focus in Beijing. Programming for the BC Canada Pavilion uses a host of multi-media displays with large-format plasma screens, meetings and continuous animation through special events and programs that showcase BC and its partners. Tourism Richmond could play a significant role in promoting tourism during the Games, especially during receptions hosted by the City of Richmond.

Richmond activities recommended at the BC Canada Pavilion include:

1. Promoting programs and positioning Richmond as the Gateway to the 2010 Games.
2. Networking to make strategic connections and build relationships.
3. Activities to target Sport Tourism. With the international stature and caliber of the Oval, Richmond is well positioned to attract the sport tourism trade. The allure of the Oval as a host venue for the Olympic Games will make it a destination for visitors in the years leading up to 2010 as well as post-Games.
4. Meetings to make contacts for additional pre-Games events to help offset pre-Games operating costs.
5. Learning about the Games experience from a spectator management perspective.

Richmond's strong and existing cultural and economic ties to China can also be leveraged to good effect in Beijing. Indeed, due to the cultural make up of the community, there is an expectation that Richmond will be among the leaders of British Columbia cities participating in the Beijing Games with a proactive presence, especially at the BC Canada Pavilion.

Beijing Mission Delegation Details

Role of the City of Richmond Delegation

The focus for the City of Richmond delegation will be less on technical learning and more on the unique opportunity to make connections and build relationships with international sport and business leaders. The role of the Mayor as delegation leader is strategic and adds value to all activities based on Chinese and Olympic movement customs. The Mayor's primary role is to communicate Richmond's mission objectives and promote Richmond as a destination during 2010 for sponsors, sport teams, Olympic Committees, business leaders, and spectator visitors. His presence raises the City's profile and makes a clear statement about Richmond's commitment. Richmond, Vancouver and the Resort Municipality of Whistler will host a joint reception at BC Canada Pavilion in August. As one of three key venue partners, it is important for Richmond to have a presence.

The role of the councillor will be to support the Mayor's efforts to promote Richmond's stated objectives of the Beijing Mission. The Councillor will help the Mayor host the receptions at BC Canada Pavilion and Canada Olympic House and represent Richmond at other meetings where required. Council will be integral to developing opportunities to promote new business in Richmond, tourism, the Oval and the O Zone.

The role of City of Richmond staff attending the Games will be to continue working with National Olympic Committees, sport bodies, sport teams, and sponsors. Senior staff is needed to participate in networking, and building relationships but most importantly to meet senior executives as follow-up to staff's initial meetings and ongoing discussions. A detailed listing of targeted contacts and relationships is developed to ensure the above objectives are met.

Numerous meetings in Beijing will be established prior to departure; however, the delegation will be prepared to respond to other requests and opportunities.

There is also an opportunity to invite and coordinate with other agencies and business groups such as Tourism Richmond, the Asia Pacific Business Association, the Richmond Chamber of Commerce and other local businesses to participate in the delegation at no cost to the city. These partners can assist in supporting the image of Richmond as a viable place to invest and partner with. Their participation will strengthen and add value to the City's plan and efforts to attract business, especially Games-related business, to Richmond.

Beijing Games Attendance Schedule – August 2008

Attendance at the Beijing Games is based on the following priorities:

1. Presence, increased profile and visibility that allows for continual representation of Richmond for the Games.
2. Key Business conducted including event attendance opportunities
3. Obligations to host formal events
4. Networking Opportunities
5. Additional Council representation

It is recommended that the Mayor, one Council member and appropriate staff attend the Beijing Games on Richmond's behalf. The recommended schedule for the Richmond delegation is primarily the last half of the Beijing Games to accommodate the strategic objectives outlined above including the scheduled meetings with National Olympic Committees and the joint reception with the other Vancouver host cities.

Friendship City Business

An early follow-up, after signing the Friendship City Agreement, with Qingdao and Xiamen is very important to building the on-going relationships with both cities. The learning from the mission will benefit the relationships developed and enhance understanding for Richmond as we learn from Qingdao's 2008 Olympic Venue City experience. The twinning funding received from the Provincial Government to develop relationships and opportunities with Friendship and Sister Cities will be allocated for this. Business conducted with Friendship Cities will include identifying trade and business opportunities and company matching, cultural exchange, and establishing a legacy presence in Richmond during the 2010 Games.

Other Delegations to Beijing

The partners' team heading to Beijing includes representatives from VANOC, Government of Canada, City of Vancouver, Tourism Whistler, Government of British Columbia, Sport Canada, City of Richmond, and Legacies Now. Delegations are currently being finalized.

Financial Impact

The estimated cost for the Beijing Mission is \$53,650. A contingency of \$13,000 has been set aside to be utilized in the event additional program support is required. The recommended funding source is General Contingency. A budget allowance of up to \$28,000 to be funded from an external source (Provincial Government Twinning Funding) has been included.

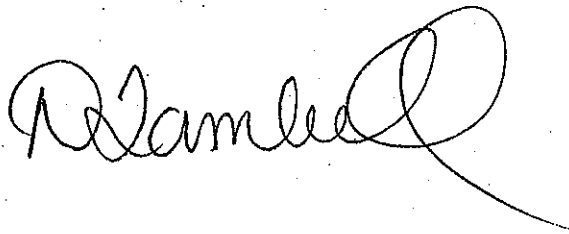
The total estimated cost is:

	Costs
Beijing Mission	\$ 53,650
Friendship City	up to \$ 28,000
Sub Total	\$ 81,650
Provincial Government Twinning Funds Subsidy	up to \$(28,000)
Net City Cost	\$ 53,650

Conclusion

As an official Venue City of the 2010 Games, it is important as a key partner of VANOC for the City of Richmond to take advantage of every opportunity to leverage opportunities from the 2010 Games and learn about hosting the Games. In Richmond's case Beijing will also facilitate critical discussion with potential sponsors, sport bodies and athletes who we are trying to attract.

While it is recognized that participation in the Beijing Mission requires financial investment, the return of firsthand experience and education, cannot be underestimated or undervalued as was proven by the City's experiences in participating in the Torino 2006 Olympic Winter Games.



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