



To: Richmond City Council

Date: July 9, 2004

From: Lani Schultz
Director, Corporate & Intergovernmental
Relations

File:

Re: **Olympic Opportunities**

Staff Recommendation

1. That staff be directed to make a formal community announcement of the City's plans to submit a proposal to the Vancouver Olympic Organizing Committee (VANOC) to host the Speed Skating Oval venue for the 2010 Olympic and Paralympic Winter Games on the City's River Road property.
2. In the event the City is successful in its negotiations to locate the 2010 Olympic/Paralympic Speed Skating Venue in Richmond, that:
 - a. staff develop and prepare for the implementation of an appropriate public process to seek input from the community and key stakeholder groups in the program planning phase for the post games use of the Olympic Oval;
 - b. staff implement the above-noted public process as soon as possible after the oval location announcement;
 - c. a Richmond Olympic Oval Project Building Committee be established; and,
 - d. a Business Case Advisory Committee be established to provide advice to the Richmond Olympic Venue Project Office, under the direction of the CAO.

George Duncan
Chief Administrative Officer

Lani Schultz
Director, Corporate & Intergovernmental
Relations (4286)

Staff Report

Origin

In late July 2004, the City of Richmond will present its proposal to the Vancouver Olympic Organizing Committee (VANOC) to become an Olympic venue city through construction of the 2010 Olympic/Paralympic Games speed skating oval in Richmond. Economic and best practice research indicated that there are significant and diverse community benefits related to this very unique opportunity. The purpose of this report is to seek direction from Council, in preparation for a successful outcome of our submission, to prepare for the next steps of this initiative, and to introduce the Richmond Oval Project to the community.

Analysis

1. Community Benefits of Locating the Speed Skating Oval in Richmond

Location of the Olympic Speed Skating Oval in Richmond will provide the City with an unparalleled opportunity to provide significant community economic, wellness, liveability and urban design benefits. If successful in its bid to locate the oval on City lands, community benefits will, for example, include:

Major and Minor Sports Events:

- The creation of Richmond as a specific sports event destination point for games activities, will result in increased and more certain visitors during the 2010 Olympic and Paralympic Games events which will ultimately benefit both our local economy and community wellness. Estimates provided by Grant Thornton Consultants indicate the following economic impact if the oval is situated in Richmond:

Construction Phase (2005 – 2007)

Significant expenditures in construction and accelerated development of the adjacent lands. The economic impact here is regional and not necessarily Richmond specific.

Output:	\$148 million - \$169 million
GDP:	\$63 million - \$75 million
Employment:	1,256 – 1,458 person-years

Olympic (2008 – 2010) and Post Olympic Phases (2011 – Forward)

Significant benefits from tourism related to the trial event, training team visits, Olympic events and post-Olympic events. The following is the estimated economic impact for Richmond alone:

Overnight Visitors in 2010:	1,789,563
GDP:	\$142 million +
Employment:	3,956 person-years

International Exposure:

- Through media, marketing efforts, and Olympic activities, there will be significant international exposure of the City, resulting in potentially further tourism and economic spin off benefits, both during and after the games. Recognition and awareness of the City on regional, national and international levels as a destination point for sports, business, and as a place to live or visit will be a valuable benefit if the speed skating oval is constructed in Richmond.

Legacy:

- Communities that have been involved with the Olympics in previous games boast proudly of their involvement, achievements and Olympic legacies. The legacy of the games has provided a great source of community pride. As a very active and community-oriented City, it is anticipated that being part of the Olympic movement and family will develop strong community spirit and pride amongst Richmond's citizens.

Facility Upgrade and Replacement:

- Richmond currently operates a number of aging recreational facilities. With the significant capital investment being provided by the Olympics to construct the speed skating oval, there is an opportunity to replace and upgrade these facilities as part of the post games oval, at significantly reduced cost to the City. By reusing much of the physical plant in place for the oval, facility replacement costs can be significantly reduced. The potential for post Olympic and Paralympic Legacy Funding on an annual basis will also help to offset the cost for the City to operate the facilities in future years.

Urban Waterfront Development/Landmark Facility:

- The legacy building left after the games will be a proud focal point for the community. It will provide an important anchor and catalyst for the development of a premier waterfront in the City Centre that will create a vibrant community gathering space. Contributions by the Olympics towards this facility will provide the City with the opportunity to create a signature architectural statement with an international landmark that would not be possible to create on our own.

Diverse Uses:

- The speed skating oval makes a significant contribution towards supporting community sport and wellness, as part of an overall post games agenda for oval use which will include a wide variety of summer and winter uses.

Public Amenity/Open Air Waterfront Olympic Plaza:

- The oval provides an opportunity to develop an Olympic Plaza and precinct that can be marketed and attract international sporting and exhibition events, as an ongoing benefit of the very significant legacy created by the 2010 Olympics.

Community Participation:

- If successful, it is Council's intention to seek input from the public and appropriate stakeholders regarding the programming/uses of the post games oval, to ensure it meets community needs and expectations. It is anticipated that this public process would begin in September, 2004.

2. Post Games Use of the Oval Facility

(Note: This report will be discrete in describing Richmond's exciting plans for post-game uses due to the need to protect our competitive position at the current stage of VANOC's proposal selection process.)

In addition to the benefits derived from the activities of the Olympic Games, of particular interest to the City will be the post-games use of the oval, which will be inherited by the City as part of its facility inventory. It is an extraordinarily large facility with many potential uses that would help address a multitude of community needs. Based on best practices research, staff are recommending a multi-use concept for the post games oval use, which envisions a balance of high performance sport, community wellness and exhibition/special event uses. A number of options are being considered, which include all or combinations of aquatic, ice and indoor sport facilities along with exhibition and special event uses. In order to refine specific details of the post games oval use, and as one of our next steps, it will be necessary to engage the community and other stakeholders to provide input and ideas regarding facility programming and space requirements. If our bid for the oval facility is successful, staff are recommending that this public input process begin immediately after the facility is awarded.

3. Managing the Olympic Opportunity

In the event of a successful outcome to the City's proposal, and in order to leverage the true potential of this opportunity, staff are recommending that a "Richmond Olympic Venue Project Office" be established within the City's organizational structure. Such a structure will help us to effectively manage all of the activities related to the Olympics in a coordinated and seamless fashion, ensuring the best possible results and benefits. The Olympic Office would report to the Chief Administrative Office, and would oversee the logistics and project management of components such as:

1. Building design and construction processes related to the Oval, including public input processes and liaison with an appointed Building Committee to guide and oversee the building program design and construction.
2. Community relations including media, communications, public involvement and the creation of community energy and excitement around the oval. This would also include liaising with the *Richmond 2010 Community Opportunities Task Force*.

3. The development of specific economic development programs to capture the full spin-off value of being an Olympic Venue City, including new marketing programs, etc.
4. A financial management strategy that optimizes revenues and community benefits from partnership, sponsorship and land development programs.
5. Negotiation of sponsorships and partnerships including naming rights and land development opportunities.
6. Planning and strategy development for post games oval management and uses and business plan goals.
7. Managing relations with Vancouver 2010.
8. Project and Event Coordination related to the Oval.
9. Master Planning and Implementation of the River Road and other City-owned sites in a compatible fashion with the development of the Oval.

The Olympic Office would be struck immediately following the awarding of the oval, and mandates and work programs of these (and possibly other) components of the Olympic Office will be developed accordingly. The new Olympic Office would be resourced primarily through existing budget resources including the reassignment of existing staff positions to focus on the Olympic opportunity; however, there may be a need to establish one or two temporary positions where specific skills and expertise are required.

Financial Impact

All related costs will be included in the overall project costing reports which will be submitted in conjunction with the Project Terms of Reference on an ongoing basis.

Conclusion

The City of Richmond is submitting a proposal for the location and development of the 2010 Olympic/Paralympic Games speed skating venue in Richmond. If successful, the City will need to move quickly to effectively manage this opportunity. Staff are recommending that an Olympic Office be formed to ensure responsive, seamless operations related to the many Olympic opportunities. As well, staff are recommending that the City begin preparing for a public consultation process to help determine the post-games program for the oval facility.



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