



General Purposes Committee

Date: Monday, July 20, 2009

Place: Anderson Room
Richmond City Hall

Present: Mayor Malcolm D. Brodie, Chair
Councillor Linda Barnes
Councillor Derek Dang
Councillor Evelina Halsey-Brandt
Councillor Greg Halsey-Brandt
Councillor Ken Johnston
Councillor Bill McNulty
Councillor Harold Steves

Absent: Councillor Sue Halsey-Brandt

Call to Order: The Chair called the meeting to order at 4:11 p.m.

MINUTES

It was moved and seconded
That the minutes of the meeting of the General Purposes Committee held on Monday, July 6, 2009, be adopted as circulated.

CARRIED

PLANNING AND DEVELOPMENT DEPARTMENT

1. **RICHMOND GRANT PROGRAM REVISIONS**
(File Ref. No.:) (REDMS No. 2655587)

It was moved and seconded
That the revised Richmond Grant Program (Attachment 2 of the staff report dated June 17, 2009 from the General Manager, Planning and Development) be adopted.

CARRIED

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BUSINESS AND FINANCIAL SERVICES

2. CANADA LINE INFORMATION & ADVERTISING DISPLAYS IMPLEMENTATION

(File Ref. No.:) (REDMS No. 2667847)

Amarjeet Rattan, Director, CPMG, circulated updated images of the proposed locations for the LED electronic displays along the Lansdowne and Aberdeen Station guideways (Schedule 1).

A discussion ensued and the following was noted:

- a cylinder type LED screen display had been proposed on the City right of way under the Canada Line guideway near the Brighthouse Station;
- a time period of five years may be too long for the program to be considered a “pilot program”;
- the City would receive approximately 3.5 hours of daily screen time, between all three LED displays;
- the City would be requested to provide a reasonable amount of notice to Lamar Transit Advertising Canada Ltd. (Lamar) regarding any new messages or revisions. However, public safety emergency bulletins may be displayed almost immediately;
- expenses related to the power consumption by the LED screens would be dealt with by Lamar;
- provisions for combating graffiti include protection of the guideway columns by using green screens; and
- the LED screens may pose a hazard to motor vehicles.

It was moved and seconded

That:

- (1) staff be directed to implement a program of Canada Line information and advertising displays as outlined in the attached report; and***
- (2) the General Manager of Business & Financial Services be authorized to execute the agreements in relation to the approved program.***

The question on the motion was not called, as Committee members expressed their views and concerns related to safety with regard to the advertising displays.

The question on the motion was then called, and it was **CARRIED** with Mayor Brodie, and Cllrs. E. Halsey-Brandt, and Steves opposed.

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CHIEF ADMINISTRATIVE OFFICER'S OFFICE

3. 2010 OLYMPIC GAMES RELATED BUSINESS AND MAJOR PROJECTS ACHIEVEMENTS

(File Ref. No.): (REDMS No. 2667154)

Lani Schultz, Director, Corporate Planning, circulated a synopsis to the subject report, (Schedule 2) and briefly reviewed the contents.

A discussion then took place about:

- the importance of providing this information to the public;
- the benefits associated with securing the right to use the Olympic rings rather than naming rights alone;
- the costs associated with funding the O Zone;
- the reporting of travel expenses incurred by City staff related to the Olympics and construction of the Oval;
- the feasibility of having staff provide updates to this report in the fall as well as after the 2010 Olympic Games;
- the feasibility of having staff provide a report on the benefits realized by Richmond residents from the Richmond Olympic Oval building; and
- the need to recognize the advisory committees that assisted with the development of the Oval.

It was moved and seconded

- (1) *That staff be directed to reformat this staff report and attached synopsis on 2010 Olympic Games Related Business and Major Projects Achievements to make it more suitable for publication and distribution for general community viewing;*
- (2) *That staff submit the reformatted version of this report for publication in the next City Page Section of the Richmond local newspapers in accordance with usual practice; and*
- (3) *That staff be directed to regularly update the information in this report, including a description of those who have contributed to the development of the Richmond Olympic Oval, and an outline of the Oval's Legacy value.*

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The question on the motion was not called, as in answer to a query, staff clarified that this report was intended to address financial accountability, and that another report highlighting the story behind the Olympic Oval was expected in the near future.

The question on the motion was then called and it was **CARRIED**.

ADJOURNMENT

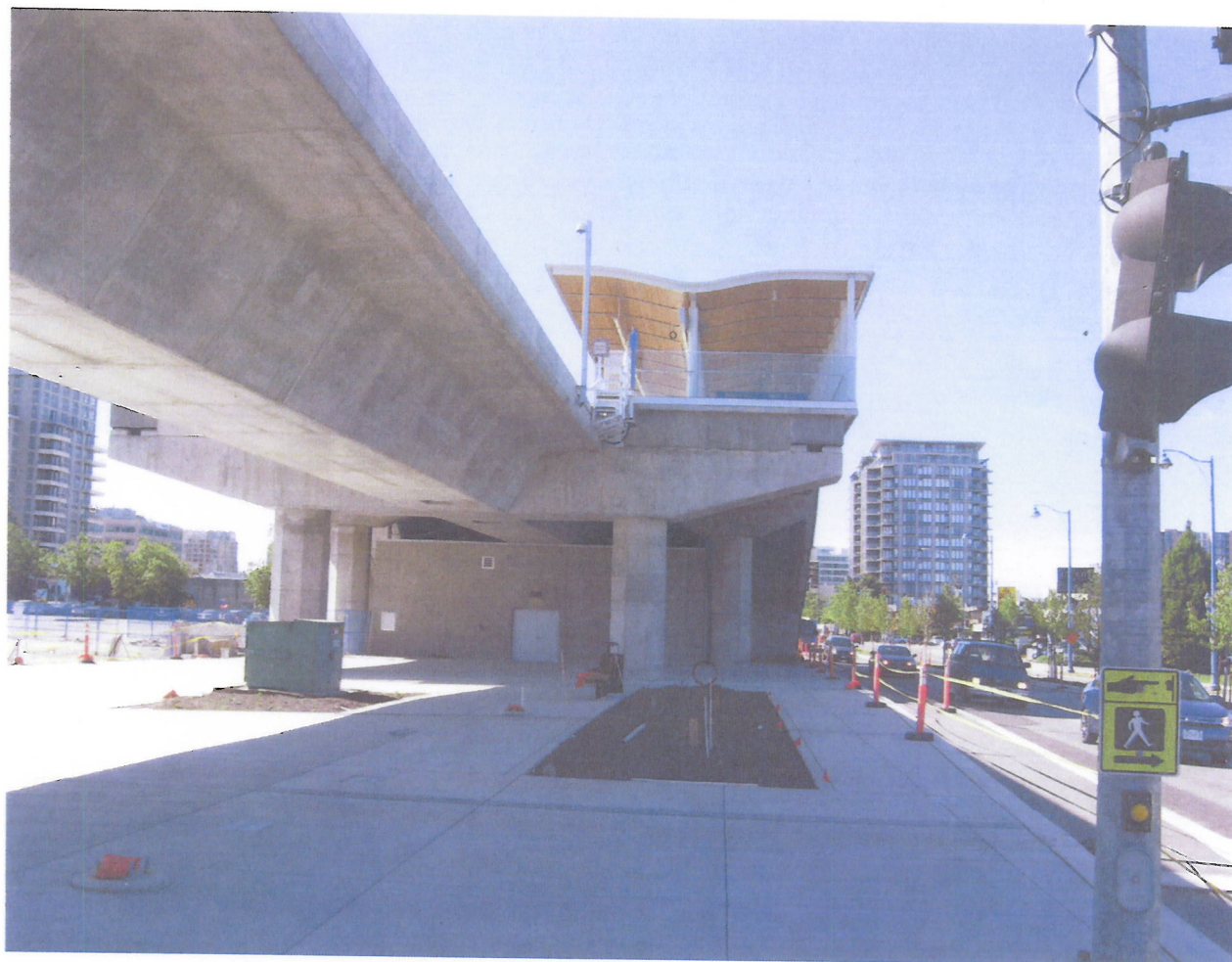
It was moved and seconded
That the meeting adjourn (5:05 p.m.).

CARRIED

Certified a true and correct copy of the Minutes of the meeting of the General Purposes Committee of the Council of the City of Richmond held on Monday, July 20, 2009.

Mayor Malcolm D. Brodie
Chair

Shanan Dhaliwal
Executive Assistant, City Clerk's Office



Lansdowne Station



Lansdowne Station



Lansdowne Station



Aberdeen Station



Aberdeen Station



Aberdeen Station

2010 Olympic Games Related Business and Major Projects Achievements

Synopsis

The size and overall complexity of delivering the Oval project, the 2010 Games operations and celebration site planning, and the Canada Line, have required City staff to manage major tasks that, to a great extent, fall outside the City's core area of business. Staff have also had to provide intensive oversight that often involved "business partners", governments and sport bodies from outside the local area, and had to establish a reliable network of experienced technical and Olympic Games-related partners and sponsorship experts with whom to consult. Travel and associated costs incurred to conduct these technical consultations and negotiations attracted significant media attention and eventually became a source of considerable controversy.

Unfortunately, only the cost, as opposed to the many benefits of this important aspect of how we have managed the Olympic Games and major projects-related responsibilities has become the main focus of attention. Further exacerbating this dynamic, is a general lack of understanding or awareness of the full scope and details of Richmond's 2010 Plans. There is a perception of excessive spending that remains unanswered mostly because we do not promote either the full cost/benefit picture or the full value equation when we come forward seeking funding. In short, while we have successfully delivered on the vision of the Oval, we have failed to successfully communicate the many related significant achievements of our Olympic story. Staff acknowledge that there is much room for improvement, but there is also much to celebrate.

The City staff report prepared for the July 20th, 2009 General Purposes meeting entitled "2010 Olympic Games Related Business and Major Project Achievements" outlines the broader, successful picture of Richmond's Olympic story to date, and perhaps will provide some perspective or context on the various recent staff recommendations that would have imposed additional Olympic Games related costs on the City. Highlights include:

- oval project delivered on time and on budget in the most challenging construction market ever experienced in BC.
- It is acknowledged that the City's costs which were budgeted for the original O Zone plan at \$10,000,000, represents a significant expenditure for an ambitious plan. However, the plan was developed with an expectation that the Federal Government would make a financial contribution similar to what they provided to Whistler and Vancouver who each received \$10 million. It should also be taken into consideration that the context within which the plan was developed was that the City's overall 2010 Olympic Games related business and revenues targets that were set as part of the initial Oval bid and Games plans, had just recently been exceeded by a minimum of \$132.5M, including:

Base Oval Project Financial Plan Targets & Results

Source	Target	Outcome	-Under Targets/ +Exceed Targets (Added Benefit to City)
Oval Land Sales	\$ 43 M	\$141 M	+ \$98 M
Senior Government Commitments to Capital Cost	\$60 M	\$66.6 M	+ \$6.6 M (see table below)
GOT Legacy Fund – allocation/contributions to offset operating costs	\$35 M (min.)	\$62.9 M	+\$27.9 M
		TOTAL	+\$132.5 M

The exceptional results achieved in exceeding approved revenue targets presented in the above noted chart represent real direct cash benefits to the City, and should be included and considered as part of the assessment of any of the major various components of the City's participation as a partner in the 2010 Olympic Games.

- Increased capital contributions from senior governments /VANOC of \$6.6M over original \$60M commitment, as follows:

Summary of Increased Capital Contributions from Senior Governments and VANOC

VANOC	Aboriginal Art	\$ 200,000
VANOC	Grant for Sustainability	\$ 1,000,000
Province of BC	Spirit Square (Plaza)	\$500,000
VANOC	Rona	\$ 1,000,000
VANOC	Accessibility funding	\$ 128,000
VANOC	Advancement of Team Canada Room	\$ 150,000
VANOC	Contribution to Legacy Lounge	\$ 500,000
VANOC	Improvements to tenant space as a result of the Doping Lab Agreement	\$ 1,000,000
VANOC	Miscellaneous contributions	\$488,000
FII Grant	Wood Roof	\$ 1,500,000
Donation	Rowing Tank	\$100,000
BC Hydro	Grant	\$ 36,000
Total		\$6,602,000

- Secured the use of the Olympic rings and Richmond is the only 2010 Olympic venue that has the rights to use the rings beyond the Games period. We are also one of only 2 venues that retains the "Olympic" name, post games – sponsorship consultants assessed this value at over \$10M.
- Secured Holland/Heineken House for the City's O Zone with an estimated overall value added to Richmond's O Zone program of \$5M in activation costs, excluding consideration of the value of any economic spin-offs.
- In addition to the above noted capital and sponsor funding, secured an additional \$7.6M in alternate funding from various external sources for the oval.
- Direct benefits derived from Olympic Oval travel far outweigh the costs by a \$43 return for every \$1 spent on Olympic travel since winning the Oval bid, as follows.

Verified Direct Benefits Derived from Olympic Related Travel

Direct Benefits derived from Travel	Received or Confirmed Cash	Budget Relieving VIK	Cost Reduction/Avoidance	Total Value
Heineken House		\$5,000,000		
Getting to Know Richmond Sponsor Funds	\$1,000,000 USD			
Use of Olympic Rings		\$10,000,000		
Use of Non Olympic Sponsors in Oval	\$1,625,000	\$500,000		
Reduction of Oval Foot Print			\$1,900,000	
Totals	\$2,625,000	\$15,500,000	\$1,900,000	\$20,025,000