



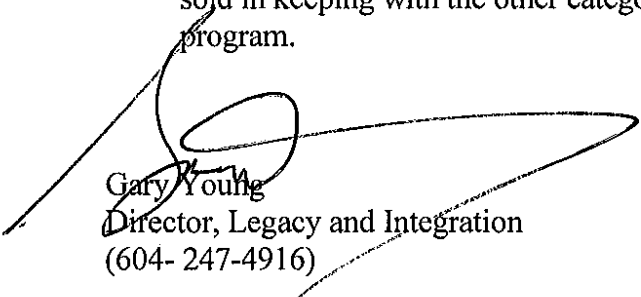
To: General Purposes Committee  
From: Gary Young  
Director Legacy and Integration

Date: September 16, 2009  
File: 11-7400-30-01/Vol 01


Re: Ticket Allocation for 2010 Olympic Games

**Staff Recommendations:**

1. That staff be directed to administer the allocation of tickets based on the Ticket Allocation Program as follows: Support for Community Service Organizations, Persons Suffering Financial Hardship, O Zone Celebrations, and Hosting and Protocol as identified in the report dated September 16, 2009 from the Director, Legacy and Integration, Richmond Olympic Business Office.
2. That the Director Legacy and Integration be authorized to enter into contracts to extend the school based 2010 Games Tickets program to 10 independent schools for a total value of up to \$19,060 for all school allocations.
3. That the Director Legacy and Integration be authorized to enter into contracts to sell 2010 Games tickets for a value of up to \$ 5,990 with Richmond Community groups for the purposes of volunteer recognition, fund raising, or membership development.
4. That where possible and practical any tickets not being utilized for the designated purposes be sold in keeping with the other categories and purposes described in this ticket allocation program.



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

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<b>ROUTED TO:</b>	<b>CONCURRENCE</b>	<b>CONCURRENCE OF GENERAL MANAGER</b>	
Budgets .....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Communications .....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
<b>REVIEWED BY SECRETARIAT</b>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	<b>REVIEWED BY CAO</b>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>

## Staff Report

### Origin

In 2004, 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 allocation.

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 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.”*

On July 27, 2009 Council considered a further report on this matter and adopted the following motions:

*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.*

*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.*

*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.*

*That whereas the City of Richmond has the ability to donate tickets to Olympic events to a registered charity; and That whereas the Richmond Centre for Disability is a registered charity and has expressed a desire to receive tickets; and That whereas they would like to use those tickets for fundraising purposes; and That whereas those tickets can only be used for fundraising purposes with VANOC’s express permission on a case-by-case basis, it is recommended that:*

- (1) *Two tickets to a main/major Olympic event be donated to the Richmond Centre for Disability to be used for fundraising purposes;*
- (2) *Staff be directed to contact VANOC as soon as possible to obtain VANOC’s permission for the Richmond Centre for Disability to use the donated tickets as an auction or raffle item at their fundraising dinner on October 3, 2009;*

- (3) *Staff work with the Richmond Centre on Disability to make any necessary presentations to VANOC in support of the above request.*
- (4) *Staff report back to Council by mid-September, 2009 on the outcome of the request to VANOC.*
- (5) *Staff clarify with VANOC how donated tickets may be utilized by registered charities.*
- (6) *Staff consider assisting other groups in a similar manner.*

*With regard to the allocation of 2010 Olympic Games tickets remaining after: contracting with the Richmond Chamber of Commerce for tickets for a value of up to \$56,000; contracting with Tourism Richmond for tickets for a value of up to \$35,000; and contracting with the Richmond School Board or parent associations for a value of up to \$14,000, the matter of the allocation of tickets be referred back to staff for further information, analysis, review, and expansion on the staff report dated June 20, 2009, from the Director, Legacy and Integration, entitled "Ticket Allocation for 2010 Olympic Games", and including:*

- (a) *The use of tickets for fundraising purposes and what limitations there are for tickets used for fundraising purposes;*
  - (b) *The means by which the City receives permission for the use of the tickets for fundraising purposes;*
  - (c) *The types of organizations and the criteria through which fundraising organizations are chosen as recipients for tickets;*
  - (d) *The process for distribution of fundraising tickets; and*
  - (e) *The requirements associated with using tickets for fundraising purposes*
- 
- (a) *The allotment of tickets for volunteers and the process for distribution of tickets for volunteers;*
  - (b) *Whether it is effective to use other resources, in addition to Volunteer Richmond, for tickets for volunteers;*
  - (c) *The criteria through which volunteers are chosen as recipients for tickets;*
  - (d) *The process for distribution of tickets to volunteers; and*
  - (e) *The use of the Legacy Lounge for volunteers;*
- 
- (a) *In addition to the Working Poor Fund, the choice of other groups as potential ticket recipients; and*
  - (b) *The criteria through which the Working Poor Fund ticket recipients are chosen;*
- 
- (a) *The disbursement of tickets to Richmond private schools;*
  - (b) *The criteria, including the size of the student body, to discern which private schools may be recipients of tickets; and*
  - (c) *The process for distribution of tickets to Richmond private schools;*
- 
- (a) *The process for distribution of tickets for use in the Legacy Lounge; and*
  - (b) *A list of guidelines for Council regarding how Councillors are to be involved in Legacy Lounge activities and the responsibilities associated with that involvement.*

## **Analysis**

This report has been prepared to respond to the referral resolutions of the July 27, 2009 Council meeting. In essence approximately half of the Richmond tickets have been designated at the above noted meeting. The plan for distribution of the tickets approved for sale has been initiated. This report will propose options to maximize the benefits of the remaining tickets.

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.

### **Use of Tickets for Community Fundraising**

VANOC has indicated that the utilization of tickets for fund raising events is possible. At the same time they are required to protect the Games brand and the corporate partners that have bought rights to ticket-based contests.

In general terms, VANOC would look firstly to the City to ensure that the City of Richmond was satisfied with any organization that might wish to utilize the tickets for fund raising purposes. The tickets must be used for philanthropic and charitable purposes and such activities are not to be "public facing." The tickets cannot become the main focus of any event or campaign, nor can any sponsor organization use the contest as an opportunity to associate themselves with the Games. As an example, an organization would not be permitted to initiate a raffle to the general public with a singular focus on winning tickets for the opening ceremony.

Organizations could be permitted to utilize tickets as a fundraiser in an event that has other prizes and is focused on the organization, not on the Games. A good example would be the Richmond Centre for Disability event where the tickets will be used in a live auction along with a host of other items.

In all cases, the marketing pieces that include any reference to the tickets must be approved by VANOC. A standard process exists that the City uses on a regular basis to get VANOC approval for marketing and promotion pieces. These community, ticket-focused, fund raising events would be submitted by staff through this process. The consideration process is quite responsive.

### **Richmond Centre for Disability**

The Richmond Centre for Disability request dated May 27<sup>th</sup> was presented to VANOC as per the Council resolution of July 27<sup>th</sup>. The request to utilize two tickets from the inventory of the City of Richmond for the purposes of fund raising through an auction to be held as part of the annual Gala Dinner on Saturday October 3, 2009 was approved.

To this end, the Board Chair and the staff of the organization were so informed. As well the details of how to implement the program were reviewed with the Executive Director.

In keeping with Council's directive to donate significant tickets, staff reviewed the options with the Executive Director and it was agreed that two tickets to the Ice Dance Figure Skating Program valued at \$450 each would realize a significant return for the organization. A live auction was conducted by the Mayor at their Italian Gala. The tickets sold for a total of \$1,200.

In keeping with the categories of ticket allocation as included in the council motion of April 6, 2009, and in keeping with the discussions leading to the motions of July 27, 2009 the following is a revised proposal for the distribution of the remaining tickets.

### **Proposed Ticket Allocation Program:**

#### **1. Support for Community Service Organizations**

The City of Richmond is well served with over 25 community service organizations, 7 community centre associations, over 50 sport and recreation organizations, and over 20 arts organizations.

It was originally proposed that a block of 70 tickets be utilized as part of the annual volunteer recognition program coordinated by Volunteer Richmond, which encourages all of the above mentioned organizations to submit nominations for an annual, city-wide volunteer recognition event.

This report recommends that the City of Richmond offer to sell up to 62 Games tickets that would encourage the above noted community organizations to purchase tickets. In addition, up to 138 Victory Ceremonies tickets could be gifted to the community organizations. If the tickets were sold, the City would recover funds in the same manner as has been applied to the schools in Richmond. The individual organizations would be responsible for determining if the tickets are to be utilized for volunteer recognition, fund raising, membership development, etc. They would be required to abide by all terms and conditions as found in the official VANOC Ticket License Agreement except where said fund-raising efforts have been deemed an exception by VANOC.

To obtain benefits from Games tickets, the following criteria would be applied to identify appropriate organization:

- Mission built on providing community services
- Relies on volunteers to ensure that these services are provided
- Requires donations to support the delivery of part or all of their services.

To ensure that no organizations are missed, a call would be published in the local newspapers with specific deadlines for submissions. Each applicant would need to include assurances that the required criteria are met. Where organizations cannot afford tickets but wish to recognize volunteers they could apply for tickets to the Victory Ceremonies. These tickets are provided to the city at no cost and cannot be sold / resold.

Submissions would be drawn and tickets issued on a first-drawn, first-served basis until the allotment is used up. If the tickets were to be utilized for fund raising the appropriate process as described by VANOC would be implemented. Since time is of the essence, the program would be initiated by October 15, 2009 and the ticket distribution completed in 30 days.

#### **2. Persons Suffering Financial Hardship**

The City has the opportunity to support citizens who could not otherwise have the opportunity to experience an Olympic Games event. The following three programs provide services to persons with financial hardship and could support this initiative:

- a. The City's Working Poor Program: (25 tickets)  
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 Program 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.
  
- b. The Christmas Fund Program: (25 tickets)  
This program is managed by Volunteer Richmond Information Services. The program receives referrals from most organizations in Richmond that support persons suffering financial hardship, e.g., the Richmond Food Bank; the Ministry of Human Resources regarding income assistance recipients; the Richmond Youth Service Agency; and the Richmond Health Services. The Christmas Fund Program is completely confidential and screens all potential recipients utilizing tools such as the Stats Can Guidelines, proof of residency, etc. The program is open to individuals of ethnic and religious groups, all ages, and with or without children. Volunteer Richmond Information Services is a member of the Richmond Community Services Advisory Committee (RCSAC). Therefore, there is no competition amongst member agencies. The program is also cross-referenced with the City Working Poor Fund.
  
- c. Salvation Army: (25 tickets)  
The Salvation Army has a number of services to support low-income persons in the City of Richmond including a regular lunch program and a Christmas dinner program. The 'army officers' would get together and identify both deserving individuals and also families to whom they would distribute the tickets.

It is proposed that 75 citizens be chosen by these three program administrators to receive the ticket allocation to this sector. The tickets utilized for this purpose would be for Speed Skating, Curling, or Victory Ceremonies (ticket includes free transit). The tickets would all be issued just prior to Christmas.

### **3. O Zone Celebration Site**

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 26 tickets that could be awarded as prizes as part of the O Zone Main Stage programming.

#### 4. **Additional School Allocation**

On July 27, Council approved the allocation of 96 tickets to be offered at face value to the 48 schools and annexes in Richmond School District No. 38 as well as one Francophone school. Council directed staff to gather further information about private schools functioning in the City. There are 10 private schools following the BC curriculum in the City. It is proposed that the City of Richmond extend the offer to purchase two tickets to each school of these 10 schools on the same purchase at face value terms. The school students will require teacher support therefore an additional 2 tickets have been allocated for a total of 10 tickets at no cost for this purpose. All schools that purchase may choose to use the tickets for recognition of students, volunteer recognition, or fund raising.

#### 5. **Hosting and Protocol**

During 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. The City has some responsibilities to support various sponsors of our City initiatives. Finally the City is served by a large and motivated group of volunteers who could be honoured by hosting them at a Games event. The vast majority of this program will occur in the Richmond Olympic Oval Legacy Lounge or at the Victory Ceremonies. The Victory Ceremony tickets are provided to the City at no cost. The Legacy Lounge will require food and beverage expenditure.

As was reported in the 2010 Games City Olympic Hosting and Protocol Program in June 2009, Richmond City Council is requested to be hosts in the Legacy Lounge when personal schedules permit. There are 12 days of competition with a guest list and concierge service provided on a daily basis at the Oval. The focus for hosting in the lounge will be to celebrate with community leaders and volunteers, business development, promote increased tourism and sport hosting. It is anticipated that Council will be paired with political representation from national and international locations. Council will serve as hosts for each daily competition and will be informed of the opportunities to advance the Cities objectives with invited guests in the lounge through a daily briefing.

The proposed program listed below provides three general categories under which council and the city senior staff will execute these hosting responsibilities utilizing the Oval Lounge and the Victory Ceremonies.

##### 1. Hosting Leaders: (400 Lounge passes, 98 Victory Ceremonies tickets)

In keeping with previous Council direction a significant number of passes in this proposal are allocated to community leaders. Staff is recommending that Council as a whole commit to three days where all of Council would host leaders together in the Richmond Olympic Oval Legacy Lounge possibly in combination with an official reception. On the other nine days, staff suggests that Council members wishing to host guests, request tickets from a pool. As well Council may wish to invite guests to the Victory Celebrations held each evening at BC Place Stadium.

It is proposed that the criteria for selecting community leader guests would be as follows:

- Volunteer on City Committee (approx. 225)
- Donor to City initiative
- Richmond Olympians (approx. 30)
- Previous Council member
- Sponsor of City initiative
- Current or retired volunteer or donor to community organization
- One invitation per person (for duration of the Games)

The Richmond Protocol Coordination Centre (RPCC) will be established to support the needs of Council during Games time. Council is expected to let the staff/ volunteers at the centre know at least 72 hours ahead of a selected competition day if they will be using the allocated council tickets (2 per event and 2 additional for 3 selected events). Council may phone up to 48 hours ahead of time to make suggestions to the guest list for any given event day. Ticket distribution will be through the RPCC. Staff will be expected to support these initiatives including extending invitations to the above community leaders on behalf of council.

2. Unaccredited Dignitaries: (400 Lounge tickets) The City can expect to host a small portion of the 1,600 unaccredited dignitaries, government leaders from municipalities, Sister Cities, and visiting business leaders 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. Our Community Partners are included in the program (e.g. Tourism Richmond has requested 120 Legacy Lounge tickets to support visiting tourism leaders. There may be situations where the 'dignitary' has access to funding from other sources. In those situations the tickets would be provided on a cost recovery basis.
3. Supporters of Richmond: (100 Lounge tickets) The City could extend invitations to those people who have provided significant support, knowledge transfer, time, and expertise. As well, there are a number of corporations who have provided sponsorship support to the City. 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 this expertise, 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. There may be situations where the 'supporter' has access to funding from other sources. In those situations the tickets would be provided on a cost recovery basis.

### **Richmond Olympic Oval Speed Skating 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.

Wherever 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. If these tickets are received, we will amend the allocations accordingly.



**Financial Impact**

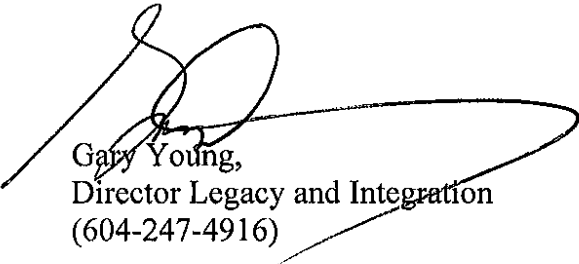
The total value of the ticket allocation, which was approved by Council on April 6, 2009, *Ticket Allocation for 2010 Games* report, totals \$196,990.

On July 27, 2009 Council approved the sale of up to \$105,000 in tickets. If a further 62 tickets are sold and 138 Victory Celebration tickets are gifted to community partners and another 20 are sold to the private schools the city could recover approximately \$11,000 to a possible recovery total of up to \$116,000. The revenue could be further increased if some of the programs do not require all of their tickets and as a result they can be transferred and sold in other categories.

**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 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 in this report should be seen as targets and will be impacted by the responses of the various community partners when the final allocations are transacted with each of the organizations. One or more of the sectors may also request additional tickets, which might be made available to the city as a games partner. If this option were exercised it would only be in those situations where the tickets are pre-sold so as not to put the city at any financial risk and where there is a benefit to the city.



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 14 Business-to-Business 4 Tourism Richmond Prizes 10 Tourism Richmond Business Purchases 18 Hosting & Protocol
Speed Skating (Richmond Olympic Oval)	240	8 Community Groups 17 Financial Hardship 18 O Zone Prizes 18 O Zone Marketing 25 Business-to-Business 16 Tourism Richmond Prizes 34 Tourism Richmond Business Purchases 76 School Allocation 10 School Support Staff 18 Hosting & Protocol
Curling (Vancouver)	122	12 Community Groups 34 Financial Hardship 6 O Zone Prizes 60 Business-to-Business 10 Tourism Richmond Business Purchases
Ice Hockey (Vancouver)	164	30 Community Groups 6 O Zone Prizes 84 Business-to-Business 10 Tourism Richmond Business Purchases 34 Hosting & Protocol
Figure Skating (Vancouver)	34	2 Community Groups 18 Business-to-Business 14 Hosting & Protocol
Alpine Skiing (Whistler)	6	2 Community Groups 4 Business-to-Business
Bobsleigh (Whistler)	6	2 Community Groups 4 Business-to-Business
Freestyle Skiing (Cypress)	10	6 Community Groups 4 Business to Business
Ski Jumping (Whistler)	6	2 Community Groups 4 Business-to-Business
Snowboard (Cypress)	44	4 Tourism Richmond Business Purchases 40 School Allocation
Closing Ceremony (BC Place)	50	2 O Zone Prizes 4 O Zone Marketing 16 Business-to-Business 4 Tourism Richmond Prizes 6 Tourism Richmond Business Purchases 18 Hosting & Protocol
Victory Ceremonies	260	138 Community Groups 24 Financial Hardship 98 Hosting & Protocol
Richmond Olympic Oval Legacy Lounge	900	400 Hosting Leaders 400 Unaccredited Dignitaries 100 Supporters of CoR