



To: Parks, Recreation and Cultural Services Committee **Date:** January 5, 2011
From: Andrew Nazareth, General Manager, Business & Financial Services **File:**
Re: Sport Hosting Progress Report

Staff Recommendation

That the Sport Hosting Strategy and Implementation Progress Report dated January 5, 2011 from the Manager, Sport Hosting be received for information.

Andrew Nazareth
General Manager – Business and Financial Services

Att. 4

FOR ORIGINATING DEPARTMENT USE ONLY			
ROUTED TO:	CONCURRENCE		CONCURRENCE OF GENERAL MANAGER
Parks and Recreation	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Richmond Olympic Oval	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Law	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

On February 8, 2010, Richmond City Council adopted the following resolutions:

- (1) *the Sport Hosting Strategy, as outlined in the staff report dated January 5, 2010 from the General Manager, Community Services entitled "2010 – 2014 Sport Hosting Strategy and Implementation Plan and Sport Hosting Task Force Terms of Reference" be endorsed;*
- (5) *the Sport Hosting Task Force Terms of Reference be approved as outlined in the staff report dated February 4, 2010 from the General Manager, Community Services, to include the above authority to grant fund;*

In accordance with Council Term Goals, the Sport Hosting Strategy and Implementation Plan will help advance the City's destination status and ensure our continued development as a vibrant cultural city with well-established festivals and the arts.

This report will address the progress of the Sport Hosting Strategy and Implementation Plan, the Sport Hosting Incentive Grant Policy (**Attachment 1**) and the Sport Hosting Office 2010 Annual Report (**Attachment 2**).

Background

Sport Hosting in Richmond is defined by the staging of competitive sporting events and sport related meetings that attract visitors to Richmond as spectators, officials, competitors or delegates.

The City has taken the leadership responsibility for Sport Hosting in Richmond, with the support of three stakeholders: Tourism Richmond, the Richmond Olympic Oval Corporation and Richmond Sport Council.

This unique opportunity was aided by an agreement with Tourism Richmond to fund the initiative with a \$500,000 contribution annually for the next five years for a total contribution of \$2.5 million. Sport Hosting in Richmond is currently funded by Tourism Richmond through the 2% Additional Hotel Room Tax (AHRT) and is governed by an official Agreement between Tourism Richmond and the City of Richmond. Signed in January 2009, the Agreement is valid for the duration of the provincial Order In Council (OIC) administering the AHRT for Richmond. The current AHRT model has been approved and extended until June 30, 2012.

Analysis

On February 8, 2010, City Council adopted the Sport Hosting Strategy and Implementation Plan with the following four objectives:

1. To position Richmond as the preferred location and premier sport host for existing events and targeted regional, provincial, national and international events.
2. To increase Richmond’s capacity to host sporting events, meetings and conferences.
3. To work closely with our community partners to be an advocate for the development of sport hosting in the City of Richmond.
4. To leverage and maximize media/marketing exposure from being a venue City for the 2010 Olympic Winter Games.

A significant driver of this program is to expand room nights in our local hotels resulting from hosting a wide variety of sport events and meetings. The following describes the progress to date by the City and our partners on the above objectives:

Objective	Status
<p>To position Richmond as the preferred location and premier sport host for existing events and targeted regional, provincial, national and international events.</p>	<ul style="list-style-type: none"> • Developed sport hosting promotional and marketing materials • Ad campaign leveraging the “Venue City” brand • Targeted mail campaign to specific provincial national and international sport organizations • Attended targeted sport hosting workshops & tradeshow • Winner of the BC Tourism Award in the <i>Sport Tourism Community Legacy Award</i> category, receiving award Oct. 2010 • 2009 BC Seniors Games Legacy Funding established to support seniors travelling for sport competition • Signing of three high performance sports to train at the Richmond Olympic Oval – Volleyball, Table Tennis and Hockey Canada
<p>To increase Richmond’s capacity to host sporting events, meetings and conferences.</p>	<ul style="list-style-type: none"> • Launched the Sport Hosting Task Force consisting of representation from the City of Richmond, Richmond Sport Council, Tourism Richmond and Richmond Olympic Oval Corporation • Launched the Sport Hosting Incentive Grant program with \$45,000+ awarded to sport organizations in 2010. • Developed a bid book template • Built partnerships with the Canadian Sport Tourism Alliance (CSTA), Sport BC and the National Association of Sport Commissions • Submitted 3 formal and 3 informal bid books

Objective	Status
<p>Provincial, national and international events secured for 2010 and beyond</p>	<p>In addition to the City of Richmond’s annual calendar of regional and provincial sport events; national and international events secured for 2010 and beyond include:</p> <ul style="list-style-type: none"> Venue City for the 2010 Olympic Winter Games 2010 World Wheelchair Rugby Championship 2010 Sport BC Athlete of the Year Awards 2010 Baseball Canada Convention 2010 National Taekwondo Championship 2010 Yonex Open 2010 Jack Donahue Classic 2010 BC Open Squash Championship 2011 National Fencing Championship 2011 Western Canadian Fencing Championship 2011 Pacific Volleyball Society International Club Championship 2011 Royale Cup Canadian Junior Girls Championship 2011 World Masters Badminton Championship 2011 Pacific Rim Broomball Championship 2014 RCGA Canadian Men’s Senior Championship 2014 International Highland Dance Competition
<p>To work closely with our community partners to be an advocate for the development of sport hosting in the City of Richmond.</p>	<ul style="list-style-type: none"> • Presented to over fifteen community groups, organizations and internal stakeholders introducing the sport hosting strategy • Developed a database of sport tourism venues/facilities determining the sports that are the best fit for our community • Worked with Tourism Richmond on a collaborative marketing campaign leveraging “Venue City” status • Using the CSTA’s Sport Tourism Economic Assessment Model to analyze the economic impact of sport events in Richmond <ul style="list-style-type: none"> ○ 2010 WWRC generated \$2.9 million in economic impact ○ 2009 BC Seniors Games generated \$3 million in economic impact • Facility upgrades through Parks & Recreation: Richmond Lawn Bowling Club and outdoor basketball courts at South Arm • Richmond Olympic Oval opened Fall 2010 in post games legacy mode
<p>To leverage and maximize media/marketing exposure from being a venue City for the 2010 Olympic Winter Games.</p>	<ul style="list-style-type: none"> • Worked with Sport BC, Canadian Sport Centre Pacific and 2010 Legacies Now to leverage Olympic partnerships • Built relationships with the Canadian Olympic/Paralympic Committee and International Olympic/Paralympic Committee • Worked with communications team to distribute collateral material and tailor consistent messaging around sport hosting in Richmond • Press releases and many positive media articles regarding the City’s new sport hosting program and events.

On February 8, 2010, City Council also adopted the Richmond Sport Hosting Task Force Terms of Reference and the Sport Hosting Incentive Grant Policy.

Four key stakeholders from the City of Richmond, Richmond Sport Council, Tourism Richmond and the Richmond Olympic Oval provide guidance to the City’s Richmond Sport Hosting Office and approve funding for the Sport Hosting Incentive Grant Program on behalf of City Council.

The goal of the Grant program is:

Provide financial support to provincial, national and international sport organizations and the Richmond Olympic Oval Corporation hosting sporting events and meetings in Richmond. This financial support will provide non-profit sport organizations the opportunity to host, create, market and administer tournament and championship level sporting events while building on an already successful annual sport-hosting calendar.

The 2010 budget for the sport-hosting grant is \$100,000. As of the last meeting on December 14, 2010, the Sport Hosting Task Force has approved twenty (20) grant applications in the amount of \$45,042.50. The Task Force has declined five (5) grant applications in the amount of \$19,016. A detailed chart is attached (**Attachment 3 & 4**).

In order to provide Council with feedback, stakeholders were asked to provide comment on the grant program:

Richmond Sport Council

- Satisfied with the status of the grant program
- Further marketing and communication of the program needed to local sport organizations
- Desire for the program to continue to support only local Richmond sport organizations

City of Richmond

- Increase the marketing and communication of the program and emphasize the benefits of hosting sport events, meetings and conferences in our community
- Provide increased focus on Richmond School District Athletic event opportunities
- Continue to support local Richmond sport organizations to help support the growth and development of our local sport community
- Opportunity to grow the grant program to support additional high level annual and one-time events through supporting non-profit sanctioned events operated, based on a fixed fee by for-profit organizations

Tourism Richmond

- Increase in the marketing and communication efforts to national and international sport organizations
- Requesting to have applicants report on hotel commitments on the application form
- Grow the program to include non-profit sanctioned events that are executed by for profit organizations
- Grow the program to include events hosted in Richmond that would otherwise be hosted in other cities

Richmond Olympic Oval

- Sport events must occur within the City of Richmond
- Events must be sanctioned by at least one of the LSO, PSO, NSO or ISO.

- Funding may be allocated to ROOC or the LSO, PSO, NSO or ISO provided the fund recipient has a non-profit governance structure.
- Engagement of professional event organizers or contractors by the ROOC or the sport body is permitted.
- Applications could be received from LSO, PSO, NSO or ISO or from ROOC.
- The event must primarily use facilities in Richmond
- Official accommodation must be in Richmond (for a large event there could be official accommodation elsewhere too but not exclusively outside Richmond)

Sport BC

- Provincial sport organizations value any community support for hosting an event, especially a grant program
- Shows the City is committed to supporting sport and events in the community

Grant recipients

- Richmond Girls Soccer Association – positive response regarding the ease of the application process and quick turn around time
- BC Wheelchair Sports Association – grateful for the support and will continue to seriously consider Richmond as a host for future events
- Richmond Lacrosse Association – supportive of the simple grant process and is helping Lacrosse make their annual events a greater success

Other organizations

- Canadian Taekwon-Do Federation/International Taekwon-Do Federation of BC – disappointed with the lack of support for an event that will bring a significant economic impact (300 participants, 270 total room nights, use of Richmond volunteers, cultural events)
- Badminton Canada/Clearone Badminton Centre – despite bringing in international badminton players, president of Yonex Japan, significant economic impact (over 500 total room nights), community development, the potential for an annual event and being the largest badminton event ever hosted in Canada; extremely disappointed with the lack of support from the City

Staff's assessment is that the Sport Hosting Incentive Grant Program has been a successful program for local community sport groups and is continuing to develop and grow the capacity for local sport organizations to host regional, provincial and national events. Inclusion of arts & cultural programming including: medal presentations, opening/closing ceremonies and recognition events during sport events has proven to be a positive addition to the grant program. However, in focusing only on events that are sanctioned by a sports governing body and administered by the Oval Corporation or a Richmond not for profit society, an opportunity has been missed to attract some types of major sporting events to Richmond. An explanation of this missed opportunity is as follows:

In the current sport landscape many provincial, national and international sport organizations are sanctioning events and then paying for a for-profit sport organization or event organizer to execute the event because either the local or provincial sport organization does not have the human resource capacity to host and execute the event. This is becoming increasingly popular as it is a viable option for sport governing bodies that don't have the volunteer or organizational capacity.

Recently, the 2010 Yonex Open held at the Richmond Olympic Oval was sanctioned by Badminton Canada, a non-profit organization. Badminton Canada contracted ClearOne Badminton Centre, a local Richmond sport business, on a fee-for-service contract, to execute the logistics of the event. The event was a significant international success for the City of Richmond with international badminton players visiting Cambie and Thompson community centres, engaged 50% more local volunteers than originally anticipated, generated a significant economic impact for the City, was the largest badminton event ever hosted in Canada and provided international exposure to the Richmond Olympic Oval and the City. This event was not eligible for a grant because it was managed by one of the City's private sport businesses and an opportunity was missed.

The Sport Hosting Task Force will conduct review of past and new applications over the next three months and report back to Parks & Rec Committee with any necessary recommendations to the Sport Hosting Grant Policy.

Financial Impact

No financial impact.

Conclusion

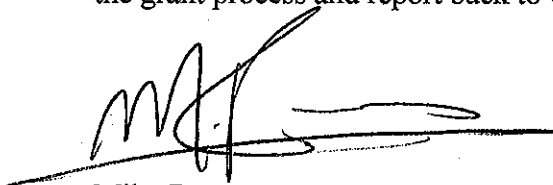
Staff's assessment is that the Sport Hosting Strategy and Implementation Plan has been a tremendous success for local community sport groups and is continuing to develop and grow the capacity for local sport organizations to host regional, provincial and national events.

To further strengthen the City's partnerships with sport and tourism stakeholders, to capitalize on sports, tourism, economic and media opportunities presented by the Richmond Olympic Oval, the 2010 Olympic and Paralympic Winter Games, and the associated legacy programs, the Sport Hosting Task Force will be reviewing of the current Sport Hosting Incentive Grant policy in an effort to broaden the scope of eligible sport hosting recipients and therefore attract even more large scale sporting events to Richmond.

January 5, 2011

- 8 -

The ultimate goal of the Sport Hosting Office is to become a premier sport hosting community and host more sport events in Richmond. Having the flexibility to support large scale sport events in the City is vital to the success of the sport hosting strategy. The Sport Hosting Task Force will review the grant process and report back to Council within three months.

A handwritten signature in black ink, appearing to read 'MR', with a long horizontal line extending to the right.

Mike Romas
Manager, Sport Hosting
(604-247-4923)

MR:mr

Report Attachments:

Attachment 1 - Sport Hosting Incentive Grant Policy - REDMS #2821429

Attachment 2 - City of Richmond Sport Hosting 2010 Annual Report - REDMS #3119680

Attachment 3 - Sport Hosting Grant Applicants - Grant Applicants - REDMS #2973337

Attachment 4 - Sport Hosting Grant Applicants - Not Accepted - REDMS #2973337



It is Council policy that

1. The City of Richmond supports the enhancement of a positive quality of life for all its residents, and the Council recognizes that one method of helping to achieve that goal is through an annual sport hosting incentive grant program.
2. The City of Richmond Sport Hosting Task Force has the responsibility to award Sport Hosting Incentive Grants to successful applicants and the program will be administered by the City of Richmond.
3. The incentive grant program is open to eligible groups on a first come, first serve basis until the funding is exhausted annually and any approved application will receive 50% up front funding (pre event) and 50% post event and upon submission of accountability paperwork.
4. Applicants from the Richmond Olympic Oval Corporation, Richmond Community Associations, Societies, Richmond School District No. 38 Athletics Association, Richmond non-profit organizations and non-profit sport organizations or associations are eligible to apply for a Sport Hosting Incentive Grant.
5. The grant process incorporates 2-tiered application eligibility: groups seeking less than \$1000.00 and groups seeking over \$1000.00.

Groups seeking less than \$1000 have the following criteria to meet:

- utilize facilities and venues within the City of Richmond.
- stay a minimum of 20 hotel room nights in Richmond.
- compliance with City policies and procedures.

Groups seeking finding over \$1000 have the following criteria to meet:

- utilize facilities and venues within the City of Richmond.
- stay a minimum of 20 hotel room nights in Richmond.
- outline how the support from the City of Richmond would be applied to the event.
- demonstrate the extent to which the event will encourage increased participation in sport and provide direct or indirect sport development opportunities to the City of Richmond's sport stakeholders.
- demonstrate the social and economic benefits of the event including but not limited to the size of the audience, media coverage, volunteerism and any potential legacy for the community (i.e. equipment, infrastructure).
- include a cultural component to the event.



- include a business plan outlining the sport event's objectives, action plan, volunteer and committee structure, participant breakdown, timelines, budget and if a surplus is generated through the event, identify how the surplus is to be used.
- be required to acknowledge the City's support in all of their information materials, including publications and programs related to the funded activities. If the logos of other funders are used in an acknowledgement, the City and Tourism Richmond should similarly be represented.
- compliance with City policies and procedures.

DEFINITIONS OF ELIGIBLE GRANT CATEGORIES:

1. **Provincial event** – The event must be sanctioned by a LSO and/or PSO that includes tournament/championship competition between teams/individuals from around the province of British Columbia.
2. **Western Canadian** – The event must be sanctioned by a LSO and/or PSO that includes tournament/championship competition between teams/individuals from the western provinces (BC, AB, SK & MB).
3. **National event** – The event must be sanctioned by a LSO and/or PSO, NSO that includes tournament/championship competition between teams/individuals from across Canada.
4. **International event** – The event must be sanctioned by a LSO and/or PSO, NSO, ISO that includes tournament/championship competition between teams/individuals from around the world.
5. **Invitational/Test event** – The event must be sanctioned by a LSO and/or PSO, NSO, ISO that includes tournament/championship competition between a minimum of 10 participants from outside of Metro Vancouver.
6. **Conferences/Symposiums/Congresses & AGM's** – The meeting must be sanctioned by a LSO and/or PSO, NSO, ISO. The meeting must be multiple days and host a minimum of 50 room nights on peak to be eligible. This would include topics such as sport system development, sport medicine, high performance training, sport legacy, sport hosting, coaching.
7. **Multiple year events** – must submit an application on an annual basis.

EXCLUSIONS FROM ELIGIBILITY FOR SPORT HOSTING INCENTIVE GRANT:

- Funding for bids for provincial, national or international events are not eligible.
- Events with less than 20 room nights in Richmond are not eligible.
- Events hosted outside the City of Richmond are not eligible for consideration.



- Professional events hosted by for-profit organizations with the exception of the Richmond Olympic Oval Corporation will not be supported.
- Funding for recreational activities (i.e. golf weekend) are not eligible for consideration.
- Funding for jamborees, playoffs, and league games are not eligible for funding.
- Applications for events that have already been hosted retroactively are not eligible.

GRANTS REVIEW CONSIDERATIONS:

The Sport Hosting Task Force will review and award grant applications on a monthly basis and ensure that successful grant applications have met the established criteria.

The City will ensure notification of awarded grants will occur to comply with Community Charter requirements.

If an application is denied, the applicant may appeal to Richmond City Council through the Parks Recreation and Cultural Services Committee.



City of Richmond Sport Hosting 2010 Annual Report





City of Richmond Sport Hosting 2010 Annual Report

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Snapshot



2010 Snapshot

With Richmond's strong position to take advantage of the sport tourism market, it successfully partnered with Tourism Richmond, Richmond Sport Council and Richmond Olympic Oval to launch a robust Sport Hosting Strategy that was adopted by council on February 8th, 2010. This was the first milestone of many in a successful rookie year for the Sport Hosting Office.

2010 Snapshot
Venue City for the 2010 Winter Games
Launched the Sport Hosting Incentive Grant Program
Hosted the largest and most successful World Wheelchair Rugby Championship, \$3 million economic impact to Richmond
Partner ad campaign (online and print) with Tourism Richmond – Sport Business, Sport Travel, Sport Cal, World Class Sport Hosts
Richmond Olympic Oval Legacy mode opened September 2010
Awarded a BC Tourism Award in the Sport Tourism Community Legacy Award category
Secured 15 sport events
More than 11,000 total room nights from sport hosting

Sample Ad



Sport Tourism Community Legacy Award





Progress



Sport Hosting Progress

Objective 1

To position Richmond as the preferred location and premier sport host for existing events and targeted regional, provincial, national and international events.

Tactics

- Developed sport hosting promotional and marketing materials.
- Ad campaign leveraging the “Venue City” brand.
- Targeted mail campaign to specific provincial national and international sport organizations.
- Attended targeted sport hosting workshops and tradeshow – CSTA and NASC.
- Winner of the BC Tourism Award in the Sport Tourism Community Legacy Award category, UBCM Community Excellence Award for Best Practises – Partnerships.
- 2009 BC Seniors Games Legacy Funding established to support seniors travelling for sport competition.
- Signing of three high-performance sports to train at the Richmond Olympic Oval: Volleyball, Table Tennis and Hockey Canada.

2011 Priorities

- Continue development of marketing and communications to provincial, national and international sport organizations.
- Complete sport hosting micro website (www.richmondsporthosting.ca) including new image bank, facility guide and quarterly newsletter.

Richmond Oval Tours (April 1 - October 25, 2010)	
Type of Group	Delegations
Businesses	7
Schools (Elementary, Secondary, University/College, or other Educational Institutions)	30
Community Groups	17
International and Local Tourism Organizations (Tourists)	86
Architecture and Wood Organizations (BC Wood, Fast n Epp, FII, Engineers)	11
Tourism Richmond FAM Tours	9
City or Government	4

Objective 2

To increase Richmond's capacity to host sporting events, meetings and conferences.

Tactics

- Launched the Sport Hosting Task Force consisting of representation from the Richmond Sport Council, Tourism Richmond and Richmond Olympic Richmond Olympic Richmond Olympic Oval Corporation Ad campaign leveraging the "Venue City" brand.
- Launched the Sport Hosting Incentive Grant program with \$35,000+ awarded to sport organizations.
- Developed a bid book template.
- Built partnerships with the Canadian Sport Tourism Alliance (CSTA), Sport BC and the National Association of Sport Commissions.
- Submitted 3 formal and 3 informal bid books.
- Volunteer legacy from the 2010 Games, more than 2,000 trained volunteers.

2011 Priorities

- Grow the Sport Hosting Incentive Grant Program to be more inclusive to national and international events.
- Develop a spectator capacity plan for events that require a large amount of seating.
- Increase the number of sport AGMs and conferences.





Objective 3

To work closely with our community partners to be an advocate for the development of sport hosting in the City of Richmond.

Tactics

- Presented to over fifteen community groups, organizations and internal stakeholders introducing the sport hosting strategy.
- Developed a database of sport tourism venues/facilities determining the sports that are the best fit for our community.
- Worked with Tourism Richmond on a collaborative marketing campaign leveraging “Venue City” status.
- Using the CSTA’s Sport Tourism Economic Assessment Model to analyze the economic impact of sport events in Richmond.
- 2010 WWRC generated \$2.9 million in economic impact.
- 2009 BC Seniors Games generated \$3 million in economic impact.
- Facility upgrades through Parks & Recreation: Blundell Baseball Diamond, Richmond Lawn Bowling Club and outdoor basketball courts at South Arm.
- Richmond Olympic Oval opened Fall 2010 in post-Games legacy mode.
- Attended Richmond Sport Council meetings, Sport BC member roundtable meetings, CSTA Marketing/Communication committee meetings and BC Sport Tourism Network quarterly conference calls.

2011 Priorities

- Develop a simple economic assessment tool that reflects the CSTA’s STEAM model to measure the impact of all events in the City.
- Build a needs assessment of the City’s sport venues, accommodations and event calendar.

Objective 4

To leverage and maximize media/marketing exposure from being a venue City for the 2010 Olympic Winter Games.

Tactics

- Worked with Sport BC, Canadian Sport Centre Pacific and 2010 Legacies Now to leverage Olympic partnerships.
- Built relationships with the Canadian Olympic/Paralympic Committees and International Olympic/Paralympic Committees.
- Worked with communications team to distribute collateral material and tailor consistent messaging around sport hosting in Richmond.
- Press releases and many positive media articles regarding the City's new sport hosting program and events.

2011 Priorities

- Leverage relationships to engage the COC and CPC in training opportunities for the 2012 Games.
- Marketing campaign around "training for the next games".

Current Bids

The Sport Hosting Office has active bids for the following events:

Current Bids		Est Total Room Nights
2011	Can-Am Wushu Martial Arts Championship	800
2011	Junior National Badminton Championship	300
2012	North American Chinese Basketball Association Invitational Tournament	1,000
2013	Men's World Curling Championship	200
2017	World Masters Games (early discussions with Pavco and Tourism Vancouver)	3,000 – 10,000



Sport Facility Map





Confirmed Events



Confirmed Sport Events

Annual sport hosting events representing approximately 3,000 total room nights include:

Annual Events	
Annual	Richmond Girls Ice Hockey Invitational
Annual	Richmond Minor Hockey International Midget Tournament
Annual	Dolphin Classic Basketball Tournament
Annual	Jimmy Ng Memorial Street Hockey Tournament
Annual	Richmond Kajaks International Track Classic
Annual	Nations Cup Soccer Tournament

In addition to the City of Richmond's annual calendar of regional and provincial sport events, secured national and international events representing approximately 5,000 total room nights including:

2010 and Future Events	
2010	Venue City for the 2010 Olympic Winter Games
2010	World Wheelchair Rugby Championship
2010	Sport BC Athlete of the Year Awards
2010	Baseball Canada Convention
2010	National Taekwondo Championship
2010	Yonex Open
2010	Jack Donahue Classic
2010	Baseball Canada Convention
2010	BC Open Squash Championship
2011	National Fencing Championship
2011	Western Canadian Fencing Championship
2011	Pacific Volleyball Society International Club Championship
2011	Royale Cup Canadian Junior Girls Championship
2011	World Masters Badminton Championship
2011	Pacific Rim Broomball Championship (new annual event)
2014	RCGA Canadian Men's Senior Championship
2014	International Highland Dance Competition



richmond

Task Force



Sport Hosting Task Force

Purpose

To provide guidance and feedback regarding the direction of the sport hosting strategy and administer the sport hosting incentive grant program.

Comprised of Key Stakeholders



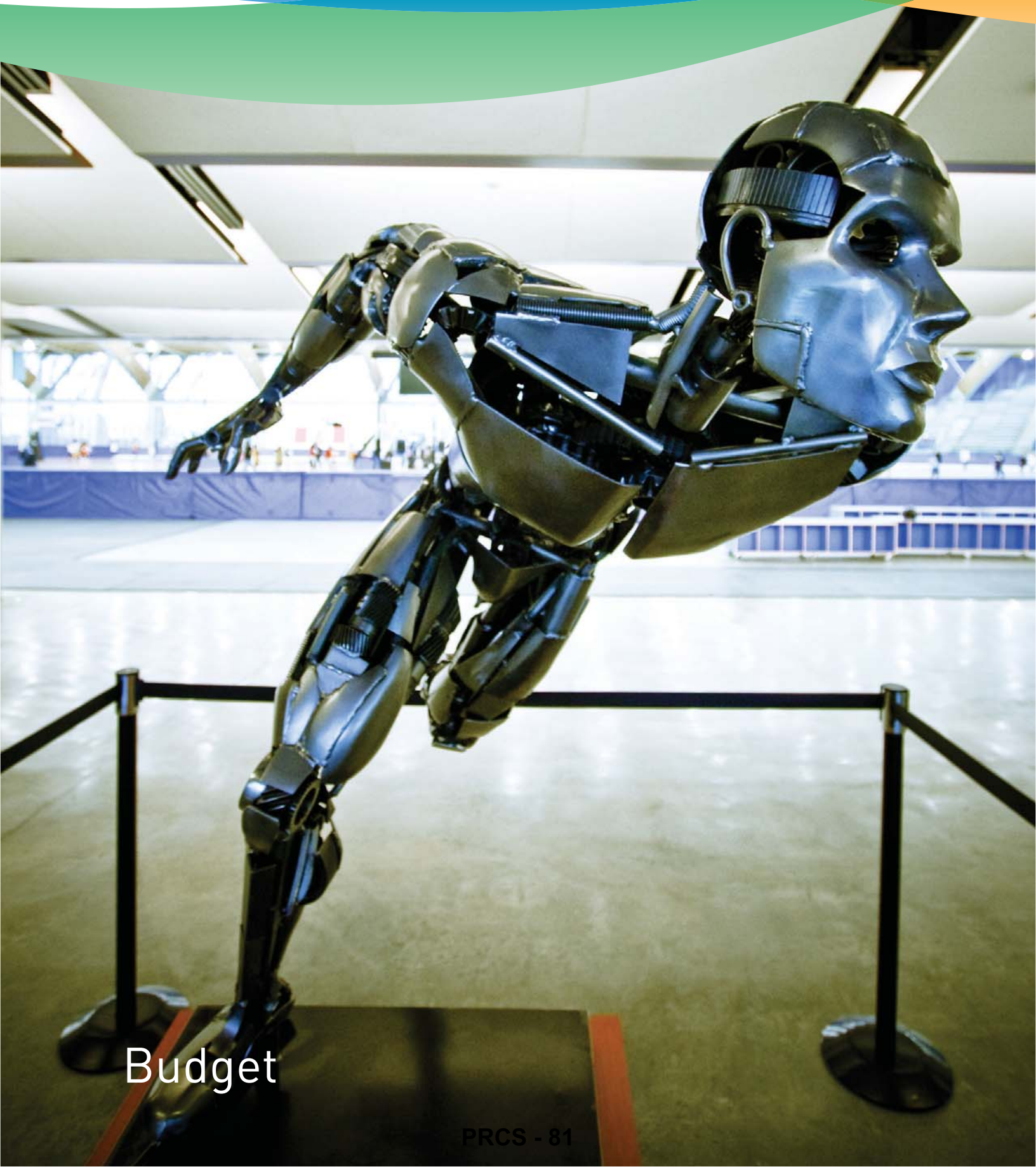
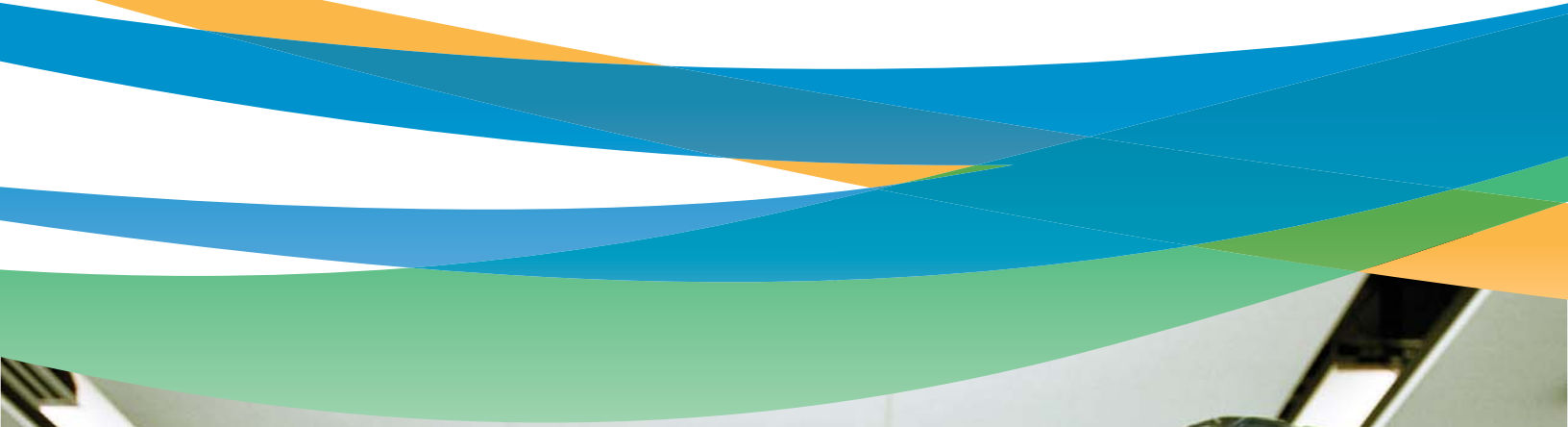
Sport Hosting Incentive Grant Program

To provide financial support to provincial, national and international sport organizations and the Richmond Olympic Oval Corporation hosting sporting events and meetings in Richmond. This financial support will provide non-profit sport organizations the opportunity to host, create, market and administer tournament and championship level sporting events while building on an already successful annual sport-hosting calendar.

Accepted 20 of 25 grant applications resulting in over \$36,000 granted to local and provincial sport organizations. (See Appendix for a detailed chart of grant allocation.)

2011 Priorities

- Modify current grant guidelines to be more inclusive and allow for a greater balance of accepted sport events.
- Launch a bid strategy focused on specific sport hosting opportunities that are a good fit for Richmond's facility inventory.



Budget

PRCS - 81



2011 Budget

Proposed Sport Hosting 2011 Operating Budget

Operating Expenditures	2010 Approved	2011 Proposed
Salaries	\$ 113,200	\$ 113,200
	\$ 113,200	\$ 113,200
Other		
Supplies	\$ 1,800	\$ 1,800
Contracts	107,000	107,000
Advertising and Marketing	100,000	105,000
Travel and Training	26,000	27,000
General Expenditures	37,000	31,000
Sport Hosting Grant	100,000	100,000
Other Expenditures	15,000	15,000
	\$ 386,800	\$ 386,800
Total Operating Expenditures	\$ 500,000	\$ 500,000

Surplus funds will be carried forward within a Sport Hosting Provisional Fund.

Appendix

Letters of Support

- Sport BC 17
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- BC Wheelchair Sports 19

Sport Hosting Incentive Grants

- Applications Accepted 20
- Applications Denied 20



October 22, 2010

Mike Romas
Manager, Sport Hosting
City of Richmond
6911 No. 3 Road
Richmond, BC
V6Y 2C1

Dear Mr. Romas,

As the federation for amateur sport in BC, representing over 80 Provincial and Multi Sport Organizations, Sport BC strongly supports the City of Richmond's Sport Hosting Strategy and Sport Hosting Incentive Grant Program as they aid in our continued efforts to drive increased participation in organized sport at all levels, in all regions of the province.

The City of Richmond plays an important role in the lives of its community by providing countless opportunities for people of all ages to participate in sport, and the high-performance and recreational facilities within which to do so. Richmond's recent efforts in helping stage the 2010 Olympic & Paralympic Winter Games reflect their diverse capabilities and established a strong foundation for staging future events. Sport BC supports the City of Richmond as they strive to continue delivering and creating such legacies through hosting sport events.

Sport BC is thankful that the City of Richmond's Sport Hosting Office has provided guidance and support on sport tourism related topics such as the BC Sport Tourism Marketplace and the BC Sport Tourism Network in an effort to strengthen BC's sport sector.

Sincerely,

Tim Gayda
President & CEO
Sport BC



T 604 333 3400
F 604 333 3401
FIRSTAR Sport Campus
260 – 3820 Cessna Drive
Richmond, BC V7B 0A2
sportbc.com



**CANADA
BASKETBALL**

1 Westside Drive, Unit 11 Toronto, Ontario M9C 1B2
t. 416.614.8037 f. 416.614.9570 www.basketball.ca

October 25, 2010

Mike Romas
Manager, Sport Hosting
City of Richmond
6911 No. 3 Road
Richmond, BC V6Y 2C1

Dear Mr. Romas,

On behalf of Canada Basketball, we would like to extend our sincere appreciation and thank you to you and the staff of City of Richmond for the great work and support for both the Canadian Senior Men's and Women's national team programs this summer. The enthusiastic support and the tireless work from yourself and the Sport Hosting Office have allowed us to deliver high quality and successful international events in Richmond, BC.

It was an extremely busy summer for Canada Basketball as both our Senior Men's and Senior Women's National teams were preparing for the FIBA World Championships at the end of the summer. As part of the preparation, one of our strategy was to deliver to our fans more games and competition domestically on Canadian soil. Through the help of the City of Richmond Sport Hosting office, these exhibition series proved to be a huge success!

The City of Richmond's Sport Hosting Office was instrumental in developing a communication and marketing plan in the promotion of the events to the community. Through their effort, the Senior Women's national team had an amazing experience playing in front of a large crowd at the Richmond Olympic Oval against the Chilean and Swedish national teams. Furthermore, the Sport Hosting Office was also vital in playing an important role in hosting the Chinese Senior Men's National team in Richmond, BC. The participating international teams were quite impressed with the high performance facility of the Richmond Oval, and thoroughly enjoyed the hospitality provided by all the supporting staff.

Canada Basketball understands and recognizes the important role City of Richmond's Sport Hosting Office plays in the development of programs, activities and events for the entire community in Richmond. Their contributions are essential in helping to build a stronger community and we commend them for their efforts.

We are thankful that the City of Richmond's Sport Hosting Office has provided us with the guidance and support this past summer. We hope to continue to build on this relationship and work with City of Richmond as we strive to bring more international events domestically and ultimately fulfilling our mandate of "Growing the Game".

Yours truly,

Ron Yeung
Manager, Steve Nash Youth Basketball
Canada Basketball



25 October, 2010

Dear Mr. Romas,

As the leader for wheelchair sports across the province and in continuing to propel participation in accessible sport provincially, BC Wheelchair Sports and the 2010 World Wheelchair Rugby Championship strongly supports the City of Richmond's Sport Hosting Strategy and Sport Hosting Incentive Grant Program.

The Sport Hosting Office has benefitted our organization by always being available to provide assistance and guidance, being a central resource for City of Richmond and Tourism Richmond information, able to provide valuable expertise and has a strong understanding of sport event hosting. Richmond's recent efforts in helping stage the 2010 World Wheelchair Rugby Championship reflect its diverse capability in hosting such events and establishing a strong legacy for staging future events in Richmond. We support the Sport Hosting Office and look forward to working with the City of Richmond on future events.

Sincerely,

A handwritten signature in blue ink, appearing to be 'Kathy Newman', on a light-colored background.

Kathy Newman
Executive Director
BC Wheelchair Sports Association

Co-Chair
Organizing Committee
2010 World Wheelchair Rugby Championships



BC WHEELCHAIR SPORTS

3820 Cessna Drive, #210, Richmond BC V7B 0A2

tel 604-333-3520 Fax 604-333-3450 Toll Free 1-877-737-3090 info@bcwheelchairsports.com www.bcwheelchairsports.com



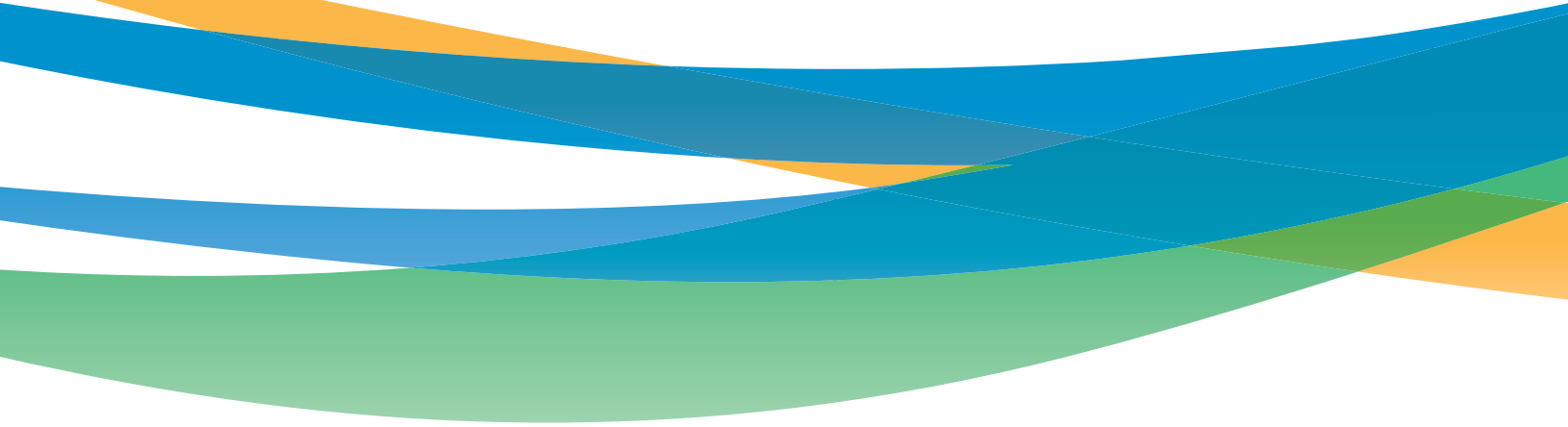
Sport Hosting Incentive Grant Applications Accepted

Organization Name	Event Type	Name of Event	Date	Total Distributed	Room Nights	Hotels
Richmond Girls Soccer Association	Provincial	BCSA Provincial B Cup	July 8-11	\$3,000.00	880	Sheraton, Marriott, Hilton, Sandman and Executive
The Nations Cup Soccer Society	Invitational	Nations Cup Tournament	July 16-18	\$2,800.00	20	Sandman Signature, Sandman, River Rock
*Richmond Centre for Disability	International	2010 International Wheelchair Curling Bonspiel	Nov 30-Dec 5	\$1,062.50	250	-
Richmond Senior Lacrosse	Provincial	BC Lacrosse Association Intermediate League Provincials	July 30-Aug 2	\$1,906.00	174	Accent Inns, Best Western
Richmond Senior Soccer League	Provincial	2010 BCSA Senior Provincial "B" Cup	June 18-20	\$1,980.00	96	-
Kajaks Track and Field Club	International	Kajaks International Track Classic	July 9th	\$411.00	30	Hilton Vancouver Airport
*2010 World Wheelchair Rugby Championships Society	International	2010 World Wheelchair Rugby Championships	Sept 17-26	\$3,500.00	2375	Sheraton
Richmond Winter Club	International	2010 Pacific International Cup	April 21-25	\$2,697.00	297	Delta
*Richmond Lacrosse Association	Invitational	1st Annual Midget Tournament	May 21-24	\$1,100.00	140	-
*Richmond Lacrosse Association	Invitational	Roadrunner Romp	Nov 11-14	\$1,175.00	150	-
*Richmond Lacrosse Association	Invitational	Salmon Festival Tournament	June 16-20	\$1,100.00	80	-
Richmond Soccer Association	Provincial	BC Soccer Coastal Cup Finals	April 24-25	\$1,263.00	21	Sheraton
*Richmond Lacrosse Association	Provincial	BCLA Bantam Lacrosse Provincial Championship	July 7-11	\$1,500.00	780	-
Richmond City Baseball Association	Invitational	Bantam Invitational	April 23-25	\$138.00	24	Comfort Inn
*Richmond City Baseball Association	Invitational	Bantam AAA Tournament	May 22-24	\$237.50	32	-
*Richmond City Baseball Association	Invitational	Midget AAA Tournament	July 1-4	\$330.00	-	Event cancelled/ cheque cancelled
Richmond City Baseball Association	National	Bantam Girls National Baseball	Aug 25-30	\$2,621.00	316	Comfort Inn, Executive
Richmond Grils Ice Hockey Association	International	Ice Classic	March 26-28	\$3,500.00	696	Sheraton, Holiday Inn Sandman, Executive, Abercorn
Richmond Country Club	National	2010 Canadian Junior Boys Golf Championship	Aug 2-6	\$5,000.00	737	Holiday Inn, Sandman
Richmond Girls Soccer Association	Invitational	Richmond Girls Soccer Thanksgiving Tournament	Oct 9-10	\$1,030.00	-	-

* awaiting for post report before we are able to issue final payment

Sport Hosting Incentive Grant Applications Denied

Organization Name	Event Type	Name of Event	Date	Amount Requested	Room Nights	Reason Denied
Richmond City Baseball Association	Invitational	7th Annual Mosquito "A" Tournament	May 14-16	\$96.00	0	No room nights
GLISA North America Games Society	International	Vancouver 2011 Outgames - Badminton/ Volleyball	July 27-30	\$7,000.00	715	Outside Richmond event, small impact with little guarantee of tourism impact
Badminton Canada	International	2010 Yonex Canada Open	July 13-18	\$7,000.00	800	Professional event component, for profit involvement
Kajak Track & Field Club	Provincial	BC Elementary Track & Field Championships	May 28-30	\$3,000.00	10	Did not meet room night minimum
Triumph Taekwon-Do/ Canadian Taekwon-Do Federation International (CTFI)	National	Canadian Taekwon-Do Federation International 2010 National Championships	Nov 12-13	\$1,920.00	270	For profit organization, not a local sport host



Richmond City Hall
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Richmond, BC, V6Y 2C1

www.richmond.ca



October 2010

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