



City of Richmond

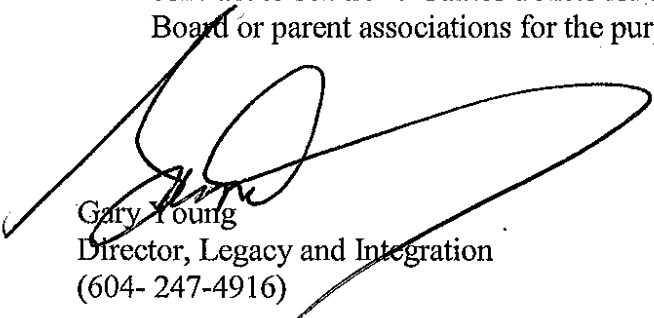
Report to Committee

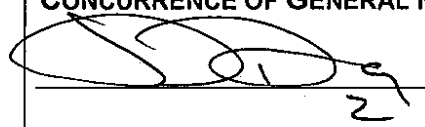
To: General Purposes Committee
From: Gary Young
Director Legacy and Integration
Re: Ticket Allocation for 2010 Olympic Games

Date: June 20, 2009
File: 11-7400-30-01

Staff Recommendations:

1. That staff be directed to administer the allocation of tickets based on the Ticket Allocation Program identified in the report dated June 20, 2009 from the Director, Legacy and Integration, Richmond Olympic Business Office.
2. That the General Manager, Olympic Business and Major Projects, be authorized to enter into a contract to sell 2010 Games tickets for a value of up to \$56,000 to the Richmond Chamber of Commerce for the purpose of supporting a Business to Business program as described in section 4(a) of this report.
3. That the General Manager, Olympic Business and Major Projects, be authorized to enter into a contract to sell 2010 Games tickets for a value of up to \$35,000 to Tourism Richmond for the purposes of supporting a Business to Business and a Richmond marketing program as described in section 4(b) of this report.
4. That the General Manager, Olympic Business and Major Projects, be authorized to enter into a contract to sell 2010 Games tickets for a value of up to \$14,000 to the Richmond School Board or parent associations for the purposes described in section 5 of this report.


Gary Young
Director, Legacy and Integration
(604- 247-4916)

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

Staff Report

Origin

In 2005, the City of Richmond was awarded official Venue City status for the 2010 Olympic and Paralympic Winter Games. As such, the City has the opportunity to participate as a full partner in the 2010 Games. One of the opportunities afforded to partners is the right to purchase tickets through the IOC family ticket allocation, which does not impact the public ticket sales.

At the April 6, 2009 Special Council meeting the following resolution was passed by Council:

- (1) "That the City of Richmond enter into the Government Partners Ticket Program, as outlined in the staff report dated March 11, 2009 from the Director, Legacy and Integration, entitled "Ticket Allocation for 2010 Games"; and*
- (2) That the matter of the allocation of tickets and possible payment arrangements be referred back to staff for further analysis and discussion and a report back to Council."*

Analysis

This report has been prepared to respond to the second resolution of the April 6, 2009 Special Council meeting.

On April 6, 2009 Council approved the purchase of 732 tickets. The tickets have subsequently been ordered.

Some of the tickets acquired through the Partner Ticket Program will be made available to partners, individuals, community groups, and others. As outlined in this Staff Report, the city will be reimbursed the value of the tickets that have been purchased on behalf of these community partners.

Tickets will also be provided to members of City Council and senior staff when they act in an official role or where attendance is required.

VANOC will permit tickets to be sold at face value to local partners where the utilization of the tickets supports the goals of the City of Richmond. Staff propose to enter into agreements with the Richmond Chamber of Commerce and Richmond Tourism whereby the City will sell the tickets to these two not for profit groups at face value and they will then resell the tickets (also at face value) to local businesses who must use them to promote business development in the City of Richmond. The Chamber of Commerce, Tourism Richmond and school sales portions of the

Ticket Program would be expected to return approximately 50% of the City's investment in tickets in keeping with Council's discussion of April 6th, 2009.

In preparing this report staff met with representatives of the various sectors identified in this report and their advice is reflected in the recommended ticket allocation program.

Proposed Ticket Allocation Program:**1. Recognizing Significant Volunteers (70)**

The City of Richmond has a significant number of volunteers. One of the legacies of the Games is to build an even stronger trained core of volunteers to serve the community and to support major special events in the future. It is proposed that the ticket program be utilized to support this initiative and volunteerism in general in Richmond.

This proposal suggests that tickets could be used as an incentive to increase and reward volunteerism in the City. It is proposed that in this program the City partner with Volunteer Richmond Information Services.

2. Working Poor Fund Recipients (70)

The City has the opportunity to support citizens who could not otherwise have the opportunity to experience an Olympic Games event. The City administers the Working Poor Fund. This program is designed to support less fortunate families in our community. Each year at Christmas, through generous donations from local businesses, community organizations, individuals and City staff, the Working Poor Fund provides support to those in need. Those given assistance through this City operated program are typically working but still struggle to make ends meet. Many recipients are low-income earners, single parent families, and those studying to improve their ability to better support their family in the future. Some beneficiaries are temporarily in a crisis situation and others are new to our community. The program receives referrals from agencies in the community including Richmond Youth Services Agency, Richmond School District and Richmond Health Services.

This program has strong support from city staff with over \$40,000 being raised in the last five years.

It is proposed that a group of citizens be chosen from this program to receive the ticket allocation to this sector. The rules tied to the ticket program are clear that we cannot hold public draws; however, we can use the draw technique internally. It is proposed that we would provide up to 70 tickets to families. In this case, recipients would be asked for permission to allow their names to be put forward for consideration. Names would be drawn privately and all names destroyed after the draw. The tickets utilized for this purpose would be for Speed Skating and where necessary, Curling (the ticket includes free transit). The tickets would all be issued just prior to Christmas.

3. O Zone Celebration Site (64)

One of the key factors in the success of the O Zone will be the ability to attract large numbers of citizens/visitors and to encourage them to return several times. The awarding of tickets to attendees from the community on the main stage in front of a sizeable audience is seen as one of the incentives to encourage return visits and to create more excitement on the O Zone grounds. It is proposed that one pair of tickets be awarded each evening for a total of 32 tickets.

Part of the O Zone Marketing Plan is to increase our media coverage by participating with the local media in a reader participation contest, which would increase exposure in return for some tickets that could be awarded as prizes as part of the O Zone Main Stage programming.

4. Business Development Programs (330)

The Richmond Chamber of Commerce and Tourism Richmond, supported by the City of Richmond's Economic Development Office and the Richmond Olympic Business Office, have developed a proposed Business-to-Business initiative and the Post Card Contest to support their respective sectors.

These complimentary programs are intended to assist Richmond businesses to maximize their opportunities by building on the unique role they enjoy as constituents in a Venue City.

a) Business-to-Business - the Chamber of Commerce program is intending to target specific business sectors and permit them to purchase tickets to be used to assist in hosting leads, clients, partners, etc., from other parts of Canada and the world. The Games experiences, and specifically the tickets, are intended to be incentives to be utilized by our local businesses in building relationships that will benefit the city businesses and the local economy. The Economic Advisory Committee of the City enthusiastically supports this proposed program and noted that the primary emphasis should be on building strong business relationships. The businesses will be contacted in the next few months and tickets will be sold to them at face value for these purposes.

b i) Post Card Contest - Tourism Richmond has initiated a community/international post card contest to encourage local participation in the Games and international exposure that will build the Richmond Tourism brand abroad.

b ii) Tourism Richmond will also participate in a similar Business-to-Business Program that will enable their business members to purchase tickets to be used to assist in hosting leads, clients, partners, etc., from other parts of Canada and the world.

5. School Allocation (96)

There are 48 schools and annexes in Richmond School District No. 38 as well as one Francophone school. It is proposed that the City of Richmond offer two tickets to each school to be purchased at face value by the Parent Councils and to be awarded to two students in the school that best combine arts, sports and academic achievement. In some cases it is expected that the Parent Councils may benefit from the support of benefactors to fund this opportunity. The School District would be given an additional eight tickets for supervisors to accompany these students to events at Speed Skating and Snow Boarding.

6. Hosting and Protocol (24 General Admission, and 130 Victory Ceremonies)

During the period of the 2010 Olympic Winter Games, VANOC is responsible for hosting 3,500 sport and IOC accredited dignitaries. The government partners, including the City of Richmond, are requested to welcome a portion of the over 1,500 international and domestic unaccredited dignitaries who are expected to visit the region during the Games period. As well, the City will wish to host community leaders. The vast majority of this program will occur in the Richmond Olympic Oval Legacy Lounge. The proposed program is listed below. The tickets in this section are to be utilized for additional hosting as required.

7. Contingency (212)

At this time it is recommended that as a contingency the remainder of the tickets be retained to support any other unexpected needs including additional requirements in the above areas that will surface from now until Games-time

8. Other Options

It was noted in a previous report that the City has the option under the ticket allocation rules to donate tickets to a registered Richmond or Lower Mainland charity. VANOC, however, will not permit these tickets to be used for raffle events without their express permission and only after a thorough review on a case-by-case basis. If a situation arises where Council wishes to explore this option, tickets can be allocated from the contingency.

Victory Ceremonies

The Victory Ceremonies are a nightly event to be held in BC Place from February 14 to February 26, 2010 where winners are awarded their medals in a formal ceremony that will be supported by entertainment and video highlights of the day. This will be a ticketed event. Richmond has received 20 Victory Ceremony tickets per day at no cost. It is proposed that these tickets be allocated to the Hosting & Protocol Program in the contingency.

Program Expansion

During our initial market testing there was some real enthusiasm on the part of Richmond business leaders and community partners to utilize this ticket program and to combine it with sponsorship and hospitality offerings that are being made available in and around the O Zone.

As a consequence council may wish to pick up an option to purchase more tickets for the most popular events in the ticket package namely the Opening and Closing ceremonies. We have been offered the opportunity to purchase an additional 20 tickets, each which has recently become available to the city as a games partner. These tickets would cost an additional \$37,500 and would be sold on a full cost recovery basis to local businesses and community partners.

Richmond Olympic Oval Speed Skate Tickets

When the partner ticket program was initiated Richmond requested a substantial number of oval tickets. Given the popularity of Speed Skating we did not receive our full desired allocation. Where ever possible we have allocated tickets and passes in this venue to Richmond community members. In some instances tickets for other venues have been utilized for this purpose. This fall a partner ticket trade program will be opened and staff will attempt to trade for more Oval tickets.

Hosting and Protocol in the Richmond Olympic Oval Legacy Lounge

As previously reported to Council, in recognition of the contribution that the City made to the development of the Legacy Lounge, the City of Richmond will also be issued 75 passes per day to co-host guests in this hosting space located in the Richmond Olympic Oval. VANOC will utilize the remaining 125 passes per day to this suite. The City of Richmond will have access to a total of 900 passes over the 12 competition days for this lounge. These 'passes' are in fact Olympic tickets that allow exclusive access by separate entrance only into the oval lounge. In keeping with previous Council direction a significant number of passes in this proposal are allocated to community leaders.

1. Hosting Leaders. Staff is recommending that Council as a whole commit to three days where all of Council members would host leaders together in the Richmond Olympic Oval Legacy Lounge. On the other nine days, staff suggests that Council members wishing to host guests request tickets from a pool. Senior staff will be available to support these hosting activities.

2. Richmond Business Development Program. It is expected that business leaders of special interest to the Richmond business community will be identified. It is proposed that these leaders of industry who represent the following sectors i.e., agriculture, transportation, technology and tourism, be paired with volunteers and hosted in the Legacy Lounge.
3. Unaccredited Dignitaries. The City can expect to host a small portion of the 1,600 unaccredited dignitaries and other government leaders from municipalities, Sister Cities, etc. It is expected that in most cases these people will be hosted in City Hall, the O Zone or the Richmond Olympic Oval Legacy Lounge.
4. Supporters of Richmond. The City could extend invitations to those people who have provided significant support, knowledge transfer, time, and expertise. It is important to recognize and thank these individuals. For example, in the process of building the Richmond Olympic Oval, Richmond officials received invaluable technical assistance and advice from numerous resource people, which led to significant cost savings and has also provided a sustainable legacy for the City for years to come. Without access to these expertises, we would not have been as successful in completing the project on time and on budget. Our Hosting & Protocol Office would manage the invitations and the allocation of tickets.
5. Legacy Lounge Hosts. All persons who access the Richmond Olympic Oval Lounge will require passes beyond any pre issued accreditation. The guests to the lounge will require support. Hosting volunteers of 8 per day are recommended for this function.

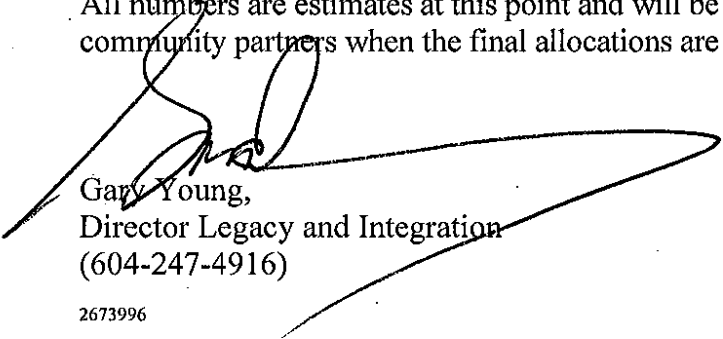
Financial Impact

The total value of the ticket allocation, which was approved by Council on April 6, 2009, *Ticket Allocation for 2010 Games* report, totals \$196,990. The April 6, 2009 report also referred to a return of 50% of the ticket value through sales to the City's 2010 partners, resulting in a maximum net financial impact of \$98,495. This current plan could return up to a total of approximately \$105,000.

Conclusion

The Government Partners Ticket Program provides one of the benefits of becoming a Venue City for the 2010 Olympic Winter Games. It provides the City of Richmond with an opportunity to reward key volunteers and also to acknowledge some of those citizens that cannot afford tickets to an opportunity to experience the Games. It also provides the City with another opportunity to raise its image and international profile; and to advance our goals for economic, development, tourism and sport hosting.

All numbers are estimates at this point and will be impacted by the responses of the various community partners when the final allocations are transacted.



Gary Young,
Director Legacy and Integration
(604-247-4916)

APPENDIX A - PROPOSED TICKET DISTRIBUTION BY VENUE

| Event | Number of Tickets | Proposed Allocation |
|---------------------------------------|--------------------------|--|
| Opening Ceremony (BC Place) | 50 | 4 O Zone Marketing 10 Business-to-Business* 14 Tourism Richmond * 8 Hosting & Protocol 14 Contingency |
| Speed Skating (Richmond Olympic Oval) | 240 | 38 Volunteers 40 Working Poor Fund 16 O Zone Prizes 24 O Zone Marketing Program 62 School Program* 46 Tourism Richmond* 14 Business-to-Business* |
| Curling (Vancouver) | 122 | 12 Volunteers 30 Working Poor Fund 70 Business-to-Business* 10 Tourism Richmond* |
| Ice Hockey (Vancouver) | 164 | 14 Volunteers 78 Business-to-Business* 10 Tourism Richmond* 14 O Zone Prizes 48 Contingency |
| Figure Skating (Vancouver) | 34 | 34 Business-to-Business* |
| Alpine Skiing (Whistler) | 6 | 4 Business-to-Business* 2 Contingency |
| Bobsleigh (Whistler) | 6 | 4 Business-to-Business* 2 Contingency |
| Freestyle Skiing (Cypress) | 10 | 4 Business-to-Business* 6 Contingency |
| Ski Jumping (Whistler) | 6 | 4 Business-to-Business* 2 Contingency |
| Snowboard (Cypress) | 44 | 6 Volunteers 34 School Program* 4 Tourism Richmond* |
| Closing Ceremony (BC Place) | 50 | 4 O Zone Marketing 2 O Zone Prizes 10 Business-to-Business* 10 Tourism Richmond* 16 Hosting & Protocol 8 Contingency |
| Victory Ceremonies | 260 | 130 Hosting & Protocol 130 Contingency |
| *Tickets offered for resale | | |

APPENDIX B - RICHMOND OLYMPIC OVAL LEGACY LOUNGE**Total passes: 12 days x 75 passes = 900**

Priority of Allocation:

| | | |
|---|-----------------|-------|
| a. Mayor & Councillors | 12 days x 9 x 2 | = 216 |
| b. Community Leaders (Guests of Council) 3 Events Days | 2 guests x 9 | = 54 |
| c. Senior Staff Support | 12 days x 10 | = 120 |
| d. Richmond Business Development | | = 120 |
| e. Unaccredited Dignitaries | | = 120 |
| f. Supporters of Richmond | | = 50 |
| g. Legacy Lounge Hosts | 8 x 12 | = 96 |
| h. Ticket Pool | | = 124 |

Total 900

Pass allocations are estimates subject to finalizing discussions with VANOC.

APPENDIX C – PROPOSED TICKET/PASS DISTRIBUTION BY PROGRAM**1. Recognizing Significant Volunteers (70)**Proposed Allocation: (Volunteers)

- Speed Skating 38
- Curling 12
- Snowboard 6
- Ice Hockey 14

2. Working Poor Fund (70)Proposed Allocation:

- Speed Skating 40
- Curling 30

3. O Zone Celebration Site (64)a) Proposed Allocation: O Zone Prizes

- Speed Skating 16
- Ice Hockey 14
- Closing Ceremony 2

b) Proposed Allocation: O Zone Marketing Plan

- Speed Skating 24
- Opening Ceremony 4
- Closing Ceremony 4

4. Business Development Programs (330)Proposed Allocation: Business-to-Business Purchases

| Event | Number of Tickets | Value | Total |
|------------------|-------------------|----------|------------------|
| Opening Ceremony | 10 | \$ 1,100 | \$ 11,000 |
| Speed Skating | 14 | \$ 185 | \$ 2,590 |
| Curling | 70 | \$ 81 | \$ 5,670 |
| Ice Hockey | 78 | \$ 153 | \$ 11,934 |
| Alpine | 4 | \$ 120 | \$ 480 |
| Figure Skating | 34 | \$ 441 | \$ 14,994 |
| Bobsleigh | 4 | \$ 85 | \$ 340 |
| Freestyle | 4 | \$ 115 | \$ 460 |
| Ski Jumping | 4 | \$ 160 | \$ 640 |
| Closing Ceremony | 10 | \$ 775 | \$ 7,750 |
| Total | | | \$ 55,858 |

(i) Proposed Allocation: Tourism Richmond Purchases for Prizes

| Event | Number of Tickets | Value | Total |
|------------------|-------------------|----------|------------------|
| Opening Ceremony | 4 | \$ 1,100 | \$ 4,400 |
| Speed Skating | 16 | \$ 185 | \$ 2,960 |
| Closing Ceremony | 4 | \$ 775 | \$ 3,100 |
| Total | | | \$ 10,460 |

(ii) Proposed Allocation: Tourism Richmond Business-to-Business Purchases

| Event | Number of Tickets | Value | Total |
|------------------|-------------------|----------|---------------|
| Opening Ceremony | 10 | \$ 1,100 | \$11,000 |
| Speed Skating | 30 | \$ 185 | \$ 5,550 |
| Curling | 10 | \$ 81 | \$ 810 |
| Ice Hockey | 10 | \$ 153 | \$ 1,530 |
| Snowboard | 4 | \$ 125 | \$ 500 |
| Closing Ceremony | 6 | \$ 775 | \$ 4,650 |
| Total | | | 24,040 |

5. School Allocation (96)Proposed Allocation: Parent Council Purchases

| Event | Number of Tickets | Value | Total |
|---------------|-------------------|--------|-----------------|
| Speed Skating | 58 | \$ 185 | \$10,730 |
| Snowboard | 30 | \$ 125 | \$ 3,750 |
| Total | | | \$14,480 |

- Support staff – Speed Skating 4
- Support staff - Snowboard 4

6. Hosting and Protocol (1054)

1. Hosting Community Leaders
2. Richmond Business Development Program
3. Unaccredited Dignitaries
4. Supporters of Richmond
5. Legacy Lounge Hosts

7. Proposed Allocation: Contingency (212)

| | |
|--------------------|-----|
| • Opening Ceremony | 14 |
| • Ice Hockey | 48 |
| • Alpine Skiing | 2 |
| • Bobsleigh | 2 |
| • Freestyle | 6 |
| • Ski Jumping | 2 |
| • Closing Ceremony | 8 |
| • Victory Ceremony | 130 |

¹ The proposed ticket distribution in Appendix A and Appendix B does not include ticket allocation for the proposed additional purchase of the 20 Opening and 20 Closing Ceremonies tickets.
