



To: General Purposes Committee **Date:** May 22, 2009
From: Kate Sparrow **File:** 11-7400-30-OTRE1/Vol 01
Director, Richmond Olympic Office
Re: **Olympic Torch Relay Celebration and Commemoration Funding Program**

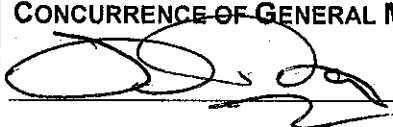
Staff Recommendation

That the General Manager, Olympic Business and Major Projects be authorized to:

- (a) submit a funding application to the Department of Canadian Heritage in relation to the Celebration and Commemoration Program for organizing activities to support the participation of the general public in the 2010 Olympic Torch; and
- (b) finalize and execute any documentation related to the application.

K Sparrow

Kate Sparrow
Director, Richmond Olympic Business Office
(604-247-4129)

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

Staff Report

Origin

The Government of Canada is one of the three official sponsors of the torch relay. In this regard the Department of Canadian Heritage announced on April 30, 2009 that it will make up to \$15,000 available to communities that apply for an artistic and cultural programming grant in conjunction with Olympic Torch Relay community celebrations.

Analysis

Richmond is a celebration community for the Olympic Torch Relay and will host an evening event on February 9th 2009 when the Torch travels through Richmond. As such, it is eligible to apply for the Department of Canadian Heritage's Commemoration and Celebration Program Funding.

In order to apply for this program, the City is required to provide evidence of a Council resolution delegating authority to an individual within the City to submit the funding application and to execute all related documentation. The Application must be submitted by June 8th 2009.

The Commemoration and Celebration funding program objectives are as follows:

- provide access to celebrations across Canada to enable all Canadians to appreciate Canada's cultural, ethnic, linguistic and geographic diversity;
- provide access to commemorations and celebrations of national significance to all Canadians to recognize Canada's notable people, places, symbols, anniversaries and accomplishments; and
- create opportunities for all Canadians to participate in national celebrations and commemorations that contribute to building a sense of pride and belonging to Canada

The funding is available to off-set promotional expenses, entertainment, supplies, equipment rentals, public relations and communications, travel & hospitality and event management & production costs including fees and honoraria. If the application is successful, the additional funding will help Richmond to expand planned programming and ensure broad community engagement related to the 2010 Winter Olympic Torch Relay in Richmond.

Should the funding be received the City will be required to do the following:

1. Acknowledge the Federal Government Assistance in programs, public relations, communications, publications and event activities.
2. Ensure the letter, spirit and intent of the Official Languages Act are observed through the provision of communications with and services to the public in both official languages¹.

¹ As the 2010 Winter Olympic Torch Relay is funded by the Federal Government, use of both official languages during the celebration has already been considered and will be included during the national anthem and throughout the program.

3. Sign a waiver indicating that the Federal Government Shall not be liable for any injury, including death, to any person, or for loss or damages to the property of the Municipality or anyone else, occasioned by or in any way attributable to the City of Richmond as a result of any activity staged during the 2010 Olympic Torch Relay Celebrations, unless such an injury, loss or damage is caused by the negligence of an officer or servant of Her Majesty acting within the scope of his/her employment.
4. Complete a report after the event demonstrating that the expenses incurred were used as stated with supporting documents.

Program plans for Richmond's Olympic Torch relay celebration are still in the development stage. They will, however, include local performers representing the diversity of our community and country, local dignitaries and partnerships with Richmond stakeholders such as community groups and the school district to ensure youth representation. These plans will help Richmond achieve the outcomes identified by the Celebration and Commemoration Program.

Financial Impact

There is no financial impact of applying for the Department of Canadian Heritage's Celebration and Commemoration Funding program.

Conclusion

A successful application for the Department of Canadian Heritage's Celebration and Commemoration Program will allow the City of Richmond to enhance its planned activities related to the 2010 Winter Olympic Torch Relay.



Serena Lusk
Manager, Parks - Planning & Design
(604-233-3344)

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