



City of Richmond

Report to Committee

To: General Purposes Committee
From: Jeff Day, General Manager,
Project Development & Facilities
Management

Date: September 29, 2009
File: 01-0340-25-
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Re: **The City of Richmond Olympic Plan Update**

Staff Recommendation

That the City of Richmond Olympic Plan Update as outlined in the report dated September 29, 2009 from the General Manager, Project Development & Facilities Management, be received for information.

Jeff Day, P.Eng
General Manager, Project Development & Facilities Management
(604-276-4019)

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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

With less than five months until the Torch Relay and the O Zone arrival at Richmond Minoru Park, staff continue to advance and refine the City of Richmond Olympic Plan to ensure Richmond delivers an outstanding Games experience for residents, athletes, visitors and media.

This report has been prepared in follow up to the Council report dated May 27, 2009 and recaps critical projects within the City of Richmond Olympic Plan. It will provide Council with an update on the progress of these projects, and will outline some of the key final steps of Richmond's journey as a Venue City and an official celebration site for the 2010 Winter Games.

Accomplishments and Key Changes

1. Torch Relay

The first event at the O Zone will be the Olympic Torch Relay celebration. As a Celebration Community for the Vancouver 2010 Olympic Torch Relay, the City of Richmond, along with VANOC and the Torch Relay sponsors, will host a two-hour special event at the O Zone on February 9, 2010 from 7:00 p.m. to 9:00 p.m. This special event will feature main stage performances by local and professional entertainers, complemented by roving street entertainment that will be highlighted by the arrival of the Olympic torch after an inspiring journey of 40 kilometres through Richmond.

The torch arrives in Richmond in the late afternoon of February 9, 2010. Up to 70 torchbearers will carry the flame through Richmond city streets over a period of several hours. (For security purposes, the route will be announced closer to February 9, 2010.) The torchbearer selection process is now closed and VANOC is working with partners to assign routes. All torchbearers for Richmond have been confirmed.

2. The O Zone

As a Venue City, Richmond enjoys the privilege of producing one of the official 2010 Winter Games Celebration Sites. Staff are working closely with VANOC and liaising with other celebration sites to coordinate and streamline efforts, while maintaining our unique identity: The Richmond O Zone.

The O Zone is one of the most important components in the City of Richmond Olympic Plan to help achieve the City's Olympic and Community goals. Produced by the City of Richmond, the O Zone is a live celebration site in Richmond City Hall and Minoru precinct that will be open to the public for Olympic viewing, family fun, entertainment, activities and more, and will be all free of charge—during the 2010 Winter Games. The O Zone plans are advancing well towards our goals of creating a dynamic, exciting and memorable Olympic experience for Richmond residents and visitors alike. Not only will the O Zone showcase Richmond to an international audience, it will offer all Richmond citizens, especially those without tickets to sporting events, an amazing and full Olympic experience. The O Zone is shaping up as an important catalyst for building and strengthening Richmond volunteer capacity for the future and will undoubtedly foster pride in our city for our residents and businesses.

a. The O Zone Experience:

The O Zone will be a 17 day event, running from February 12-28, 2010 in Richmond City Hall and Minoru precinct. It will be a very active animated celebration that offers residents and visitors a high quality, secure family experience, showcasing Olympic events, athletes, live performances, and host arts and culture. Schedules and content for O Zone activities are being built around Games-time events with live programming featuring the very best in local, national and international performing artists.

All O Zone events are open, accessible and free of charge, making the Olympic experience affordable for everyone. On screen programming on large LED screens distributed throughout the site will showcase Olympic events and track the progress of Canadian athletes. Guest services in the O Zone will include information, security, washroom facilities, merchandise food and beverage services, and much more. The proposed hours are Monday through Friday 3:00 p.m. to 11:00 p.m. and Saturday and Sunday noon to 11:00 p.m.

b. The O Zone Activities and Attractions:

Among the confirmed attractions in the O Zone:

Holland Heineken House (HHH)– this venue is a very well recognised and sought after venue of the Games. This Dutch Nation House provides a home away from home for all Dutch visitors and locals to experience true Dutch hospitality. Minoru Arenas will be transformed into an exciting destination for residents and visitors alike.

Ice Art World Sculptures – a spectacular site to see large blocks of ice transformed into magnificent sculptures. A venue where the camera is a must.

Ice Gate by Gord Halloran, - Gord Halloran's art has attracted over 170,000 people in Chicago. This majestic ice wall spans 100 feet long and 12.5 feet high. It is art in motion as the pieces melt and the artist reconfigures his masterpiece.

BC Lottery Corporation Interactive Games Dome – this venue is comprised of four large tents, which allow our residents to experience four winter sports in a non-competitive environment. Participants will be able to experience what an Olympic bobsleigh athlete experiences as they travel at great speeds down the track.

c. The O Zone Main Stage

Over the past two years VANOC has worked with the national and international performing arts communities to deliver an exceptional 2010 experience. Staff are taking advantage of these artists along with Richmond's local artists to establish theme days throughout the 17 days. For example, World Bash Day will begin with "Bring Your Own Drum" (BYODrum) featuring Vigari, Nisga'a, Hugh Boyd and Steveston Tera Taiko Drummers, ending with the Spirit of Uganda and Vieux Farka Toure. Another themed day is "Richmond Under 21" where the Richmond Honour Choir, Showstoppers, Peyton Rector and Youth Concert Band will all perform. As the Olympic events will be broadcast on our large LED screen we will balance our main stage performances with the Olympic events.

The overall program continues to be refined as staff streamline these operational details and confirm final elements with the performers. Staff are also finalizing the myriad of back-of-house details required to ensure a smooth operation and excellent service to our visitors. Installation will begin January 25, 2010.

d. The Ice Zone

One of our main draws was an outdoor skating rink with LED lighting in the tent ceiling and ice performances. Through some further investigation staff discovered an outdoor skating experience that will be unique to Richmond and the lower mainland and is more cost effective. Today's ice making technology enables us to offer an authentic Canadian outdoor skating venue, on real ice, with no weather protection needed. The rink itself will be configured similar to a free-formed loop with some warming stations for comfort around the rink.

e. Richmond City Hall

Richmond City Hall, as the main entrance, offers an ideal venue for themed exhibits. These will include the history of skating from the Museum of Civilization; the evolution of speed skates from Speed Skating Canada; and children's art from Culture, Education and Drug Free Sport. Along the upper road way will be the Gordon Halloran Ice Gate.

f. Hospitality Program

The O Zone is providing three options for Richmond businesses to host their guests, clients and families during the Games. These opportunities range from a Private Hosting Suite, Executive Lounge and Private skating on our outdoor ice rink. With assistance from the Richmond Chamber of Commerce, a number of key target markets have been identified and contacts made. To date there are four corporations that have committed to hosting at the O Zone.

g. Richmond Public Library

Our library will be transformed into the "International Living Room" where residents, visitor and guest can relax in a living room atmosphere, read their local newspapers on line, contact family and friends at home through the internet, or get to know Canada through film. The Library is working with the Vancouver Sun and Province newspapers, as they are producing historical front pages to follow the major milestones of the Olympic Games journey. The Book Crossing program will begin at our library where a person can register their book on line and leave it for another person to pick up and take with them. This program will allow one to track their book's journey around the world.

3. Marketing and Promotion

The first phase of the marketing and promotion of the O Zone has been launched, with logo and branding development, community outreach at various summer festivals, a website, contests, giveaways and more. Tourism Richmond is engaged in many of these efforts to ensure the most cost effective market reach and our tourism objectives are met. A media kit and expanded website is proposed to be launched to targeted media throughout British Columbia and the Pacific Northwest on October 5, 2009 in advance of other media announcements planned by other celebration sites.

4. Sponsorship

Staff have been successful in negotiating seven large sponsors, with seven pending agreements. Mounting a full and electrifying program becomes even more critical as the economic climate has affected the marketing plans of corporations, many of which are downsizing their presence at the Games. Fulfilling sponsor expectations for a mutually beneficial activation is key. The following is a summary of confirmed sponsors.

Sponsor 1	Confirmed as Warming Station Sponsor.	\$120,000	Cash
Sponsor 2	Confirmed as fireworks sponsor	\$150,000	Cash
Sponsor 3		\$100,000	Supply of Product
Sponsor 4		\$45,000	Supply of Product
Sponsor 5		\$100,00	Supply of Service
Sponsor 6		\$15,000	Cash

Negotiations are still on going with other official sponsors, however final decisions on agreements are taking longer than expected.

5. Budget

The City is working to maximize the investment of \$6.3 million supplemented by the Tourism Richmond contribution of \$2 million. Additional resources are being secured through sponsorships (both cash and in kind) and revenue from sources such as food and beverage and merchandising. In addition to this investment and revenues from other sources, the city is capitalizing on partnerships that add significant value to the overall programs being delivered such as partners, activity in the O Zone (HHH and BCLC), and a significant value that will be realized through earned media. All of these contributions will create a significant Return on Investment for the City of Richmond for years to come. The budget currently includes a 3.13% contingency, which is low for this kind of project; however staff are continuing to look at reductions in expenditures as well as strategies to increase revenues to increase the contingency.

6. Community Engagement Programs

The City of Richmond is facilitating a number of programs and are working with key community partners to ensure that local citizens, businesses and community groups maximize the opportunity to benefit from the Games.

Paint the Town Red - this national program by the Canadian Olympic Committee was formally unveiled in late September 2009 in several key locations across Canada including the City of Richmond. The program goals are to: inspire our nation; create winning conditions for our athletes; create a festive atmosphere for our fans; and engage all Canadians with a sense of being part of 'the team'. Imagine No. 3 Road where all the storefronts are covered with red or have Canadian flags flying proudly.

The Richmond Chamber of Commerce is playing a primary role in taking this program to the business community in Richmond. The not for profit sector, including our Community

Associations, will be encouraged to support the program and involve as many Richmond residents as is possible.

Richmond Business Opportunities – a package of options to support business development building on our Venue City status is being developed by staff and the Richmond Chamber of Commerce. These options will be presented to businesses this fall in various forums.

Child and Youth Engagement - the City is supporting the Richmond School District and other schools in developing programs for children and youth that encourage learning and participation of Olympic Game themes. One of the highlights will be the participation of more than 3,000 children in a mass choir at the O Zone on Opening Day.

Host Family (Home Stay) Program - a local community committee is working with Speed Skate Canada to provide home-based accommodations for families of the Canadian Speed Skating team and international teams during the Games.

Spirit of BC - the Council appointed Spirit of BC Richmond Committee is one of a network of more than 90 established in the province. This committee has provided support for numerous community celebrations, ensuring information is provided about the Games and community spirit is acknowledged. The committee, working with sponsors and partners, has facilitated two information/participation programs that have toured the schools in the City.

7. Communication

Staff and volunteers have participated in a number of events including the Steveston Salmon Festival, the Richmond Maritime Museum Festival, Pacific National Exhibition, BC Seniors Games and other community events providing information to the community about the O Zone and the City's other Olympic activities. These events were attended by over 500,000 people. Staff have made a number of presentations to various community stakeholder groups and hosted an Open House October 1, 2009 at the Minoru Seniors Centre for seniors groups and area residents. A public Open House is planned for October 8, 2009 at Richmond City Hall along with a presentation for key community stakeholders. These types of events will continue as we build towards the games.

8. Volunteer Recruitment

There has been excellent response and excitement from our community as they have come forward to volunteer for the O Zone. We have now reached our volunteer recruitment target, at 900 keen and committed volunteers, and are entering the next phase of screening, orientation, leadership training and placement. Training for volunteer traffic control persons is underway.

9. Getting To Know Richmond Program

The "Getting to Know Richmond Program" is moving forward with confirmed displays that will highlight Richmond's agricultural, transportation and high tech industries. Discussions are continuing with other possible participants which will result in a series of visual spectacles that will be placed in prominent locations. It is anticipated that these displays will become major attractions during the games period and create extensive media coverage and recognition of Richmond.

Financial Impact

There is no financial impact of this report.

Conclusion

The City of Richmond is maximizing its Venue City status in a full and strategic manner to ensure lasting legacies and memories for our residents. This report recaps some of the project and updates Council on the many programs and initiatives underway to deliver our live celebration site to our residents and also establish positive legacies for the City of Richmond.

Staff will continue to update Council as additional information becomes available.



Anne Stevens
Senior Manager, Richmond Olympic Programs
(604-276-4273)