




# City of Richmond


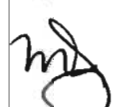
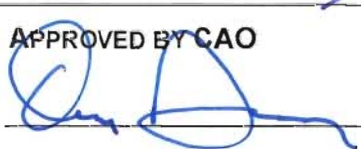
## Report to Committee

**To:** General Purposes Committee **Date:** January 6, 2014  
**From:** Jane Fernyhough **File:** 11-7000-01/2013-Vol  
 Director, Arts, Culture and Heritage Services 01  
**Re:** Richmond Olympic Experience Update

### Staff Recommendation

That the report titled "Richmond Olympic Experience Update" from the Director, Arts, Culture and Heritage Services dated January 6, 2014, be received for information.

  
 Jane Fernyhough  
 Director, Arts, Culture and Heritage Services  
 (604-276-4288)

REPORT CONCURRENCE		
<b>ROUTED TO:</b>	<b>CONCURRENCE</b>	<b>CONCURRENCE OF GENERAL MANAGER</b>
Project Development	<input checked="" type="checkbox"/>	
<b>REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE</b>	<b>INITIALS:</b> 	<b>APPROVED BY CAO</b> 

## Staff Report

### Origin

At the General Purposes meeting on January 21, 2013, the Committee received the Richmond Olympic Experience (ROE) Business Plan 2.0 along with an update on the project. Although the ROE is an Oval Corporation project, due to the nature and profile of the project and that the ROE will become a tourist attraction for the City, the CAO has committed to ensuring Council receives regular updates as the project progresses. This update focuses on the progress to date on steps outlined in the Business Plan. The Detailed Design has been completed and will be presented at the General Purposes Committee meeting.

The addition of the ROE to the cultural and tourist attractions in the City advances Council's Term Goal #3 – Economic Development: develop a 'stay-cation' appeal for the City and region; and Term Goal #9 – Arts and Culture: continue to support the development of a thriving, resilient and diverse cultural sector and related initiatives in creating a vibrant healthy and sustainable City.

### Analysis

#### Exhibit Design

At the City Council meeting on October 22, 2012, Council reviewed and endorsed the ROE project's concept and design. The overarching theme that guides the development of the experience is: *In sport, as in life, the pursuit of a dream is a journey of transformation.* The concepts that support this overarching theme and from which the story lines were developed are:

- The Journey Begins
- Richmond's Sporting History
- Striving for Your Personal Best
- Being Part of Something Bigger
- The Olympic Games Transcend Sport
- The Olympic Legacy

The conceptual organization provides a rationale for how the exhibits are physically organized. The conceptual organization for this *Journey of Transformation* is

Dream ↔ Heart ↔ Mind ↔ Body ↔ Spirit ↔ Legacy

The Design Development phase of the ROE was completed in November 2013. Currently, the storyline details are being finalized, supporting artefacts sourced and construction documents and contracts are being prepared. The Detailed Designs will be presented at the General Purposes meeting.

#### Torch Relay Across Nations Exhibit

At the General Purposes meeting on September 3, 2013 Council made the following referral:

*That the report titled "Designation of a Richmond 2010 Torchbearer for Highlighting in the Richmond Olympic Experience 'Torch Relay Across Nations' Exhibit" be referred back to staff for further details.*

Following the discussion at the General Purposes meeting, the torch route has been redesigned to add another stop entirely devoted to the running of the torch through Richmond.

### Cauldron

Part of the Richmond Olympic Oval Art Plan, the 'Cauldron' will be a featured public art installation in the Riverside Plaza as well as forming the last stop in the torch route feature of the ROE. A short list of five artists developed concepts and a public art panel selected one artist to work with staff and the design team to develop a final concept which will be presented for Council's approval later this Spring.

### Construction Schedule

The infrastructure for the ROE is scheduled to begin the end of February with installation of exhibits and lighting scheduled to commence mid August.

### Retail Space

The ROE includes a retail component that will be combined with the Oval retail program in a prominent area of the Oval lobby. The design has been closely coordinated to meet the needs of the ROE and the Oval and is approximately 75% complete. Materials and sub-contractor procurement is scheduled for April with construction to commence in the May/June timeframe. Construction of the retail space is anticipated to be completed by August 2014. A business plan is being prepared that will analyze the operating models available to the Oval – whether it be operated by the Oval or whether the Oval hires an independent operator.

### Wall of Fame

As part of the Sporting History of Richmond theme, a Wall of Fame has been added to the experience. Located on the ground floor upon entering the Oval from the parkade, the Wall of Fame will honour Richmond's sportsmen and women – athletes, coaches, referees, judges and administrators that have achieved greatness in and for their sport.

Staff are working with the Richmond Sports Council on the criteria for inclusion, the initial inductees and the ongoing process for additions.

### Branding and Marketing Strategy

A marketing and communications team was retained in September 2013 to develop a brand for the ROE as well as a marketing communications plan. Hangar 18, in collaboration with Strategex Consulting Group, have completed the Marketing Communications Plan. A unique and identifiable brand will be developed during the next stage along with a website and collateral material. The project team will work closely with Tourism Richmond to promote the ROE to residents and visitors.

### Artefact Update

An aggressive search was undertaken to source artefacts that support the stories to be told in the ROE. Other institutions were contacted including the Olympic Museum in Lausanne, the Canada's Sports Hall of Fame, the BC Sports Hall of Fame and the Museum of Vancouver as well as sporting organizations. All those contacted have been generous in their support of the project and will be providing many items on long term loan. Individual athletes have also been contacted and will donate items to the City of Richmond collection or provide items on a long term loan.

A recent press release was issued asking Richmond residents for any audio visual material that showcases Richmond's elite sporting heroes celebrating their achievement in sport, stories of city leagues, community races, etc. that can be utilized.

### Advisory Committee

Orientation tours in June and August, which visited a variety of attractions and museums focusing on exhibits, interactive elements, programs and operations, provided context to Advisory Committee members to contextualize the vision for the ROE. In October, the Advisory Committee met and received comprehensive presentations of the overall design (at 75% Design Development) and the interim Marketing Communication Plan as well as a general project update. Committee members provided comment on the Marketing Communication Plan and sponsorship plan as well as assistance with artefacts and operations.

### Education Program

The ROE will include a robust education program designed around the themes and content of the ROE. Using the BC school curriculum as a guide, the educational program will be targeted to a variety of school grades. This ROE educational program will also include an optional component of Oval sports programs so the participants can take part in a variety of experiences in one outing. Development of the educational program began in December 2013 and will be ready to present to teachers in early September.

### Olympic Museums Network

The ROE team continues to work with members of the Olympic Museum Network (OMN) and the Canadian Olympic Committee (COC). The ROE team continues to participate in the OMN initiatives and programs, which will include cross-promotion of OMN museums around the world and the sharing of resources and exhibitions in the future.

### Business Plan

At the General Purposes Committee meeting on January 21, 2013, Council received the Business Plan 2.0 for information. As the design plans evolve, plans such as the Branding and Marketing Plan and the Educational Plan are developed and detailed operational issues are resolved, the Business Plan will become more of an Operational Plan. Business Plan 3.0 is being completed and it is anticipated it will come to Council for information mid 2014.

### Grand Opening

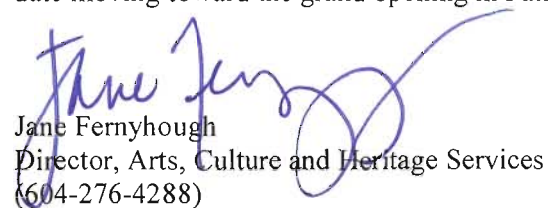
The ROE team has started the initial planning for the Grand Opening in the Fall of 2014. Proposals include an opening celebration with honoured guests on the evening prior to the main grand opening celebration. The grand opening event will be set up in a festival fashion with activities in several areas of the Oval. This will allow people to be engaged in activities while waiting to experience the ROE in time-controlled entry groups and to fully experience the journey of transformation at the ROE.

### **Financial Impact**

This update has no financial impact.

## Conclusion

The development of the Richmond Olympic Experience designs and supporting operational components such as infrastructure, marketing and communications, and the educational program are becoming more detailed and moving toward implementation. This report provides Council with an update on progress-to-date moving toward the grand opening in Fall 2014.



Jane Fernyhough  
Director, Arts, Culture and Heritage Services  
(604-276-4288)