



To: General Purposes Committee
From: Kate Sparrow
 Director, Recreation & Cultural Services
Re: Richmond Spirit of BC Committee

Date: October 6, 2006
File:

Staff Recommendation:

1. That the Richmond Spirit of BC Committee update to Council be received for information.

K. Sparrow

Kate Sparrow
 Director, Recreation & Cultural Services
 (4129)

Att.

FOR ORIGINATING DEPARTMENT USE ONLY					
ROUTED TO:		CONCURRENCE		CONCURRENCE OF GENERAL MANAGER	
Olympic Business Office		Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	<i>[Signature]</i>	
Budgets		Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>		
REVIEWED BY TAG		YES	NO	REVIEWED BY CAO	
		<input checked="" type="checkbox"/> <i>GJ</i>	<input type="checkbox"/>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	

Staff Report

Origin

Council established the Richmond Spirit of BC Committee in 2004. Terms of Reference for this Committee are attached. (Attachment 1). The purpose of the Committee is to ensure the community of Richmond fully capitalizes on the benefits of British Columbia's hosting of the 2010 Winter Olympics and Paralympics.

The Committee is directed to report to Council on activities of the past year and outline the work plan for the upcoming year.

Findings Of Fact

The Committee has worked over the past year to clarify its role in the community and has engaged the community in helping to determine its direction for 2007. Over the past year, the Committee has also been involved in a number of events and developed relationships with key organizations such as 2010 Legacies Now, Spirit of BC and the Richmond Olympic Business Office.

An update Report to Council from the Richmond Spirit of BC Committee that summarize the activities over the past year and its work plan for 2007 is attached. (Attachment 2).

Financial Impact

The Committee has requested a 2007 budget of \$30,000 to support the initiatives proposed in their work plan. There is currently \$5,000 in the City's base budget and an Additional Level Request has been submitted for consideration in the 2007 budget process. In addition, there is staff time required to support and liase with this committee.

Conclusion

The Spirit of BC Committee has contributed a significant number of volunteer hours to develop their priorities, build relationships and create an identity in the community. This committee is committed to ensuring that Richmond develops legacies as a result of the 2010 Olympic and Paralympic Games being hosted in BC.



Kate Sparrow
Director, Recreation & Cultural Services
(4129)

**RICHMOND SPIRIT OF BC COMMITTEE
TERMS OF REFERENCE**

Purpose

The purpose of the Richmond 2010 Community Opportunity Task Force is to ensure the community of Richmond fully capitalizes on the benefits of British Columbia's hosting of the 2010 Winter Olympics and Paralympics.

Principles

City Council has established these following guiding principles for activities supported by the City and its community partners. They are:

- All 2010 activities are within the guidelines as outlined from the Provincial Secretariat and Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC);
- Builds community capacity and encourages community involvement;
- Creates a unified vision for how Richmond can participate in and benefit from the Games;
- Creates financially sustainable outcomes;
- Directly benefits and leaves legacies for the community of Richmond;
- Encourages effective relationships and partnerships with others;
- Promotes active living; participation and excellence in sport;
- Promotes and celebrates our diversity; tolerance and understanding;
- Promotes economic development and tourism;
- Promotes environmental sustainability;
- Promotes learning; and,
- Promotes the arts, culture and our heritage.

The Richmond 2010 Community Opportunity Task Force must reflect the adopted principles in all its activities.

Membership

Richmond City Council appoints members of the Richmond 2010 Community Opportunity Task Force and its chair. There are up to 14 members, plus a liaison member from City Council.

Representatives must apply to participate on the Richmond 2010 Community Opportunity Task Force. The City will seek new members for the Richmond 2010 Community Opportunity Task Force through a public call for applications.

Candidates will be chosen to reflect a broad spectrum of community sectors, which may include, Arts, Athletes, Business, Persons with Disabilities, Education, Environment, First Nations, Health, Heritage, Multicultural, Recreation, Seniors, Social Services, Sports, Tourism, Transportation, Volunteers and Youth.

The Richmond 2010 Community Opportunity Task Force will have a two-year term, effective from its appointment.

The Richmond 2010 Community Opportunity Task Force will seek staff and public input and feedback throughout the process.

The Richmond 2010 Community Opportunity Task Force will report twice annually to Council on the activities of the past year and outline the work plan and progress on the work plan for the upcoming year.

At the beginning of each year, a member of the Task Force will be appointed as chair. This individual will facilitate and chair the meetings.

Members are expected to attend all meetings. If unable to attend meeting, an alternate is not required.

The Richmond 2010 Community Opportunity Task Force has the authority to create sub-Committees to work on a variety of initiatives. Sub-Task Forces may include members from outside the Task Force.

City staff appointed by the Corporate Program and Management Group will attend meetings as technical support and will administer the Richmond 2010 Community Opportunity Task Force budget.

Objectives and Expectations

The primary objectives for the Richmond 2010 Community Opportunity Task Force are:

1. To build a unified vision and plan for the 2010 Olympic and Paralympic Games for the community of Richmond.
2. To ensure the community of Richmond capitalizes on and receives the maximum benefits and legacies from the 2010 Olympic and Paralympic Games.
3. To determine, propose and act upon opportunities that add value, dimension and benefit to the Games by supporting the three pillars (culture, sport and environment) of the Olympic movement.
4. To ensure the three Olympics components of sustainability (environmental, social and economic) are promoted and adhered to.
5. To ensure that the community is aware of the benefits and legacies of hosting the Games.
6. To seek sponsorship for the programs and activities that are developed.
7. To promote community involvement.
8. To identify possible areas of negative impact and recommend actions to mitigate.
9. To coordinate the community of Richmond's activities in support of the Olympic and Paralympic Games with the Province of BC's 2010 Secretariat and other community opportunities Task Forces.

Procedures

The Richmond 2010 Community Opportunity Task Force will report to Council through the City staff.

The Richmond 2010 Community Opportunity Task Force decision process is to be consensus based. If some members disagree with the Task Force's recommendations or activities, decisions will be recorded in the meeting records.

The Richmond 2010 Community Opportunity Task Force will receive administrative staff support services from the City for the preparation of agendas and the recording of meetings.

The Richmond 2010 Community Opportunity Task Force will liaise with the 2010 Provincial Secretariat in coordination with the City of Richmond.

Liaison with the Vancouver Organizing Task Force of the Olympic Games (VANOC) will be only through the City of Richmond staff.

Communications to Council from the Richmond 2010 Community Opportunity Task Force will be coordinated through City of Richmond staff.

The Chair would be elected on the first meeting of the Task Force from among the members appointed. A new chair would be elected annually.

Council may amend these terms of reference at its discretion.

Meetings

The Richmond 2010 Community Opportunity Task Force meetings are open to the public; however, the public will not be able to participate in the meetings except through a delegation process.

The Task Force will establish the meeting schedule annually.

Copies of the agenda and record of the meetings will be circulated to Richmond 2010 Community Opportunity Task Force members in advance.

Code of Conduct

Richmond 2010 Community Opportunity Task Force members are expected to be respectful towards each other and work cooperatively.

The Richmond 2010 Community Opportunity Task Force members are drawn from a broad spectrum of community interests. The expectation is that each member will conduct themselves in the best interest of all of Richmond residents.

If there is a conflict of interest, it will be up to the member to remove himself or herself from the decision.

Richmond 2010 Community Opportunity Task Force members serve at the pleasure of Council.

Richmond Spirit of BC Committee Update to Council

The Spirit of BC Committee was established by the City of Richmond “to ensure that the community of Richmond fully capitalizes on the benefits of British Columbia’s hosting of the 2010 Winter Olympics and Paralympics”.

This report is intended to update Richmond City Council on the activities of the Committee and to receive their input on the direction the Committee is taking.

Members of the Richmond Spirit of BC Community Committee are: Ronald Coleman, Chair; Michael McCoy, Vice-Chair; Bill McNulty, Council Liaison; Florence Gordon; Mahmood Awan; Glenn Kishi; Tracy Lakeman; Iris Lo; Elizabeth Specht; Jack Wong; Ed Gavsie; Joanne Rocque; Vince Miele and Thomas Yu. There is currently one vacancy on the committee.

In October 2005, Council extended the original term of this committee to June 2010 and made a decision that the term of appointments for individual members will be for two years, with the terms to be staggered. With that in mind, at the end of December 2006, there will be 8 vacancies on the Committee.

Role of Richmond Spirit of BC Committee:

The Richmond Spirit of BC Community Committee is one of 95 community committees in British Columbia. The Spirit of BC Community Committees program was launched by the Province of BC to ensure that all communities across the Province have the opportunity to capitalize on the opportunities generated as a result of the Olympics being hosted here in 2010.

Update on Committee Activities

Over the past year, the Richmond Spirit of BC Committee has been involved in a number of activities:

Planning

- The committee has continued to refine our Mission, Vision (see **Attachment A**)
- On September 14, 2006, we hosted a Round Table, involving representatives from a range of organizations in 4 key Legacy Areas (Arts; Sport and Recreation; Literacy and Volunteers). A copy of the Backgrounder developed for this session is attached (**Attachment B**).

Out of the Round Table discussions, the committee has identified 4 key initiatives that will be pursued with Community Partners. The role of the Spirit of BC Committee is to identify potential leaders and organizations in the community that will take the lead on the various initiatives, with support of the Spirit of BC Committee. Our goal is to add value in encouraging and supporting legacies in Richmond.

- After a very successful 2006 Spirit of BC Week, the committee has already begun work on the 2007 event and will be meeting with a variety of community organizations to encourage them to provide activities during the week. Dates have been set as February 9 – 17, 2007. It is anticipated the Spirit of BC Week will happen each year up to and including 2010 and it is the goal of the Richmond Committee to develop this into a significant event that may continue past 2010.

Presentations from Community Organizations – since our last report to Council, the committee has received presentations from the following organizations:

- Spirit of BC, 2010 Legacies Now
- RBC Olympic Business Development
- GVRD Inter-Municipal Public Art Project “Necklace Project”
- Torino presentation
- VolunteersNow, 2010 Legacies Now
- Richmond Olympic Business Office

Presentations to Community Organizations and attendance at Events – the committee has also been requested to make presentations or support a number of community events:

- Volunteers Are Stars Awards Event
- Spirit of BC Week 2006 events including the Provincial kick-off event at Minoru Arenas; Free Family Skate event; Countdown Celebration at Richmond City Hall
- Wheels in Motion – June, 2006
- Salmon Festival Parade, July 1, 2006
- Kaleidoscope / City Centre Celebration, July 15, 2006
- Richmond Maritime Festival, August, 2006
- Partner in 2010 Legacies Now Connecting Communities Tour launch – Richmond Centre Mall and Luncheon, August 31 – September 4, 2006 (See attached Spirit of BC Fall 06 Newsletter – **Attachment C**)
- Nibbles & Bites, September, 2006
- Seafair Minor Hockey International Hockey Tournament
- Presentation to Volunteer Richmond Information Services – Youth Leadership Program
- Presentation to Richmond Oval Stakeholder Committee

Communication

- The Committee has developed a Newsletter (**Attachment D**), which will be used to assist with promoting the Richmond Spirit of BC initiatives and has also developed a PowerPoint presentation to assist with meetings with community organizations.

2007 Goals

Over the past year, there has been a considerable amount of time spent by the committee developing our direction and beginning to promote the concept of Spirit of BC. The Committee is now in a better position to begin engaging the community and as noted above, as a result of our planning session will soon be meeting with stakeholders in the key Legacy areas to look at the possibility of moving forward on the key legacy initiatives.

The **legacy initiatives** that have been identified and that we will be further investigating are:

- Arts – exploring the possibility of a multi-media, multidisciplinary Arts Centre and/or an Annual Arts Festival;
- Literacy – the initiative identified in this area is to develop a Literacy Centre and/or an initiative to ensure “every resident of Richmond has a Library Card”;
- Sports and Recreation – investigating the development of an initiative supporting getting “youth at risk: into sport and recreation activities; and
- Volunteerism – building a team of well recognized, well-managed, well-trained, easy-to-access group of volunteers in the City of Richmond, possibly with a “Centre of Volunteer Excellence”.

Each of these initiatives must be further defined and plans put in place to achieve them. The Committee realizes that some of these initiatives may be too ambitious, but at this time, will be fully exploring what IS possible to achieve.

Spirit of BC Week – 2007

- Building on the success of the event in 2006, the committee will be working with 2010 Legacies Now, Spirit of BC and a range of community partners to promote and coordinate a successful week-long event showcasing the 4 Legacy Areas – Arts, Literacy, Sport & Recreation and Volunteerism. We will also be working towards partnerships with the local media and Legacies Now, Spirit of BC

Recognition Program

- The committee is in the process of developing a program to recognize individuals and organizations that contribute to “Spirit” in Richmond. In 2007, the goal is to recognize 25,000 individuals and/or organizations.

Building Relationships

- **2010 Legacies Now, Spirit of BC** – The Richmond Committee will continue to liaise with 2010 Legacies Now, Spirit of BC. We have been asked to host a Round Table for the Spirit of BC Committees in the Mainland Region in late November. We also anticipate attendance at Workshops LegaciesNow may provide over the coming year.
- **Richmond Chamber of Commerce – 2010 Committee** – The committee will work collaboratively with the Chamber of Commerce 2010 Committee to identify opportunities.

- **Richmond Olympic Business Office (ROBO)** – The committee will work to support the goals of ROBO as required.

Communication

- To support the above activities, the committee will develop appropriate communication pieces such as newsletters, flyers and presentation materials. We will also be working with the City of Richmond to establish a web page on the City of Richmond’s website to promote Richmond Spirit of BC initiatives.

Budget (2007)

To support the above activities, the Committee has identified the following budget requirements:

Item	Budget Required
Meetings - support for meeting organization and recording and supplies; committee attendance at workshops and events representing the Committee; hosting workshops	\$ 5,000
Spirit Legacy Initiatives <ul style="list-style-type: none"> • Communication & Promotional Items – including give-aways such as pins, banners, website, newsletters and flyers promoting Spirit of BC initiatives in Richmond • Recognition Program • 2007 Spirit of BC Week 	\$ 25,000
Total Budget request	\$ 30,000



Respectfully Submitted
Ronald Coleman, Chair
Richmond Spirit of BC Committee



Mission Statement

To ensure the Richmond community is positively impacted by the optimism, opportunity and excitement of the 2010 Olympic and Paralympic Games by encouraging people to actively participate in community and economic development by supporting and promoting events and activities resulting in a lasting legacy.

Vision

To develop a sustainable legacy of "Spirit" in Richmond through inspiring community involvement and building community capacity of groups and individuals in the areas of arts, sports & recreation, literacy and volunteerism.



*Background
Information
For
Richmond Spirit of BC
Round Table
September 14, 1006*

What is the Spirit of BC Community Program?

The Spirit of BC Community program initiative began in 2004 as a result of the Provincial government's commitment to ensure that every region of the Province of BC benefits from the 2010 Olympic and Paralympic Winter Games and that every community has an opportunity to create lasting legacies.

What is 2010 LEGACIES NOW

2010 Legacies Now is a not-for-profit society that works in partnership with community organizations, non-government organizations (NGO's), the private sector and all levels of government to develop sustainable legacies in sport and recreation, arts, literacy, and volunteerism. 2010 Legacies Now actively assists communities discover and create unique and inclusive social and economic opportunities leading up to, during and beyond the 2010 Olympic and Paralympic Winter Games.

Under the umbrella of 2010 Legacies Now, over 90 communities throughout the Province are committed to participating in the Spirit of BC Community program.



Richmond Spirit of BC Committee

The Richmond Spirit of BC Community Committee is a Council appointed committee made up of 14 Richmond residents who provide representation from the Arts, Sport, Business, Social Services, Disabled, Tourism, Education, Multicultural and Youth segments of our community.

The purpose of the Richmond Committee is to ensure the community of Richmond fully capitalizes on the benefits of British Columbia's hosting of the 2010 Winter Olympics and Paralympics.



Richmond Spirit of BC Committee

Mission Statement

To ensure the Richmond community is positively impacted by the optimism, opportunity and excitement of the 2010 Olympic and Paralympic Games by encouraging people to actively participate in community and economic development by supporting and promoting events and activities resulting in a lasting legacy.

Vision

To develop a sustainable legacy of "Spirit" in Richmond through inspiring community involvement and building community capacity of groups and individuals in the areas of arts, sports & recreation, literacy and volunteerism.

Background of the Legacy Areas

The Role of the Spirit of BC Community Committee is to communicate information to the community on activities, programs & events by promoting, encouraging and recognizing involvement within the 4 legacy areas:

Arts

Sport & Recreation

Literacy and

Volunteers

Arts Now Goals:

- **Participation** – increase community engagement in creative activities
- **Sustainability** – Strengthen the arts and culture sector’s economic base and organizational capacity
- **Performance** – Strengthen the arts and culture sector’s ability to achieve artistic excellence

Sport & Recreation Now Goals:

- **Participation** – To increase overall participation rate of British Columbians in sport & Recreation. The 20% Challenge is a commitment to increase overall physical activity by 20% by 2010. (Richmond Council has endorsed the challenge).
- **Sustainability** – to ensure we invest in sustainable programs that will increase the long-term social and economic viability of sport and recreation throughout BC.
- **Performance** – To ensure we create a system in BC that develops high-performance athletes that will reach the podium and win medals for BC and Canada.

- **Literacy Now** aims to make BC the most literate province in Canada and a global leader in literacy learning by 2010.
- The initial focus is to stimulate literacy initiatives, alliances, programs and collaborative planning within communities.
- Increase access to and equity of literacy initiatives
- Increase literacy levels across the lifespan



Richmond

Volunteerism

Volunteers Now Goals:

- To increase volunteer involvement for volunteer reliant organizations
- To profile the vibrant culture of community service
- To strengthen the volunteer sector's ability to achieve excellence through partnerships and strategic collaborations



Recent Spirit of BC Committee Activities

Spirit of BC Week - Olympic Celebration, February 2006

Over 600 participants supported free family skate VIP presentation (John Furlong, Minister Colin Hanson) & proposed as an annual "signature" event

Countdown Celebration at Richmond City Hall, February 2006

Spirit of BC Community Committee participated in the City's celebration of the 2006 Olympic closing ceremony

Wheels in Motion June, 2006

Rick Hanson annual fund raiser with attendance of 400

Salmon Festival, July 1, 2006

Committee members participated in the annual parade over 20,000 in attendance

City Centre Celebration (July 15, 2006)

Partner in the 2010 Legacies Now Connecting Communities

*Tour – Richmond Centre Mall and Luncheon – August 31 –
September 4, 2006*

RICHMOND

Better in **Every** Way

Hosting BC Initiatives

- *Richmond Curling Club*
\$10,000 - hosting international event
- *International Wheelchair Rugby*
\$10,000 to develop proposal
- *Richmond Museum*
\$4,000
- *Gateway Theatre*
\$11,500 Sea of Stories

2010 LEGACIES NOW CONNECTING COMMUNITIES TOUR



The countdown clock to the 2010 Winter Games; (from left) Richmond Mayor, Malcolm Brodie; Hon. Stan Hagen, Minister of Sport, Tourism and the Arts; Madeleine Rab, General Manager of Business Development and Olympics, Bell Canada; Bruce Dewar, CEO, 2010 Legacies Now; and Michael McCoy, Vice Chair, Richmond Spirit of BC Community Committee.

RICHMOND KICKS OFF 2ND ANNUAL TOUR

The City of Richmond hosted the first stop in this year's 2010 Legacies Now Connecting Communities Tour on August 31st at Richmond Centre Mall. The 2,000 square-foot display was crowded with families testing their winter sport skills and learning about opportunities created by the 2010 Winter Games.

Richmond Mayor Malcolm Brodie welcomed the crowd and marked the official opening of the tour which will visit ten communities throughout British Columbia. "It's exciting for Richmond to be selected as the first stop of this year's 2010 Legacies Now Connecting Communities Tour. This Tour is both educational and fun and an excellent way to build community spirit around the 2010 Winter Games."

The Connecting Communities Tour, on the heels of a successful inaugural

season, is presented in partnership with Bell Canada and the Province of British Columbia. As a presenting sponsor, Bell Canada is contributing \$1 million over four years to help spread the excitement and spirit of the Vancouver 2010 Olympic and Paralympic Games throughout the province.

"Bell Canada is pleased to present the 2010 Legacies Now Connecting Communities Tour. This is part of our commitment to helping generate legacies now and long-after 2010 in the communities that we serve by supporting youth, local athletes and just as importantly, community and economic development," said Justin Webb, Vice President of Olympic Services for Bell Canada.

"One of the commitments of the Province of B.C. during the Bid was to ensure



that all corners of the province were connected with the opportunities the 2010 Winter Games can provide," said Hon. Stan Hagen, Minister of Tourism, Sport and the Arts. "The 2010 Legacies Now Connecting Communities Tour is one of those ways we are assisting communities create lasting legacies for all British Columbians to enjoy for generations to come."

The tour display, updated from last year, features 13 informative and interactive display panels. Visitors can read through Olympic history or test their winter sport skills at the hockey shoot and the ski simulator. The display also includes a children's activity centre and access to VolWeb.ca to register for volunteer opportunities.

For the next two months, the tour will travel over 5,500 kilometers, visiting 10 separate communities. The display will be open from Thursday through Sunday in each community.

Visit www.2010LegaciesNow.com for more information on the 2010 Legacies Now Connecting Communities Tour.

TOUR SCHEDULE

Aug 31 - Sep 4	Richmond
Sep 7 - 10	Courtenay
Sep 13 - 17	Whistler
Sep 21 - 24	Prince George
Sep 28 - Oct 1	Terrace
Oct 5 - 8	Fort St. John
Oct 12 - 15	Kamloops
Oct 19 - 22	Penticton
Oct 25 - 29	Cranbrook
Nov 2 - 5	Abbotsford

LITERACY NOW IN VERNON

Literacy Now is assisting over 60 communities across British Columbia develop action plans to meet their local literacy needs. Here is a letter from Debbie Schiller, Coordinator for the Literacy Now Task Group in the Vernon area, who writes about the challenges facing literacy providers in her region and how her group of "Initiators" is working to overcome them.

In March, 2005, a small group of "Initiators" from the communities of Vernon, Coldstream, Lumby and Cherryville met to consider launching a Literacy Now initiative. We recognized that literacy programs and services in our region were mostly disconnected and focused in the larger Vernon community, with few or no services available in the outlying smaller communities. It made sense for us to work as a small region, so we created the VCLC Literacy Now Task Group.

"Our task group worked hard to gather information from all literacy service providers and a diverse group of regional partners to fully reflect the hopes and dreams of each community."

On July 2, 2006, we proudly delivered our Regional Literacy Plan to 2010 Legacies Now.

Planning funds from 2010 Legacies Now allowed us to hire a researcher and two coordinators. The response we received from our communities was very positive. Partner meetings were well attended and individuals provided thoughtful feedback to our requests for information.

The VCLC Regional Literacy Plan is broad-based, focusing on issues rather than creating new programs. Our literacy goals are to:

1. Increase awareness of local literacy issues, programs and services.
2. Improve access to and communication between programs and services.
3. Address funding and other supports.
4. Establish a Literacy Centre for the region.

The VCLC Literacy Now Task Group and its community partners are motivated to carry out the objectives of the Literacy Plan. With implementation funds from 2010 Legacies Now, we will hire Literacy Coordinators to put our plan into action.

"Going through this process has already mobilized our communities to work together to meet the literacy needs of every person in the region."

We have great hopes for the future.

Yours truly,

Debbie Schiller
Coordinator
VCLC Literacy Now Task Group

The VCLC Literacy Now Task Group is one of 17 areas to complete their Community Literacy Plans and move one step closer to attaining their literacy goals. 2010 Legacies Now has provided more than \$320,000 in funding through its Literacy Now initiative with additional grants expected as more communities move into the planning and implementation stages. For information on Literacy Now, or to find the literacy contact in your area, go to www.2010LegaciesNow.com.

VOLUNTEERS + SPORT

The BC Family of Games depends heavily on the support of volunteers to host their multi-sport competitions each year. The 2006 BC Summer Games, in Kamloops from July 27-30, are just one example of how the BC Games Society promotes interest and participation in both sport and volunteer opportunities. There were more than 3,200 volunteers in Kamloops working to ensure the 3000 athletes, coaches and officials could perform at their highest level.



Volunteers working at the BC Summer Games in Kamloops, August 2006

Just like the BC Summer Games, the success of many events throughout the province depends on volunteers. 2010 Legacies Now has created VolWeb.ca to connect British Columbians wishing to volunteer with events matching their skills and interests. Register online today at www.VolWeb.ca.

SPIRIT OF BC - FOCUS ON ABBOTSFORD

The more than 90 Spirit of BC Community Committees across the province have one main thing in common - great people with the desire to build a stronger community. In Abbotsford, that team of great people is led by their Chair Christine Wiebe, who says people and partnerships have been the key to their committee's success.

In January 2004, Wiebe says an invitation to members of the community helped kick things up a notch for her committee. "We wanted to know if people felt Abbotsford should be involved in the opportunities that would likely come as a result of the 2010 Olympic and Paralympic Winter Games."

"Our committee hoped for 150 at that meeting, and 225 attended. The electricity in the room was over the top! We knew we had to continue."

With funding from Human Resources and Social Development Canada (HRSDC), the Abbotsford Committee hired a full-time executive director. They also hired three assistants, for one year, thanks to an Employment Insurance program.

"Service Canada is always looking for opportunities through Job Creation Partnerships that will provide valuable work experience to unemployed clients while benefiting the broader local economy," says Brenda Wertman, Programs Officer with HRSDC. "We appreciate the opportunity to work with the Abbotsford Spirit of BC Community Committee and recognize the work they do in assisting our local area to maximize the opportunities that the Olympics and Paralympics will bring to our community."

In need of office space for their newly-hired staff, the Spirit of BC Community formed a fundraising committee in



Grand opening of the Abbotsford Spirit of BC Committee's office, May 2006.



Chair Christine Wiebe (far right) and the Abbotsford Spirit of BC Committee staff.

December 2005. "We ended up with six cash sponsors offering \$10,000 over five years," says Wiebe. "We now have free office space for five years, with heat and light, furniture, telephones and a security system."

"Our committee achieved this through vision and passion, and by recognizing the opportunities that are out there for our community."

Wiebe is proud that Abbotsford has one of the first Spirit of BC Community Committee offices and the first 2010 Commerce Centre satellite office. She lists the committee's partnerships with HRSDC, the University College of the Fraser Valley, the City of Abbotsford, the Abbotsford school district and local businesses as essential components in their success.

Wiebe knows it can be overwhelming to start up a Spirit of BC Community Committee, or expand a committee's efforts, but says her committee's hard work is paying off. She offers the following advice for fellow Spirit of BC Community Committees:

- Bring the movers and shakers together in your community. Every committee needs people with energy and community spirit.
- Host a community strategy meeting. Find out what your community expects and wants from its Spirit of BC Community Committee.
- Set achievable goals and divide up tasks. Have people report on their progress.
- Work with your strong points. In other words, focus on what your community has to offer, whether it's a great curling facility, an active arts council or dedicated volunteers.
- And most importantly, have fun!

Have a question for Christine Wiebe or want to learn more about Abbotsford's success? Send an email to info@abbotsfordspiritofbc.com.

SPRIT OF BC WEEK

Mark your calendars! We are pleased to announce the dates for Spirit of BC Week 2007...

Friday, February 9th to Saturday, February 17th, 2007

Spirit of BC Week 2007 will be a province-wide celebration with even more communities participating than the two previous years. The fun-filled week of community celebrations and family-oriented activities is sure to continue its commitment of building community spirit and fostering excitement around the 2010 Winter Games. For more information about Spirit of BC Week, please visit www.SpiritofBC.com.

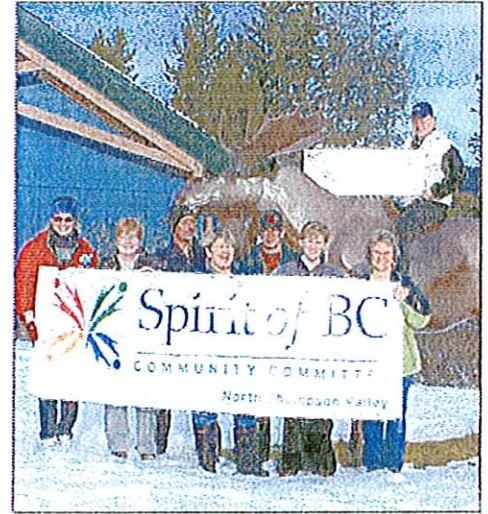


Photo submissions for the Show Your Spirit contest, 2006; (left) North Thompson Valley Spirit of BC Community Committee, photo credit: Graham Radcliff; (right) Powell River Aajoomixw Spirit of BC Community Committee, photo credit: Joyce Carlson

NEW WEBSITES!

2010 Legacies Now is working with Fjord Interactive Marketing + Technology to design two innovative new websites. The revamped 2010LegaciesNow.com will be interactive, user-friendly and filled with resources to meet your arts, sport, literacy, healthy living and volunteer and needs.

The new SpiritofBC.com will have links to community events, photos of past events and resources to help boost community spirit in your area. SpiritofBC.com will even provide each Spirit of BC Community Committee the opportunity to create its own webpage linked to our site!

We plan to launch our eye-catching new sites in late October with our current sites remaining active until the new ones take over. Stay tuned for more details!

UPCOMING EVENTS

RBC 2010 Legacies Now Speaker Series

The 4th instalment of this event will be later this year. Speakers from the 2006 Torino Winter Games and the 2008 Beijing Summer Games will be invited to share their experiences and economic opportunities available to British Columbians as a result of the 2010 Winter Olympic and Paralympic Games.

Spirit of 2010 Hockey Tournaments

This spring, hockey teams across British Columbia will compete in the 5th annual Spirit of 2010 Hockey Tournaments. Last year, a record 199 tournaments hosted over 42,000 players throughout B.C. and this year should prove even more successful!

WE WANT TO HEAR FROM YOU!

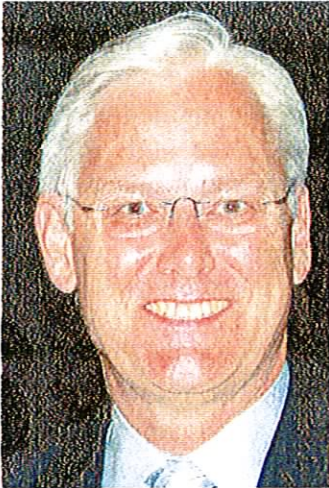
Have you already started planning for Spirit of BC Week 2007? We would love to hear how your community is preparing to celebrate this exciting week! Send us your ideas to SpiritofBC@2010LegaciesNow.com.

For more information on 2010 Legacies Now, visit our website at www.2010LegaciesNow.com or call toll free 1-866-427-2010.





Introducing the Spirit of BC - *Come Invent The Future*



Premier Gordon Campbell (left) introduced the "Spirit of 2010" concept in his address at the Union of BC Municipalities convention in 2004. From this, the Spirit of BC Community Committee concept was born in over 95 communities across the Province.

The Spirit of BC logo was created to serve as a strong, unifying symbol for the committees. The logo is being embraced province-wide as a symbol of British Columbians energy, excitement and enthusiasm, and will last to 2010 and well beyond. The four stylized figures in the logo can represent the four directions, the four corners of the Province, the four seasons or the diversity of our Province's population. It is a unique logo that belongs only to the Spirit of BC committees. The Spirit of BC concept embraces all that our communities represent: sport and volunteerism, business and culture, tourism and involvement.



In 2005, Mayor Malcolm Brodie (left) and Richmond City Council appointed the Spirit of BC – Richmond Committee to ensure the community fully capitalizes on the benefits of BC's hosting of the 2010 Olympic and Paralympic Winter Games. The committee is working to assist Richmond to be ready for the 2010 Olympic Winter Games by building relationships now that will unite, excite and involve our entire community. As a Venue City, Richmond will welcome the world in 2010. Through working together and developing spirit today, our community will be a leader in maximizing the positive impact of the Games now, during and post-2010. The city welcomes local event organizers to contact the Spirit committee to learn how your group or event can become part of the Spirit program and show your support for 2010.



Spirit of BC Committee appointed by the City of Richmond's Council with John Furlong, VANOC CEO

Jo-Anne Rocque, Mahmood Awan, Tracy Lakeman, John Furlong, Councillor Bill McNulty, Florence Gordon, David Reay, Thomas Yu

Glenn Kishi, Jack Wong, Ron Coleman, Chair

Missing: Michael McCoy – Co-chair, Elizabeth Specht, Iris Lo, Ed Gavsie and Vince Miele



Richmond
Spirit of BC

Introducing the Spirit of BC - *Come Invent The Future*

2010 Legacies Now

2010 Legacies Now is a not-for-profit society that works in partnership with community organizations, non-governmental organizations (NGOs), the private sector and all levels of government to develop sustainable legacies in sport & recreation, arts, literacy, and volunteerism. 2010 Legacies Now actively assists communities to discover and create unique and inclusive social and economic opportunities leading up to and beyond the 2010 Olympic and Paralympic Winter Games

Through four core areas of Sport & RecreationNow, ArtsNow, LiteracyNow and VolunteersNow, 2010 Legacies Now is actively working to ensure that leading up to, during and beyond 2010, every region of BC benefits from the unique opportunity of hosting the 2010 Winter Games. By working directly with over 90 Spirit of BC Community Committees around the Province, 2010 Legacies Now is assisting communities to identify, define and leverage Olympic and Paralympic Games and other local opportunities. www.2010legaciesnow.com

There are five components to 2010 Legacies Now:

Sport & RecreationNow is focused on sport development. It introduces young people to the joy of sport and provides promising young athletes with the tools and services they need to be the best they can be.

ArtsNow will enhance and strengthen the arts and culture in BC communities. It will be investing in cultural activities and initiatives and helping communities to strengthen their economic base through the arts.

VolunteersNow. Volunteers are the backbone of communities and help define the BC spirit. VolunteersNow will work with organizations to enhance a network of experienced volunteers in communities that can establish priorities and training programs.

LiteracyNow. Through LiteracyNow, 2010 LegaciesNow will work with communities to become the most literate province in Canada and a global leader in literacy learning.

Spirit of BC. The 95 Spirit of BC Community Committees throughout British Columbia were established to help communities build on the exposure and profile the Province would receive in the years leading to hosting the 2010 Olympic and Paralympic Winter Games and to build legacies in the years leading to 2010 and far beyond. The Spirit of BC Community Committees represent the influential sectors and industries of their communities. They are key forces that build community spirit and shape planning and strategies to enhance and emphasize the best of their communities.



Richmond
Spirit of BC

Introducing the Spirit of BC - *Come Invent The Future*

In addition, 2010 Legacies Now is also working on goals in the following areas:

Inclusion – with a goal to work at the grassroots level to strategically create an inclusive approach by working together with the communities to produce the Games that celebrate diversity among groups such as women, youth, aboriginal people, residents, people living with a disability & British Columbians of all cultures.

Sport Tourism Now – vision is to maximize hosting the 2010 Olympic and Paralympic Games with benefits that will include increased economic development, hosting sports events and social & community development through participation of trained volunteers.

Hosting BC – Hosting BC provides funding to organizations who are interested in staging international and national sport events in BC.

Single sport events eligible for funding include:

Bids

- Senior and Junior World Cup/World Championships

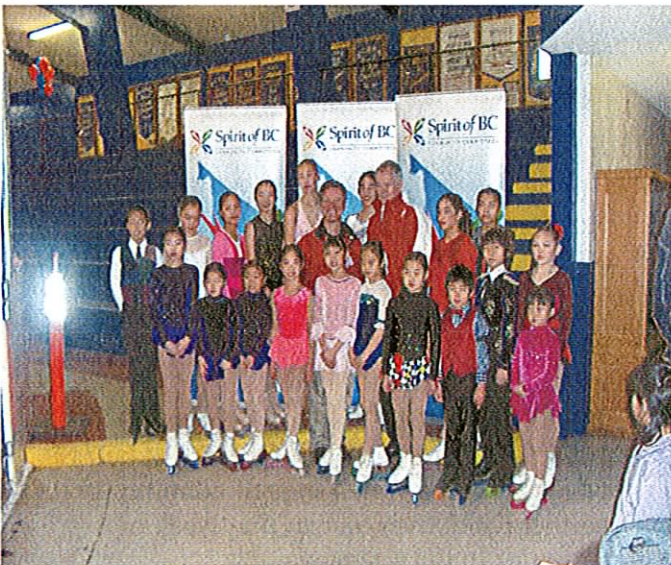
Events

- Senior and Junior World Cup/World Championships for Olympic and Paralympic winter sports
- Senior and Junior World Cup/World Championships for summer sports
- Senior and Junior National/Nor Am events for Olympic and Paralympic winter sports
- Senior and Junior National/Nor Am events for summer sports

Hosting BC grants range from \$5,000 to \$50,000 towards event operation costs. 2010 Legacies Now Hosting BC program strives to ...

- Increase the number of events prior to and post 2010
- Build on BC's reputation as a premier sport event hosting destination

The results of hosting major sport events include sport, economic, social and community benefits for communities. They also foster excellent volunteer opportunities.





Richmond
Spirit of BC

Introducing the Spirit of BC - *Come Invent The Future*

The 2010 Commerce Centre is your 2010 Business connection.

The BC Olympic & Paralympic Winter Games Secretariat and Ministry of Economic Development have created a site to help businesses of all sizes and descriptions from all over British Columbia take advantage of the 2010 Games and this spectacular opportunity to show us, and the world, what you and your business have to offer.

On this site you can:

BROWSE OR SEARCH BUSINESS OPPORTUNITIES

Check out current opportunities – who needs what, when!

SIGN-UP FOR EMAIL NOTIFICATION OF CURRENT BIDS

Relevant procurement opportunities delivered to your email address as soon as they are available.

DOWNLOAD THE 2010 BUSINESS GUIDE

(disponible en français)

32 pages of excellent information about how to get your business into the games.

REGISTER TO RECEIVE A COPY OF OUR NEWSLETTER

Stay on top of all of the exciting 2010 business news.

REVIEW PAST OPPORTUNITIES AND BID RESULTS

There may be a winning supplier that's looking for the perfect subcontractor.

PLAN FOR A SUCCESSFUL OLYMPIC BID

Download guides to making a successful bid for 2010 Games business or find a 2010 workshop in your area. Find ideas, information and diagnostic tools for getting your business Games-ready.

CHECK OUT OUR CALENDAR

For 2010 related events such as procurement workshops.

www.2010commercecentre.com

Richmond Spirit of BC Community Committee

Mission Statement

To ensure the Richmond community is positively impacted by the optimism, opportunity and excitement of the 2010 Olympic and Paralympic Games by encouraging people to actively participate in community and economic development by supporting and promoting events and activities resulting in a lasting legacy.

Vision

To develop a sustainable legacy of “Spirit” in Richmond through inspiring community involvement and building community capacity of groups and individuals in the areas of arts, sports & recreation, literacy and volunteerism.

The Richmond Spirit of BC Committee has identified possible initiatives, with community input, in the areas of:

- Arts
- Literacy
- Sport & Recreation
- Volunteerism

The Committee looks forward to working with our Community Partners on these legacy initiatives.

2007 Spirit of BC Week – February 9-17

In addition, the Committee will be working with a wide range of community partners to deliver an exciting week of activities in the 4 legacy areas.

For further information visit

www.richmond.ca and watch for the launch of the future 2010 Spirit webpage.