



To: General Purposes Committee **Date:** December 2, 2009
From: Lani Schultz **File:**
 Director, Richmond Olympic Office
Re: 2010 Games City Olympic Hosting and Protocol Program Update

Staff Recommendation

That the 2010 Games City Olympic Hosting and Protocol Program Update (as outlined in the Staff Report dated December 2, 2009 from the Manager, Community Relations and Protocol and the Senior Program Manager of CPMG), be approved.

Lani Schultz
 Director, Richmond Olympic Office
 (604-276-4129)

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

Staff Report

Origin

As part of the City's Olympic related programs and activities, Council approved hosting and ticket allocations programs, aimed at leveraging the opportunity to derive the greatest amount of community benefit for our City. This report is provided at Council's request to further define and clarify the specifics of Council's commitments, activities, obligations and schedules for fulfilling these programs during the 2010 Games.

Background

The City of Richmond is one of three municipal partners preparing to host the Games in February 2010. When the City first made the decision to participate in the Games through the \$500,000 contribution towards the Olympic Bid, it was based on the rationale that the Games would be good for the region and the local economy, and that the bid contribution was an investment in this agenda. Richmond would realize an economic impact benefit from this investment. When the City bid for the Olympic Speed Skating Oval, in addition to acquiring a world class community facility, the bid was once again predicated on enhancing the economic benefits to be realized through the Olympics coming to the region, and the consequential significantly enhanced opportunity to bring some of these benefits closer to home in Richmond. Further, when the City chose to become an official venue City, it was, once again, based on the opportunity to enhance the local economic and community benefits related to this official status.

Given the City's status as an Olympic partner and venue city, there are certain opportunities, standards and obligations required of each partner related to hosting. City leaders will play a key role in representing not only the City, and the VANOC team but also Canada. Consistent with the rationale for Olympic investment to date, staff are recommending that Council approach the City's hosting program based on criteria that reflect a return on the City's investment (ROI) through economic benefits, community legacy and community development for Richmond.

Analysis

As reported in the 2010 Games City Olympic Hosting and Protocol Program in July 2009, there are many opportunities for Richmond to advance long term strategic and legacy objectives through hosting and developing business relationship through the Games. The City made a decision to become a Venue City primarily due to the dramatic increase in potential for the community to realize significant positive economic impact from the 2010 Games. The priority areas through which the enhanced level of economic impact and ROI would be attained include Economic Development, Tourism, Sport Hosting/Tourism, and Community Legacy. Realizing these benefits are a major goal and component of the City's Olympic hosting program.

Given the above, the economic times, the number of other hosting programs surrounding the Games, our existing Olympic commitments, our own Olympic objectives, and other unique programs that the City will be staging, staff are recommending a significantly smaller, strategically targeted hosting program. The recommended program responds to five primary objectives:

1. Pursuing economic development, sport hosting and tourism opportunities associated with the 2010 Winter Games
2. Fulfilling our roles and obligations as a Venue City
3. Developing Community Legacy
4. Reciprocation for courtesies, information sharing and in-depth technical assistance extended to Richmond which contributed to the high level of success the City achieved during the design and construction of the Richmond Olympic Oval.
5. Intergovernmental/Dignitary Hosting that further City Objectives

Description of Hosting Programs Involving Council and the achievement of the above objectives:

There are a number of hosting priorities that will need to be met by the City. Some are essential, while others are less imperative but will be beneficial. These events will take many different forms, including large and small receptions, formal and less formal events, one on one meetings and courtesy calls, and shared hosting events as well as Richmond exclusive events. Combined, these events will require significant involvement of all members of Council, and this report seeks to clarify the opportunities and roles for Council during the Games in the hosting program. Council has the ability to choose many of the hosting events it will be involved in, and the candidates it wishes to engage with at hosting events. In a previous report approved by Council, it was agreed that hosting candidates for the city's 1050 tickets to the Oval Legacy Lounge would be selected from three groups of people including:

1. Richmond Community Leaders
2. Unaccredited Dignitaries
3. Supporters of Richmond

However, within the above categories, there are huge numbers of potential candidates from which to choose. In addition, Council has several other venues and opportunities for hosting activities beyond the Legacy Lounge. To help create a hosting plan that is both manageable and effective, staff are recommending that in addition to the above groups, Council's selection for hosting invitations be guided by the five primary objectives of the hosting program as listed above.

Types of Hosting Events and Activities

Hosting events that Council will be involved in leading up to and during the Games can be summarized as follows:

a) "Shared Hosting" Events including Partner Obligations

Similar to events that occurred in Torino at BC Canada Place and Beijing at BC Canada Pavilion, there will be both individual and shared hosting opportunities and formally organized receptions for Richmond with other Olympic partners such as the Canadian Olympic Committee, Speed Skating Canada, the Federal and Provincial Governments, the City of Vancouver and Resort Municipality of Whistler. This allows for sharing resources while ensuring the greatest exposure for the cities and advancing joint objectives. There will also be an expectation that Richmond will send representatives to events such as the Opening of Holland Heineken House,

or the 2010 Games Mayor's Reception for hand over to Sochi 2014. Events in this category will take place in a variety of venues located in Vancouver, Whistler and Richmond.

b) Hosting by Invitation in the Richmond Olympic Oval – Legacy Lounge

Richmond has a unique opportunity to host guests in the Legacy Lounge in the Oval. The City has a total of 1050 tickets available for this venue. The Legacy lounge offers a very exclusive opportunity for guests to view an Olympic event in the catered, comfortable and unique setting of a world class building, which few attending the games will be afforded. Staff are suggesting that the legacy lounge be the "premier" hosting venue for Council, to host select groups of guests who have contributed or have the potential to contribute significantly to the City's Olympic objectives of economic development, tourism, sport hosting/tourism, and community development objectives. It will also serve as an excellent venue in which to show our sincere appreciation to those who assisted and supported the City. The lounge, which is shared with VANOC is the topic of ongoing discussions between staff and VANOC, in efforts to secure three dedicated Richmond days with 200 tickets each day in the Oval Lounge, and six additional days with an allocation of 75 tickets per day, in order for Richmond to pursue its business goals.

Access to the Oval Legacy Lounge is an exclusive privilege, by ticket only. VANOC accreditation without a ticket will not secure access to the Oval Legacy Lounge. Guests will be required to access the Oval through the security gates, and once in the Oval, will be directed to the Lounge. Lounge operating hours will be 2 hours prior to an event and for 1 hour after. Hosting opportunities on event days can range from 3 to 5 hours depending on the length of the daily event. The duration of competition events ranges from approximately one to three hours.

c) Hosting by Invitation in the O Zone – Executive Lounge and City Hall

The O Zone will be a dynamic celebration place for the City during the 17 days of the Games. Council will be hosting community leaders, visiting dignitaries and business leaders to share the O.Zone experience and help to showcase Richmond. As well, there is an expectation that the Mayor and/ or representatives from Council be available for courtesy calls from visiting delegations, especially those delegations at a municipal level. Hosting events and activities will take place in both the O Zone Hosting area as well as at City Hall. Staff are recommending that at least one member of Council provide a welcome to guests at the O Zone each night in accordance with City protocol guidelines.

Council may also have an opportunity to host events in the Oval Waterfront Lounge currently being investigated by staff. There is possible cost offset for the hosting program through any net revenues gained by hosting in the Oval Waterfront Lounge.

d) City-Hosted Receptions and Events (at venues other than the Legacy Lounge)

Currently scheduled events for Richmond Council to host during the Games include:

- Torch Relay Celebration (February 9)
- Fall in Love with Richmond Event (February 14)
- BC Streets Council Reception (February 19)
- Speed Skating Canada Team Celebration Event (February 27)
- Sport Hosting Reception for Attracting Future Events to Richmond (TBA)

e) City Tours

Tourism Richmond is taking a lead role in establishing city tours to showcase Richmond to national and international visitors. They have created 3 familiarization tours that will focus on culture and heritage, business and other unique features of Richmond.

Tours will also include Richmond stories and will be an ideal opportunity for personal tours of high-level dignitaries and business leaders to improve the exposure on an international scale. There is an opportunity for Mayor and Council to participate where appropriate.

An illustrative signage program is being developed in order to showcase Richmond stories and promote Richmond as a fun place to work, live and visit. The signage will be at select tour destinations to enhance the experience for Richmond hosted delegations as well as for those visitors experiencing the City in a self directed way.

f) Delegations by invitation or partner obligations

The Protocol Operation Centre is jointly operated by the City of Vancouver, Resort Municipality of Whistler, The City of Richmond, the Province of British Columbia, the Government of Canada, the Four Host First Nations, the RCMP and VANOC. The Centre will be operational in January 2010 at Coal Harbour Community Centre in Vancouver. Members of the Protocol Operations Centre jointly coordinate an estimated 1500 unaccredited dignitaries and business leaders and select accredited dignitaries where appropriate. All partners have the opportunity of inviting delegations and having all the partners contribute to their itineraries based on the interest and goals of each. Given this, staff are recommending that Council use the economic development, sport tourism and hosting, tourism, and community legacy and development criteria for selecting hosting opportunities through the Protocol Program.

Recommended Hosting Program for Richmond:

As previously articulated, staff are recommending a hosting program that responds to the following key categories:

1. Pursuing economic development, sport hosting and tourism opportunities associated with the 2010 Winter Games
2. Fulfilling our roles and obligations as a Venue City
3. Developing Community Legacy
4. Reciprocation for courtesies, information sharing and in-depth technical assistance extended to Richmond which contributed to the high level of success the City achieved during the design and construction of the Richmond Olympic Oval.
5. Intergovernmental/Dignitary Hosting that advances City Objectives

Following are the details of the hosting strategy proposed for each of these categories:

Category One: Pursuing economic development, sport hosting and tourism opportunities associated with the 2010 Winter Games

a) **Economic Development:** Under the Economic Development Criteria, there are many hosting candidates for Council to consider. With regard to business development, the 2010 Winter Games offer a significant opportunity to showcase Richmond as an excellent place to do business and invest. The proposed hosting program for economic development include promoting business attraction and retention; developing new market opportunities for Richmond businesses; and assisting Richmond business with "business to business" opportunities. Recommended business sectors in Richmond for Council to target include aviation, agriculture, transportation, software development, wireless, sustainability, manufacturing, tourism, life sciences and retail.

Within the context of economic development, a variety of hosting opportunities exist. One such opportunity is leveraging the Metro Vancouver Commerce 2010 Partnership Investment program, in which the City has already made a financial contribution to be a participant. Through this program, in-depth research into business development opportunities for the region has already taken place, and invitations top national and international candidate companies interested in investing in the Metro Vancouver area have been sent. The City of Richmond is one of nine municipalities participating in this program to which Western Economic Diversification contributed over \$800,000. The exact day-to-day schedule and final list of inbound companies are currently being finalized. The program is currently over 60% subscribed and continues to recruit pre-qualified and screened companies in three broader sectors - environmental, business services and technology - from Northern Europe, Asia and the United States. Close to 15% of the MVC invitations to date have been extended to foreign executives with pre-existing interest in doing business in Richmond or with Richmond businesses. These invitees are strong investment prospects for the Metro Vancouver region, and hosting them in Richmond provides an opportunity to showcase Richmond as a business destination, and establish individual business-to-business association with local Richmond businesses. Given the strong economic development prospects of this program for Richmond, staff are recommending the following hosting program be established for this opportunity:

- Hosting in the Legacy Lounge - 100 passes
- Hosting at the O Zone - 100 passes
- MVC opening and closing receptions (Richmond invitations - 3 elected officials, one senior staff member and one MVC Directors.

Staff recommend that these allotments of tickets be made on the premise that MVC participate in the full complement of activities in Richmond which include the Legacy Lounge experience, followed by a hosted reception exclusively with Richmond City Council and staff that provides Council and staff an opportunity to showcase and speak to Richmond as a great place to do business, followed by a trip to the Ozone and Heineken House.

b. **Tourism Development**

History has shown with previous Olympic Games cities that significant growth in tourism occurs if there is a comprehensive strategy in place for pre, during and post Games. Tourism Richmond is a significant partner in the 2010 Hosting and Protocol Program and will lead City tours for dignitaries and business leaders to help develop Richmond into an international tourism destination. Tourism Richmond has invested significant resources in creating legacy for

Richmond and been a good partner in planning for the Games. Part of that investment includes marketing Richmond effectively and inviting political decision makers, national tour operators and others to Richmond during the Games to increase markets opportunity. They have also invested \$2 million in the Richmond O Zone. Targets of the Tourism program include United States, Canada, Korea, United Kingdom, China, Netherlands, Germany and India.

Given the potential significant benefit to the City's tourism and economic development objectives, staff are recommending the City continue to work with and support Tourism Richmond's Olympic efforts. Tourism is currently taking the lead in hosting Tourism clients, and have established an ambitious plan for the Games. A significant delegation of Federal Tourism political representatives (the Canadian Tourism Commission) and national tour operators have been invited. This program targets media and convention markets as well as other tourism objectives. Staff are recommending the City support this program for Tourism to host its clients as part of the Legacy Lounge, the O Zone Executive Lounge, and the Fall in Love with Richmond Reception. The original request from Tourism was for 50 tickets in the Oval Legacy Lounge for this program. Staff believe this is a very valuable program for Tourism in Richmond, however given the limited number of tickets for the Lounge, we are recommending the following resources be allocated to Tourism Richmond to host these clients:

- Hosting in the Legacy Lounge - 30 passes
- Reception invitations

In addition to the above program, Tourism also requested an additional 90 tickets for the lounge for pursuing opportunities with local tourism businesses and hotels, tourism media representatives and agencies that would result in an increase in Tourism for Richmond post games. With increased tourism for the City a key goal to the City's Olympic programs, staff recommend that the allocation of 50 passes to the Legacy Lounge to Tourism Richmond be made for these endeavours. All ticket allocations to Tourism Richmond would be based on the following conditions being met:

- The passes are intended to go to representatives of businesses and agencies that have potential to bring benefit to Tourism sector. Therefore, the number of passes to be allocated to Tourism staff or board members should be limited to 3.
- Richmond tourism will submit a list of the agencies that tickets are to be allocated to, to ROBO staff for verification based on Council's criteria for this category. It would be understood that these tickets would not be transferable, and any changes to this list would require City approval as well.

It should be noted that China and Canada have just completed an agreement which opens the tour markets between the countries which will enhance the opportunities significantly.

c. Sport Hosting Development

At the January 19, 2009 Council Meeting, a resolution was passed to develop a Sport Hosting Strategy. With the long-term goal to be a destination city for Sport Hosting, the Games is an ideal opportunity to showcase Richmond when many of the national and international sport federations are present. Targets for this category of hosting include:

- Canadian Olympic Committee
- Canadian and International Sport Federations
- Partner and Olympic Sponsors

- Sport Leaders from: USA, Pacific Rim Countries (China, Taiwan, Korea & Japan), Germany, United Kingdom, Netherlands, Norway, Switzerland and Italy
- Dutch Olympic Committee

To facilitate networking and the realization of potential sport hosting and tourism benefits, staff are recommending the following strategy:

- Hosting in the Legacy Lounge - 70 passes
- Hosting in the O Zone Executive lounge - 40 passes
- Targeted Reception invitations
- City Hosted invitation

Category Two: Fulfilling our Hosting and Protocol Roles and Responsibilities as a Venue City:

As an Olympic Partner and Venue City, there is an expectation for the City to participate in hosting activities. In fulfilling our obligations, staff will be working with the Olympic partners to match hosting opportunities and duties with Richmond objectives. Examples of hosting candidates in this category would include Mayors or Ministers being hosted by other partners, federal and provincial government representatives, members of the IOC, future Olympic and bid cities.

The Hosting strategy for this category includes:

- Hosting in the Legacy Lounge - 40 passes
- Targeted Reception Invitations
- Shared Hosting Events in Richmond/Vancouver/Whistler

Category Three: Developing Community Legacy

Community stakeholders have played an integral role in supporting the development of the Oval, and providing input on the Legacy vision for its post games legacy operations. Council now has the opportunity to celebrate existing community connections and contributors who have helped to make the Oval a reality. In addition, Council has the unique opportunity to host representatives of Richmond's community stakeholder groups. It is proposed that one of Richmond's Legacy Lounge days be dedicated to celebrating community and recognising their contributions. The Hosting strategy proposed for the Community Legacy category includes:

- Celebrating Community Day in the Legacy Lounge -175 passes
- Hosting in the O Zone Executive lounge - 40 passes
- Targeted Reception by invitations

Category four: Reciprocation for courtesies, information sharing and in-depth technical assistance extended to Richmond which contributed to the high level of success the City achieved during the design and construction of the Richmond Olympic Oval

The City must not lose sight of the accomplishment of completing the oval on time, on budget and at an world class standard, at a time of unprecedented economic crisis. Over the past five

years, the advice the City has garnered from various contacts with regard to the design and construction and operation of the speed skating oval, in addition to the challenges and opportunities of being a venue City has been invaluable and instrumental in our success. This has been very important for the City as there are very few speed skating ovals built around the world and expertise in this niche is unique. The cost savings from learnings, especially from the Torino experience in 2006, has been substantial. Richmond has also studied the impacts, challenges and opportunities associated with hosting the Olympic Games.

During this time, the City has been hosted graciously and informatively by a number of organizations and individuals, including past Olympic Cities and cities with successful and unique operations of facilities with similar goals as the Oval. It is now time for Richmond to recognize and reward some of those people who made significant contribution to our success and to reciprocate by allowing others to benefit from our knowledge and experiences as Richmond takes its place amongst the prestigious network of Olympic Cities.

Richmond will also be responsible for supporting the IOC Observers Program as they participated in the Observers program in both Torino in 2006 and Beijing in 2008. There will also be new opportunities developed during the Games that Richmond will need to be able to respond to in order to develop post Games leverage.

Examples of candidates in this category include professional and technical staff from other oval projects, sport marketing leaders who have provided advice to the City, and CAO's of past Olympic Cities and Organizing Committees.

In responding to the above, the recommended Hosting Plan for this category includes:

- Hosting in the Legacy Lounge – 50 passes
- Hosting in the O Zone Executive lounge -100 passes
- Event Tickets as required
- Reception invitations

As well, the City's success with regards to its Olympic program, facilities and legacies has been enriched by a number of sponsors, volunteers, agencies and individuals. The recommended hosting plan for this group includes:

Sponsors of the Richmond Olympic Oval

- Hosting in the Legacy Lounge - 10 passes
- Hosting in the O Zone Executive lounge - 10 passes
- Reception invitations

Sponsors of the O Zone

- Hosting in the Legacy Lounge - 10 passes
- Hosting in the O Zone Executive lounge - 10 passes
- Targeted Reception

Supporting Existing Corporate/Media Sponsors of the City of Richmond

- Hosting in the Legacy Lounge – 230 passes
- Hosting in the O Zone Executive lounge - 10 passes
- Targeted Reception

Category five: Inter-Governmental/ Dignitary Hosting that advances City Objectives

An essential part of hosting is entertaining government/ dignitary delegations that will provide insight into programs, grants, alternate funding sources and opportunities for Richmond to enhance the City's objective for programs such as infrastructure, heritage, culture and the arts. Other opportunities will assist the City to enhance connections for national and international business and tourism development. These opportunities will be developed by existing connection and new connections established through VANOC partners at the Protocol Operation Centre in coal harbour.

The proposed Hosting Plan for Inter-Governmental Dignitaries

- Hosting in the Legacy Lounge - 30 passes
- Hosting in the O Zone Executive lounge - 50 passes
- Event Tickets
- Reception invitations

Summary of Richmond's Proposed Hosting Program:

Notwithstanding that hosting opportunities and details are still emerging and being developed, staff are recommending the following as a basis for the Protocol and Hosting program. It should be noted that these allotments may need some adjustment as further details and opportunities become clearer. As well, Council should be aware that further events will be added to their calendars beyond what is mentioned in this report.

1. Proposed Oval Legacy Lounge Ticketing Allocations:

Target Group	Allocation
Category 1: Pursuing economic development, sport hosting and tourism opportunities associated with the 2010 Winter Games	250
Category 2: Fulfilling our roles and obligations as a Venue City	40
Category 3: Developing Community Legacy	175
Category 4: Reciprocation for courtesies, information sharing and in-depth technical assistance extended to Richmond which contributed to the high level of success the City achieved during the design and construction of the Richmond Olympic Oval.	300

Category 5: Intergovernmental/Dignitary Hosting that advances City Objectives	40
Council and Guests	162
Hosting Staff	68
Remaining tickets for games time hosting opportunities	15
Total Lounge Allocations over 9 days	1050

2. City-Hosted Receptions and Events (in venues other than the Legacy Lounge)

- Torch Relay Celebration (February 9)
- Fall in Love with Richmond Event (February 14)
- BC Streets Council Reception (February 19)
- Speed Skating Canada Team Celebration Event (February 27)
- Sport Hosting Reception for Attracting Future Events to Richmond (TBA)

3. Ozone Hosting: 360 passes, with at least one member of Council available for each evening of the O Zone.

4. Partner Hosting Obligations and Events

- To be determined and as required

Financial Impact

Funding for the Hosting and Protocol Program has already been approved. This report to Council has been prepared to provide Council with more details regarding the allocations of hosting tickets, and to provide a sense of Council's duties and commitments during the Games.

Conclusion

Richmond will require representation at various formal and informal functions. There will be numerous official and unofficial requirements of Mayor, Council and senior staff leading up to and during the 2010 Games.

Council will be expected to be visible at events, promote Richmond, or have a speaking role at some events. Council will be briefed on each event to ensure they are suitably prepared.

Roles for Council related to the protocol and hosting program will include:

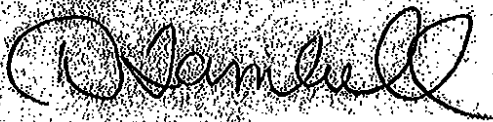
- Hosting delegations where information exchange is beneficial
- Official openings
- Official ceremonies
- Official Hosting at Opening and Closing Ceremonies
- City hosted business meetings and receptions
- Media interviews
- Officiating at celebrations
- Attending events hosted by VANOC and other partners.

Tickets used by Council will be allocated based on hosting responsibilities and will be aligned with the economic, tourism, sport hosting, community legacy objectives outlined in this report. As part of the responsibility of Council, the following resources will be allocated to complete their responsibilities:

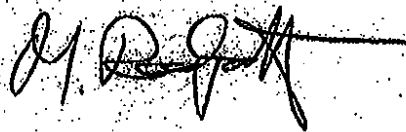
- Hosting in the Legacy Lounge – minimum of 4 tickets per day
- Hosting in the O Zone Executive lounge - minimum of 4 passes per day
- Reception invitations
- Event Tickets as required to accommodate clients

The City of Richmond has invested significant resources into the 2010 Winter Olympic Games, based on a number of objectives that include economic development, sport tourism and hosting, tourism, and creating community legacy. The Hosting and Protocol Strategy is intended to help leverage the Olympic opportunity to create a significant return in these areas. Given the economic realities at this time, staff are suggesting a smaller, targeted hosting program that can work in tandem with other City Programs to achieve success. The programs presented will maximize the limited resources available.

This program will continue to evolve as opportunities become available leading up to the Games. As there will be many opportunities during Games time, it is recommended that tickets be set aside for use during that time.



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