



City of Richmond

Report to Council

To: Richmond City Council
From: Mayor Malcolm Brodie, Chair
General Purposes Committee
Re: Ticket Allocation for 2010 Olympic Games

Date: July 24, 2009
File: 11-7400-30-01

The General Purposes Committee, at its special meeting held on Thursday, July 23, 2009, considered the above matter, and made three separate Committee Recommendations, listed below as No.1, No. 2 and No. 3:

Committee Recommendation No. 1

That:

- (1) *the General Manager, Olympic Business and Major Projects, be authorized to enter into a contract to sell 2010 Games tickets for a value of up to \$56,000 to the Richmond Chamber of Commerce for the purpose of supporting a Business to Business program as described in section 4(a) of the staff report dated June 20, 2009 from the Director, Legacy and Integration, Richmond Olympic Business Office entitled 'Ticket Allocation for 2010 Olympic Games';*
- (2) *the General Manager, Olympic Business and Major Projects, be authorized to enter into a contract to sell 2010 Games tickets for a value of up to \$35,000 to Tourism Richmond for the purposes of supporting a Business to Business and a Richmond marketing program as described in section 4(b) of the staff report dated June 20, 2009 from the Director, Legacy and Integration, Richmond Olympic Business Office entitled 'Ticket Allocation for 2010 Olympic Games'; and*
- (3) *the General Manager, Olympic Business and Major Projects, be authorized to enter into a contract to sell 2010 Games tickets for a value of up to \$14,000 to the Richmond School Board or parent associations for the purposes described in section 5 of the staff report dated June 20, 2009 from the Director, Legacy and Integration, Richmond Olympic Business Office entitled 'Ticket Allocation for 2010 Olympic Games'.*

VARIANCE

Please note: staff recommended the following as Part (1): That Staff be directed to administer the allocation of tickets based on the Ticket Allocation Program identified in the staff report dated June 20, 2009 from the Director, Legacy and Integration, Richmond Olympic Business Office entitled 'Ticket Allocation for 2010 Olympic Games'.

Please note: Committee deleted staff's Part (1) and renumbered staff's Parts (2), (3) and (4), as Parts (1), (2) and (3) - as above.

Committee Recommendation No. 2

That, with regard to the allocation of 2010 Olympic Games tickets remaining after:

- (i) contracting with the Richmond Chamber of Commerce for tickets for a value of up to \$56,000;*
- (ii) contracting with Tourism Richmond for tickets for a value of up to \$35,000; and*
- (iii) contracting with the Richmond School Board or parent associations for a value of up to \$14,000;*

the matter of the allocation of tickets be referred back to staff for further information, analysis, review, and expansion on the staff report dated June 20, 2009, from the Director, Legacy and Integration, entitled "Ticket Allocation for 2010 Olympic Games", and including:

- (1) (a) the use of tickets for fundraising purposes and what limitations there are for tickets used for fundraising purposes;*
- (b) the means by which the City receives permission for the use of the tickets for fundraising purposes;*
- (c) the types of organizations and the criteria through which fundraising organizations are chosen as recipients for tickets;*
- (d) the process for distribution of fundraising tickets; and*
- (e) the requirements associated with using tickets for fundraising purposes;*
- (2) (a) the allotment of tickets for volunteers and the process for distribution of tickets for volunteers;*
- (b) whether it is effective to use other resources, in addition to Volunteer Richmond, for tickets for volunteers;*
- (c) the criteria through which volunteers are chosen as recipients for tickets;*
- (d) the process for distribution of tickets to volunteers; and*
- (e) the use of the Legacy Lounge for volunteers;*
- (3) (a) in addition to the Working Poor Fund, the choice of other groups as potential ticket recipients; and*
- (b) the criteria through which the Working Poor Fund ticket recipients are chosen;*
- (4) (a) the disbursement of tickets to Richmond private schools;*
- (b) the criteria, including the size of the student body, to discern which private schools may be recipients of tickets; and*
- (c) the process for distribution of tickets to Richmond private schools;*
- (5) (a) the process for distribution of tickets for use in the Legacy Lounge; and*

- (b) *a list of guidelines for Council regarding how Councillors are to be involved in Legacy Lounge activities and the responsibilities associated with that involvement.*

Committee Recommendation No. 3

That whereas the City of Richmond has the ability to donate tickets to Olympic events to a registered charity; and

That whereas the Richmond Centre for Disability is a registered charity and has expressed a desire to receive tickets; and

That whereas they would like to use those tickets for fundraising purposes; and

That whereas those tickets can only be used for fundraising purposes with VANOC's express permission on a case-by-case basis, it is recommended that:

- (1) two tickets to a main/major Olympic event be donated to the Richmond Centre for Disability to be used for fundraising purposes.*
- (2) staff be directed to contact VANOC as soon as possible to obtain VANOC's permission for the Richmond Centre for Disability to use the donated tickets as an auction or raffle item at their fundraising dinner on October 3, 2009*
- (3) staff work with the Richmond Centre on Disability to make any necessary presentations to VANOC in support of the above request.*
- (4) staff report back to Council by mid-September, 2009 on the outcome of the request to VANOC.*
- (5) staff clarify with VANOC how donated tickets may be utilized by registered charities.*
- (6) staff consider assisting other groups in a similar manner.*

Mayor Malcolm Brodie, Chair
General Purposes Committee