



# City of Richmond

## Report to Committee

**To:** General Purposes Committee **Date:** November 12, 2015  
**From:** Andrew Nazareth **File:** 08-4150-01/2015-Vol  
 General Manager, Finance and Corporate Services 01  
**Re:** **Richmond Sport Hosting Program Amendments**

### Staff Recommendation

That:

1. the proposed amended Council Policy 3710 – Sport Hosting Incentive Grant, included as Attachment 1 to the staff report titled “Richmond Sport Hosting Program Amendments” from the General Manager, Finance and Corporate Services dated November 12, 2015 be approved; and
2. the updated Richmond Sport Hosting Strategy 2016-2020, included as Attachment 3 to the staff report titled “Richmond Sport Hosting Program Amendments” from the General Manager, Finance and Corporate Services dated November 12, 2015 be endorsed.

Andrew Nazareth  
 General Manager, Finance and Corporate Services  
 (604-276-4095)

Att. 6

REPORT CONCURRENCE		
<b>ROUTED TO:</b>	<b>CONCURRENCE</b>	<b>CONCURRENCE OF GENERAL MANAGER</b>
Recreation Services	<input checked="" type="checkbox"/>	
<b>REVIEWED BY 1A/5B SUBCOMMITTEE</b>	<b>INITIALS:</b> 	<b>APPROVED BY CAO</b> 

## Staff Report

### Origin

Richmond Sport Hosting (“RSH”) is a City program established to take advantage of ongoing economic opportunities presented through Richmond’s prominent role as a Venue City for the 2010 Olympic and Paralympic Winter Games. Since its inception in 2009, the program has been funded in its entirety by the Municipal and Regional District Tax (“MRDT” or “hotel room tax”), at \$500,000 per year between 2009 and 2011, and at \$400,000 per year during the current 2012-2017 hotel room tax cycle. The RSH program delivers a high return on investment, with 102,561 room nights generated since program inception. Richmond realizes \$5 in direct economic benefit for each \$1 invested in the RSH program, as represented by hotel room revenues alone. Other direct and indirect economic benefits accrue to the broader community, such as spending on local amenities and attractions.

The RSH program is comprised of two major components:

- Richmond Sport Hosting Office – a one-stop enterprise accessible to sport event organizers with a mandate to generate positive net economic benefit for local hotels, facilities, restaurants, shops and visitor attractions by utilizing Richmond’s sport infrastructure to bring out-of-town sport events and visitors to the city. The RSH office works closely with other City departments, Richmond sport groups, hotels and other tourism operators to fulfill its mandate.
- Richmond Sport Hosting Incentive Grant Program (“Grant Program”) – a \$100,000 per year grant program developed to provide financial support for sport event organizers to successfully bring and host high level sporting events in Richmond. In 2011, a Richmond Sport Hosting Task Force (“Task Force”) was established, with representatives from the Richmond Sports Council, Richmond Olympic Oval Corporation, Richmond Tourism Association (“Tourism Richmond”) and the City of Richmond. The Task Force reviews and decides on Grant Program funding and the Grant Program itself is administered by the RSH office.

In February 2010, Council approved the Richmond Sport Hosting Strategy 2010-2014, Sport Hosting Task Force Terms of Reference, including the delegation of authority to the Task Force to grant funds from the Grant Program, and Policy 3710 – Sport Hosting Incentive Grant. In December 2011, further revisions to the Grant Program were approved, including enabling the Task Force to approve up to three special grants to a maximum of \$25,000 per annum and updated criteria for assessing grant applications. Since then, the following updates and amendments have been identified to position the RSH program for ongoing success:

- Revisions to various aspects of the Grant Program, triggering amendments to Policy 3710 – Sport Hosting Incentive Grant
- An updated sport hosting strategy that will guide the RSH program beyond its start-up phase

The proposed updates and revisions presented below have been developed through consultation with key stakeholders of the RSH program.

Furthermore, through its demonstrated ability to generate net positive economic benefit to the local community, the RSH program and this report support Council’s 2014-2018 Term Goal #8 Supportive Economic Development Environment:

8.2. *Opportunities for economic growth and development are enhanced.*

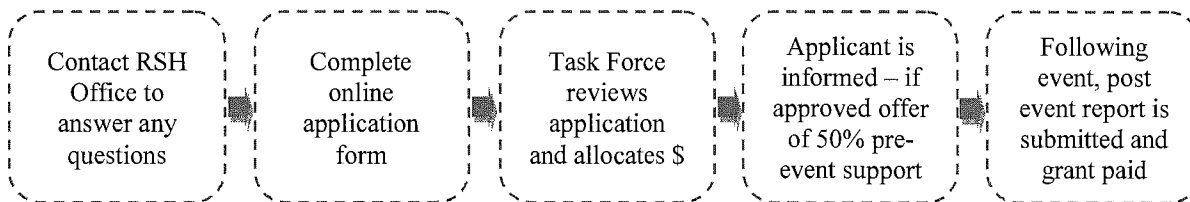
**Analysis**

Amendments to the Richmond Sport Hosting Program

The RSH program has been in operation for six years and has matured and evolved beyond its initial phase. As a result of implementation through the start-up phase, the following revisions have been identified and developed in collaboration with the RSH program’s key stakeholders, including the Richmond Sports Council and sport organizations, Tourism Richmond and the Richmond Hotel Association, the Richmond Olympic Oval, and relevant City departments:

1. Revisions to Council Policy 3710 – Sport Hosting Incentive Grant

The goal of the Grant Program is to provide financial support to events that generate economic benefits for the City of Richmond. It is desired to have a simple process in place that allows the efforts of the program to be maximized. While there are revisions recommended for the Grant Program, the process an applicant must follow remains unaltered in order to maintain a level of ease of involvement. Each application would follow these five steps:



The proposed Grant Program adjustments below have been developed by the Sport Hosting Task Force and endorsed by the Sport Hosting Sub-Committee and the Richmond Sports Council. For these adjustments to the Grant Program to take effect, respective sections of Council Policy 3710 (“Policy 3710”) have been revised, resulting in a proposed amended Policy 3710 for approval, as enclosed in Attachment 1 (a copy of the original Council Policy 3710 is enclosed as Attachment 2 for reference).

a) Creation of a set intake for applications – as per revised Item 3 in Policy 3710

The vast majority of grants offered through sport and culture programs operate using an intake period with specific deadlines. This provides administrative efficiency and the ability to create consistency in allocating funds.

- b) Assigning a cap per organization – as per revised Item 3 in Policy 3710

In order to provide support for as many organizations as possible through the program, it is recommended that each applicant organization be eligible to receive a maximum of two grants per year, which will not exceed a \$7,000 threshold per annum.

- c) Clarifying eligibility for provincial and national sport organizations to apply – as per revised Item 4 in Policy 3710

The majority of provincial, national and international events do not allow local clubs to act as the lead organizer and the previous wording alluded to the local club having to be that primary organizer. It is not desirable to restrict these events from being eligible for the grant, however, it is desirable to maximize the ability for the local clubs to be involved in any major event occurring in the city. By requesting that a letter of support be submitted with the grant application, direct connection is made between the applicant and the club early in the process and opportunities for involvement and potential legacy can be identified.

- d) Updating the evaluation criteria – as per revised Item 5 in Policy 3710

The 2010 Grant Program utilized a simple formula to determine the grant amount allocation for each applicant. This formula was based on the number of visiting participants (i.e., non-Richmond residents), the number of room nights and the type of event. While hotel room nights can be easily verified, figures for non-resident participants have been shown to be uncertain and typically a best guess by applicants as hometown is rarely gathered in registration processes.

The Sport Hosting Task Force has recommended that each application be assessed based on five criteria: 1) number of hotel room nights, 2) scale of event, 3) ability to leave a legacy in Richmond, 4) potential to generate measurable economic impact, and 5) the opportunity for the same or similar event to return in the future. Event organizers will be required to identify how the criteria were met in the post event report.

- e) Providing definitions for national and international levels of events – as per revision to Items 3 and 4 in Section “Definitions of eligible grant categories” in Policy 3710

As the scale of event increases in level (i.e., provincial to national to international) additional funding is awarded to the event. Definitions have been narrowed to ensure that applications made for national or international events truly meet the definition of such events. Approximately 50% of all grant applications have come from organizations not based in Richmond, and most of them provide significant economic impact and require a grant as part of the host selection process. However, limited connection has been established with the local club in many of these events and it is believed that the proposed changes may increase these potential partnerships.

- f) Increasing minimum number of hotel room nights from 20 to 50 – as per revised Section “Exclusions from eligibility for Sport Hosting Incentive Grant” in Policy 3710

It is recommended that in order to be eligible an event must generate a minimum of 50 room nights in Richmond hotels. In 2015, four events would have fallen below the 50 room night threshold. Their grants totalled \$5,957, which could be re-deployed towards events with greater economic impact.

- g) Housekeeping edits

Minor formatting edits have been added to improve readability of Policy 3710.

## 2. Updated Five Year Strategy

The City of Richmond has been established as a destination of choice in Canada to host events. The RSH office provides turnkey assistance to sport event organizers in attracting sport events to Richmond. The number of events assisted by RSH has grown from 14 in 2010 to 50 in 2014, and it is projected that 60 events will be held in the city by the end of this year as a result of the RSH office facilitation work. The associated direct economic benefit, as measured by the value of room nights generated, is \$13.3 million to date. Additional direct and indirect economic benefits are realized from other aspects of the stay, such as spending on local amenities and attractions.

The original strategy – Richmond Sport Hosting Strategy 2010-2014 – provided a foundation for establishing the RSH office and has now expired. An updated strategic document is required to guide future implementation of the program. The majority of the original strategy revisions reflected in the new proposed Richmond Sport Hosting Strategy 2016-2020 centre on updating the language to reflect the RSH office maturation from a start-up operation to an established service. The proposed updated strategy is enclosed as Attachment 3.

### Consultation Process

In developing the new sport hosting strategy and identifying revisions to the RSH Grant Program, as reflected in changes to Council Policy 3710, Staff consulted with the following key RSH program stakeholders:

- Sport Hosting Sub-Committee – mandated by the current contract agreement between the City and Tourism Richmond, the Sport Hosting Sub-Committee acts as an advisory group to the RSH office and includes representatives from the City, Tourism Richmond, the Richmond hotel community and the Richmond Olympic Oval Corporation. The proposed updated strategy, including the guiding principles, objectives, and strategic priorities, was endorsed by the Sport Hosting Sub-Committee. This sub-committee also provided positive feedback on the general direction of the Grant Program.
- Sport Hosting Task Force – the primary focus of engaging the Task Force was to develop revisions to the Grant Program in order to maximize the reach of the funding. Task Force members also reviewed and endorsed the proposed guiding principles, objectives and priorities of the updated strategy.

- Richmond Sports Council – Staff presented at the November 10, 2015 Richmond Sports Council meeting and obtained endorsement for the proposed Grant Program revisions, as reflected in an excerpts from the meeting minutes included in Attachment 4.
- Sport Organizations – in preparation of the updated strategy, an online survey was sent to the main event contacts at 82 local, provincial and national sport organizations seeking input on what RSH program services they had used and any services they either would like to see added or they have experienced from other sport tourism offices that are not available in Richmond. Feedback received from the 38 respondents was incorporated in developing the draft 2016 to 2020 strategic priorities for sport hosting. Respondents indicated a high level of satisfaction for the menu of services currently offered by RSH.
- Tourism Richmond – Tourism Richmond supported the proposed updated strategy and the Grant Program revisions through its participation on the Sport Hosting Sub-Committee and the Sport Hosting Task Force. In addition, Tourism Richmond has extended a letter of support of the overall RSH program, included in Attachment 5.
- Richmond Hotel Association – this is a newly formed non-profit association of Richmond hoteliers to which staff presented the proposed sport hosting strategy and vetted associated accommodations elements included in the document. In addition, the Richmond Hotel Association has extended a letter of support of the overall RSH program, included in Attachment 6.

### Communication Plan

A number of community outreach and communication actions will be taken should the proposed strategy and grant program amendments be endorsed by Council. Both items will be prominently placed on the RSH website as the primary information source for clients. In addition, a draft updated Grant Guidelines document has been developed that provides direction based on the amended Council Policy 3710 and will be sent directly to all previous grant recipients, event organizers for upcoming events working with the RSH office and members of the Richmond Sports Council.

### **Financial Impact**

The RSH program is funded by the hotel room tax until 2017. Continuation of the hotel room tax beyond 2017 will be required to provide future funding under the current funding model for the program.

### **Conclusion**

Richmond Sport Hosting is a valuable service to event organizers and the city of Richmond continues to be a sought after destination for sport events. The RSH office has continually increased the number of major sport events that have come to Richmond on an annual basis and has significantly added to the economic benefit generated from sport tourism. After six years of operation, updates to the strategy and Grant Program are required in order to maximize the opportunity for ongoing program success. The proposed updates and revisions have been

developed in consultation with key stakeholders of the RSH program. If endorsed, both the new sport hosting strategy and the revised Grant Program are expected to come into effect in 2016, with relevant information to be distributed to all past grant recipients as well as the event organizers of all upcoming events currently being assisted by the RSH office.



Tanya Foley  
Manager, Sport Hosting  
(778-296-1406)



Neonila Lilova  
Manager, Economic Development  
(604-247-4934)

- Att. 1: City of Richmond Sport Hosting Incentive Grant Policy 3710 – Amended
- 2: City of Richmond Sport Hosting Incentive Grant Policy 3710 – Original
- 3: Richmond Sport Hosting Strategy 2016-2020
- 4: Minutes – Richmond Sports Council dated November 10, 2015
- 5: Letter of Support – Tourism Richmond
- 6: Letter of Support – Richmond Hotel Association



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Adopted by Council: February 8, 2010

Policy 3710

Amended by Council:

File Ref: 03-1085-01

Sport Hosting Incentive Grant Policy

**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 through an online application process following an annually defined intake schedule. Each organization will be eligible to receive a maximum of two grants or \$7,000 total per year. Any approved application will have the option to 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. Applicants from other organizations may also apply but best efforts must be made to obtain a letter of support from a Richmond based organization.
5. All applications must include a business plan outlining:
  - event's objectives
  - high level action plan and timelines
  - organizational structure
  - budget – including indication of items grant would be applied to
  - indication of how any budget surplus would be used
  - cultural component(s) of event
  - indication of sustainable event practices planned
6. All applications will be evaluated by the Sport Hosting Task Force against five criteria to determine the final allocation:
  - a) Number of hotel room nights
  - b) Scale of Event (e.g. Provincial, National, International)
  - c) Ability to leave a legacy in Richmond
  - d) Potential to generate measurable economic impact and tourism benefits
  - e) Opportunity for continuation of this event or hosting potential for future new events.





**DEFINITIONS OF ELIGIBLE GRANT CATEGORIES:**

All events must either be sanctioned by a recognized sport governing body or, in the case of an emerging sport that has not yet achieved official status, the sport must be one that has official rules/regulations that are being used in the event being funded.

1. **Provincial event** – includes tournament/championship competition between teams/individuals from around the province of British Columbia.
2. **Western Canadian** – includes tournament/championship competition between teams/individuals from the western provinces (BC, AB, SK, MB, YK, NT, NU).
3. **National event** – includes tournament/championship competition between teams/individuals from across Canada. To be eligible for this level of event when applying, one of the following conditions must be met:
  - at least 30% of the participating athletes must be from outside BC with a minimum of 4 provinces/territories, including BC, participating
  - at least 40% of the participating athletes must be from outside BC with a minimum of 3 provinces/territories, including BC, participating
  - at least 50% of the participating athletes must be from outside BC with a minimum of 2 provinces/territories, including BC, participating
4. **International event** – includes tournament/championship competition between teams/individuals from around the world. To be eligible for this level of event when applying, one of the following conditions must be met:
  - at least 30% of the participating athletes must be from outside Canada with a minimum of 4 nations, including Canada, participating
  - at least 40% of the participating athletes must be from outside Canada with a minimum of 3 nations, including Canada, participating
  - at least 50% of the participating athletes must be from outside Canada with a minimum of 2 nations, including Canada, participating
5. **Conferences/Symposiums/Congresses & AGM's** – The meeting must be hosted/sanctioned by a recognized sport governing body, be held over more than one day and host a minimum of 50 room nights on at least one night to be eligible. This would include topics such as sport system development, sport medicine, high performance training, sport legacy, sport hosting, coaching.
6. **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 50 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 an annual intake schedule 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.

All events must comply with City rules, policies, regulations and bylaws.



**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.



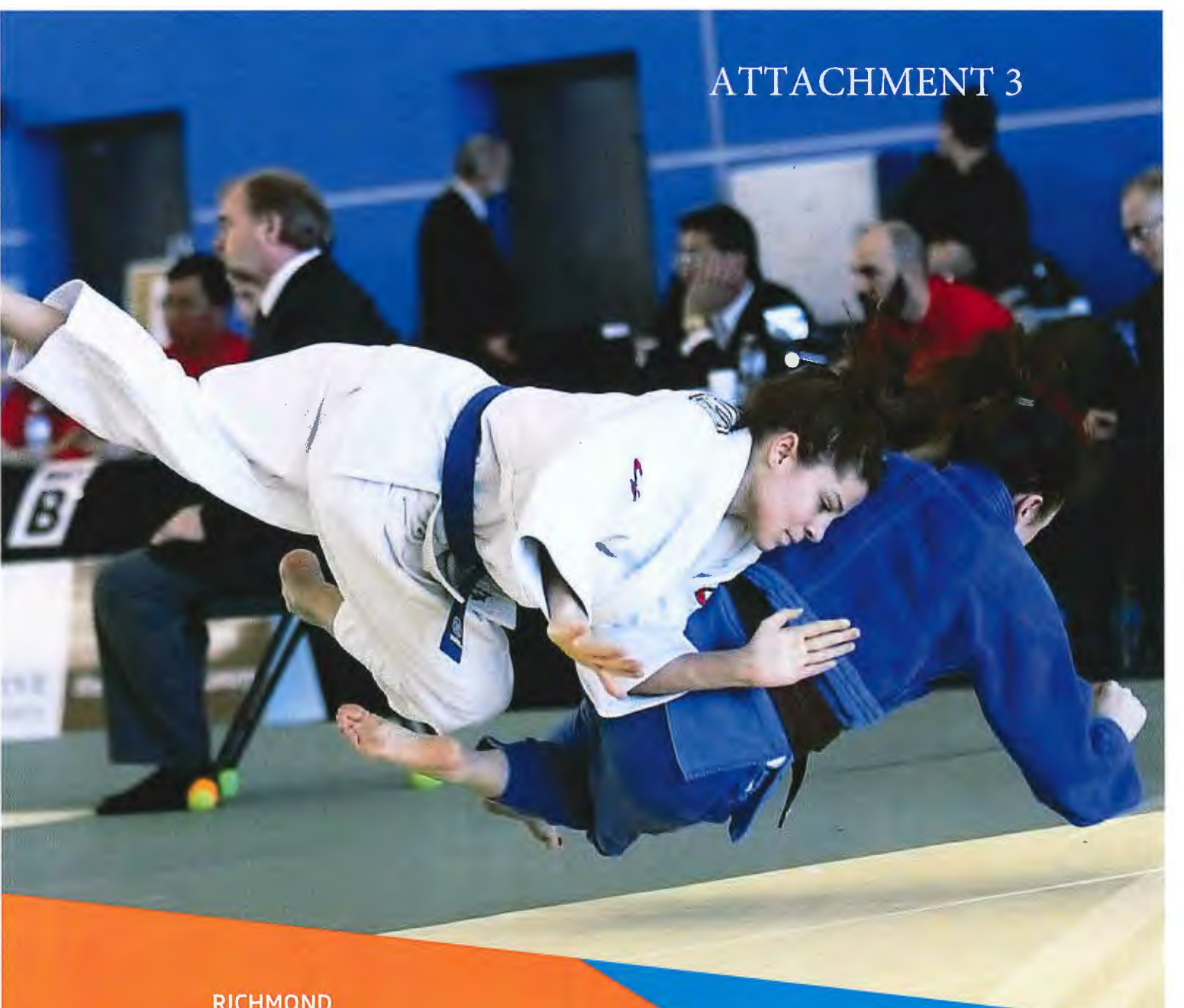
- Professional events hosted by for-profit organizations with the exception of the Richmond Olympic Oval Corporation will not be supported.
- Funding for recreational activities (i.e. golf weekend) are not eligible for consideration.
- Funding for jamborees, playoffs, and league games are not eligible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



RICHMOND  
**SPORT  
HOSTING**

IN PARTNERSHIP WITH



DEC 2015

STRATEGY 2016-2020



"Richmond Sport Hosting has been instrumental in ensuring our events go on with best quality and with the greatest impact. They have worked with us from step one all the way through the execution"

-DINO GEREMIA, FOOTBALL BC



1. MESSAGE FROM THE MAYOR

To come ...







"We are so lucky to have Richmond Sport Hosting to help us in all kinds of jobs such as the selection of host hotel, application of grants and funding, acquisition of equipment, transportation, sponsors, and lots of valuable information to connect with other parties we need."

-KION WONG, RICHMOND LAWN BOWLING CLUB



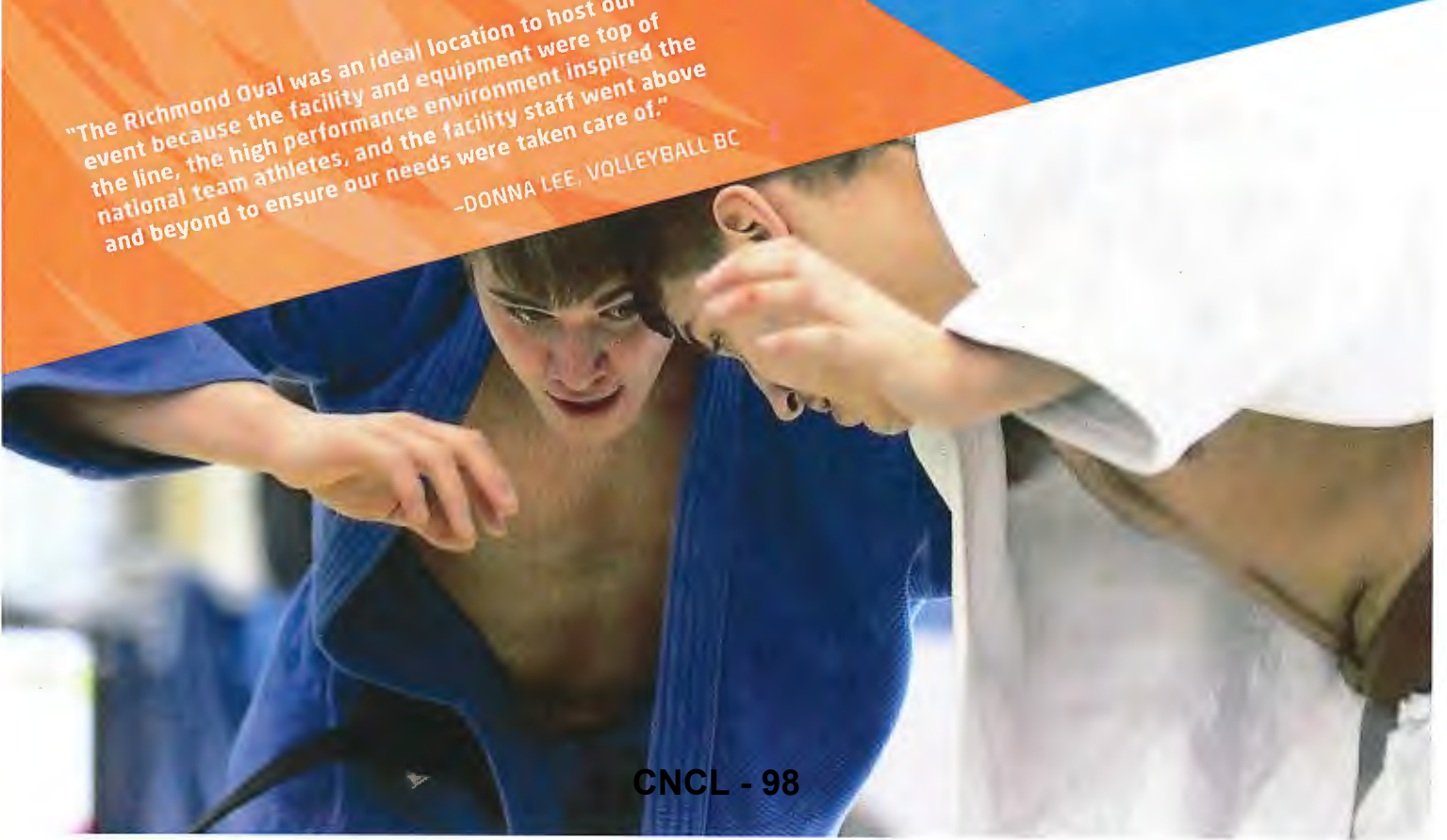
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"The Richmond Oval was an ideal location to host our event because the facility and equipment were top of the line, the high performance environment inspired the national team athletes, and the facility staff went above and beyond to ensure our needs were taken care of."

-DONNA LEE, VOLLEYBALL BC



### 3. RICHMOND SPORT HOSTING

Richmond Sport Hosting (RSH) was established as a direct response to the City of Richmond's role as a Venue City for the 2010 Olympic Winter Games and has quickly made a mark in the sport tourism industry. After hosting fourteen events in 2010, RSH has continued to grow and in 2015 provided assistance to over sixty provincial, national or international events. The Richmond Olympic Oval, a world class event hosting facility, has provided the impetus to establish Richmond as a destination of choice for major sport events. In addition, there are over 30 indoor sport hosting facilities as well as dozens of outdoor spaces throughout the city that provide the sport technical requirements to host provincial or higher levels of sport events.

In 2014, Statistics Canada announced that the sport segment was the fastest growing tourism sector and represented \$5.2 billion dollars nationwide. This represented an 8.8% increase compared to a 0.7% decrease in the overall Canadian tourism market from two years previous. As a result, significant interest across Canada has emerged and the number of dedicated sport tourism offices has increased from less than 100 offices in 2009 to approximately 250 in 2015.

Funded through the Municipal and Regional District Tax Program (MRDT) via an agreement between Tourism Richmond and the City of Richmond, RSH has an operating budget of \$400,000, including a \$100,000 Incentive

Grant Program. The RSH office provides a complimentary, one-stop-shop enterprise accessible by all event organizers operating within Richmond venues. The core business revolves around supporting the City of Richmond's Council Term Goal "Supportive Economic Development Environment" through identifying opportunities to bring visitors to the city creating positive economic benefits for local hotels, facilities, restaurants, shops and visitor attractions.

The City of Richmond has recently undergone an assessment of the sport facilities across the city and have identified a number of improvements and/or replacement opportunities over the coming years. Many of these will allow for additional major sport event prospects to be pursued increasing the number and variety of events possible in the city.

Sporting events are consistently increasing in overall number as sports continue to offer new programs to their members. As well, the quality of events are escalating and there is a heightened desire to provide higher service levels in comparison to past efforts (e.g. mandatory broadcast/live stream options, dedicated dressing rooms, higher number of spectator expectations, etc). It is expected that this trend will continue and is the key factor identifying sport tourism as a stable option that is not as affected by external pressures such as fluctuation with the Canadian dollar as other tourism segments.



#### 4. RICHMOND SPORT HOSTING'S PLAN

## OUR VISION

To be the premiere sport hosting community in Canada for provincial, national and international sporting events, while growing and integrating our local sport community.

### GUIDING PRINCIPLES

Since 2009, Richmond Sport Hosting has been providing exceptional service to sport organizations from around the globe. The City of Richmond provides a world class event atmosphere and is well established as a premiere destination for all levels of sport events. The City of Richmond Sport Hosting program will:

- Assist Richmond in reaching the Council term goals, increase the City's image, community pride, economic development and continue to build a legacy of sport for the City
- Be a strategic and coordinated approach targeting a broad scope of 'events' to include single sport competitions, multi-sport games, training camps, coaching clinics, sport related business meetings
- Communicate benefits and opportunities to stakeholders
- Ensure financial accountability by building in processes for evaluations, both of individual events and of the overall initiative to create a transparent operation
- Collaborate with City departments, event organizers and facility operations to ensure events are engaging in sustainable event practices
- Find niches in the sport hosting marketplace where Richmond can effectively market its facilities, services and expertise and cultivate a strong sport hosting identity
- Recognize the role of sport and sport volunteers as valuable partners in the process of sport event hosting and continually build community capacity to host high quality sporting events.
- Equip our sport partners with tools, information and support to be successful in building or engaging the required capacity to host existing major events or creating new events unique to Richmond
- Use Sport Hosting to support a robust and integrated sport development system in Richmond



## OBJECTIVES

**INCREASE THE NUMBER OF POTENTIAL HOSTING OPPORTUNITIES** by expanding collaboration with local stakeholders such as Tourism Richmond, Richmond School District, Richmond Hotel Association, private sports clubs and the event hosting expertise of the Richmond Olympic Oval.

**SEEK POTENTIAL STRATEGIC PARTNERSHIPS** with the BC Sport Branch, Destination BC, BC Sport Tourism Network, and professional event management businesses

**ENGAGE WITH EVENT ORGANIZERS** through supporting additional aspects of logistical requirements to maximize the cost saving aspects of hosting in Richmond

**MAXIMIZE NEW AND RENOVATED SPORT HOSTING FACILITIES** coming online in the City and be flexible to adapt to priorities adopted by Council in the future

**GROW SPORT RELATED TOURISM ECONOMIC VALUE** by 10% by 2020

**SUPPORT SUSTAINABLE EVENT INITIATIVES** promoted by the City of Richmond through working with event organizers to provide direction and assistance to ensure compliance with City programs

**CONTRIBUTE TO THE COMMUNITY'S** healthy living, increased awareness of the benefits of sport, building civic pride and a stronger volunteer base



## 5. SUCCESS THROUGH PARTNERSHIP

8

The strength of Richmond as a sport event destination lies in the collaborative approach between the Sport Hosting office, official program partners and other key stakeholders. Together they form an indispensable resource for event organizers and offer an elite support system.

### PROGRAM PARTNERS

#### CITY OF RICHMOND

Richmond Sport Hosting is a complimentary city service offered by the City of Richmond. As a strategic partner, the City provides program oversight, access to City owned facilities, and management of the Sport Hosting Task Force.

#### TOURISM RICHMOND

Tourism Richmond is the established tourism destination marketing organization for Richmond, BC. They oversee all other tourism market segments in the city and support Richmond Sport Hosting through visitor servicing, destination marketing and industry support.

#### RICHMOND SPORTS COUNCIL

The Richmond Sports Council was established in December 1982 for the purpose of unifying and representing sports groups within the community on relevant issues affecting the local sport community. Ultimately the local sport community is involved either as host or support to the hosts of the majority of sport events held in Richmond and is a vital connection for future event opportunities.

#### RICHMOND OLYMPIC OVAL CORPORATION

The Richmond Olympic Oval is a breathtaking venue on the banks of the Fraser River and winner of the Institution of Structural Engineers top award for Sports or Leisure Structures. With over 47,500 square metres of world class facility, it is the destination of choice for dozens of sports at all levels of play. The Richmond Sport Hosting office is situated within the Richmond Olympic Oval and shares a vision of excellence for welcoming the world to Richmond.



## OTHER STAKEHOLDERS

### RICHMOND HOTEL ASSOCIATION

The Richmond Hotel Association is an active representative group for Richmond's hotel community and a vital partner for Richmond Sport Hosting's success. As an airport city, Richmond can offer options and service levels that are rarely seen by sport groups across Canada. Through collaboration with the Richmond Hotel Association, Richmond Sport Hosting is able to work collectively with a number of hotels and ensure the best options are made available to event organizers.

### LOCAL BUSINESSES

Sport events typically bring participants, officials and spectators to the host city. For provincial, national or international events, these visitors not only stay in local hotels, but they also purchase meals, souvenirs and spend time away from the sport venue at local attractions. Richmond businesses are

well equipped to service out of town visitors and offer a plethora of options for tourists. As well, sport events often serve as marketing opportunities for local organizations and create a mutually benefitting opportunity for the event organizer and the business.

### RICHMOND RESIDENTS

The Richmond community benefits in a variety of ways through experiencing high level sport events. For athletes, the ability to compete on home soil has been well established in Richmond as a Venue City for the 2010 Olympic Winter Games. Residents continually have the ability to engage with elite events as volunteers, technical officials and event organizers. Bringing elite sporting events into the community promotes a healthy lifestyle and encourages dreams of young athletes as they join the ranks of spectators enjoying these events.





## 6. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

Identified through various consultations and industry research, the following SWOT analysis will provide focus for Richmond Sport Hosting activities.

10

### STRENGTHS

- Logistical ease of hosting in Richmond
- Exceptional hosting experience
- Elite sport facilities
- Strong base of volunteer support
- Multi-cultural community
- Transportation hub (International Airport and Canada Line Skytrain)
- Proximity to downtown Vancouver, Whistler, USA Border
- Extensive accommodation options at various price points
- Variety of visitor attractions
- City and facility event staff experience

### WEAKNESSES

- Spectator capacity
- Required new construction or facility improvements at some event hosting sites needed to expand opportunities
- Financial support from outside Richmond
- Requirement to rely on neighbouring communities to be able to hold multi-sport games
- Expertise available amongst RSH and venue staff to organize events, but limited time/financial resources exist

### OPPORTUNITIES

- Training camps
- Pre-Stage camps/events
- Growth of female sport
- High performance athlete training and development
- Tradeshow and Conferences
- Provincial, National & International sport events
- Accessible destination – focus on athletes with a disability
- International events with decreased Canadian dollar
- Created event options

### THREATS

- Facility use – community vs event
- Economic volatility
- Financial support offered by competitors
- Tourism Industry changes
- Municipal and Regional District Tax (MRDT) revisions



## 7. STRATEGIC PRIORITIES

1. Maximizing relationships with:
  - a. **EVENT RIGHTS HOLDERS** to ensure Richmond continues to be seen as a strong option for hosting major events
  - b. **CITY PARKS AND RECREATION AND RICHMOND OLYMPIC OVAL STAFF** to facilitate site selection and onsite facilitation for Sport Hosting events
  - c. **RICHMOND SCHOOL DISTRICT STAFF** to facilitate site selection and facility booking for Sport Hosting events.
  - d. **PRIVATE FACILITY OPERATORS** to ensure Sport Hosting is up to date on their hosting desires and able to maximize all spaces within the City of Richmond
  - e. **EXTERNAL SPORT HOSTING OFFICES OR EVENT ORGANIZERS** in order to ensure all opportunities for economic benefits in Richmond are explored
  - f. **RICHMOND HOTELS** to ensure sport group appropriate options continue to exist in Richmond
  - g. **CITY AND RICHMOND OLYMPIC OVAL COMMUNICATION STAFF** to facilitate media promotion
  - h. **ARTS, HERITAGE AND CULTURE** contacts to better provide opportunities for cultural component inclusion in Sport Hosting events.
2. By ensuring organizational efficiency, the Sport Hosting office will ensure multiple requirements are achieved and an exceptional level of service is offered to clients
3. Serve as a "one-stop-shop" to be able to assist event organizers with securing information on all aspects of hosting an event in Richmond
4. Conduct a dedicated marketing approach to identify the logistical benefits of operating in Richmond identifying the cost saving opportunities to assist rights holders in selecting Richmond for their event
5. Offer a Richmond Sport Hosting Incentive Grant program in order to financially support event organizers in the securing of major sport events
6. Maximize the economic impact opportunities from sport event participants through developing direct information packages targeting local attractions and activities that can be used to build an overall experience for event attendees



"The Richmond Olympic Oval and Richmond Sport Hosting are invaluable partners in BC Wheelchair Sports Association's international hosting strategy. Without their support, we would not be able to host a world class event such as the Canada Cup International Wheelchair Rugby Championships that welcomes the top international teams to Richmond every two years."

-GAIL HAMMAMOTO, BC WHEELCHAIR SPORTS ASSOCIATION



## 8. ACTION PLAN

ACTION ITEM	SHORT TERM (0-12 MOS)	LONG TERM (13-36 MOS)
<b>STRATEGIC PRIORITY #1: MAXIMIZING RELATIONSHIPS</b>		
Attend industry conferences (CSTA Sport Events Congress, CAC Sport Leadership sportif Conference, TIABC Conference)	X	X
Work with Richmond School District to identify potential events that would align with their future goals/vision		X
Develop regular communication method with facility operators	X	X
Participate in the BC Tourism Network meetings/events to develop relationships with external sport hosting offices in BC	X	X
Maintain regular schedule of contact with sport organizations and hotel sales managers overseeing sport market	X	X
Develop relationships with International Sport Organizations representing sports that are high level targets for Richmond	X	X
Actively participate on sport and tourism committees and Boards		X
<b>STRATEGIC PRIORITY #2: ENSURING ORGANIZATIONAL EFFICIENCY</b>		
Develop online form for grant application	X	
Utilize new website to send RSH newsletter	X	X
<b>STRATEGIC PRIORITY #3: OPERATING AS A ONE-STOP-SHOP</b>		
Redevelop RSH website to provide checklist and detailed information on hosting events in Richmond	X	
Develop online event application outlining the areas RSH can provide assistance for	X	X
Develop promotion of City of Richmond's Sustainable Event Champion program and Quick Guide to incorporate sustainable event practices for event organizers	X	
<b>STRATEGIC PRIORITY #4: MARKETING RICHMOND'S LOGISTICAL BENEFITS</b>		
Develop and update marketing elements:		
- Richmond facility brochure	X	X
- Richmond map of facilities/hotels/attractions	X	X
Advertising promotions include statement on logistical benefits	X	X
<b>STRATEGIC PRIORITY #5: PROVIDING FINANCIAL SUPPORT</b>		
Revise Richmond Sport Hosting Incentive Grant Program	X	
Develop online grant application and post event form	X	
<b>STRATEGIC PRIORITY #6: BUILDING AN EXPERIENCE</b>		
Collaborate with Tourism Richmond Visitor Services to develop brochures/website menu for Richmond experience options		X
Develop a rate card for local attractions, team building opportunities and tourist discounts		X





"The Richmond Sport Hosting Team did everything in their power to make our event a success. They took care of all the details; from helping with equipment set up to offering expert advice on branding opportunities to providing sharples for athlete signings. Every detail was thought of and accommodated. We can't wait to host our next event in Richmond!"

-KANIKA THAKAR, SPEED SKATING CANADA



## 9. PERFORMANCE MEASURES

MEASURE	2014	2016
Number of bids	9	12
Number of grant applications	41	40
Leads generated	59	70
Lead room nights	17,812	20,000
Definite room nights	12,204	12,750

## 10. RICHMOND FACILITIES

Richmond has an abundance of sport and meeting facilities equipped to host major events for traditional, emerging and mind sports.

From the majestic Richmond Olympic Oval to a variety of City and privately owned venues to hotels, our exceptional venues have hosted various AGMs, conferences and major events for the following sports:

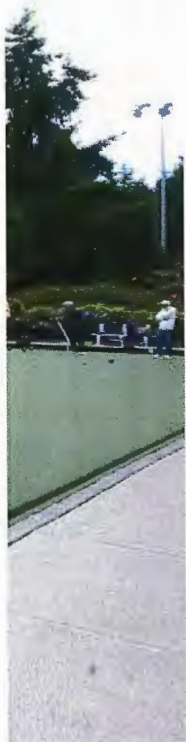
### INDOOR

Archery  
 Archery Tag  
 Artistic Gymnastics  
 Badminton  
 Ball Hockey  
 Basketball  
 Beach Volleyball  
 Box Lacrosse  
 Bridge  
 Chess  
 CrossFit  
 Curling  
 Darts  
 Diving  
 Dodgeball  
 Field Hockey  
 Figure Skating  
 Floorball  
 Futsal  
 Highland Dance  
 Ice Hockey  
 Inline Skating  
 JiuJitsu  
 Judo  
 Karate  
 Powerchair Soccer  
 Powerlifting  
 Rhythmic Gymnastics  
 Ringette  
 Shooting (Air Pistol)  
 Short Track  
 Sitting Volleyball  
 Speed Skating  
 Swimming  
 Synchronized  
 Swimming  
 Table Tennis  
 Taekwondo  
 Tennis  
 Track & Field  
 Trampoline  
 Volleyball  
 Water Polo  
 Weightlifting  
 Wheelchair Basketball  
 Wheelchair Rugby  
 Wrestling

### OUTDOOR

Archery  
 Basketball  
 Beach Volleyball  
 Cricket  
 Field Hockey  
 Field Lacrosse  
 Football  
 Golf  
 Race Walk  
 Rowing  
 Rugby  
 Shooting  
 Soccer  
 Softball  
 Tennis  
 Track & Field  
 Ultimate

An up to date listing of all venues in Richmond can be found at [www.richmondsporthosting.ca](http://www.richmondsporthosting.ca)





All of Richmond's hotels are within  
20 minutes of the Vancouver International  
Airport and any Richmond sporting facility.

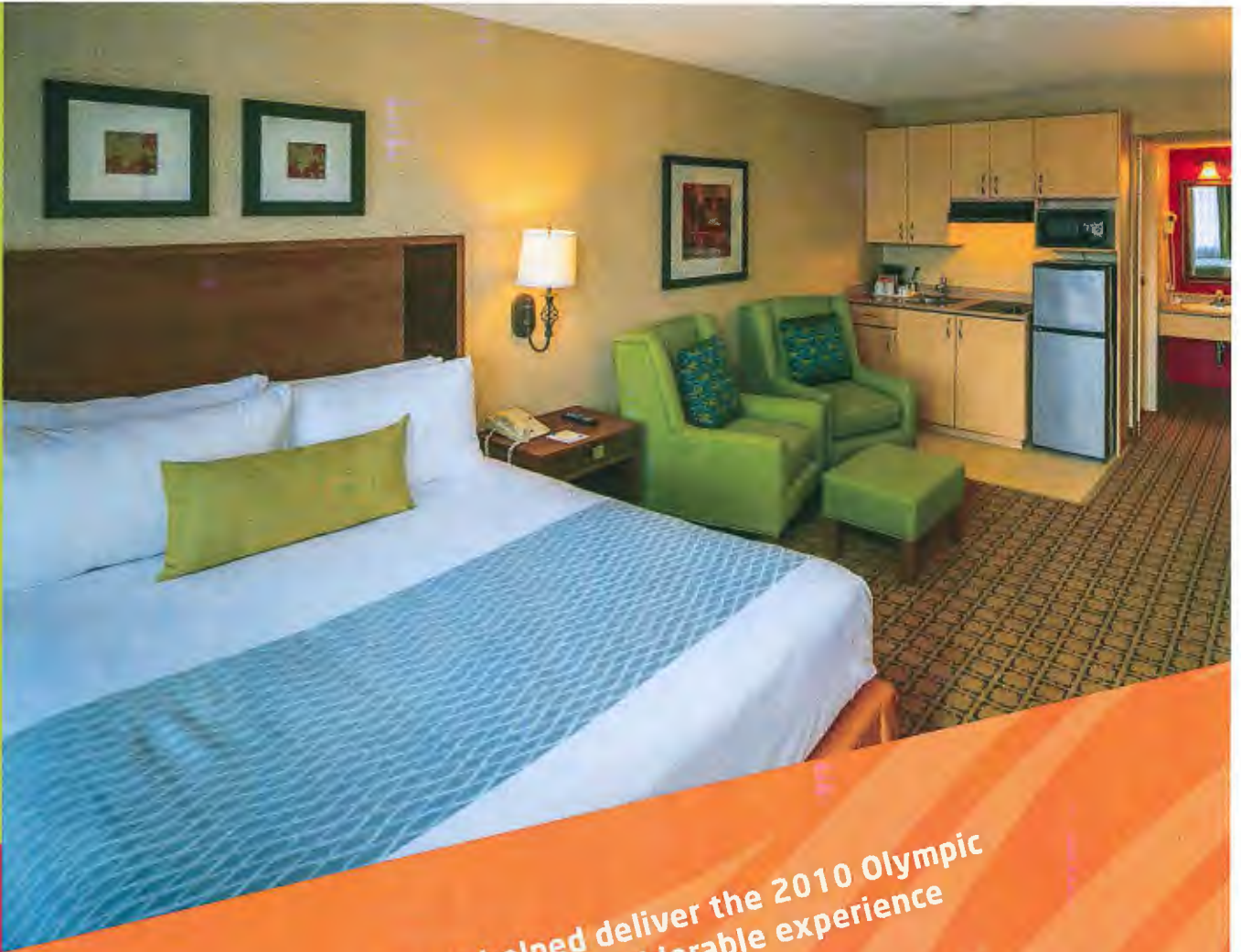


## 11. HOTELS

HOTEL NAME	MEETING ROOMS		# GUEST ROOMS
	#	LARGEST CAPACITY	
Accent Inns	2	50	205
Best Western Abercorn Inn	4	200	98
Days Inn Vancouver Airport	0	-	67
Executive Airport Plaza Hotel & Conference Centre	16	700	290
Fairmont Vancouver Airport	6	150	392
Four Points by Sheraton Vancouver Airport	6	180	140
Hampton Inn Vancouver Airport	0	-	109
Hilton Vancouver Airport	7	400	237
Holiday Inn Express Hotel & Suites Riverport	3	80	147
Holiday Inn Vancouver Airport	5	85	161
La Quinta Inn Vancouver Airport	1	40	74
Pacific Gateway Hotel	22	600	414
Quality Hotel Airport (South)	1	33	70
Radisson Vancouver Airport Hotel	12	600	200
Ramada Vancouver Airport	1	150	76
River Rock Casino Resort / The Hotel at River Rock	11	950	895
Sandman Hotel Vancouver Airport	1	80	171
Sandman Signature Hotel & Resort Vancouver Airport	13	180	438
Sheraton Vancouver Airport	27	1200	390
Travelodge Vancouver Airport	1	80	160
Vancouver Airport Marriott Hotel	7	400	237
Westin Wall Centre Vancouver Airport	5	536	188







Richmond's hotels helped deliver the 2010 Olympic Winter Games and have considerable experience supporting world class sport events. Collectively, they understand how to go above and beyond to meet the unique need of sport groups.



## 12. RICHMOND SPORT EXPERIENCE

Richmond has worked with local, provincial, national and international sport organizations to bring a wide variety of events to Richmond. With tremendous hosting experience, Richmond facilities and staff are able to assist event organizers throughout the process. A sample of some of the over 300 successful events held in the past five years include:

### INTERNATIONAL EVENTS

2015 Powerlifting Commonwealth Championship

2015 Fencing World Cup

2014-2015 Men's Tennis ITF Tournament

2014 US/Canada Dual and International Open Race Walks

2014 World Martial Arts Games

2014 Pacific Rim Gymnastics Championships

2013-2014 Fencing World Grand Prix

2013-2015 Pacific Cup International Curling Championship

2012 & 2014 International Wheelchair Rugby Canada Cup

2012-2013 Yonex Canada Open Grand Prix

2011-2015 Judo Pacific International Championship

2010 World Wheelchair Rugby Championships

### NATIONAL EVENTS

2015 Rhythmic Gymnastics National Championships

2015 Volleyball Canada National Team Challenge Cup

2015 Short Track Speed Skating National Qualifier

2014-2016 Karate Canada National Championships

2015 Canadian Senior Lawn Bowling Championship

2014 RCGA Canadian Men's Senior Championship

2014 Canadian Wheelchair Basketball League Women's National Championship

2012 Canadian Senior and Junior Table Tennis Championships

2011 Royale Cup Canadian Junior Girls Golf Championship

2011 Canadian Junior Badminton Championships

2010 National Taekwondo Championship



#### PROVINCIAL/REGIONAL EVENTS

2014-2015 Pacific Coast Female Rep Hockey Classic

2013 Futsal Fiesta

2013-2015 BC Powerlifting Association Cup Championship

2012-2015 Red Bull Crashed Ice Vancouver Qualifier

2012-2015 Karate BC Provincial Championship

2012 & 2013 CrossFit Games- Canada West Regional

2011-2015 Harry Jerome Indoor Classic

2010 BC Open Squash Championship

#### TRAINING CAMPS

2015 BC Hockey Pre-Stage Camp for Canada Winter Games

2015 National Team Sitting Volleyball

2014 Team Finland National Women's Ice Hockey Pre-Stage Camp

2014 Australian Jr. National Track and Field Team Training Camp

2013 New Zealand Ice Hockey Training Camp

2012 Karate BC Training Camp



#### MEETINGS/CONFERENCES

- 2014 Softball Canada Blue Convention
- 2013 Rowing Canada AGM & Coaching Conference
- 2012 Canadian Sport Tourism Alliance Sport Events Congress
- 2012 BC Athletics AGM & Award Banquet
- 2010 Baseball Canada Convention
- 2010 Sport BC Athlete of the Year Awards

#### UPCOMING

- 2016 CAC Petro-Canada Sport Leadership sportif Conference
- 2016 Fencing World Cup
- 2016 Karate Canada National Championships
- 2016 Men's ITF Tennis Tournament
- 2016 Wheelchair Rugby Canada Cup
- 2017 Gojukai 7th World Championships
- 2017 Karate Canada North American Cup



### 13. WE ARE HERE TO WELCOME YOUR WORLD!

If you are looking for a place to host your next event, and want the advantage of a complimentary service dedicated to helping you elevate your participants' experience, Richmond Sport Hosting is here for you!

RICHMOND SPORT HOSTING

778 296 1406  
sporthosting@richmondoval.ca

www.richmondsporthosting.ca  
@RichmondSH

RICHMOND  
**SPORT  
HOSTING**

IN PARTNERSHIP WITH



**Excerpt from Minutes of Richmond Sports Council Meeting held November 10, 2015**



[www.richmondsportscouncil.com](http://www.richmondsportscouncil.com)

**Tuesday November 10, 2015**

Present:

Jim Lamond (Chair), Dan Marriott, Gregg Wheeler,(City staff), Tony Shaw, Bob Jackson Terry Kehoe, Jack Hamilton, Don Fisher, Barb Norman, Sam Morizawa, Tanya Foley, Warren Karsgaard, Gary Rosval, Sanjeet Sadana, Kathleen Wong, Mike Thorne, Steve Valenzuela, Ivan Wong, Bill Shayler, Kim Seaborn

Regrets: Councillor Bill McNulty, Serj Sangara, Stu Corrigan, Mke Fletcher, Donna Marsland

Meeting called to order at 7.00 pm

*[Begin Excerpt]*

**6. Sport Hosting Update**

Jim referred to the updated guidelines previously circulated via email and Tanya continued by circulating a list of the Recommended Changes to start in 2016 with regard to the Richmond Sport Hosting Incentive Grant Program. A question and answer period followed and also circulated was a draft of the 2016-2020 Sport Hosting Strategy.

During discussion it was confirmed that funds from the program came via the hotel room tax which was sent to Destination BC and then to Tourism Richmond. Total funds amounted to \$400,000 of which \$100,000 funds the grants.

***Motion:***

***To endorse the changes to the Richmond Sport Hosting Incentive Grant Program.***

***Moved: Don Fisher, Seconded: Bob Jackson, Carried. Opposed – Barb Norman***

Sanjeet recommended that the grant funds be increased and he will follow up with Tanya re the process for the increase in 2017. This issue to be discussed at the next Sports Council meeting.

*[End Excerpt]*





November 4, 2015

Ms. Tanya Foley  
Manager, Sport Hosting  
Richmond Olympic Oval  
6111 River Road  
Richmond, BC V7C 1A2

Dear Ms. Foley,

Thank you for presenting the draft Richmond Sport Hosting Strategy 2016-2020, the updated Sport Hosting Task Force Terms of Reference and the Grant Incentive Program to the Sport Hosting Sub Committee on September 25, 2015.

Tourism Richmond has had the opportunity to review the updated strategy and Grant Program including the revisions and we support it all. As one of Richmond's tourism sectors, sport continues to grow year over year and provide a positive economic outcome for our community. We would like to congratulate you and your team for your efforts and look forward to seeing the outcome of this revitalized strategy.

We encourage City Council to adopt this strategy and the proposed revisions, so that together we can continue to grow our visitor economy and strengthen the wellbeing of our City.

Sincerely,

  
Tracy Lakeman  
CEO





October 28, 2015

Ms. Tanya Foley  
Manager, Sport Hosting  
6111 River Rd  
Richmond, BC V7C 0A2

RE: Richmond Sport Hosting Strategy Plan

Dear Tanya:

Thank you for taking the time to meet with the Richmond Hotel Association Board of Directors on October 19<sup>th</sup> to present the draft Richmond Sport Hosting Strategy Plan to our board.

I am pleased to let you know that after review of the strategy and discussion, the board is in support of the overall Sport Hosting program. We believe it is a successful program within the tourism sector for the city of Richmond and will help to drive room night production and overall revenues for the city.

Sincerely,

A handwritten signature in black ink, appearing to read "G. Collinge".

Gary Collinge  
Chair  
Richmond Hotel Association