



City of Richmond

Report to Committee

To: General Purposes Committee

Date: September 6, 2010

From: George Duncan
Chief Administrative Officer

File:

Re: Olympic Branding Strategy - Commemorative Book

Staff Recommendation

That the Olympic Branding Strategy - Commemorative Book be approved.

Lani Schultz
Director, Corporate Planning and Programs
(604-276-4129)

REVIEWED BY TAG	YES	NO
<i>CVC</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
REVIEWED BY CAO	YES	NO
<i>Acting</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Staff Report

Origin

The 2010 Olympic and Paralympic Games Strategic Operational Plan was adopted by Council in April, 2008. Among the many components of that plan was the Olympic Branding Strategy. As stated in the 2010 Plan, the goals of the Olympic Branding Strategy are to leverage status as an Olympic Venue City to enhance and raise Richmond's international profile and support tourism and economic development. The Olympic Branding Strategy objectives also include initiatives to maintain its Olympic Games involvement as part of Richmond's overall brand identity beyond the 2010 Games.

Analysis

The City of Richmond seeks to continue to leverage its association with the Olympics. In keeping with this objective, Staff are proposing creation of a high quality, coffee table book commemorating Richmond's involvement in the 2010 Olympic Winter Games and the Richmond Olympic Oval project.

This book will create a unique memento of the Games and be an important historical record that will complement other books of note that highlight aspects of Richmond's history such as *Child of the Fraser* or the numerous publications produced by the City of Richmond Archives. The project will also take advantage of the unique and extensive archive of Olympic-related photos collected by the City over the past eight years. It is estimated that the City has assembled in excess of 100,000 photos related to the Games and Oval. In July, Council approved a surplus allocation to allow for cataloguing of the City's 2010 Games-related photos. Creation of a book using this resource would broadly enhance the public access to and enjoyment of this historic collection.

The book will also provide additional recognition for Richmond's leadership and excellence in helping to host the Games and create an extraordinary gifting item that can be used for internal and external recognition purposes or for protocol and community relations-related gifting.

A City staff team with expertise in writing, book design and book publishing has been assembled to research the proposed book project and will be responsible for actually writing and designing the book. The coffee table book would be primarily photo-driven and is proposed to be 12" by 9.5" in dimension on a landscape-page format and approximately 120 pages in length, printed on a heavy bond, matte paper with a laminated full colour hard cover. It would be published by Friesens, a well-respected Canadian printing house, which uses environmentally-sustainable printing practises.

A print run of between 500 and 1,000 books is projected. The final print run would be dependent on pre-publication sales of books.

The Richmond News has indicated interest in partnering with the City to market the book to the public. The News would carry advertising and other promotion of the book in their newspaper and handle sales to the public on a cost recovery basis. The News has some expertise in book

sale projects through its affiliate newspapers. The City would also have access to The News' Olympic photos for use in the book, which would further increase the quality and comprehensiveness of the photos available for selection. This initiative also supports the City's objective of continuing to leverage the many successful partnerships that the City developed and/or enhanced through its involvement in the 2010 Games.

City employees and Richmond's registered 2010 volunteers would be offered the opportunity to purchase the book at a volume discount.

A small inventory of the books would be reserved for the use of Mayor and Councillors for official gifting and recognition requirements.

Staff's objective is to have the book ready in time for pre-Christmas sales and delivery. Ability to sell the book during the coming Christmas gifting season is essential to achieving significant public sales.

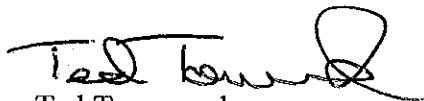
Financial Impact

The cost of the project is approximately \$15,000. Funding for this project is available from within the Olympic Branding Strategy budget so there is no impact on the general operating budget.

The opportunity exists to recover some of this cost through a proposed public sales program in partnership with the Richmond News, once their marketing costs are recovered. However, given the modest cost of the project and the fact that the number of book sales cannot be predicted in advance, Staff recommend that no sales revenue be included in the project budget at this time. However, should there be surplus funds at the end of the project, Council may wish to consider designating the funds be returned to general revenues, be used to support other Olympic Legacy initiatives or be donated to the Archives to support other historical publications.

Conclusion

A coffee table book commemorating Richmond's involvement in the 2010 Olympic Winter Games and the Richmond Olympic Oval project would create a unique memento of the Games and be an important historical record. It would also showcase the in excess of 100,000 Games and Oval-related photos in the City's collection and broadly enhance the public access to and enjoyment of this historic collection. The book will also provide additional recognition for Richmond's leadership and excellence in helping to host the Games and create an extraordinary gifting item that can be used for internal and external recognition purposes or for protocol and community relations-related gifting.



Ted Townsend
Senior Manager, Corporate Communications
(604-276-4399)

TT:tt