



To: General Purposes Committee
From: Kate Sparrow
 Director, Richmond Olympic Office
Re: Olympic Expo – Richmond 2010

Date: June 4, 2009
File: 01-0005-01/2009-Vol 01

Staff Recommendation

That the staff report dated June 4, 2009, from the Director, Richmond Olympic Business, entitled *Olympic Expo – Richmond 2010*, be received for information.

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

Att. 1

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

Staff Report

Origin

In May 2009, Richmond City Council adopted the following term goal:

“Advance the City’s destination status and ensure our continual development as a vibrant cultural city with well established festivals and the arts through the successful achievements of the City’s Olympic goals and effectively involving partners in creating Richmond as a destination”.

In 2008 the City of Richmond was presented with the unprecedented opportunity to host the Olympic Expo 2010. Staff have had ongoing discussions with the IOC and the Olympic Museum in Lausanne, Switzerland regarding the logistics of hosting this exhibit including the long term benefits to the City. As Council had questions about the Olympic Expo Richmond 2010 during the discussion on funding at the Finance Committee meeting held on June 1, 2009, this Report has been prepared to provide an update on the status of the planning of the exhibit and activities.

Analysis

In January 2009 the decision to move the O Zone to the Civic Precinct and Minoru Park area presented an opportunity to include the Olympic Expo within the city’s celebration site – the O Zone. For 20 days during February 2010, when international attention will be focused on our region, the iconic City Hall meeting house will be transformed into a museum to show the history and culture of the Olympic Games. **Attachment 1** gives an overview of the Expo and what will be featured. Sections include:

- All the torches from Olympic Games since 1936 – the first torch relay in the modern games, as well as the cauldron and story used to light the flame using the sun in Greece;
- A full set of all Winter and Summer medals – 128 in total;
- Stamps, coins and pins from the IOC collection;
- A history and chronology of the Olympics from ancient to modern times;
- The evolution of sporting equipment and the influence of technology and knowledge;
- Theatre showing films of champions, ceremonies & performance and athlete oral histories;
- Myths and stories surrounding the Olympic Games;
- Art that has been inspired by the Olympic Games;
- A school program engaging school classes from around the Lower Mainland is being developed using the exhibit to develop an understanding of the history and heritage of the Olympic movement, particularly as it relates to Richmond, British Columbia and Canada.

Also included in City Hall will be an exhibition of artwork and essays by children from around the world through the Culture, Education, Sport and Ethics Program (CESEP). CESEP is an international educational outreach initiative to engage students from different countries and cultures in a dialogue of healthy, drug free sport, fair play and the culture of sport. This exhibition and the athletes they engage is a wonderful connection to the Expo and particularly the school program.

Programming will also include performances by local, national and international artists.

Legacy

While the Olympic Expo will be open for just 20 days the legacies for Richmond are extensive:

- Contributes directly to achieving one of Council's term goals: "Advance the City's destination status and ensure our continued development as a vibrant cultural city with well established festivals and the arts". The world class exhibit planned as the Olympic Expo will attract the attention of not only the Lower Mainland community but also the international visitors and media. It is another example of the excellent and creative product produced by Richmond.
- Brings people who may never have been into a museum due to perception to experience first hand the iconic objects associated with the Olympics.
- Due to the relationship that has been developed with the Olympic Museum they have agreed to extend a long term loan of select artefacts to the City. These could be displayed at the Richmond Olympic Oval thereby expanding the cachet of the Oval for visitors and investors. Once Richmond has developed the proposed destination museum with the planned Olympic section to tell the story of Our Games ongoing loans will be facilitated.
- The exhibit case system proposed for the Olympic Expo is a locally designed, simple, reusable, flexible, stable and secure modular system designed to meet the ever changing needs of museums and art galleries. The system is designed to accommodate in-house museum presentations, travelling or temporary exhibits for many different types of public spaces such as City Hall, the Olympic Oval, community centres or malls as well as the existing and any future museum. The component pieces can be reconfigured in many different ways to suit any exhibit space and any sized object /artifact (from very small to very large). When disassembled the components store flat. This system also provides a high level of stability and security for the priceless Olympic artefacts on show.

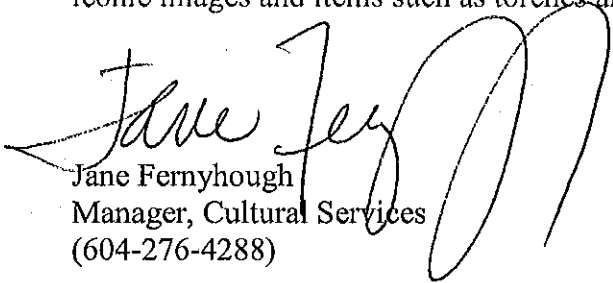
The estimated cost to mount the exhibit including the programming is \$2.2 million. Staff have developed a sponsorship package for official Olympic and VANOC sponsors, as well as a donor program inviting local businesses and individuals to participate in making the Olympic Expo a reality. If approved by Council, the City's total share would be comprised of \$500,000 from the 2008 surplus and \$250,000 to \$500,000 from the \$2 million received from Tourism Richmond. At the time, Council requested that staff seek \$1.5 million in financial support from Tourism Richmond for the O Zone. Recognizing the importance of the Olympic Expo to the City's overall 2010 plans and our ability to compete with Whistler and Vancouver in the Olympic tourism stakes, the CAO sought and received an additional \$500,000 from Tourism Richmond.

Financial Impact

There is no financial impact to this report.

Conclusion

The status as Venue City has given Richmond an outstanding opportunity to showcase our community to the world. The O Zone provides Richmond residents and visitors the opportunity to experience the excitement and energy of the Olympic Games regardless of whether they have tickets to events or not. The Olympic Expo is one of the elements that distinguishes Richmond's celebration site from all others and that gives residents and visitors the opportunity to see the iconic images and items such as torches and medals in person.



Jane Fernyhough
Manager, Cultural Services
(604-276-4288)

Attach: 1

The Olympic Expo 2010–Richmond

Overview

For three weeks, Richmond’s architecturally distinctive and sustainable City Hall will be transformed into the **Olympic Expo 2010–Richmond** showcasing the art, history and culture of the Olympic Games.

Making history as the first exhibit of its kind in North America, this unique selection of priceless artefacts from the IOC Olympic Museum in Lausanne, Switzerland, rare coins and stamps from the IOC collection and an exciting and interactive program, tells the story of the Olympic movement.

From antiquity to present day, movie posters to mascots, technology to torches, the Olympic Games have been a potent inspiration for generations.



Marvel at the progress that has been made in sporting equipment and gear.



View the torches of every Olympic Games since 1936 and feel the impact of the coveted medals.



Recall the emotional impact and distinct cultures of Olympic Games ceremonies through costumes, props, posters, rare coins, stamps and other memorabilia that trace the history of the Games around the world.



Watch the emotional Olympic Games themed films that convey the stories of personal goals and achievements.

PHOTOS: © IOC

In the animated Outdoor Plaza, the glass facade of the main hall will offer a glimpse of what's inside, and entice visitors to enter. Those in queues will be kept entertained by jumbo screens showing Olympic activity and roving performers. Located at the main entrance to the **O Zone**, the Plaza overlooks the Ice Gate, a temporary ice installation by world renowned artist Gordon Halloran.



ILLUSTRATION: LORI BROWN

Coverage of the **Olympic Expo 2010–Richmond** will be mandatory for the international media and will be a **must-see** for residents and visitors from around the world who will visit more than once to meet Olympians past and present and attend special events such as auctions and theme days.

It will be a **stunning backdrop** for local and national performers.

It will provide an **opportunity for students** of all ages to fully experience and understand the Games through school-based curriculum and interactive programming.

And, the Expo will serve as a unique and refined **hosting venue** for the IOC, governments and businesses, from the IOC hosted opening reception to the closing celebrations.

Key Elements of the Olympic Expo

The Flame

This display of 17 Summer and 15 Winter Olympic Games Torches comprises the emotional heart of the exhibition. The personal stories of Olympic Torch Relays and lighting ceremonies will ignite your heart too. The recently-completed Canadian Olympic Torch Relay route will be particularly highlighted.



PHOTOS: © IOC | © VANOC

Stamps, Coins and Pins

Collectors and non-collectors alike will be delighted by this exhibition of IOC Museum treasures: stamps, coins and pins from around the world. Don't forget to strike your own coin to take home!



PHOTOS: © IOC | GETTY IMAGES

The Medals

Examine and admire precious medals from Winter and Summer Olympic Games — 128 medals in all — and re-live select athletes' personal stories of triumph by listening to their individual oral histories.



PHOTOS: © IOC

Sports

From hockey skates to bobsleighs, marvel at the evolution of winter sports gear over generations of athletes and equipment engineers. Through interactive components, experience the sensations of ski jumping and other thrilling winter competitions.



PHOTOS: © IOC

School Program

An opportunity for school classes to participate in and learn about the values, traditions and activities of the Olympic Games.



PHOTO: © IOC

The City of Richmond's Council Chambers will be an emotional space, screening films that celebrate champions. Display cases with full sets of all Summer and Winter Olympic medals will also be housed nearby.

Theatre

Located in the elegant and comfortable Council Chambers, the 100-seat theatre style room lends itself to showing Olympic Games themed films from around the world as well as local and national entertainers.

Films of past opening and closing ceremonies and stories of champions celebrate the Olympic spirit symbolized by the athletes' performance and performance and courage.

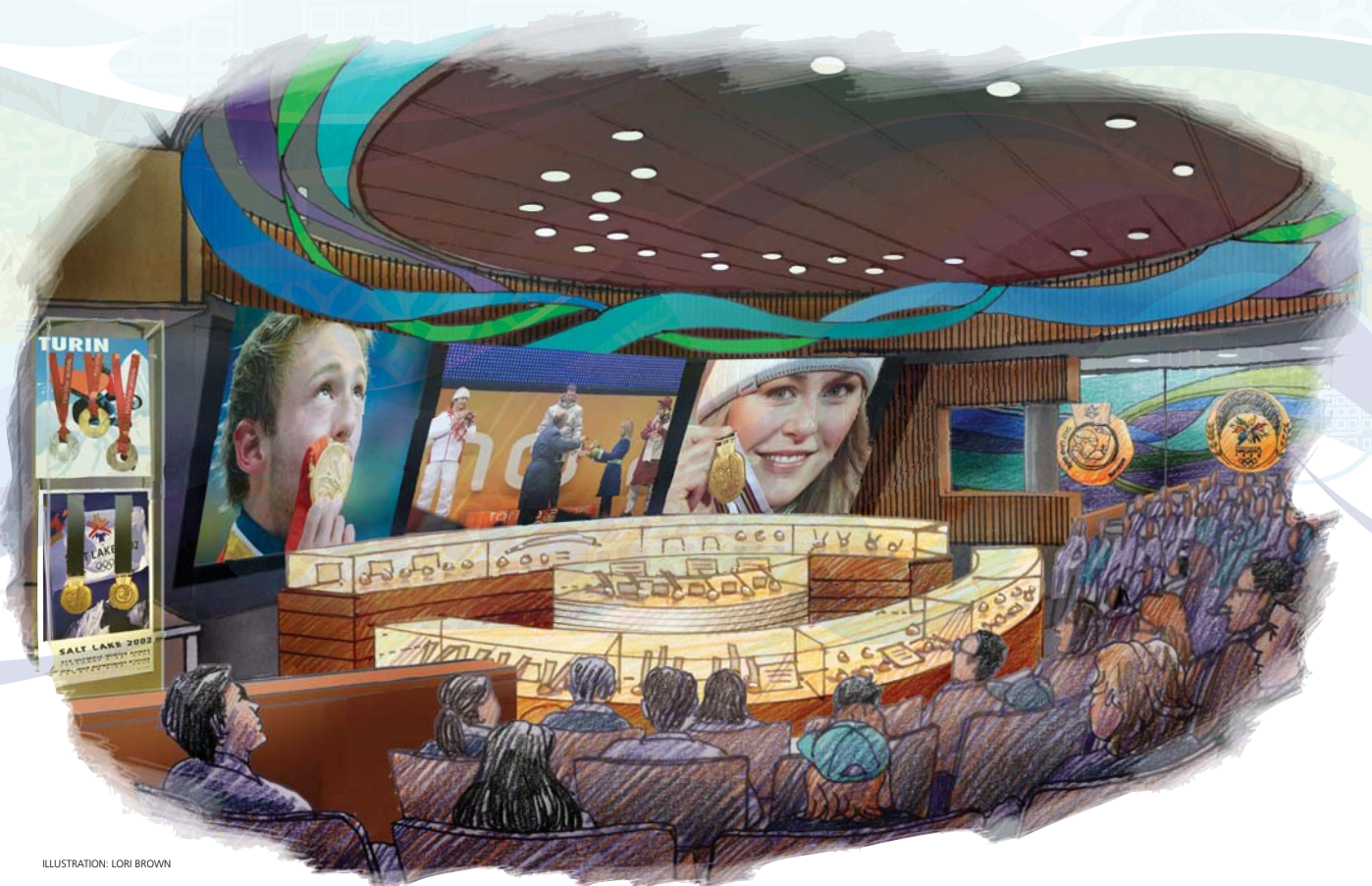


ILLUSTRATION: LORI BROWN

In the Torch room, visitors will also discover contemplative spaces to view rare collectors' items a "jewel box" atmosphere.



ILLUSTRATION: LORI BROWN