



City of Richmond

Report to Committee

To: General Purposes Committee

Date: February 23, 2012

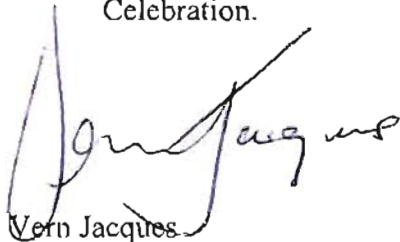
From: Vern Jacques
Director, Recreation and Sport Services

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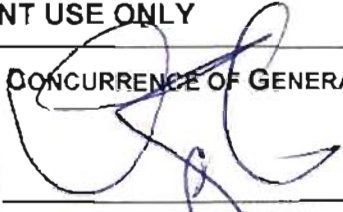


Re: Rick Hansen 25th Anniversary Relay Celebration

Staff Recommendation

- That \$40,000 from the Major Events Provisional Fund be allocated to provide funding for End of Day events on the Richmond portion of the Rick Hansen 25th Anniversary Relay Celebration.



Vern Jacques
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ROUTED TO:	CONCURRENCE		CONCURRENCE OF GENERAL MANAGER
Budgets	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Enterprise Services	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Richmond Oval	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
REVIEWED BY TAG	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	REVIEWED BY CAO
			YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>
			

Staff Report

Origin

In January 2011, the Rick Hansen Foundation contacted the Mayor's Office to request the City's participation in the Rick Hansen 25th Anniversary Relay as an End of Day Celebration Site. The Rick Hansen 25th Anniversary Relay commemorates the 25th Anniversary of the Man in Motion World Tour. The Relay started in St. John's Newfoundland on August 24 2011 and is travelling across Canada and visiting hundreds of communities and featuring over 7,000 runners. Each runner will pass a singular Rick Hansen Medal to each other as the Relay travels across the country.

The purpose of the Relay is to highlight the progress that has been made in the areas of accessibility and spinal cord research, and to tell the story of local Canadians making a difference in their communities, their country and the world.

The Rick Hansen 25th Anniversary Relay will travel over 12,000 kilometres through more than 700 communities, and will arrive in Richmond on Sunday May 20 2012. The Relay will make brief stops at South Arm Community Centre, Steveston Community Centre, West Richmond Community Centre, Thompson Community Centre then proceed to the Richmond Olympic Oval Plaza for a Day End Celebration at approximately 4pm.

The purpose of this report is to confirm the funding for the Rick Hansen 25th Anniversary Relay End of Day Celebration.

The Rick Hansen 25th Anniversary Relay Celebration supports the Council Term Goal of advancing "the City's destination status and to ensure our continued development as a vibrant cultural City with well established festivals and the arts through increased major events."

Background – The Rick Hansen Legacy

Rick Hansen carries an international profile as an athlete and as an iconic leader in the movement to improve lives for people with disabilities. Through this profile Rick has brought international attention and recognition to the City of Richmond. Rick has also been a tremendous contributor at the community level both as a coach for youth sports teams and as a tireless advocate for improved accessibility for all residents.

Richmond has a great history of supporting the development of services for persons with disabilities as well as a long-standing commitment to improving all aspects of accessibility. This event provides and opportunity to showcase the achievements on a national stage as well as to the community.

With Richmond being the second to the last stop on the cross-Canada journey, and because Rick Hansen is a well-known local resident and celebrity, large crowds are expected to attend the End of Day Celebration.

Following the Sunday celebration, the Relay will depart from Richmond at 7am Monday, May 21, 2012 for Vancouver. The Relay ends with a Homecoming celebration in Vancouver on Tuesday, May 22, 2012.

Relay Event Planning

Preliminary discussions have taken place with the Relay organizers regarding the arrival of the Rick Hansen 25th Anniversary Relay. The following are some of the discussions held to date:

- Meetings have been held between Relay organizers, City staff and the RCMP to establish the relay route through Richmond, and to determine a suitable End of Day Celebration site
- A multi-departmental and multi-agency event planning team has been established to plan and implement the Relay arrival, celebrations and departure
- Richmond Centre for Disabilities has agreed to participate in planning and hosting a barrier-free event

Next Steps

- Secure funding in the amount of \$40,000 for the Rick Hansen 25th Anniversary Relay. A breakdown of Relay related costs is as follows:

Traffic and parking control along relay route and End of Day Celebration Site	\$10,000
Event staging, equipment and technical support	\$20,000
Event production marketing and security	\$10,000
Total Event Costs	\$40,000

- Determine the final relay medal bearer (plus 2 spares) for the arrival at the End of Day Celebration.
- Promote the Richmond End of Day Celebration
- Finalize parking and traffic control plans and procure resources
- Develop the End of Day program featuring local talent and possibly demonstrations of sport activities for people with disabilities
- Develop a communication plan to showcase the City’s accessibility achievements
- Invite Richmond Community Associations to stage small celebrations at each of the Relay stops
- Recruit and train a large group of volunteers to help stage the event

End of Day Celebration Site

Relay organizers, Oval event staff and the City’s event planning team have agreed that the best site for hosting the Rick Hansen 25th Anniversary Relay End of Day Celebrations is at the Richmond Olympic Oval Legacy Plaza. The benefits of hosting the event at the Richmond Olympic Oval are as follows:

- High profile iconic venue
- Opportunity to showcase the Richmond Olympic Oval to a national television audience
- Good tie-in with the National Wheelchair Basketball event at the Oval
- Legacy Plaza is easily accessible for people with disabilities

The celebration will utilize one of the one of the 22 City sponsored free event days on the Oval Plaza as per the agreement with the Richmond Olympic Oval Corporation.

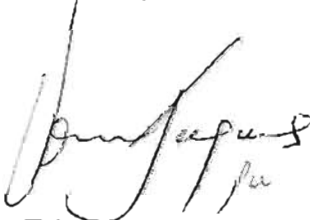
Financial Impact

Costs for the event as proposed are \$40,000. Staff recommend that funding in the amount of \$40,000 from the Major Events Provision be utilized for the Richmond portion of the Rick Hansen 25th Anniversary Relay Celebration.

Conclusion

The Rick Hansen 25th Anniversary Relay provides the City of Richmond with a tremendous opportunity to showcase achievements made to improve the lives of people living with disabilities in our community, participate in the Rick Hansen 25th Anniversary Relay Celebrations and to recognize the many accomplishments of Rick Hansen – an internationally renowned Richmond resident and humanitarian.

Approval of the staff recommendation will provide the funding needed to stage an exciting and memorable Rick Hansen 25th Anniversary Relay Celebration.



Eric Stepura
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