



To: General Purposes Committee **Date:** May 27, 2009
From: Kate Sparrow, Director,
Richmond Olympic Business Office **File:** 01-0340-25-OBUS1/2009-
Vol 01
Re: 2010 Games Strategic Operational Plan Update

Staff Recommendation

That the staff report dated May 27, 2009, from the Director of Richmond Olympic Office, entitled *2010 Games Strategic Operational Plan Update*, be received for information.

Kate Sparrow
Director, Richmond Olympic Office
(604-276-4129)

Attachments: 6

FOR ORIGINATING DEPARTMENT USE ONLY		
CONCURRENCE OF GENERAL MANAGER		
REVIEWED BY SECRETARIAT	YES	NO
	<input checked="" type="checkbox"/>	<input type="checkbox"/>
REVIEWED BY CAO	YES	NO
	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Staff Report

Origin

At the June 1, 2009 Finance Committee the following resolution was passed by Council:

It was moved and seconded:

"that staff provide an update on the status of Olympic related sponsorships, as well as the status of the previously approved Strategic Operational Plan budget of \$6.3 million for the Olympic Celebration Site".

This report will provide an update on the status of all Programs and Initiatives included in the Strategic Operational Plan.

Due to the magnitude and complexity of the Plan, staff have included a high level update in this report with additional details attached.

Background

In 2003, the City of Richmond demonstrated its support for the 2010 Games through a \$500,000 contribution to the Vancouver 2010 bid. In 2004, the City of Richmond responded to a Request for Proposal and was awarded the Speed Skating Oval, the result being that VANOC would host a sport competition in Richmond. During the course of negotiating a Venue Agreement, the City of Richmond was presented with an opportunity to be designated as an Official 2010 Venue City. There was a choice to be "a City with a Venue" or a "Venue City". Recognizing the potential economic benefits and opportunity to promote and showcase the City of Richmond to the world, Council welcomed the Venue City designation.

The Strategic Operational Plan (SOP) outlines the City's Games-time goals, programs and initiatives, including the Richmond Olympic Oval Pre-Games, Games-time and Legacy Phases.

In December 2008, the City opened the Richmond Olympic Oval, which was a major milestone in the City's road to 2010.

The City's SOP initial budget was \$10 million to deliver all of the programs and initiatives outlined; however, after reassessment, the City budget to implement the SOP was approved with a city investment of \$6.3 million. An additional \$2 million was raised through negotiations with Tourism Richmond for the O Zone, resulting in a total budget to implement the SOP at \$8.3 million. It was recognized that bringing other partners and sponsors on board would be critical to successfully deliver the Plan.

A significant amount of work has been done to develop implementation plans in readiness for Games-time. Programs and initiatives are already well underway as outlined in this report providing updates on:

- The Richmond Olympic Oval
- Arts & Culture Plan
- Information & Volunteer Centre
- Olympic Torch Relay
- Community Engagement Programs
- Staff Engagement
- Universally Accessible Playground & LocalMotion Program
- 2010 Archives
- O Zone
- Look of the Games
- Olympic Branding Strategy
- Hosting & Protocol
- VANOC Integration of Municipal Services
- Sustainability
- Games-Time Operations

The City's Games-time role is intended to ensure that Richmond takes full advantage of the opportunities presented, and achieves its goals to position Richmond on the world stage for tourism and economic development purposes, and to ensure that the citizens of Richmond have a memorable once-in-a-lifetime "Olympic" experience during the Games.

Analysis

Below is an update on the various programs included in the Strategic Operational Plan.

1. RICHMOND OLYMPIC OVAL (VENUE)

Richmond embraced the unprecedented opportunity to become home to the Richmond Olympic Oval and host for long-track speed skating during the 2010 Olympic Winter Games. This opportunity was leveraged for the City of Richmond to be recognized as a full partner and to be named a Venue City for the 2010 Olympic Winter Games.

The City committed to delivering the facility "on time and on budget" and has successfully achieved this goal; officially opening the Richmond Olympic Oval on December 12 and 13, 2008, with an estimated attendance of 24,000, which also included international and national media coverage in excess of \$1 million. Response by the public and the media since that time has been exceptional and positive.

Oval Pre-Games and Legacy Phases

During the planning of the Richmond Olympic Oval, the City committed that during the pre-Games phase the facility would be available for extensive community use and for high performance skaters to train. The Oval Corp. has submitted their Annual Report to the City of Richmond, providing detailed updates on events, use and a variety of other accomplishments to date, as well as the status of Post-Games Planning for the facility. Of particular interest is the fact that since opening, Richmond Olympic Oval has also hosted over 6,000 Richmond school

children on the Oval ice. This program is designed to give each child a chance to connect to the Games and their heroes as they watch them compete in 2010.

Oval Games-Time Phase

The Olympic Winter Games competition period runs 17 days, from February 12 to 28, 2010 with 12 events being hosted in the Oval. The "Exclusive Use Period" is December 2009 to March 2010 during which the venue will be officially "turned over" to VANOC for Games related purposes.

The City is playing an active role in the planning of the event to ensure where possible, the world's experience of the Richmond Olympic Oval is a great one. City staff continues to sit on the Joint Capital Works Team with VANOC to address all issues related to the venue planning for Games-time. This involves planning around overlay, transportation, wayfinding, security, the 'Look', joint use of the Legacy Room and also ensuring that changes made to the Richmond Olympic Oval for the Games will not impact the long-term use of the facility. It is also important to ensure that the venue planning addresses common needs with O Zone planning and integration where appropriate. Staff are also involved in negotiations relating to accreditation for Council and appropriate staff to provide access to the Richmond Olympic Oval during the Exclusive Use Period and also during Games-time. The City will be responsible for hosting in the Legacy Lounge during Games-time as well.

Oval Precinct Public Art Plan

The Richmond Oval Precinct Public Art Plan was completed on April 25, 2006 and adopted by City Council to complement the oval precinct and the international gathering place. In this plan, there are opportunities for various artists to express a variety of art forms throughout the area and within the Richmond Olympic Oval. The Plan was updated in 2008 to reflect some of the works completed and new opportunities that did not exist in 2006.

The three artists that have completed works in the area to date are Susan Point, Janet Echelman, and Buster Simpson. The City of Richmond and VANOC are working in partnership to deliver four more works:

Welcome Work – An opportunity for First Nations artists to create a distinctive traditional welcoming art work for the entrance to the Richmond Olympic Oval. Located in the Spirit Plaza, this will welcome visitors from around the world. The selection of the Welcome Work has been completed with a sample of the work to be presented to City Council to determine if the works are to remain on the site post Games or to be relocated and integrated as part of the Middle Arm Plan. The City has financial committed \$45,000 to the work through the Oval Precinct Art Plan.

Youth Mentorship Program – An established Aboriginal artist will be engaged to mentor a cross cultural group of Richmond youth in developing art reflecting their personal histories. This opportunity will support the United Nations Truce Program's call for the laying down of arms during the Games, and reinforce National Crime Prevention initiatives. Richmond Youth Services Agency will participate in this program, providing staff support, meeting facilities, and equipment.

Textile Works – A Canada wide selection process for a textile work for a prominent interior location within the Oval. The proposal will be for a custom tapestry (approximately 12 ft x 7 ft). Three Aboriginal artists will be selected to prepare concept designs for approval. The artwork is funded by VANOC and City Council will have an opportunity to determine if the works will remain in the Oval Post Games.

Contemporary Art Work by an Established Artist – A Canada wide artist call for a major Canadian First Nations artist, to create a prominent and original three-dimensional sculpture, on the Oval Art Plan theme of *Flow, Flight, and Fusion*, and exploration of the cultural history of the site. The artwork is funded by VANOC and City Council will have an opportunity to determine if the works will remain in the Oval Post Games.

2. RICHMOND O ZONE

The O Zone is a once-in-a-lifetime event for Richmond that will take place on an internationally recognized world stage. It will be a spectacular Official Celebration Site of the 2010 Winter Games, providing the full Olympic experience for local citizens and visitors, free of charge and without the need for an event ticket. At this time, the O Zone is planned to run for the 17 days of the Games, from February 12 to 28, 2010, Sunday through Thursday from 3:00 pm to 11:00 pm and open Friday and Saturday from noon to 11:00 pm. Over the course of the 17 days, it is anticipated that over 500,000 visitors will visit the site.

Due to the changing economic environment and other issues related to the River Road site, in January 2009, Council approved moving the O Zone from River Road to the Civic Centre/Minoru Park site, reducing the City's overall investment. This decision was driven by need to reduce the overall City investment as well as a number of cost issues related to the River Road site. At that time, the City was able to negotiate a funding partnership with Tourism Richmond to contribute \$2 million to the O Zone.

The decision to move the O Zone to the City Centre location has been well received by community stakeholders in the Minoru precinct, sponsors and partners. Staff have continued to refine the site plan for the new location and are finalizing the overall budget and integrated planning timeline.

Included in this report is a high level update on O Zone Planning, with a more detailed update provided in **Attachment 1**.

O Zone Tourism Richmond

As a result of the Agreement with Tourism Richmond to be a major partner for the O Zone, staff have developed a working relationship with Tourism Richmond to ensure that tourism goals before, during, and post-Games are being met. Tourism Richmond are engaged in joint planning for marketing to ensure that all markets are reached as cost effectively as possible, and that opportunities are leveraged through both the City's and Tourism Richmond's marketing strategies. They will also have a visible presence in the O Zone with two information kiosks, which are being coordinated with the overall Spectator Services for the O Zone, to create efficiencies and improved communication with visitors.

O Zone Program

The O Zone Program is being designed to reach for and achieve the levels of audience excitement and expectations that Olympic-related events demand. Holland Heineken House is an anchor and a feature attraction at the O Zone as it attracts several thousand visitors each day to the site. The Olympic Expo 2010 is the other anchor that provides the Richmond Celebration Site with a unique and more family oriented element that will not be available anywhere else during the 2010 Games. There are also several other program elements such as the Main Stage which are essential to the "Celebration" aspect of the O Zone, creating the excitement and buzz for local citizens and visitors alike to celebrate Canada's Games and ultimately provide a memorable Olympic experience.

The development of the program continues to evolve and is dependent upon a number of critical things coming together: working with sponsors to provide sponsorship dollars or budget relieving Value In Kind for program elements the City is planning, combined with sponsors or partners bringing additional program elements that they will activate and by doing so add more vibrancy and experiential activities to the overall site.

Below is a list of the program elements staff are currently developing with the understanding that not all may ultimately be delivered, depending on funding:

- Holland Heineken House
- Olympic Expo 2010
- Ice Gate by Gordon Halloran
- Main Stage
- Ice Zone
- Ice Carving
- Interactive Program Elements, including FUSE Interactive
- BCLC Interactive Domes
- RAGA – Susan Pointe Art Exhibit
- International Living Room (Richmond Public Library Program)
- First Voices
- Coevorden

O Zone Marketing & Operational Planning

A Marketing Plan has been developed to position and brand the O Zone; as well as to define specific tactics to define target markets, advertising, communication and promotions as well as identifying additional revenue opportunities. Branding for the O Zone is being developed, which will be combined with the VANOC look to "dress up" the O Zone, ensuring that it is recognized as an official Olympic Celebration Site, but also uniquely Richmond.

Other operational planning that is well underway are plans for Merchandising and Food and Beverage, both of which will provide much needed revenue to the overall budget.

O Zone Volunteers

At this time, it is anticipated that up to 1,000 volunteers will be required to successfully deliver the O Zone and Olympic Torch Relay, including a wide range of functions. Volunteer Richmond Information Services is making excellent progress with recruitment having 700 volunteers to date.

O Zone Sponsorships and Partnerships

Sponsorship continues to be a challenge due to the current economic climate and the limitations placed by VANOC that the site must allow only Official Olympic Sponsors. A detailed update on Sponsorship will be provided in a Report to Council on June 8, 2009. It should also be noted that there is significant value added to the overall program being provided through activation to leverage the City Investment by Partners such as Holland Heineken House (estimated \$5million+); and BCLC Interactive Domes (estimated \$1million+) and as noted above, Tourism Richmond is contributing \$2 million.

For the 2010 Olympic Expo, which is a key element of the O Zone, a Donor Package has been developed to invite local individuals and businesses to contribute to making the Olympic Expo happen. These donors will be recognized on a Donor Wall in the Expo during the Games. In addition to the Donor Program, a Sponsorship Program with official Olympic Sponsors is also under way.

3. ARTS & CULTURE PLAN

Culture is one of the three pillars of the Olympic movement and, as a Venue City Richmond has an opportunity to create a lasting legacy in the community by strengthening and showcasing Richmond's arts, culture and heritage. The 2010 Arts & Culture Plan includes a number of activities and events in order to strengthen and support Richmond's arts & culture community. This plan builds capacity of organizations and individuals by providing opportunities for performing and exhibiting, and increasing opportunities for residents and visitors to experience the diversity and history of the arts, culture and heritage of the community. A variety of programs and initiatives are being delivered during the pre-Games period that will create a lasting legacy and also position local artists and community organizations to play an active role during Games-time.

A detailed summary of programs and initiatives that have been implemented or are being currently planned is included in **Attachment 2**.

4. LOOK OF THE GAMES

The intent of the "Look" Program is to promote Richmond as an international destination but at the same time elicit a sense of community spirit and pride. Through the City's partnership with VANOC, Olympic themes and visual elements have been developed to ensure a unified Look of the Games that will bring each community involved in the Games to life with greater impact.

The Look of the Games, Look of the City – Gateways and Wayfinding to the Richmond Olympic Oval Program will create eye-catching impact for residents and visitors both entering and travelling through the City. The program will incorporate both permanent legacy and Olympic specific features that will create a comprehensive look for the whole city during the Games and

beyond. These elements will also enhance the telegenic aspect of the city as it hosts international media.

Discussions with VANOC are ongoing. The City has concerns with the possible cutback in the VANOC "Look" Program. They are currently indicating they are only responsible for the "Look" within the Venue site and that all other "Look" in the urban domain would be the responsibility of the City.

Details of plans for the City of Richmond Look of the Games, Look of the City Program are included in **Attachment 3**.

5. INFORMATION & VOLUNTEER CENTRE

This project will create a central point for community engagement as Richmond prepares to be an Olympic Venue City for 2010. The Information and Volunteer Centre will heighten awareness in the community regarding Richmond's 2010 involvement, the Richmond Olympic Oval and the related community legacies, benefits and opportunities. It will also promote other City and community events, activities and programs.

The Centre will also serve as a focal point for the City's volunteer recruitment and training requirements related to its 2010 involvement. The volunteer component of the new Information and Volunteer Centre will support the Corporate Volunteer Strategy and serve as a vehicle to recruit volunteers post-Games for other events.

The City of Richmond has contracted Volunteer Richmond Information Services to deliver this centre. The Volunteer Richmond Information Services is working with a range of sponsors and partners to leverage the City's investment.

The Centre officially opened in the Richmond Centre Mall on March 24, 2009. Currently there are 35 volunteers supporting the Centre's operations. To date, there are almost 650 active volunteers in the 2010 program with another 150 being processed, which includes interviews, criminal record checks and reference checks for each volunteer. A total of 500 volunteers provided invaluable support to the Richmond Olympic Oval Opening and Winterfest Weekend 2009, contributing more than 4,500 hours of service.

The Volunteer Richmond Information Services has also initiated the volunteer training and to date has held ten orientation sessions, two event specific training sessions for Winterfest, one Super Host training session, as well as have trained 20 volunteers who are assisting with interviewing potential volunteers.

As of the end of March 2009, the Centre had already dealt with a total of 1,218 enquiries for information on the 2010 Olympic Winter Games and a range of community services.

6. OLYMPIC BRANDING STRATEGY

The Olympic Branding Strategy will ensure the City achieves its objectives of leveraging its Olympic Venue City status to help establish Richmond as a distinct, international city with a reputation for excellence, while supporting the City's overall objectives for enhanced tourism and economic development.

Richmond has successfully negotiated rights to use the word "Olympic" in the Venue name for the Richmond Olympic Oval along with the use of the Olympic Rings in Venue signage. The City of Richmond was the only Venue City to obtain these rights in perpetuity.

Ongoing development and distribution of Olympic branding materials began in 2008 and will continue through the Games period. This includes a Media Relations Program designed to create awareness of Richmond and its 2010 participation and programs including the O Zone, and an external and internal Communications Programs to raise awareness and inform key stakeholders about the City's 2010 programs.

Below are listed some of the highlights of the Branding Strategy to date:

- World Press Richmond Olympic Oval Tour (November, 2008) – 200 to 250 international print media that will be covering the 2010 Games toured the Richmond Olympic Oval, followed by an evening reception co-hosted by the City of Richmond and Tourism Richmond.
- The Richmond Olympic Oval Opening (December, 2008) generated over \$1 million in media sponsorships and earned media.
- The City and Tourism Richmond co-hosted a reception and activity night at the Richmond Olympic Oval for the Travel Media Association of Canada (TMAC) during their national convention held in Richmond in February. This provided more than 200 national travel media with information about Richmond, local tourism and the City's Olympic activities.
- The City leveraged media interest and participation in the Richmond Olympic Oval events such as the One Year Countdown Celebration, Winterfest Weekend 2009, and World Single Distance Speed Skating Championships, to promote local and national and international media. This included broadcast of CBC National News live from the Richmond Olympic Oval during February, and media coverage of the Richmond Olympic Oval/City of Richmond on NBC Today Show, Al Jazeera, and numerous other national TV networks in Australia, Japan, China, Korea, France, Holland, Brazil, United States and Canada.
- Supporting Tourism Richmond in hosting of dinner in Steveston for 20 key Dutch media covering World Single Distance championships.

7. OLYMPIC TORCH RELAY

The Vancouver 2010 Olympic Torch Relay route will be the longest domestic Torch Relay in Olympic history, stretching over 45,000 kilometres throughout Canada. The relay consists of approximately 100 days on the road with 12,000 torchbearers. Over 1,000 communities will welcome the Olympic Flame while it is on its journey, and more than 90% of the entire Canadian population is within a one hour travelling distance of one of the 1,000 communities – giving Canadians a special opportunity to see the Flame.

Richmond will celebrate the arrival of the Olympic Flame in person on February 9, 2010, when it makes one of the final stops on its cross-country journey to the Opening Ceremony of the 2010 Olympic Winter Games.

The City of Richmond has signed an Agreement with VANOC agreeing to act as a Celebration Community for the relay.

The Route & Celebration

The Torch will enter Richmond in the late afternoon of February 9, 2010, and will spend several hours on Richmond streets prior to making its way to our Celebration site at approximately 8:00 pm. There will be a two hour celebration held in Richmond with programming provided by both the City of Richmond and VANOC. The final torchbearer will light a cauldron, which will burn for approximately 12 minutes during the celebration. Volunteers for the event will be engaged through our existing Agreement with VRIS.

Torchbearers

The torchbearer selection process is currently open with both presenting sponsors, RBC and Coca-Cola, holding contests. The RBC contest asks potential torchbearers how they will make a difference in their community and the Coca-Cola contest asks how they will better themselves. Richmond is encouraging its residents to apply to become Torchbearers by including a link to the VANOC Olympic Torch Relay website and by marking milestones such as the Route Announcement and the Uniform and Torch Design Unveiling (February 12, 2009 in Whistler) through our website and media releases.

Community Task Force

As per our Agreement with VANOC, a Community Task Force, chaired by the Chair of the Richmond Spirit Committee, has been struck to advise staff in the preparations for the relay in Richmond. The Community Task Force includes members from a number of community organizations as well as Coca-Cola and RBC, the presenting sponsor of the Torch Relay. Community engagement along the relay route, as well as at the celebration site, will be the focus of the Community Task Force.

Staff are currently pursuing potential funding through the Federal Canadian Heritage Olympic Torch Relay Community Celebrations for 2010 Grant which provides funding to municipalities to a maximum of \$15,000. There has also been an indication that the Province of BC may provide some grants for community celebrations in BC communities.

8. HOSTING & PROTOCOL

The 2010 Games offer some unique hosting opportunities that can potentially help advance numerous City objectives, particularly in the areas of economic development (focusing on the 3 key sectors of Agriculture, Technology and Transportation), tourism and sport and cultural hosting. To this end, the City is developing a protocol and hosting strategy that will position us to take advantage of these opportunities in a professional, memorable, integrated and financially responsible manner.

Given that there will be as many as 1,500 visiting dignitary and VIP hosting opportunities during the Games (VANOC estimates), and many opportunities leading up to the Games, the City's

emerging strategy focuses on the need to prioritize and target hosting opportunities based on their potential contribution toward advancing specific City objectives.

A number of potential hosting sites are available in Richmond during Games-time including the Legacy Room and possibly the Oval Waterfront Lounge at the Richmond Olympic Oval, hosting sites at the O Zone, and the Olympic Expo at City Hall. The City will also have opportunities to send representatives to hosting events sponsored by our partners during the Games.

The City is a member of the 2010 Partner Protocol Coordination Committee which is responsible for coordinating protocol needs during the Games. In past Games, visits by dignitaries were handled independently by each hosting body with little coordination. This resulted in challenges and increased costs. For 2010, the IOC requested and encouraged a joint protocol operations centre in a single location to perform all hosting and protocol functions. It has been agreed that a Protocol Operations Centre at the Coal Harbour Community Centre will be established, with the City of Richmond being one of the official partners. This will ensure that Richmond has access to opportunities that will assist with achieving the City's goals related to economic development, tourism and sport hosting.

Leading up to the Games, we have hosted many delegations. Similar to the benefits Richmond received in learning from others during the planning phases for the Richmond Olympic Oval others are now coming to us to "learn" from our experience. It is anticipated that Richmond will be asked to be part of the learning program during the Games

Staff will be bringing forward a report outlining the proposed City of Richmond Hosting and Protocol Plan for Council approval .

As a government partner in hosting the 2010 Games, the City is entitled to purchase tickets as part of the Olympic family allocation. In April, Council approved the purchase of tickets and directed staff to further analyze the allocation of these tickets and report back to Council. A report will be coming forward with recommendations in the near future.

The City's Hosting has increased significantly. In 2005 we were involved in hosting 20 delegations and events, which involved protocol to 57 in 2008. It is anticipated that we could reach as many as 95 in 2009. This is due to the increased profile of the City as well as being home to the signature venue for the 2010 Games.

9. COMMUNITY ENGAGEMENT PROGRAMS

Creating opportunities for the citizens and businesses of Richmond to be involved in the Games experience and benefit from Richmond being a Venue City is an important goal within the SOP.

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

- Paint the Town Red – a national program being developed by the Canadian Olympic Committee
- Richmond Business Opportunities working with the city's Economic Development and Richmond Chamber of Commerce

- Child and Youth Engagement working primarily with Richmond School District
- Host Family (Home Stay) Program – working with a volunteer committee to support the Canadian Speed Skating team’s families
- Spirit of BC – a Council-appointed committee, one of a network of more than 90 Spirit of BC Committees in the province, established to ensure Richmond fully capitalizes on the benefits of British Columbia hosting the 2010 Winter Games.

A more detailed update on these programs is included in **Attachment 3**.

10. VANOC INTEGRATION OF MUNICIPAL SERVICES

The City of Richmond has been working with our Games Partners (VANOC, City of Vancouver, and Resort Municipality of Whistler) to ensure coordination and delivery of specific municipal services for the Games. The goal is to provide a seamless experience for all visitors and participants. In order to ensure an integrated delivery of service, a number of Integrated Task Teams (ITT’s) have been formed to develop, implement and/or deliver various services.

Within the urban domain, the City is responsible for delivering regular municipal services. Any enhanced service levels, in accordance with Olympic Winter Games standards as required by VANOC, will be negotiated as “Service Agreement” between the City of Richmond and VANOC.

Within the Olympic domain, VANOC is responsible for delivering all services. This includes all areas designated inside the Olympic overlay area at the Richmond Olympic Oval. Financial compensation from VANOC to the City of Richmond will be outlined along with exact services each party will be responsible for.

The City of Richmond is working closely with VANOC and Olympic partners to ensure a seamless delivery of adequate municipal services. There are four key areas that have been identified for writing the Agreement:

- Utility Services – This is the utility service that VANOC may wish to call on while they are operating the Richmond Olympic Oval (December 1, 2009 to March 30 2010).
- Snow Management, Cleaning & Waste - This deals with the increased levels of service required to support traffic and pedestrian routes.
- Transportation - This will be a coordinated plan that describes the traffic control services required to support the O Zone and the Richmond Olympic Oval operations during the Games.
- Regulatory / Bylaw - This section will describe any enhanced or focused efforts the City may choose to implement at VANOC’s request to support the activities associated with the Games.

These Municipal Services are still under negotiation. A report will be brought to Council for approval.

Public Safety

This is an ongoing discussion as to how safety and security will be maintained. The City of Richmond currently has representatives on the following Committees:

- Vancouver 2010 Integrated Safety Unit (V2010ISU)
- Fire Advisory Committee
- Integrated Public Safety Unit

Community Safety is working closely with external partners such as V2010ISU, Integrated Public Safety Unit, E Comm, BC Ambulance, and SCBC Transit Authority Police.

Negotiations with the Provincial Government are still underway regarding enhanced level of service for Fire Rescue in the Richmond Olympic Oval during the Games. The City is working towards the fall 2009 "Gold" Emergency Planning Exercise, with full EOC activation and personnel deployment in the field.

11. STAFF ENGAGEMENT

A Staff Engagement Team has been formed to ensure City of Richmond employees have an opportunity to experience the Games and have information available to assist them in their ongoing roles within the City. The benefits of developing this team are the focus on developing a legacy communication model for future initiatives the City may undertake and also to contribute to overall employee satisfaction and retention.

This team is focused on implementing strategies focused on delivering relevant, accurate, timely and consistent information to employees on topics that meet both the employees' and organization's expectations and objectives.

12. SUSTAINABILITY

One of the three pillars of the Games is Sustainability. Staff are working to establish and support a number of sustainable actions that will leverage the Olympic opportunity to inspire and advance sustainability and provide a legacy post-Games. One area of focus is on the use of sustainability procurement practices, which seek to support sustainable resource use and minimize post-games waste (e.g. using rentals to largest extent possible, purchasing products only when legacy use exists, re-using or re-adapting existing infrastructure, maximizing use of renewable energy sources).

13. MIDDLE ARM GREENWAY (LocalMotion Grant and Universally Accessible Playground)

In July of 2008, the City was awarded a \$550,000 grant from the Province's LocalMotion Program for the construction of a multi-use greenway along the waterfront between the Richmond Olympic Oval, and the intersection with Cambie Road, one block from No. 3 Road and the Canada Line. The grant augments the City's \$4,000,000 budget for the project. This additional funding has enabled the City to advance its long-term plans for the development of a premier urban waterfront and to improve mobility and access for residents and visitors to Richmond's downtown waterfront and the Richmond Olympic Oval.

As a Venue City for the 2010 Winter Olympic Games, the City was approached by 2010 Legacies Now in April of 2008 with a proposal to build a universally accessible playground near the Richmond Olympic Oval, which would act as a showcase to encourage the development of integrated playgrounds around the world. At that time, 2010 Legacies Now was in discussions with the Ronald McDonald House Charities to secure donated funding of \$250,000 for the proposal as part of its mandate. This funding has since been confirmed along with additional funding from the Province of \$100,000 and the Rick Hansen Man in Motion Foundation of \$50,000 for a total contribution of \$400,000.

The City provided a conceptual proposal for the inclusion of accessible play elements along the Middle Arm Waterfront Greenway, thereby adding value to the existing Greenway project. The concept described the notion of “play along the way” where play elements would be located at intervals along the Greenway rather than in one centralized location. This concept addresses the narrow, linear configuration of the dike top Greenway and is intended to provide a sense of discovery as people make their way along its 1.3 kilometre length. The play elements will set a standard for accessibility and will create an environment, which presents layers of interest and activity. Key themes will include water and the river, movement and music. These elements will be in place for the 2010 Winter Olympic Games and will showcase the City’s commitment and leadership to accessibility and opportunities for all.

14. GAMES-TIME OPERATIONS

Staff are currently developing the City’s Games-time Operations plans. This includes developing protocols for how we coordinate and integrate communication and decision-making to deal with issues that arise on a daily basis come Games-time, including dealing with service issues such as snow removal or other public works needs, safety and security, traffic, programming, media and protocol. All of these issues also need to be coordinated with VANOC to ensure a seamless experience for all visitors. A detailed report will be brought to Council as we move closer to Games-time.

15. ARCHIVES

The City Clerk’s Division is putting together a plan and program to ensure that the documentary evidence of Richmond’s involvement in the 2010 Games is preserved and made accessible to present and future generations

16. BUDGET

The City of Richmond is working to maximize the investment of \$6,312,225, supplemented by the Tourism Richmond contribution of \$2 million. Additional resources are being secured through sponsorships (both cash and value in kind), and revenue from sources such as Food & 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 activating 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. **Attachment 5** provides a summary of the SOP Budget to date. It is estimated that the total value of the program is in excess of \$27 million (**Attachment 6**). The budget currently includes a 5.7% 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.

Financial Impact

There is no financial impact of this report.

Conclusion

The City of Richmond made the decision to become a Venue City to ensure a lasting legacy for the citizens of Richmond and to ensure that the City and its partners maximize the economic benefits. This report is provided to update Council on the many programs and initiatives that are underway to deliver the legacies and benefits.

There continues to be a number of issues and challenges, particularly in light of the world economic situation, which has made it much more challenging to get the sponsors and partners on board. However, plans are in place to minimize any risks associated and to ensure that the citizens and local business community of Richmond have an exceptional once-in-a-lifetime Olympic experience.



Kate Sparrow, Director
Olympic Business Office
(4129)

Attachments:

- Attachment 1: O Zone Update
- Attachment 2: 2010 Arts & Culture Plan
- Attachment 3: Look of the Games, Look of the City Program
- Attachment 4: Community Engagement Programs
- Attachment 5: Strategic Operational Plan – Budget Summary
- Attachment 6: Strategic Operational Program Value Summary

O ZONE UPDATE

The O Zone is a once-in-a-lifetime event for Richmond that will take place on an internationally recognized world stage. It will be a spectacular Official Celebration Site of the 2010 Winter Games, providing the full Olympic experience for local citizens and visitors, free of charge and without the need for an event ticket. At this time, the O Zone is planned to run for the 17 days of the Games, from February 12 to 28, 2010, Sunday through Thursday from 3:00 pm to 11:00 pm and open Friday and Saturday from noon to 11:00 pm. Over the course of the 17 days, it is anticipated that over 500,000 visitors will visit the site.

In January, 2009, a decision was made to move the O Zone to the City Hall / Minoru Park Precinct, at the heart of Richmond and a very short distance from the Games' Premiere Venue – The Richmond Olympic Oval.

O Zone Program

The O Zone Program is being designed to reach for and achieve the levels of audience excitement and expectations that Olympic-related events demand. Below is a description of the key components of the proposed Program that are being planned at this time. Some elements of the program are dependent on negotiations with partners and sponsors for funding. Should some of this not be realized, the scope of the program will be adjusted accordingly.

Olympic Expo 2010 - Unique and exclusive to Richmond, this will be an exciting part of Richmond's O Zone. It will be an interactive exhibition of Olympic Games torches, medals, films and other related elements including a strong educational and school program component. A separate report is coming to Council with further detail on this program.

Ice Gate - By renowned West Coast artist Gordon Halloran, this will be located adjacent to the City Hall Plaza. Attached is a visual representation of the Ice Gate being designed for the O Zone. This project has now moved to Phase 2, which is a detailed structural and lighting design. The artist will provide a wall section demo in October 2009. The installation of this structure begins in early January 2010.

Holland Heineken House (HHH) - This is a critical element and a feature attraction not only at the Richmond O Zone but any Winter and Summer Olympic Games, as it attracts several thousand visitors each day. HHH plays a central role in the Dutch Olympic experience, which includes a Medal Celebration Hall, Royal/VIP suite, athletes' lounge, media centre, business lounges and multiple food outlets. An Agreement with HHH has been signed to secure this important pavilion in the O Zone.

Holland Heineken House has advanced their project forward significantly. City staff are working closely with HHH to ensure their infrastructure and regulatory needs are addressed and that HHH is fully integrated with the O Zone in terms of people flow, transportation,

safety, etc. They have completed a preliminary design drawing of their site, engaged local consulting services, and have created a presentation package to illustrate HHH objectives.

Main Stage - The Program will feature a 43 sq metre LED screen which will offer high quality live broadcast feeds of Olympic activities, including the Richmond Olympic Oval events, as well as high quality headline entertainment which includes performing and media arts. Plans are underway to profile a significant number of high profile athletes on the Main Stage to enhance the overall excitement and pride of Canadians in their accomplishments. Staff are also working with a number of local community organizations to ensure opportunities for local artists and schools be profiled in the programming.

Staff will work with VANOC and the other government partners to provide a coordinated and organized approach to the professional artists. This will ensure a more efficient and organized approach throughout the Lower Mainland when booking artists and making arrangements for their travel and accommodations. This also allows Richmond to access artists through the partnerships VANOC has negotiated with all of the provinces and territories.

Ice Zone - This pavilion is a true outdoor covered skating rink. It will be open to all who wish to skate. Skate rentals will be available on site. The Ice Zone will be programmed with a number of shows throughout the 17 days. Quotes are being provided from two companies for three different size rinks ranging from 10,000 sq ft to 20,000 sq ft. Depending on size, the rink will be able to accommodate between 200 to 400 skaters at a given time. The Ice Zone program is also being developed and the scope of the program will be dependent upon potential sponsorship and partnerships that are being pursued.

First Voices - This is an Aboriginal Pavilion featuring First Nations art, food and entertainment. Staff are investigating the potential for funding for this pavilion. Should the funding not be successful, staff will work with the Four Host First Nations to ensure performances take place on the Main Stage and other cultural elements will be integrated into the celebration site.

Ice Carving - This was a very popular feature of Winterfest Weekend 2009. Staff are working to include the World Ice Carving Championships where teams will be invited from all over the world to compete. Specific location for this is still under discussion and it could be combined with a culinary arts program component.

FUSE Interactive - Interactive elements will be integrated throughout the O Zone celebration site. Illuminated light towers will be controlled by the beat of a drum. As the public walks through the site, they will be able to experience a variety of unique interactive displays that will create lights and sounds in response to their actions.

BC Lottery Corporation (BCLC) Interactive Domes - Similar to HHH, this program element is being activated by BCLC with no cost to the City. There are four domes of approximately 6,000 sq ft. These domes will host three separate simulations of sports: hockey, bobsled, and biathlon. Each of the three sports areas will offer the participant the feel of competing in the event.

The Richmond Art Gallery Association (RAGA) – Susan Pointe Exhibition - Staff at the Richmond Art Gallery (RAG) have been working with world-renowned artist Susan Pointe (artist for the Richmond Olympic Oval buttress runnels) to mount an exhibition of her work at the Art Gallery during Games-time.

Richmond Library Program - The Library is planning the “International Living Room” for our guests. This will be comprised of areas where people can have computer access to either send an email to home or access to their local newspapers. A Children’s area will also include activities, which are being developed.

Coevorden - In 2008 the City received a proposal from Coevorden, the Netherlands to donate an authentic, fully functioning replica of an 1894 Windmill. The Windmill would represent a significant attraction within the O Zone during the 2010 Olympics ultimately resulting in increased economic benefit to the City. Following completion of the Olympics, the Windmill would be moved to its permanent location identified to be Terra Nova Park.

In 2009, the Windmill project became no longer viable given the significant economic downturn in the world economy resulting in the loss of financial support from the Coevorden sponsors. Staff worked with the Coevorden team to seek alternate ways to continue with the Windmill. While it became clear that the financial obstacles to continue the Windmill project were insurmountable, there was still support for alternative, scaled down opportunities. Staff continue to work with the Coevorden to refine possibilities for their participation in the O Zone that will also provide long term benefit to the City.

Program development for the O Zone is ongoing and staff are working with VANOC and other celebration sites to book artists for the O Zone and identify additional partners that will add to the program content and/or assist with the costs related to the program.

Marketing Plan

A Marketing Plan has been developed to position and brand the O Zone as well as to define specific tactics to define target markets, advertising, communications and promotions, as well as identifying additional revenue opportunities. There has been no detail provided by VANOC at this time regarding the marketing that will be provided for all Official Celebration Sites through the Cultural Olympiad.

O Zone Look

Along the security perimeter around the O Zone a fence wrap plan has been developed. Procured from VANOC, this fence wrap will clearly identify the O Zone perimeter, and add colour to the area in the dark winter months. Additional “Look” elements will be developed.

Operational Planning

In addition to the planning of the Program and Site plan as outlined above, there are a number of areas required to ensure success with the overall O Zone.

Merchandising

VANOC has awarded the contract for all 2010 merchandise. The City is reviewing the merchandising contract from VANOC. In order to sell official 2010 merchandise on site, which we believe visitors will be looking for, we must use this particular vendor. The City will receive a percentage of total sales, and staff are negotiating to ensure maximum revenue for this arrangement. It would eliminate any risk for the City. Staff are also working with VANOC regarding our commercial rights to sell Richmond Olympic Oval merchandise.

Food and Beverage

Food and Beverage requires an overall site and implementation plan that will also address the implementation for the hosting areas, general public, and the volunteers and staff. Staff posted an RFP and have negotiated with a vendor to provide an overall plan that ensures the City's needs are met in terms of revenues as well as providing a high quality of service on the site.

One of the issues staff are negotiating relates to limitations put on what can be served due to VANOC Sponsorship Agreements. In some cases, VANOC's sponsorship agreement states that whether or not the sponsor decides to activate at a particular venue, their type of food cannot be served.

Volunteers

It is anticipated that approximately 1,000 volunteers will be required to successfully deliver the O Zone over 17 days and the Olympic Torch Relay. They will be involved in a wide range of functions from site preparation to guest services. As part of the Legacy goal of having a group of well trained "leadership volunteers for events", there is a high priority being made to recruit a number of volunteers that can play a key role in both the planning and on-site leadership during the event. Volunteer Richmond Information Services has recruited 700 volunteers to date and is holding ongoing general orientation sessions

Sponsorship & Hosting

Sponsorship continues to be a challenge due to the economic climate and the limitations placed by VANOC that the site must allow only Official Olympic Sponsors; however, within the current climate, the O Zone sponsorship program is progressing well and to date we have secured two cash sponsors for a total of \$270,000 and three in-kind sponsors valued at approximately \$820,000.

Staff continues to negotiate with VANOC to determine ways to provide opportunities for local businesses. One of the areas that appears to have very good potential for revenue generation is "Corporate Hosting" sites in the O Zone. This will allow not only Olympic sponsors but also local businesses to rent hosting spaces in the O Zone. The business case for this program is being finalized. Initial feedback in focus groups indicates that there is good potential.

2010 ARTS & CULTURE PLAN

The following programs/initiatives have been implemented or are currently being planned:

Children's Arts Festival - This two-day event took place at the Richmond Cultural Centre on February 19 and 20, 2009. Designed as a series of participatory workshops, children aged 5 to 12 took part in such activities as painting, drumming, cartooning, dance, drama and DJ'ing. The event was sold out each day with over 1,000 students and teachers participating. The future plan is to expand this to three days, with the third focusing on youth.

Winter Festival of the Arts - This six-week festival ran from February 1 to March 15, 2009. The purpose was to bring attention to the arts in Richmond through a campaign of print ads, posters, street banners and media stories and to steer people to the internet website www.richmondwinterfestival.ca where all cultural events happening during that time period were listed. Theatre, dance, film, visual arts and more were all given an extra boost of attention through this initiative.

The majority of surveyed artists and cultural organizations who participated reported that the festival benefited them; less than 10% felt it did not.

Richmond Arts Awards - Created in partnership with the Richmond Arts Coalition this new program recognizes the artistic achievements and contributions to the cultural community by City residents, artists, educators, organizations and business leaders. Its purpose is to:

- honour major contributions by individuals, organizations and business to the arts;
- cultivate greater visibility and understanding of the value of the arts;
- encourage excellence and build new leadership within the arts community; and develop patrons for the arts.

In its inaugural year, 41 nominations were received and finalists were announced on March 30. The winners were recognized at the Richmond Arts Awards ceremony in Council Chambers on April 17, 2009. Approximately 120 people attended, including five city councillors.

ART AT WORK: First Annual Arts Symposium - Presenting professional development opportunities for local artists and others working in the cultural sector, ART AT WORK was created to:

- support the growth and development of the arts and cultural sector;
- provide artists and cultural workers with practical, inspiring and career-enhancing programming; and
- encourage networking and sharing within the arts and culture community.

On April 18, 2009, 70 registered artists and representatives of cultural organizations attended this full day of professional development workshops, talks and networking. Developed in partnership with the Richmond Arts Coalition and the Richmond Chamber of Commerce Business and the Arts Committee, the Symposium offered a range of workshops and presentations including Grants Writing, Arts Marketing, Fundraising and How to Make a Living in the Visual Arts. Feedback from participants has been very positive. More than half

of the attendees were Richmond residents with the rest of attendees from all over the Lower Mainland (plus one from Victoria).

Artists' Directory and Information for Artists' Webpage - In order to communicate directly with members of the arts community and to understand who the artists are in our community, a self-registered Artists' Directory has been established as well as a webpage with information that is updated regularly. Information on the page includes links to web pages about the Arts Symposium and Arts Awards, as well as a proposal form PDF for new community events in 2010.

The email addresses collected in the registry are used to disseminate information about the Arts Awards, Arts Symposium and other arts related events and opportunities in Richmond.

Initiatives to Involve Local Artists / Groups During Games-time - The Winter Festival of the Arts happening February 1 to March 15, 2010 will overlap Games-time. The aforementioned information for Artists' Webpage includes a link to the 2010 Community Arts Event Proposal form. This is a formal mechanism through which cultural groups can propose special events during the Festival period as well as the O Zone.

The O Zone will include opportunities for local artists to be invited to perform and/or exhibit.

VANOC will determine which volunteer performers are to be included in official Olympic events like the Opening and Closing Ceremonies; their Call for Volunteers has been distributed to members of the Artists' Directory to encourage participation.

There will also be local performers on stage at the Olympic Torch Relay event.

Public Art Brochure - A 22 page full colour guide to the Richmond Public Art Collection has been produced. This brochure includes photos and brief descriptions of 50 pieces as well as a map and city walking tour plan. We are distributing 7,500 copies via city facilities, such as Richmond City Hall, Cultural Centre, and Community Centres, etc. Staff are also working with Tourism Richmond for distribution to Richmond visitors.

Xiamen Philharmonic Orchestra - The Sister City Committee is well on their way to securing sponsorship funding to present this 100 piece orchestra from China to perform at the River Rock Show Theatre on October 4, 2009. Two local choirs, the Richmond Youth Choir and the Richmond Orchestra and Chorus, are expected to perform on stage with the Xiamen Philharmonic Orchestra in two separate concerts. There may also be opportunities for additional cultural exchange events with local artists (e.g., receptions, talks or workshops) while these musicians are in town.

LOOK OF THE GAMES, LOOK OF THE CITY PROGRAM

The intent of the "Look" Program is to promote Richmond as an international destination but at the same time elicit a sense of community spirit and pride. Through the City's partnership with VANOC, Olympic themes and visual elements have been developed to ensure a unified Look of the Games that will bring each community involved in the Games to life with greater impact.

Details of plans for the City of Richmond Look of the Games, Look of the City Program are outlined below:

Hollybridge Promenade

Through a generous donation from the Hon. Dr. David Lam, \$200,000 has been secured by agreement to enhance and leverage planned gateway improvements for the Hollybridge Promenade Legacy project adjacent to the Richmond Olympic Oval. This contract tender for construction has been awarded. The anticipated completion of these improvements and opening is scheduled for the summer of 2009.

Total Project Value: \$387,000 (Existing Trails Capital)
Total Sponsor Value: \$200,000 (Hon. Dr. David Lam Donation)
Total Project Value: \$587,000

Olympic Street Banner Program

The Look of the Games, Look of the City – Olympic Street Banner Program will integrate with VANOC's Official 2010 Banner Program and will ensure that Richmond's Look is consistent with other Venue Cities, meeting the goal of creating a "seamless Olympic Look". Community partners include YVR. The existing 2009 Richmond Street Banner Operating budget will cover this cost.

With the launch of the Look of the Games graphics by VANOC in late September 2008, staff are presently working with VANOC on banner designs. This program does not have additional financial implications as the current Street Banner Operating Budget will be utilized for Olympic Banners in 2010. Detailed design of the street banners will continue in to mid 2009 when Richmond will participate in bulk ordering with Vancouver, and other municipalities, through VANOC's preferred pricing and procurement process.

YVR staff have indicated they are investigating a banner installation for 2010 that could connect the No. 2 Road Bridge and the Airport to Vancouver with the 2010 Banner Program. Liaising with YVR staff is ongoing.

Total Project Value: \$80,000 (Existing City of Richmond Banner Operating Budget)
Added Value: YVR Banner Program extending banners through Sea Island, connecting Vancouver, YVR and Richmond.
Cost Recovery Opportunity: Staff are working out the logistics of pre-selling the 2010 street banners to the public to recover a portion of the cost of production. Determining timing for potential sales in accordance with VANOC restrictions on sale of 2010 "remains of the Games" Look elements.

Legacy Festive Lighting Program

1,000 strings of LED festive lights have been secured and are planned to be installed within Minoru Park as a legacy infrastructure item.

Building Frontage Wraps

Concepts and renderings are being developed by staff and 3M, a VANOC sponsor, for potential applications of the Look in the O Zone and City Hall areas.

Wayfinding

The wayfinding to the O Zone and the Richmond Olympic Oval will be essential. This involves the movement of vehicles and pedestrians safely and in the right direction. Directional signage locations have been identified and will incorporate the Look elements. Efficiencies for the No. 3 Road wayfinding signage installation includes aligning the planned wayfinding signs with the existing planned signage for Richmond's Canada Line.

Major routes for wayfinding in Richmond include a Pedestrian Wayfinding Program that has been developed for No. 3 Road from the Brighthouse Canada Line Station - to Richmond City Hall - to the O Zone. As well, from the Richmond Olympic Oval - to Minoru Park - to the O Zone.

Staff are negotiating with VANOC to ensure that the wayfinding includes permanent directional signage to the Richmond Olympic Oval rather than disposable signage that would be disposed of after the Games.

Legacy Gateways

A staff team and consulting group have been engaged and have developed a new gateway sign concept for installation at key gateways to the community. This legacy program is intended to improve existing gateways at key locations to the City, including replacement of the existing eight gateway signs and the installation of new landscaping at these locations.

In addition to the timing of 2010 and the Games, this program is also an extension of the Richmond Civic Beautification and Branding Programs, which will incorporate Richmond's new logo at the City entrances. Design concepts (a kit of parts) for the gateway signage has been developed. Subject to approval for procurement, landscape improvements and new gateway signage will be installed by September 2009.

This program proposes a significant reduction in the scope of legacy gateway improvements, instead of concentrating on one primary gateway location as opposed to four to six gateways.

The No. 2 Road Bridge and Dinsmore Bridge, framing the Richmond Olympic Oval, is the recommended gateway for immediate improvements. This is primarily due to the proximity to the proposed celebration and Richmond Olympic Oval site, and the opportunity to leverage existing infrastructure such as banners, electrical power, and sightlines to the river and the Richmond Olympic Oval.

COMMUNITY ENGAGEMENT PROGRAMS

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

Paint the Town Red - Paint the Town Red is a national program developed by the Canadian Olympic Committee (COC). The national launch is planned for September 2009 in Richmond. The intent of this program is to provide opportunities for Canadians to show their national pride and to support our Canadian Olympic Athletes. Businesses, community groups and individuals will all be encouraged to participate by wearing red, flying flags, wrapping buildings, etc.

The Richmond Chamber of Commerce has established a committee to lead this initiative supported by the City of Richmond. The Richmond Chamber of Commerce will be formally launching this national program in September 2009. A number of our corporate citizens have already indicated an interest in participating. More details will be released as the program is developed.

Richmond Business Opportunities - The Richmond Chamber of Commerce and Tourism Richmond working with the City of Richmond's Economic Development is leading this initiative. The program is intended to assist local businesses to maximize their opportunities associated with the 2010 Games. The program will include an initiative to encourage Richmond Businesses to utilize the excitement of the Games to host business leaders, clients, partners, etc., from other parts of the world. As well, the program will link Richmond businesses with potential clients who are visiting the Metro Vancouver area in an effort to help build business opportunities. In some cases the program will be tied into the City of Richmond's Protocol Program.

Child and Youth Engagement - Richmond School District No. 38 is establishing a number of initiatives to "bring the Games" to the children and youth of Richmond. The programs are intended to maximize the Games experiences for the children and youth in our community. A number of exciting initiatives are currently underway. These include both on line and classroom based Olympic focussed education programs that identify the history, mission purpose and plans associated with the Olympic movement.

The Richmond Olympic Oval is working with Richmond School District No. 38 to offer "every child the opportunity to skate at the Richmond Olympic Oval" prior to the Games.

The Richmond Spirit Committee is supporting a series of visits by Olympian Shirley Olaffsen and a torch from Beijing to all elementary schools in Richmond. The committee is also coordinating a speed skate display that is sometimes accompanied by members of the National Speed Skate Team who are also touring through the schools.

The 12th annual Richmond Student Leadership Conference, which is to be held on November 7, 2009, will also be thematically tied to the Olympics and Paralympics, and it

may be linked to the Art Legacy Project and/or the Video competition in ways that have yet to be determined. The Conference is titled "Ignite Your Passion - Share the Flame."

Richmond School District No. 38 has developed a liaison between classrooms in Richmond and counterparts in Lillehammer Norway, and Coevorden Netherlands.

The 2010 Torch Relay comes into Richmond on February 9, 2009, at 4:30 pm and arrives at the O Zone Main Stage at 8:00 pm. Students have been encouraged to apply online to be a participant in the run.

In preparation for the Olympic period, a variety of activities are in the early stages of discussion under the overall theme of "17 Days of Peace."

- On the opening day, February 12, 2010, there will be a significant celebration in the O Zone, with a live video feed from the Opening Ceremonies being held at BC Place. Plans are being made for a 3,000 voice choir accompanied by a band with drummers and dancers who would perform.
- The staffs from the two organizations are developing a number of other concepts to involve students in activities in and around the O Zone during the 17 Days of the Olympics (February 12 to 28, 2009).
- An Art Legacy Project is being planned to include all schools. This will be based on the overall theme of "17 Days of Peace." The details have not yet been determined. A video competition is also being considered.

Host Family (Home Stay) Program - The City has established a Volunteer Committee whose purpose is to support the Canadian Speed Skating team by providing Games-time accommodation for parents and immediate family of the speed skaters. The committee may also consider supporting families from other competing countries.

Spirit of BC - The mandate of the Council appointed Spirit of BC Committee is to ensure Richmond fully capitalizes on the benefits of British Columbia hosting the 2010 Winter Games. The core of the Spirit of BC program is a network of more than 90 Spirit of BC Community Committees representing over 200 communities across the province. Richmond's committee is seen as a leader across the province and has already delivered a number of exciting programs including the annual Spirit of BC Week activities and the Beijing Opening event held at Aberdeen Centre this past summer. The committee is currently supporting the school programs as noted above and a variety of community special events. Plans are now being laid to participate in a number of community celebrations this upcoming summer.

2010 Strategic Operational Plan Budget	
REVENUE	
City of Richmond	\$ 6,312,225
Tourism Richmond	\$ 2,000,000
O Zone Sponsor/VIK Revenue	
O Zone Sponsor (Dollars)	\$ 500,000
O Zone Sponsor (VIK)	\$ 500,000
Olympic Expo Sponsor/Donor (Projected)	\$ 1,400,000
O Zone Operational Revenue	
Ice Zone	\$ 124,800
Club O Zone	\$ 960,000
2010 Olympic Expo	\$ 569,600
Merchandise	\$ 250,875
Food and Beverage	\$ 233,750
Total Revenue (Projected)	\$ 12,851,250
EXPENSES	
2010 Arts and Culture Plan	\$ 258,760
Look of the Games	\$ 310,000
Olympic Branding	\$ 225,000
2010 Information and Volunteer Centre	\$ 466,240
Torch Relay	\$ 150,000
O Zone Operational Expenses	
Sponsor, Marketing, Broadcast	\$ 635,000
Operational	\$ 1,310,524
Infrastructure (General)	\$ 2,018,963
Programming	
Olympic Exposition	\$ 2,030,250
Ice Gate	\$ 330,000
Ice Zone	\$ 668,000
Main Stage	\$ 1,827,864
Atmospheric	\$ 400,000
Production	\$ 449,890
Look and Wayfinding	\$ 248,000
Transportation	\$ 124,390
Security, Safety, Medical	\$ 644,250
Merchandising	\$ 55,000
Food and Beverage	\$ 3,325
Total Expenses (Projected)	\$ 12,155,455
Summary	
TOTAL REVENUE	\$ 12,851,250
TOTAL EXPENSES	\$ 12,155,455
TOTAL CONTINGENCY (5.7%)	\$ 695,795
NET BALANCE	\$ -

Summary of 2010 Games Strategic Operational Program Value

City Funding	\$ 6,312,225
Other Revenues	\$ 6,539,025
Additional Activation / VIK	\$ 14,717,450
Total Value of 2010 Games Strategic Operational Program Value	\$ 27,568,700