



General Purposes Committee

**Anderson Room, City Hall
6911 No. 3 Road**

**Monday, October 15, 2012
4:00 p.m.**

Pg. # ITEM

MINUTES

GP-3 *Motion to adopt the minutes of the meeting of the General Purposes Committee held on Monday, October 1, 2012.*



COMMUNITY SERVICES DEPARTMENT

1. **GARDEN CITY LANDS - PLANNING PROCESS 2013-2014**
(File Ref. No. 06-2345-20-GCIT1) (REDMS No. 3671192)

GP-7

See Page **GP-7** for full report

Designated Speaker: Mike Redpath

STAFF RECOMMENDATION

That the Garden City Lands planning process as described in the staff report titled Garden City Lands – Planning Process 2013-2014 dated October 4, 2012 from the Senior Manager, Parks be endorsed.



Pg. # ITEM

2. **RICHMOND OLYMPIC EXPERIENCE PROJECT**
(File Ref. No.) (REDMS No. 3685443)

GP-19

See Page **GP-19** for full report

Designated Speaker: John Mills

STAFF RECOMMENDATION

- (1) *That the Richmond Olympic Experience project concept and design, as outlined in the staff report from the Director, Arts, Culture and Heritage dated October 12, 2012, be endorsed; and*
- (2) *That the Board of Directors of the Richmond Olympic Oval Corporation be advised of Council's support for the Olympic Experience project.*

☐

ADJOURNMENT

☐



General Purposes Committee

Date: Monday, October 1, 2012

Place: Anderson Room
Richmond City Hall

Present: Mayor Malcolm D. Brodie, Chair
Councillor Chak Au
Councillor Linda Barnes
Councillor Derek Dang
Councillor Evelina Halsey-Brandt
Councillor Ken Johnston
Councillor Bill McNulty
Councillor Linda McPhail
Councillor Harold Steves

Call to Order: The Chair called the meeting to order at 4:01 p.m.

AGENDA ADDITIONS

It was moved and seconded
That the report (dated October 1, 2012, from the Senior Manager, Parks), regarding Oris Development (Kawaki) Corp. Bike Park License Agreement, be added to the agenda as Item No. 2.

CARRIED

MINUTES

It was moved and seconded
That the minutes of the meeting of the General Purposes Committee held on Tuesday, September 17, 2012, be adopted as circulated.

CARRIED

General Purposes Committee
Monday, October 1, 2012

COMMUNITY SERVICES DEPARTMENT

1. COUNCIL POLICY HOUSEKEEPING

(File Ref. No.:) (REDMS No. 3602822)

A brief discussion ensued about the need for parameters and guidelines for receiving official delegations from the City of Richmond's sister cities and other locations.

It was moved and seconded

That the Council Policies, as listed in Attachment 1 to the report titled "Council Policy Housekeeping" dated July 31, 2012 from the General Manager, Community Services, be rescinded.

CARRIED

2. ORIS DEVELOPMENT (KAWAKI) CORP. BIKE PARK LICENSE AGREEMENT

(File Ref. No.:) (REDMS No. 3668097v2)

It was moved and seconded

That the City accept a license from Oris Development (Kawaki) Corp. ("Oris") of a portion of the lands legally known and described as Lot A, Block 2, Section 18, Block 3 North, Range 6 West, New Westminster District, Plan BCP51493 being the portion formerly legally known and described as;

(1) Parcel Identifier No. 011-901-829, Lot 3 Block 2 Section 18 Block 3 North Range 6 West New Westminster District Plan 693;

(2) Parcel Identifier No. 011-901-853, Lot 4 Block 2 Section 18 Block 3 North Range 6 West New Westminster District Plan 693;

(3) Parcel Identifier No. 011-901-861, Lot 5 Block 2 Section 18 Block 3 North Range 6 West New Westminster District Plan 693;

(the three portions hereinafter referred to as the "Site"),

on the terms and conditions set out in this report, including, specifically that the City grant Oris both:

(a) a release from any claims by the City; and

(b) an indemnity in Oris' favour in connection with any losses Oris may suffer,

all related to the use of the Site by the general public and the City for the purposes of a public bike park and a public walking trail.

CARRIED

General Purposes Committee
Monday, October 1, 2012

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (4:07 p.m.).

CARRIED

Certified a true and correct copy of the
Minutes of the meeting of the General
Purposes Committee of the Council of the
City of Richmond held on Monday,
October 1, 2012.

Mayor Malcolm D. Brodie
Chair

Shanan Sarbjit Dhaliwal
Executive Assistant
City Clerk's Office



City of Richmond

Report to Committee

To: General Purposes Committee

Date: October 4, 2012

From: Mike Redpath
Senior Manager, Parks

File: 06-2345-20-GCIT1/Vol
01

Re: Garden City Lands - Planning Process 2013-2014

Staff Recommendation

That the Garden City Lands planning process as described in the report entitled "Garden City Lands – Planning Process 2013-2014 " dated October 1, 2012 from the Senior Manager, Parks be endorsed.

Mike Redpath
Senior Manager, Parks
(604-247-4942)

Att: 1

REPORT CONCURRENCE			
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER	
Finance Division	<input checked="" type="checkbox"/>		
Sustainability	<input checked="" type="checkbox"/>		
Policy Planning	<input checked="" type="checkbox"/>		
REVIEWED BY SMT SUBCOMMITTEE	INITIALS: 	REVIEWED BY CAO	INITIALS:

Staff Report

Origin

At the September 25, 2012 Parks, Recreation and Cultural Services Committee, staff received the following referral from Committee:

“That the staff report titled Garden City Lands – Phase 1 Planning dated September 13, 2012 from the Senior Manager, Parks be referred back to staff to bring forward a revised process that would include the implementation of various stages of the proposed multi-phased work program concurrently, including cost implications of such an approach.”

In addition, this report directly relates to the achievement of the following Council 2011-2014 term goal:

“7.4. Commence planning for the eventual use of the Garden City Lands.”

The purpose of this report is in response to the above referral and presents a proposed planning and consultation framework to commence planning for the eventual use of the Garden City Lands.

Finding of Fact

The City owned Garden City Lands (the Lands) are approximately 136.5 acres (55.2 hectares) located on the eastern edge of Richmond City Centre, between Westminster Highway, Garden City Way, Alderbridge Way and No. 4 Road (Map-Attachment 1). The Lands are located within the Agricultural Land Reserve (ALR) and are currently vacant. The City maintains the Lands by mowing it three times a year.

Presently, in the approved OCP the Garden City Lands are identified as Public and Open Space Use with a zoning of Agriculture. In the City Centre Area Plan, the Lands has been designated as Parks-Further Study Required. The Metro Vancouver 2040 Regional Growth Strategy has the Lands designated ‘Conservation and Recreation’.

Analysis

One of Council’s 2011-2014 term goals is to commence planning for the eventual use of the Garden City Lands. Staff was directed at the July 24th, 2012 Parks Recreation and Cultural Services Committee to report back on a public consultation process for the Lands. In response to that referral a report entitled “Garden City Lands – Phase 1 Planning” was presented at the September 25, 2012 Parks Recreation Committee that outlined both a planning process and a range of public engagement opportunities (Attachment 1).

The planning process suggested for the Lands was based on the successful process used for the development of a Vision and Concept Plan for Terra Nova Rural Park which took approximately three (3) years to complete. At the September 25th Parks Recreation and Cultural Services Committee, the referral was for staff to bring forward a revised work program and a compressed timeline as well as cost implications.

Proposed Planning Process 2013-2014

The following Table outlines a summary of a revised timeline. A more detailed description of the tasks under each step is provided in Attachment 1.

Timeline	Key Planning Steps
Nov. 2012 - June 2013	• Inventory and Analysis
Jan. 2013 - April 2013	• Opportunities /Constraints Identification
March 2013 - July 2013	• Vision and Guiding Principles Development
July 2013 - Dec. 2013	• Concept /Scenario Options Development
Jan. 2014 - May 2014	• Preferred Concept/Scenario Development
May 2014 - June 2014	• Final Vision and Concept Plan

The revised timeline is designed to enable a Concept Plan and any necessary Official Community Plan, City Centre Area Plan and zoning bylaw amendments to be completed by June 2014. The accelerated 18 month planning process as detailed above will require dedicated staff resources to facilitate. This will ensure continuity in planning and a strategic approach. Funding for this dedicated resource will be achieved through the reallocation and prioritization of 2013 and 2014 Parks capital initiatives.

Financial Impact

The first two steps Inventory and Analysis and Opportunities/Constraints are estimated to be \$150,000 and the funding is available within the appropriated surplus account. Further work is required to develop a Preferred Plan which is estimated to be an additional \$150,000 and this will be funded from Parks Advance Design 2013. The total expenditure of \$300,000 for the Garden City Lands Planning Process will be considered during the 2013 budget process.

Conclusion

The Garden City Lands present a unique opportunity to provide a broad range of public amenities integrated with significant urban agricultural and environmental features. Very few cities in the world have the opportunity to plan and implement such a large civic space within a city centre context.



Mike Redpath
Senior Manager, Parks



Yvonne Stich
Park Planner



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

From: Mike Redpath
Senior Manager, Parks

Re: Garden City Lands – Phase 1 Planning

Date: September 13, 2012

File:

Staff Recommendation

That the Phase 1- Inventory and Analysis of the Garden City Lands as described in the report entitled "Garden City Lands- Phase 1 Planning" dated September 13, 2012 from the Senior Manager, Parks be approved.

Mike Redpath
Senior Manager, Parks
(604-247-4942)

Att: 3

REPORT CONCURRENCE			
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER	
Communications	<input checked="" type="checkbox"/>		
Finance Division	<input checked="" type="checkbox"/>		
Sustainability	<input checked="" type="checkbox"/>		
Law	<input checked="" type="checkbox"/>		
Policy Planning	<input checked="" type="checkbox"/>		
REVIEWED BY SMT SUBCOMMITTEE	INITIALS:	REVIEWED BY CAO	INITIALS:

Staff Report

Origin

At the July 24, 2012 Parks Recreation and Cultural Services Committee, staff received the following referral from Committee:

“That staff report back on the Garden City Lands public consultation process at the September 25, 2012 Parks, Recreation and Cultural Services Committee.”

In addition, this report directly relates to the achievement of the following Council 2011-2014 term goal:

“7.4. Commence planning for the eventual use of the Garden City Lands.”

The purpose of this report is to respond to the above referral and present a proposed Phase 1 planning and public engagement framework for the eventual use of the Garden City Lands.

Finding of Facts

The City-owned Garden City Lands (the Lands) are approximately 136.5 acres (55.2 hectares) located on the eastern edge of Richmond City Centre, between Westminster Highway, Garden City Way, Alderbridge Way and No. 4 Road (Map-Attachment 1). The Lands are located within the Agricultural Land Reserve (ALR) and are currently vacant. The City maintains the Lands by mowing it three times a year.

Presently, in the approved OCP the Garden City Lands are identified as Public and Open Space Use with a zoning of Agriculture. In the City Centre Area Plan, the Lands has been designated as Park-Further Study Required. The Metro Vancouver 2040 Regional Growth Strategy has the Lands designated ‘Conservation and Recreation’.

Analysis

One of Council’s 2011-2014 term goals is to commence planning for the eventual use of the Garden City Lands. Staff was directed at the July 24th, 2012 Parks Recreation and Cultural Services Committee to report back on a public consultation process for the Lands.

The Lands present complex ecological and land use considerations and, consequently, are of interest to a broad range of Richmond residents, community groups, and regulatory agencies. Any public engagement process will need to be comprehensive, transparent and inclusive. Ultimately, the goal of a public process is to develop a common shared vision that benefits the whole community.

In 2007, Council endorsed three preferred uses (as outlined in the staff report from the Acting Director of Development dated December 13, 2007) to guide the development of a proposed 65 acre (26 hectares) public open space. These uses were: 1. Community Wellness and Enabling Healthy Lifestyles, 2. Urban Agriculture, and 3. Environmental Sustainability (Attachment 2). Determining whether these uses still form the framework for site planning and programming of the whole 136.5 acres (55.2 hectares) will be a part of the future planning process.

A Multi-Phased Work Program

In order to ultimately develop a master plan for the Garden City Lands, it is important to follow through a sequential planning process. The extent and type of public engagement will differ with each step in the process and will need to be continually evaluated to ensure that it is appropriate and effective.

The steps in the proposed planning process for the Lands, as well as a range of tools for public engagement are outlined in Attachment 3 and summarised below:

1. Inventory and Analysis
2. Opportunities and Constraints
3. Vision and Guiding Principles
4. Concept Options
5. Final Plan
6. Implementation
7. Resource Management, Monitoring, and Review

While the main study area will be the Lands, the planning process will include its relationship to the larger ecological, social, and urban context.

Phase 1 – Inventory and Analysis

The first step in the planning process which was used very successfully in Terra Nova Rural Park (TNRP) was the Inventory and Analysis that provided a thorough and comprehensive understanding of the land as well as its context. The Inventory and Analysis for Terra Nova was conducted by a team of consultants with technical expertise in vegetation and habitat mapping, soil and hydrology, and landscape character analysis. This first step, which led ultimately to the preparation of a vision and final master plan adopted by Council, was the keystone for guiding and ensuring informed decision making throughout that process.

The planning for Terra Nova Rural Park took over three years beginning in 2001 with the Inventory to final approval of the vision and plan in late 2004. It is anticipated that a similar comprehensive planning process would be undertaken for the Lands commencing in 2013 and completed by 2016. It is recommended that the planning and public engagement for the Lands commence with Phase 1- Inventory and Analysis in 2013. The proposed tasks and public engagement are listed in the following Table.

Garden City Lands: Phase 1- Planning Process	
Inventory and Analysis	Community Engagement Options
<ol style="list-style-type: none"> 1. Document and review all existing studies 2. Conduct a comprehensive inventory of the Land's ecological resources and services and investigate how its various dimensions function and relate to adjacent land uses e.g. <ul style="list-style-type: none"> • Vegetation types and distribution • Soils types and distribution • Environmental assessment • Surface and subsurface hydrology • Fauna including inventories and assessments of invertebrates, amphibians & reptiles, fisheries, birds and mammals • Terrestrial and Aquatic Ecosystem Mapping • Habitat and Wildlife Suitability Mapping 3. Review and summarize existing and relevant city strategies and policies, and provincial and federal legislation and regulations to understand how they may impact the use and development of the site. Included in this would be identifying Agricultural Land Commission's requirements and approval processes for farm and non-farm uses. 4. Review outcome of the Inventory with Council. <p>Concurrently:</p> <ol style="list-style-type: none"> 1. Begin to gather best practices and innovative programs for similar unique sites. 	<ul style="list-style-type: none"> • Develop 'fact' sheets and summaries of technical reports. • Update the web site dedicated to the Garden City Lands with the technical reports. • Gather and review previous public input and proposals with the goal of acknowledging and understanding the community values and aspirations that have been expressed to date. • At the end of the background information gathering, conduct open houses to share what is known and identify what might not be known about the site. • Committee/Council meetings where delegates are received provide another opportunity for the public to express their support or concerns.
Desired Outcomes:	
<ul style="list-style-type: none"> • Knowledge and clear understanding of the site that will allow for informed decision making. • To ensure openness and transparency for all future site planning. • To reach the broadest possible audience in Richmond. • Inform and direct current site management practices. • Complete Inventory and Analysis by Fall 2013. 	

The specialized and technical steps required to complete the Phase 1- Inventory and Analysis, as stated above, necessitates forming an interdepartmental City team, as well as a professional multi-disciplinary consultant team. This consultant team would provide those specific technical and advisory services that the City does not have in-house. Commencement of Phase 1 would require the issuance of an Expression of Interest to engage an appropriate consultant team.

Financial Impact

The estimated study will cost \$150,000 and is already budgeted (Additional Level Provision).

Conclusion

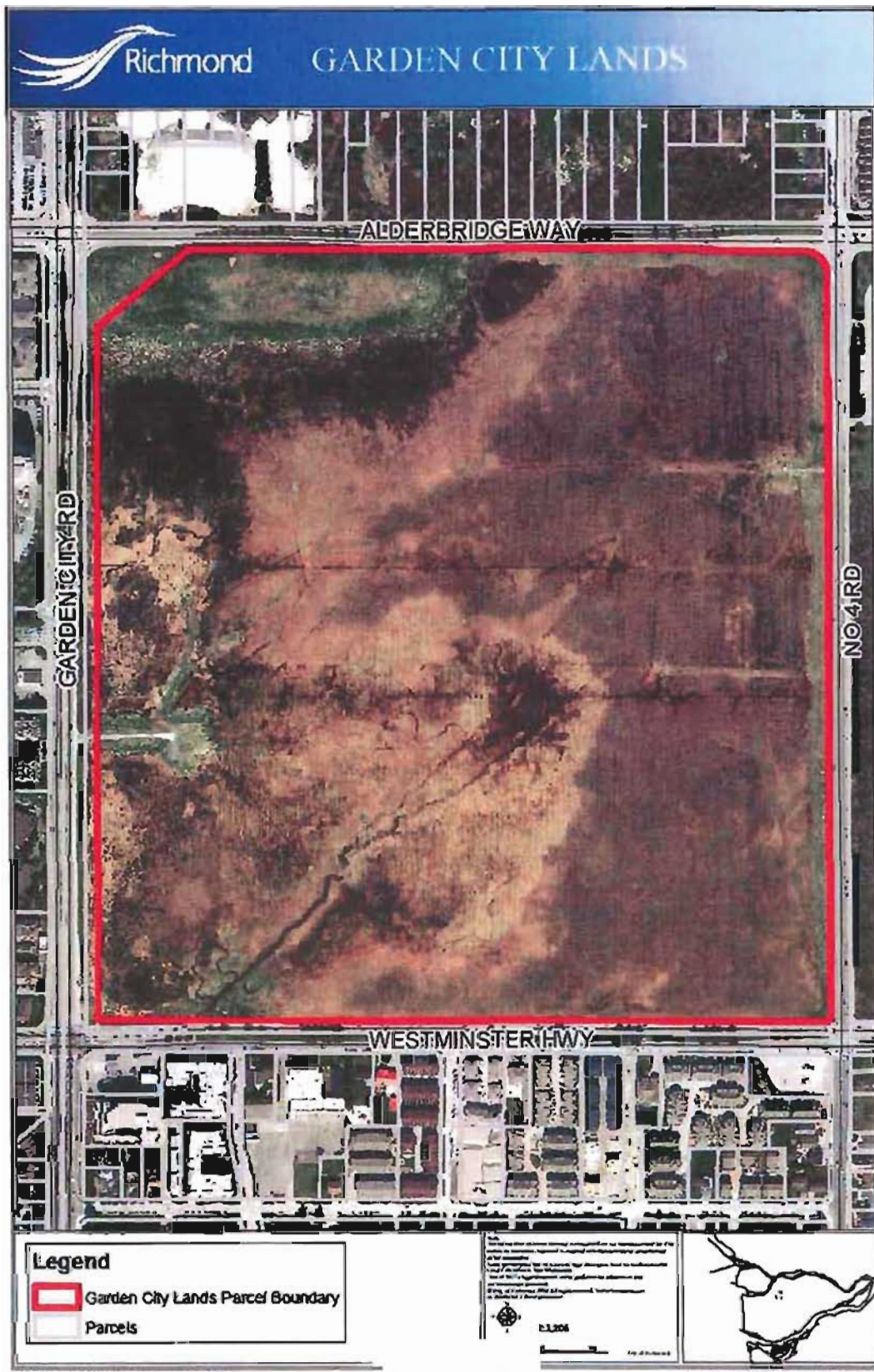
The Garden City Lands represent a unique opportunity to provide a broad range of public amenities integrated with significant urban agricultural and environmental features. Very few cities in the world have the opportunity to plan and implement civic spaces within a city centre context. This report proposes the commencement of a phased planning process to determine future uses of the Lands.



Mike Redpath
Senior Manager, Parks
604 247-4942



Yvonne Stich
Park Planner
604 233-3310



Attachment 2

In 2007, Council adopted the following overarching uses for the proposed park and open space within the Tri-Party Sale and Agreement Land Use Plan.

Community Wellness and Enabling Healthy Lifestyles

As a City committed to maintaining and improving community wellness and healthy lifestyles, the provision of a variety of outdoor public amenities is necessary to serve a growing population. Examples of these amenities include: passive and active parks and open spaces, trails and pedestrian connections, play spaces for all ages and abilities, gathering places for community celebration, and youth oriented activity zones. In addition, a range of outdoor community sport amenities and playing fields is envisioned to provide increased capacity for community use and for tournaments.

Urban Agriculture

The interest for urban agriculture is demonstrated by the demand for community gardens in Richmond. The City has constructed community gardens in four locations across the City and maintains lengthy waitlists for garden plots. The Garden City Lands could be a model for meeting the need for urban agriculture. The Garden City Lands and its location at the urban/agricultural interface presents a tremendous opportunity to engage the community in awareness building and active programming related to agriculture and food security.

Showcasing Environmental Sustainability

The Garden City Lands could play a significant role in showcasing environmental sustainability. This could both mitigate the impacts of urban development and to integrate environmental resources into urban areas. The size and location of the Garden City Lands could present a unique opportunity to develop another environmental showcase such as the establishment of wetlands for storm water management and habitat, the creation of an urban forest would contribute to improved air quality, alternative energy technologies and improving the city's resilience to climate change.

Attachment 3

Site Planning Steps	Options for Public Engagement
<p>Inventory and Analysis</p> <ol style="list-style-type: none"> 1. Document and review all existing studies. 2. Conduct a comprehensive inventory of the Land's ecological resources and services and investigate how its various dimensions function and relate to adjacent land uses e.g. <ul style="list-style-type: none"> • Vegetation types and distribution, • Soils types, and distribution • Environmental assessment • Surface and subsurface hydrology, • Fauna including inventories and assessments of invertebrates, amphibians & reptiles, fisheries, birds and mammals, • Terrestrial and Aquatic Ecosystem Mapping, • Habitat and Wildlife Suitability Mapping, 3. Review and summarize existing and relevant city strategies and policies, and provincial and federal legislation and regulations to understand how they may impact the use and development of the site. Included in this would be identifying Agricultural Land Commission's requirements and approval processes for farm and non-farm uses. <p>Review outcome of the Inventory with Council.</p> <p>Concurrently:</p> <ol style="list-style-type: none"> 1. Begin to gather best practices and innovative programs for similar unique sites. 	<ul style="list-style-type: none"> • Develop 'fact' sheets and summaries of technical reports. • Update the web site dedicated to the Garden City Lands with the technical reports. • Gather and review previous public input and proposals with the goal of acknowledging and understanding the community values and aspirations that have been expressed to date. • At the end of the background information gathering, conduct open houses to share what is known and identify what might not be known about the site. • Committee/Council meetings where delegates are received provide another opportunity for the public to express their support or concerns.
<p>Opportunities and Constraints</p> <ol style="list-style-type: none"> 1. Once the Inventory and Analysis phase is completed and the site's existing characteristics understood, explore a range of opportunities and constraints. 2. Present the range of opportunities to Council for approval to proceed to the next step. 3. Develop or refine a more detailed Public Participation Framework. There will be a better understanding of the complexity of the project and the potential stakeholders at this point. <p>*A.L.C. Considerations: This will be a critical stage where the City will need to determine what can be achieved within the ALC guidelines or whether the City engages in a discussion for potential non-conforming uses.</p>	<ul style="list-style-type: none"> • Host focus group sessions and or workshops with stakeholders and interested residents to disseminate information and explore possibilities. • Convene 'expert panel discussions' to more clearly understand the characteristics and range of issues and opportunities that might exist for the site. • Utilize Let's Talk Richmond to disseminate information and seek feedback in a user friendly format that is universally accessible to anyone with Internet access • Establishing a task force and/or advisory committee to help guide the process and ensure public participation is transparent. • Committee/Council meetings where delegates are received provide another opportunity for the public to express their support or concerns.

<p>Vision and Guiding Principles</p> <ol style="list-style-type: none"> 1. Develop a clear vision and set of guiding principles for the possible uses of the site, based on the site's opportunities and constraints, Council and community values, and priorities. 2. Present the Vision and Guiding Principle for approval by Council. 	<ul style="list-style-type: none"> • Host focus groups and/or workshops to establish the Vision and Guiding Principles. This may be rolled into the Opportunities and Constraints workshops or be Part 2 of a series of workshops. • Post on <i>Let's Talk Richmond</i> with a survey while maintaining an open forum for the public to pose questions and make comments online at their convenience. • Work with the media to have features stories or inserts placed in the local newspapers. • Committee/Council meetings where delegates are received provide another opportunity for the public to express their support or concerns.
<p>Concept Options</p> <ol style="list-style-type: none"> 1. Develop different concept plans based on the adopted vision and principles, and the site's opportunities and constraints. 2. City may begin to identify cost sharing opportunities, grants, and potential partners. 3. Present to Council the land scenarios/concepts for consideration and approval to proceed towards a Preferred Final Plan. 	<ul style="list-style-type: none"> • Host a series of guided design charrettes which allow for participants to be part of the creative process and program and design within a short intensive period. Drawings/illustrations are taken away and refined. 3D modelling can be used to express the ideas. • Alternatively, the City and community could host an international Design Competition that would potentially elicit bold and innovative ideas from around the world. • Host a public open house as well as utilize <i>Let's Talk Richmond</i> to review and comment on options. • Committee/Council meetings where delegates are received provide another opportunity for the public to express their support or concerns.
<p>Preferred Final Plan</p> <ol style="list-style-type: none"> 1. Evaluate the comments from the 'Scenario/ Conceptual' design phase and synthesize these into a preferred final plan. 2. Presentation to Council for final approval. 3. Staff would proceed with any potential: <ul style="list-style-type: none"> • OCP amendments • Rezoning bylaw • DCC Bylaw 	<ul style="list-style-type: none"> • Host public open house(s) as well as utilize <i>Let's Talk Richmond</i> to review and comment on the Preferred Plan. • Drawings/ illustrations/ 3D modelling can be used to express the ideas. • Committee/Council meetings where delegates are received provide another opportunity for the public to express their support or concerns.
<p>Implementation</p> <ol style="list-style-type: none"> 1. Prepared detailed Construction Design 2. Seek all regulatory approvals 3. Construction commences 	<ul style="list-style-type: none"> • Public involvement typically drops off during this phase. Special interest groups with specific expertise may stay involved in an advisory capacity. • If partnerships are being formed leading to management or programming of the site then they may also want to remain involved
<p>Resource Management Monitoring and Review</p> <ol style="list-style-type: none"> 1. Develop a Resource Management Plan 2. Monitor and Review Success 	<ul style="list-style-type: none"> • Promote Stewardship programs and Friends of Garden City • Depending upon the final use and plan there may be partnerships developed with a variety of non-profit organizations.



To: General Purposes Committee
From: Jane Fernyhough
Director, Arts, Culture and Heritage

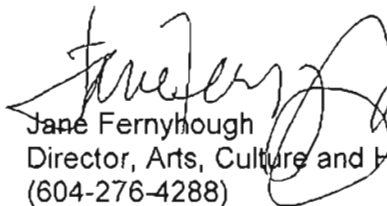
Date: October 12, 2012
File: 99-Community
Services/2012-Vol 01

Re: Richmond Olympic Experience Project



Staff Recommendations

That:

1. The Richmond Olympic Experience project concept and design, as outlined in the staff report from the Director, Arts, Culture and Heritage of October 12, 2012, be endorsed; and,
2. The Board of Directors of the Richmond Olympic Oval Corporation be advised of Council's support for the Olympic Experience project.


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

Att. 1

FOR ORIGINATING DEPARTMENT USE ONLY		
ROUTED TO:	CONCURRENCE	
Finance	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>
Engineering	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>
REVIEWED BY SMT	YES  <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
REVIEWED BY CAO	YES  <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

Staff Report

Origin

At the City Council meeting of December 13, 2010, Council approved an allocation of \$575,000 as part of the Oval Conversion Project Budget, for a display in the interior of the Oval focusing on the Richmond 2010 experience and the sporting history in Richmond. However, during the preliminary project planning and development it became apparent that the type of experience that could be created with the allocated funding would not provide an experience that would be of a standard that would meet the goals originally envisioned or expected of the City or the Oval.

The project was initially a City project as part of the Legacy Conversion. However, due to the change in scope and in order to take advantage of various Oval functional and operational synergies, the Oval Corporation assumed responsibility for the project. As a result, the enhanced project, renamed the Richmond Olympic Experience, is now a Richmond Olympic Oval Corporation project and has been unanimously endorsed by the ROOC board.

Although it is an Oval Corporation project, it is coming to City Council, subsequent to the ROOC Board having approved the project, because the CAO felt that due to the nature and scope of the project and the use of some City funding from the Legacy Conversion project, it was appropriate that Council have final approval. As the Board and Council have already approved their respective funding participation, the concepts and thematic outlines are presented for Council approval prior to proceeding with the final phase.

This extraordinary cultural amenity will complement the City of Richmond's other cultural attractions and contribute to the City's vibrant arts and cultural scene.

The addition of the Richmond Olympic Experience to the cultural attractions in the City advances Council's Term Goal #3 – Economic Development: developing a "stay-cation" appeal and adding to the destination appeal of the City.

Analysis

The primary goals of the enhanced project concept, renamed the Richmond Olympic Experience, are to perpetuate the legacy of the City's role in the 2010 Olympic Games; frame Richmond's own Olympic story, fondly recall the exciting events the community experienced, showcase Richmond's illustrious sporting past and, as a past Venue City, advance the Olympic values and establish a dynamic tourism attraction in Richmond.

In conjunction with the initial design concept phase several steps were critically important to have in place before bringing forward the concepts for City Council approval:

- *Canadian Olympic Committee endorsement of the project.* As the COC is the IOC's representative in Canada and the licensing body for the use of the term "Olympic" and the display of the internationally recognized rings, their endorsement of the project as well as future access to their large collection of artifacts, was important for the stature of the project.
- *Pursuit of sponsors for the project.* Diverse funding sources are required to create the project as envisioned.

- *Acceptance into the international Olympic Museums Network.* The tourism component of the project is significantly enhanced by being accepted into this Network.
- *Ensuring that the project can be accommodated within the operation of the Richmond Olympic Oval.*

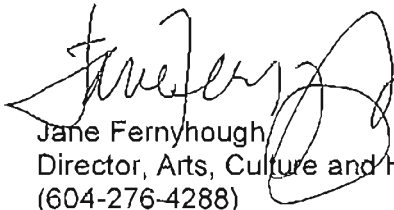
The attached report from the Richmond Olympic Oval (Attachment 1) outlines the concepts and the types of experiences proposed for the Richmond Olympic Experience. These are presented for City Council approval before proceeding with the final phase of the project – detailed design, fabrication and installation.

Financial Impact

There is no financial impact to this report.

Conclusion

The Richmond Olympic Experience will provide many benefits to the City of Richmond and the Richmond Olympic Oval: a world class tourist attraction, a significant addition to the arts and culture attractions, an ongoing celebration of the emotion and pride the community felt during the 2010 Winter Games, and inspiration and motivation to aspiring athletes.



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

Report

To: George Duncan, CEO, Richmond Olympic Oval
Senior Management Team, City of Richmond


Date: October 12, 2012

From: Shana Turner, Director, Administration, Finance & Corporate Services
Richmond Olympic Oval

Re: Richmond Olympic Experience Project

Staff Recommendation

That in consideration of the Chief Administrative Officer's commitment to take the Richmond Olympic Experience (ROE) concept and design to Council, in addition to the Richmond Olympic Oval Corporation Board, Oval staff request that City staff submit the following report to Richmond City Council and request approval of the project concept and design for the ROE.



Shana Turner
Director, Administration, Finance and Corporate Services
Richmond Olympic Oval
778-296-1462

FOR ORIGINATING DEPARTMENT USE ONLY		
REVIEWED BY SMT	YES	NO
SUBCOMMITTEE	<i>CVC</i> <input checked="checked" type="checkbox"/>	<input type="checkbox"/>

Staff Report

Origin

At the City Council meeting of December 13, 2010, during Council consideration of the Richmond Olympic Oval Conversion to Community Legacy Mode, one of the final projects presented was an opportunity to showcase the Richmond Olympic Story Project. With an approved allocation of \$575,000 in the Oval Conversion Project Budget, a modest display in the interior of the Oval focusing on the Richmond 2010 experience and the sporting history in Richmond was envisioned.

However, during the preliminary project planning and development phase, it became apparent that the type of exhibition or display that would be created with the available funding would not have met the standard expected of the City or the Oval and would not reflect an effective use of the conversion budget funding. Staff explored the possibility of creating a more inspiring concept featuring museum- standard displays consistent with the world-leading standard the Oval had achieved during the 2010 Olympic Winter Games and consulted with experts from the International Olympic Committee (IOC) Museum. This enhanced project concept, renamed the Richmond Olympic Experience (ROE), will perpetuate the Legacy of the City's role in the 2010 Olympic Games; advance the Olympic values; fondly recall the exciting events the community experienced during the 2010 Games; frame Richmond's own Olympic story and reflect on Richmond's illustrious sporting history from the grass roots to international competitions.

Further, the enhanced project adds to the tourism inventory in Richmond and creates a destination attraction of a world class standard; adds to the vibrant arts and culture scene in Richmond and creates a reason, other than sport and recreation, for people to visit the Oval, while leaving an enduring legacy of Richmond's prominent and important role in the 2010 Games. This concept, however, would require a larger budget and the use of suitably-sized spaces, using both the interior and the exterior of the Oval, to tell such a big story.

Staff have been developing funding strategies, partnerships and design concepts in preparation for submission to the Richmond Olympic Oval Board and ultimately City Council. The concepts and funding strategies were enthusiastically and unanimously endorsed by the Richmond Olympic Oval Board on June 6, 2012 (Resolution: Attachment A). Another component of the funding strategy is Council's successful application to direct \$2,500,000 of Provincial Hotel Tax revenue over the next five years to the Olympic Experience Project in support of tourism Destination Enhancement Infrastructure. Council's submission to the Province included a 5-Year Tourism Richmond Business Plan, which outlined the need for investment in new tourism projects and initiatives that would enhance and contribute to the long-term growth of Richmond's tourism sector.

All funding sources have been previously approved by either Council or the Board, as appropriate, and the project concepts are now presented for City Council approval before proceeding to the final phase of the project.

Analysis

The following analysis provides a summary of the Richmond Olympic Experience project, however, more detailed information can be found in the Concept Document (Richmond Olympic Experience Concept Document: Attachment B)

Richmond Olympic Experience Concept

Initial programming presented by staff for the Oval included community sports and recreation, high performance sport, health and wellness, and culture and entertainment. The Oval has delivered on the first three items and has an ambitious, world-class vision for the cultural pillar. Not only does the Olympic Experience add a cultural component to the Oval, but it contributes to the vibrant arts and culture activity in Richmond and will effectively compliment existing and future museum venues in the City. Through the Olympic Experience project, residents and visitors will experience educational, museum-quality displays; interactive, fun and inspiring exhibits; displays of artwork and opportunities for other related cultural activities and a significant educational program component for school age children across the community.

Within the project concept plans, the Olympic Experience interpretive and design goals are as follows:

- 1) Reignite the Olympic spirit by reconnecting residents and visitors to the excitement and emotions that surround the Olympic Games;
- 2) Motivate residents and visitors to strive toward their own personal podiums;
- 3) Create an awe inspiring experience that becomes a "must see" venue and brings further international, national and regional awareness to Richmond;
- 4) Celebrate the History of Sport in Richmond from grass roots sport to the Olympics; and
- 5) Ensure that a legacy remains to celebrate Richmond's role in the 2010 Games and to promote Olympic Values.

Adding the Olympic Museum to the Oval will create a destination attraction and tourism generator, giving Richmond something in common with other previous Olympic hosts such as Barcelona, Amsterdam, Lillehammer and many others. The exhibition and museum will add to the tour inventory for the Lower Mainland, giving tourists another reason to base their stay in Richmond and give people a reason, other than recreation and sport, to visit the Olympic Oval.

As a Venue City for the 2010 Games, Richmond will forever be remembered as the host of the long-track speed skating competition and the provider of the crown jewel venue of the Games, the Richmond Olympic Oval. Richmond's success story is being told around the world as one of, if not the most successful community legacy venue of any Games. What better place to celebrate the Olympics than in the breathtaking venue itself?

Many Richmond residents have achieved international recognition for their sporting achievements as athletes and sport leaders. The Olympic Experience will provide opportunities

for their artifacts, collections, memorabilia and ultimately their stories to be shared with all visitors to the Oval. The project will also include a specialized and dedicated exhibit where we will invite local collectors to temporarily display their collections as part of the Richmond Olympic Experience program.

The Oval continues to receive international attention from tourists and visitors. Tourist buses visit the Oval frequent and visitors typically wander the Oval grounds and may tour through the free viewing area before departing. As a world class exhibition, the Olympic Experience will give tourists a reason to stay and residents another reason to showcase and experience the Olympic Oval and promote it to their family, friends and colleagues.

Project Themes and Design

The Richmond Olympic Experience is designed to be a multifaceted, multidimensional, highly interactive experience that will engage all ages with a vision to keep the Olympic spirit alive through a transformative exhibit experience that inspires excellence in sport, promotes community and motivates everyone to dream big. The Olympic Experience has four areas of focus:

• Richmond's Olympic Experience
• The 2010 Olympic & Paralympic Winter Games
• The History of Sport in Richmond
• The Olympic Movement and Values

While the building and surrounding plazas are the backdrop for the Olympic Experience with elements throughout, three distinct areas are envisaged:

- 1) the theatre – movies, video and film segments, inspirational speakers;
- 2) the museum quality environment – an awe-inspiring area with precious artifacts, emotionally moving video clips, historical documents and collections. While this is the core exhibit area for artifacts, it will not be presented as a static museum, rather as a state-of-the-art interactive, inspirational exhibition; and
- 3) the interactive zone – from manual to high tech interactive activities to fascinate and engage all ages.

An area for temporary exhibits is also planned in order to highlight upcoming events such as Olympic Games, World and Canadian championships, and outstanding athletes and coaches. There is also a discrete exhibit planned to showcase the collections of people from the local community and an area for the Canadian Olympic Committee, which will utilize the Oval as a west coast base to promote the Olympic movement in Canada.

Stories will be told through the use of images, videos, artifacts and interactive activities. A comprehensive educational and school program will be developed to complement the areas of focus and themes.

Stakeholders and Opportunities

One of the key objectives of this project was to become the first officially designated Olympic Museum in North America and to be recognized as a member of the Olympic Museums Network. Staff are pleased to announce that on September 27th 2012 at the 7th General Assembly of the Olympic Museums Network, the Richmond Olympic Experience's application for membership in the network was unanimously supported by the membership. Richmond Olympic Experience is the first member of the Olympic Museums Network in North America.

Below is a table outlining some of the stakeholder agreements and opportunities associated with this project.

Stakeholder	Relationship	Opportunity
The Olympic Museums Network (OMN) A synopsis of the benefits of membership in the OMN are included with this report (Olympic Museums Network Membership Benefits: Attachment C)	MOU	<ul style="list-style-type: none"> • Membership in the OMN is a critical component of the project as it is the key avenue for obtaining unencumbered access to IOC Olympic imagery and artifacts, free from copyright fees • First member of OMN in North America • Access to photos, videos, artifacts and other IOC Olympic property • Use of the OMN logo and brand • North American representative for Universal Olympic Collection • Access to "NOC-Net" – an online collaboration tool for OMN members • Extra-net access to OMN exclusive property • Participation in OMN initiatives and exhibitions • Sharing of OMN ideas, best practices and common themes • World-wide cross-promotion of Olympic museum venues
The Olympic Museum Lausanne, Switzerland	Agreement	<ul style="list-style-type: none"> • Guidance and advice from the official Olympic Museum • Access to the Olympic Museum concept design and construction documents related to their current renovation • Ability to leverage the design and purchase for exhibit displays and audio visual hardware for installation into the Olympic Experience • The ability to copy or co-produce digital imagery for display • No copyright fees associated to borrowing IOC Olympic material from the Olympic Museum • Access to fabricators to produce replicas or copies of artifacts for the ROE collection

		<ul style="list-style-type: none"> Access to the authentic Olympic Icons (torches & medals); posters; sports equipment; stamps and coins; and memorabilia associated to the look of the Games (misc. memorabilia, pins etc) via loan agreement
Canadian Olympic Committee (COC)	MOU	<ul style="list-style-type: none"> Unequivocal support for the ROE project COC to display artifacts, property and messages to advance the Olympic Movement in Canada Western location for COC receptions, events and press releases (COC Letter of Support: Attachment D)
Other OMN Member Museums	Agreements	<ul style="list-style-type: none"> Several agreements in place with member museums for the sharing of artifacts, imagery, best practices, exhibit concepts and designs and content
Hotel Tax (Tourism Richmond)	Funding Source	<ul style="list-style-type: none"> Council approved \$2.5M AHRT funding subsequently approved by Provincial Government. Project to add to tour inventory in Richmond
Games Operating Trust (GOT)	MOU	<ul style="list-style-type: none"> Project supports mandate of GOT by celebrating Olympic athletes, promoting high performance sport and inspiring all through Olympic values
Federal Government	Grant application	<ul style="list-style-type: none"> \$1M grant application towards construction renovation required for project
BC Sports Hall of Fame / Canadian Sports Hall of Fame	Collaboration	<ul style="list-style-type: none"> Positive relationships have been established. Opportunities exist for collaboration and cross-promotion
Local Athletes and Sport Leaders	To be established	<ul style="list-style-type: none"> Relationships will need to be established with Local, National and International athletes to tell their stories, showcase their memorabilia and schedule appearances
Local Collectors and Historians	To be established	<ul style="list-style-type: none"> Local Olympic collectors and sports historians will be given an opportunity to showcase their collections.
Tour Companies	To be established	<ul style="list-style-type: none"> Relationships will need to be established with tour companies and other tourism agencies in order to market this international attraction

Location in Oval

The primary location for the Olympic Experience is on the mezzanine level adjacent to the Legacy Lounge. The Olympic Experience will benefit from Oval capital plans to re-capture air space that was necessary due to the Olympic overlay and which will now be converted into usable floor space for programs or rentals use. Ancillary features of the project will be located throughout the facility with the theatre located on the ground level and an exhibit experience woven into the activity level.

Timeline

One of the criteria for membership in the OMN was to have the exhibition open and operational before December 31st 2013. As such, the Olympic Experience has a target opening of Fall 2013 based on completion of Phase 1 and Council approval by October 2012.

Financial Considerations

Capital funding is currently from the following sources:

- Funding of \$575,000 from the Legacy Conversion Fund;
- Oval contribution of \$1,500,000 from the Capital Reserve;
- \$2,500,000 (Provincially approved) in Hotel Room Tax (AHRT) funding;
- Sponsorship funding of between \$1,000,000 and \$1,500,000 is in the final stages of negotiation with the best and final offers currently being considered.

Additionally, the Olympic Experience has applied for a Federal grant and there are further additional sponsorship opportunities anticipated as the project progresses.

The preliminary operating budget for the project is estimated to be a maximum of \$250,000 to \$300,000 annually. The additional operating budget impact would be off-set by any revenue collected through ticket sales and other project related revenue sources. Due to the efficiencies available through shared support from existing Oval functions, significant operational costs savings have been achieved.

Further operational information can be found in the Preliminary Business Plan attached. (Richmond Olympic Experience Preliminary Business Plan: Attachment E)

Financial Impact

The Olympic Experience Project does not require any further funding from the City of Richmond.

Conclusion

The Richmond Olympic Experience project completes the vision first conceived by Council for the Olympic Oval by adding an arts and culture component. Now, those not directly involved in sports and recreation will have a reason to visit the Oval and the project will contribute to the growing arts and culture scene in the City of Richmond.

The funding sources are secure and the Oval is not requesting additional funds from the City in order to move forward with this project. As noted above, many stakeholders are excited about the project and have contributed by way of funding, artifacts, expertise and support.


There are some obvious tangible benefits to proceeding with the project, such as:

- Addition of an arts and culture feature at the Oval and contribution to the overall arts and culture activity in Richmond;
- Increased visitors to the Olympic Oval;

- Addition of a world-class tourist attraction in Richmond;
- Housing the Olympic Experience in the Oval creates economies of scale, making it operationally viable;
- Ability to showcase invaluable Olympic artifacts obtained through our recent Agreements and MOUs at minimal cost;
- A lasting legacy of Richmond's contribution to the Olympic Games;
- Provide a prominent venue in which to showcase and celebrate the history of sport in Richmond.

However, some intangible benefits of the project are equally compelling:

- Richmond will continue to be recognized as a separate and distinct venue City for the 2010 Games;
- Prestige associated to participation in an exclusive and international network of Olympic museums, predominantly comprised of previous Olympic host cities;
- Inspire our community, and in particular, our youth to be the best that they can be;
- Community pride;
- The distinction of being the first Olympic museum open in North America officially designated as a member of the OMN.



Shana Turner

Director, Administration, Finance and Corporate Services
778-296-1462

Encl

Attachments:

- A – Board Resolution June 6, 2012
- B – Concept Document
- C – Olympic Museums Network Membership Benefits
- D – Canadian Olympic Committee Letter of Support
- E – Preliminary Business Plan

Richmond Olympic Experience

Project Approval

Board meeting
June 6, 2012

Board Resolution:

Whereas, the City of Richmond, through the Province of BC, have committed \$2.5M of Additional Hotel Room Tax (AHRT) funding to the Richmond Olympic Experience project;

BE IT RESOLVED that:

- 1. the Richmond Olympic Experience project is approved based on the capital budget and program outlined in this report;*
- 2. the required capital funding contribution of \$500,000 per year for three years from the capital reserve be approved;*
- 3. staff retain consultants to complete the design work;*
- 4. staff continue negotiations with Olympic Museum Network (OMN) with such negotiations to conclude with an agreement which will include borrowing artefacts for exhibits and the sharing of the extensive library of digital images;*
- 5. staff enter into an agreement with the Canadian Olympic Committee (COC);*
- 6. staff complete negotiations with Barcelona and other museums in the OMN for two-way exchange agreements for artefacts, digital imagery and content.*

UNANIMOUSLY CARRIED

Attachment B
Richmond Olympic Experience
Concept Document

1. Richmond Olympic Oval History

The Richmond Olympic Oval, one of the few legacy buildings in the world permitted to use the term “Olympic” in its name and display the internationally recognized rings, is an iconic building on the waterfront in Richmond, British Columbia that continues to draw visitors from around the world.

Home to long track speed skating during the 2010 Olympic and Paralympic Winter Games, the Oval has been transformed into the legacy vision first conceived by the City of Richmond in 2004 – an international centre of excellence for sports, health and wellness. The facility now offers two Olympic sized ice sheets, six hardwood courts, a track zone that includes a 200 metre running track encircling a vast multi-purpose sports zone and a new climbing wall on the activity level, a 2,300 square metre fitness centre on the mezzanine level, and on the ground level an indoor rowing and paddling centre, a dedicated training centre for athlete development, a variety of meeting rooms and a speciality sports medicine & wellness centre. The entire facility, including the rowing and paddling centre and the climbing wall were designed with accessibility needs in mind in order that the Oval can be used by all members of the community. The exterior consists of two plaza areas, a beautiful water filtration pond and several iconic art pieces.



2. Richmond Olympic Experience Project

Together, the City of Richmond and the Richmond Olympic Oval Corporation will re-ignite the excitement felt by residents and visitors during the Games; inspire viewers to excellence; educate youth in the science, art, culture and power of sport; and create a permanent lasting legacy of the Games by becoming a North American location in the Olympic Museums Network.

The Olympic Experience will keep the Olympic Spirit alive through a transformative experience that inspires excellence in sport, promotes community and motivates everyone to dream big. Through a wide variety of mediums, and appealing to a broad based audience, stories will be woven throughout the building including corridors, public spaces, a discrete exhibit room, a multimedia theatre and the exterior of the building and surrounding grounds.

THE JOURNEY BEGINS

Larger than life images of beloved Canadian athletes draw visitors in and welcome them to the museum entrance. The Canadian Olympic Committee is a valued supporter which is shown by their brand presence in the approach to the experience.



2.1 Interpretive and Design Goals

- a. Reignite the Olympic spirit by reconnecting residents and visitors to the excitement and emotions that surround the Olympic Games.
- b. Motivate residents and visitors to strive toward their own personal podiums.
- c. Create an awe inspiring experience that becomes a "must see" venue and brings further international awareness to Richmond.
- d. Celebrate the History of Sport in Richmond from grass roots sport to the Olympics.
- e. Ensure that a legacy remains to celebrate Richmond's role in the 2010 Games and to promote Olympic Values.

2.2 Storyline Focus Areas

The Olympic Experience Project has four interconnected areas of focus, threaded together with themes of friendship, the global community and building a better world through sport:

- a. Richmond's Olympic Story
- b. History of Sport in Richmond
- c. The 2010 Olympic and Paralympic Winter Games
- d. The Olympic Movement

a. Richmond's Olympic Story

The City of Richmond fully embraced the Olympic spirit, not only by delivering the iconic premier venue for the 2010 Olympic Winter Games, but by embracing a goal to ensure that all its residents had an opportunity to enjoy and experience the excitement of the Olympics and feel the Olympic spirit. Through hard work, determination, and an enthusiastic entrepreneurial attitude, Richmond achieved its dream of delivering the premier venue of the 2010 Games.

The Ozone, Richmond's Celebration site during the Games entertained an estimated 500,000 visitors over the 17 days and made them feel an integral part of the historic event.

b. History of Sport in Richmond

From the championship winning female lacrosse team, the "Milkmaids" in the 1920's and '30's to being home to many champions and Olympians, Richmond has a rich and inspiring sporting history. The community takes pride in supporting community sports and healthy lifestyles as well as many accomplished athletes inspiring others to strive for excellence in all aspects of life. Richmond's network of minor sport organizations and teams is second to none in the Province of British Columbia. This level of notoriety and achievement will be promoted and celebrated in the Olympic Experience displays. An opportunity will be created for our illustrious athletes and sport leaders to showcase their personal collections.

c. 2010 Olympic and Paralympic Winter Games

From triumph and tragedy, joy and despair, the 2010 Games created new Olympic legends that will live on in the Richmond Olympic Experience Project - honouring the Olympics and what they mean to people, the athletes and the countries that participate and telling the stories of excellence, hardship, successes and failures, friendship, technological and scientific developments, heroes and achieving dreams.

d. The Olympic Movement

The Olympic movement seeks to build a peaceful and better world by educating and inspiring youth through sport, with a spirit of friendship, solidarity and fair play. Every two years, the Olympics brings the world together to rediscover the meaning of comradery, and promote tolerance, understanding and friendship amongst all peoples

VOLUNTEER TRIBUTE

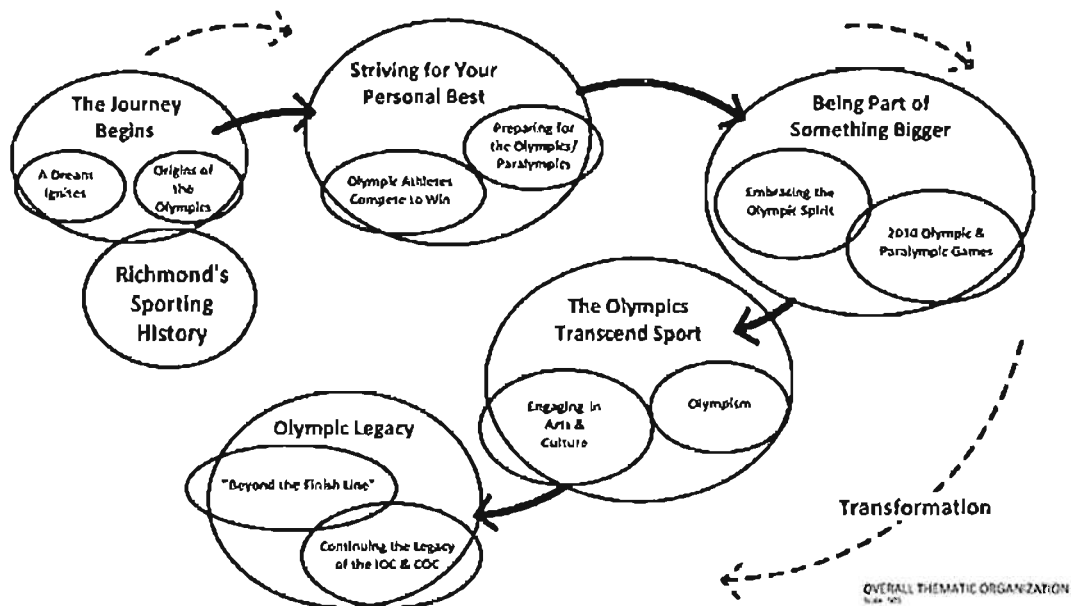
This dynamic play of light, shape and texture draws visitors in to learn more. The names of the 20,000 volunteers of the 2010 Games are moving ribbons of text, travelling from the lobby high up to the third floor. Slow and speed up the text using the intuitive interface



2.3 Themes and Subthemes

Using the storyline focus areas, five themes and related subthemes will be woven throughout the Experience:

- a. The Journey Begins
 - A Dream Ignites
 - Origins of the Olympics
- b. Striving for Your Personal Best
 - Olympic athletes compete to win
 - Preparing for the Olympics/Paralympics
- c. Being Part of Something Bigger
 - Embracing the Olympic Spirit
 - 2010 Olympic and Paralympic Games
- d. The Olympic Games Transcend Sport
 - The Olympic Games engage us in arts, culture, community and volunteerism
 - Olympism seeks to build a peaceful and better world through sport
- e. The Olympic Legacy
 - "Beyond the Finish Line"
 - Continuing Legacy of the IOC and COC



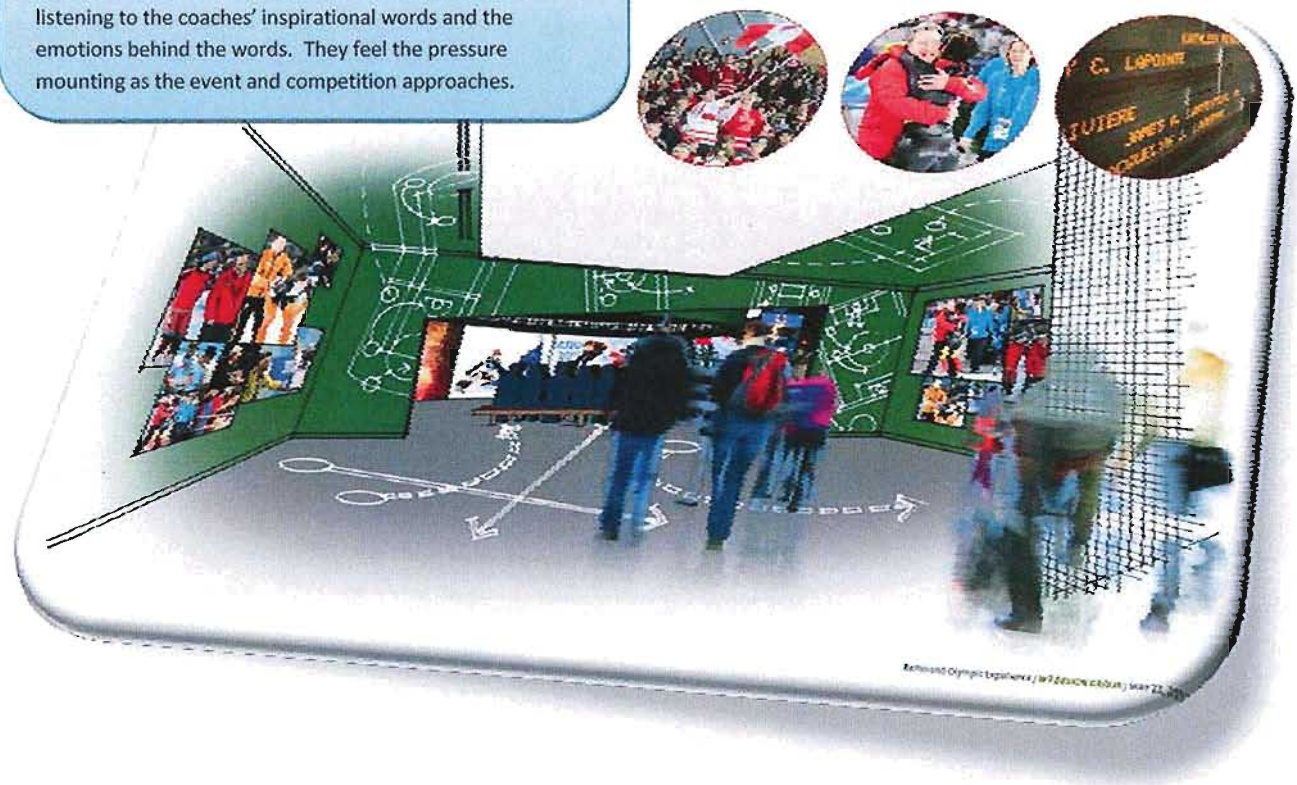
While the building and surrounding plazas are the backdrop for the Olympic Experience, three discrete areas are envisaged:

- **the theatre** – movies, video and film segments, inspirational speakers;

The IOC Museum is completing its project of digitizing all its historic films and videos which will be available to the Richmond Olympic Experience.

OLYMPIC HEARTBEAT

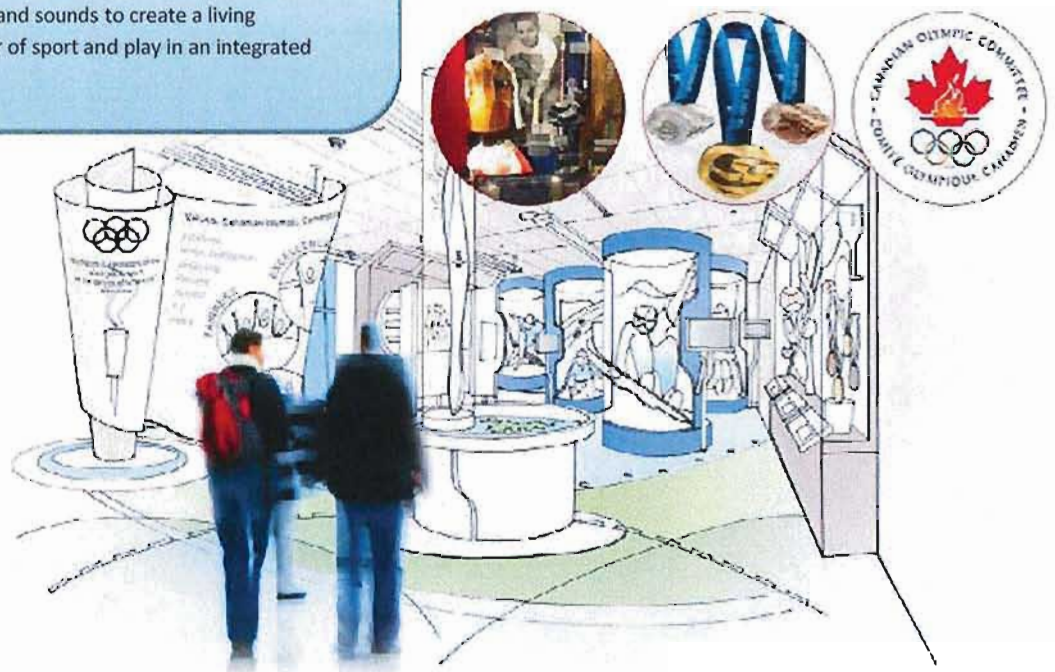
This preamble to the theatre presentation puts visitors in the shoes of athletes waiting for their moment to shine. The words of national coaches and supporters whirl around visitors, as familiar and unfamiliar languages from different countries fill the air. Visitors experience elation while listening to the coaches' inspirational words and the emotions behind the words. They feel the pressure mounting as the event and competition approaches.



- **the museum quality environment** – an awe-inspiring area with precious artefacts, emotionally moving video clips;

AN INSPIRING VENUE

Elegant displays of Olympic artefacts, fun and informative hands-on exhibits, and digital experiences and imagery will be interwoven throughout the museum. Stories from Richmond's sport history, Richmond's Olympic story, the 2010 Olympic and Paralympic Games, and the Olympic Movement envelop the space in texture, colour and sounds to create a living celebration of the power of sport and play in an integrated Olympic experience.



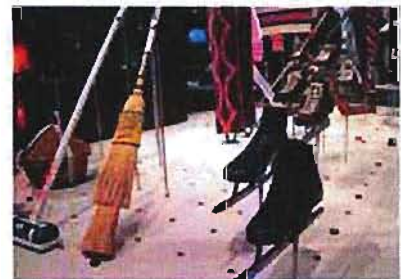
Torches artefacts

- **the interactive zone** – from manual to high tech interactive activities to fascinate and engage all ages.



An area for temporary exhibits is also planned in order to highlight upcoming events such as Olympic Games, World and Canadian championships, outstanding athletes and coaches. There is also a discrete exhibit planned to showcase local collections and an area for the Canadian Olympic Committee to promote the Olympic movement in Canada.

Stories will be told through the use of images, videos, artefacts and interactive activities. A comprehensive educational and school program will be developed to complement the areas of focus and themes.





3. Contribution to City's Goals

3.1 *Economic Development: develop a "stay-cation" appeal for the City and region and broaden and enhance the tourism destination products in the City*

Through thoughtful, multi-dimensional planning, design, development and leadership, Richmond is a regionally, nationally and internationally known destination recognized for its vibrant, animated and experiential spaces.

Richmond Olympic Experience will be a state-of-the-art facility, combining fun and informative interactive displays with insightful and inspiring exhibits of both Olympic artefacts and those which illustrate the history of sport and recreation in Richmond. It will provide an additional attraction for those who want to visit or tour the Oval, but may not wish to be actively engaged in sport and recreation.

4. Contribution to Oval's Goals

4.1 *Establishing Positive Brand Awareness*

The Richmond Olympic Oval brand represents the venue and the corporation which operates the venue. The public looks for this brand when searching for information on the Oval, its public art and programs.

The Richmond Olympic Experience, and by extension the Oval and the City, become a formal member of an international network of Olympic Museums all of whom engage in cross promotion of each other.

4.2 *Value to the Community*

The Richmond Olympic Experience will be targeted to all ages, from school-age programming to family-based tours, from inquisitive wonderers to Olympic enthusiasts. It will provide a place of learning and quality source of information on Richmond's role in the 2010 Olympic Winter Games, Richmond's sporting past and the Olympic Movement.

4.3 *Supporting High Performance Sport*

Inspired by excellence - Making the team - Personal bests - A podium finish – Gold: each step represents a new level of excellence and achievement. The Richmond Olympic Oval supports High Performance Sport through Centres of Excellence in Volleyball, Hockey and Table Tennis with more Centres of Excellence to come. Through this program, the Oval hosts our nation's most elite athletes and is becoming a key training centre for our next generation of sporting heroes.

The Richmond Olympic Experience will support high performance athletes by providing recognition of achievements and inspirational stories of past and current athletes.

4.4 *Extraordinary Facility*

The Richmond Olympic Oval provides sport, health and fitness activities, skill development pathways and role-model leadership to all ages and skill levels. Through the fitness centre and studios to ice, court and track surfaces to a paddling centre and a complete sports medicine facility, the Oval services all of an athlete's needs. The facility also holds major national and international sporting events throughout the year bringing world-class athletes and enthusiastic spectators from near and abroad.

The Richmond Olympic Experience will complete the Oval vision by adding an inspiring and motivating cultural aspect to the world class facility and contribute to the vibrant arts and culture scene in Richmond.

5. Conclusion

Richmond Olympic Experience will tell the stories that inspire athletes to reach higher, to overcome adversity and to succeed against the odds. It will illustrate remarkable achievements of past and present Olympians and their paths to success demonstrating that "anything is possible".

The Richmond Olympic Experience will be an awe inspiring addition to the amenities, programs and services offered at the Richmond Olympic Oval and will add an element of culture to its suite of offerings. It will complement the existing activities and add an experience for those who just want to visit the Oval without engaging in sport or recreation.



Attachment C

Olympic Museum Network

One of the key objectives of the Richmond Olympic Experience was to become the first Olympic Museum in North America to become part of the Olympic Museums Network (OMN). This was achieved by unanimous vote at the 7th General Assembly of the Olympic Museums Network with enthusiastic support from the IOC Museum.

As a member of the OMN, the Olympic Experience is entitled to many benefits:

- the ability to borrow IOC Museum artifacts and digital imagery (photographs and videos) at no cost, save for production and delivery;
- use of the OMN Brand, which may be used on any of the internal exhibits and on our communication, such as letterhead and business cards. The same restrictions are applied to this logo as the IOC brand in terms of advertising and association with corporations and non-Olympic sponsors;
- access to “NOC Net” – the National Olympic Committee Network, an online collaboration tool designed to share experiences, best practices, upcoming exhibitions and any other relevant information for operating an Olympic Museum;
- as the first North American OMN member, the Olympic Experience will act as the North American liaison for the Universal Olympic Collection, an initiative underway to create and share the largest, unique and worldwide collection of Olympic items, among all network member Museums. The Olympic Experience will have access to a collection that gathers the best items of the network and from private collectors and makes them available through the internet, mobile/smart phones and tablets, interactive kiosks and terminals, touch screens and in original form in the museums.
- access to much expertise, best practices and curatorial advice as the Olympic Experience is developed and constructed;
- access to a multi-media extranet for member museums. This extra-net currently features approximately 250,000 photos, 8,000 hours of audiovisual material, 1,000 historic documents and 10,000 objects from the Olympic Museum Collection. This inventory of OMN exclusive property will continue to grow as the project develops. This accessible audiovisual material also contains a video on demand (VOD) component that includes over 600 extracts of the best moments of the Olympic Games from Athens 1896 to Vancouver 2010.

Agreements have been reached with the Olympic Museum to leverage the new technology being developed for the renovated Olympic Museum in Lausanne and co-produce some of the audio/visual exhibits and content in order to create economies of scale in both locations. This will also allow the Olympic Experience to future-proof the exhibits, making it easy to change content in the future.

Members of The Olympic Museums Network:

1. The Olympic Museum, Lausanne, Switzerland
2. Sportimonium, Hofstade-Zemst, Belgium
3. Brazilian Olympic Museum, Rio, Brazil
4. China Sports Museum, Beijing, People's Republic of China
5. Tianjin Dagon Olympic Museum, Tianjin, People's Republic of China
6. Xiamen Olympic Museum, Xiamen, People's Republic of China
7. Samaranch Memorial, Tianjin, People's Republic of China
8. Museu Olímpic i de l'Esport Joan Antoni Samaranch, Barcelona, Spain
9. Estonian Sports Museum, Tartu, Estonia
10. The Sports Museum Foundation of Finland, Helsinki, Finland
11. Deutsches Sport & Olympia Museum, Köln, Germany
12. Thessaloniki Olympic Museum, Thessaloniki, Greece
13. Seoul Olympic Museum, Seoul, Republic of Korea
14. Olympic Stadium Amsterdam / Olympic Experience, Amsterdam, The Netherlands
15. Muzeum Sportu i Turystyki, Warsaw, Poland
16. Qatar Olympic and Sports Museum, Doha, Qatar
17. The Olympic Experience, Tel Aviv, Israel
18. New Zealand Olympic Museum, Wellington, New Zealand
19. Richmond Olympic Experience, Richmond, Canada
20. Norwegian Olympic Museum, Lillehammer, Norway

Observers of the Olympic Museums Network:

21. Musée National du Sport, Nice, France
22. Gothenburg Sports Museum, Gothenburg, Sweden

Attachment D

Christopher R. Overholt
Chief Executive Officer and Secretary General
Chef de la direction et secrétaire général

September 14, 2012



Mr. George Duncan, CEO
Richmond Olympic Oval Corporation
6111 River Road
Richmond BC V7C 0A2
gduncan@richmond.ca

Dear George,

The Canadian Olympic Committee has reviewed and endorses the City of Richmond's (COR) plan to develop a Richmond Olympic Experience Project.

We are excited about the project and the positive impact that it will have on the Canadian Olympic Movement and our goal to further Olympic Values in Canada. As no doubt you are aware our teams have managed to conclude our formal agreement which clearly details the terms and conditions associated with the use of the Olympic brand as part of this project. We look forward to formally announcing this endeavour together and furthering our partnership with the COR.

Once again, the Canadian Olympic Committee supports the Richmond Olympic Experience and its intent to be recognized as a member of the International Olympic Committee's Museum Network.

We wish you every success.

Sincerely,

Christopher R. Overholt
Chief Executive Officer & Secretary General
Canadian Olympic Committee

cc: Francis Gabet, Director, Chairman of the Olympic Museums Network
Francis.gabet@olympic.org

Shana Turner, Director, Richmond Olympic Experience Project Lead
sturner@richmondoval.ca

Attachment E
Richmond Olympic Experience
Preliminary Business Plan

Olympic Experience Vision

Together, the City of Richmond and the Richmond Olympic Oval Corporation will re-ignite the excitement felt by residents and visitors during the Games; inspire viewers to excellence; educate youth in the science, art, culture and power of sport; and create a permanent lasting legacy of the Games by being the first North American location in the Olympic Museums Network.

The Olympic Experience has four interconnected areas of focus:

1. Richmond's Olympic Story
2. History of Sport in Richmond
3. The 2010 Olympic and Paralympic Winter Games
4. The Olympic Movement

Olympic Experience Operations

Hours of Operation

The Olympic Experience will have hours of operation within the operating hours of the Richmond Olympic Oval. The Richmond Olympic Oval is open 7 days a week, 363 days a year.

Admission Fees

The Olympic Experience will be housed in various areas in the Richmond Olympic Oval and surrounding grounds and will include a combination of free exhibit areas and paid exhibit areas. Admission fees will include tours, multimedia theatre, interactive elements, exhibits and displays. Fees breakdown will include: Adult (19+), Senior (65+), Youth (13-18), Children (6-12), Family, Group Rates, and Membership opportunities. Consideration will be given to Richmond residents for preferred rates.

Operational Efficiencies

Front Desk Operations

Visitors will pay admission fees, register and gain access to the Olympic Experience at the Richmond Olympic Oval front desk. Member Care staff will answer the phone and receive in-person Olympic Experience inquiries, process admission fees, register participants in programs, allow access and book tours. Program registration and payment will be available in-person, phone or online.

Administrative Operations

The Olympic Experience will operate as a program at the Oval and have the same management oversight and performance measures applied with regular reporting to the Board and the Corporation's shareholder, the City of Richmond.

The Olympic Experience has the added benefit of having existing Information Technology, Finance and Accounting, Administration, Customer Service and Marketing departments as part of the Oval Corporation. Further, operational costs such as utilities, custodial and general maintenance are built into the existing Oval operating budget.

Attachment E
Richmond Olympic Experience
Preliminary Business Plan

Programming

Staffing

The Olympic Experience will require a full time Programmer. The Programmer will ensure the operational needs of the Olympic Experience are met. This specialized professional programming and exhibit design position is integral to the success of the start-up and operations of the Olympic Experience. The Programmer will plan the exhibit displays, supervise guides and volunteers, liaise with curatorial advisors, coordinate the collections management function and work with the marketing department in the promotion of the exhibition.

The Programmer will also facilitate access to the educational program developed for children, youth and schools specific to our exhibits, venue and our community as well as other relevant educational outreach materials developed by the Canadian Olympic Committee and other OMN member museums. The educational component of the project will teach and promote Olympism – friendship, solidarity, fair play, tolerance, understanding and peace which will be available to all who visit the experience.

Collections Management

A detailed collection management plan will be developed in conjunction with the City of Richmond and will include such topics as acquisition, cataloguing, collections care, conservation, preservation, storage and security of artifacts, and digitizing of the collections. Professional curatorial advice is available through OMN membership and by consulting with the City of Richmond museum curators from time-to-time.

Exhibition

Individuals or groups can visit, tour and enjoy the Olympic Experience through a variety of mediums including guided tours, audio supported self guided tours, and tours using mobile devices such as smart-phones.

The Oval team of Ambassadors, who currently deliver Oval tours, will be expanded to meet the expected demand and assist the Museum Programmer by providing regular daily tours. This will enhance the visitor experience by providing accurate and insightful information about Richmond's rich sporting history, Richmond's involvement in the 2010 Olympic Winter Games and the Olympic Movement.

Community / Corporate Events

The Olympic Experience will include opportunities for hosting of community and corporate events. OMN member museums have indicated that corporate events represent roughly 30% of the total revenue generated for those facilities. Provisions will be made during the planning phase of the project to ensure the ability to host events within the Olympic Experience program.

Gift Shop

The Olympic Experience Gift Shop will be managed by contract operator with expertise in retail sales and operations under the supervision of the Richmond Olympic Oval Corporation. The Gift Shop will display Olympic Experience merchandise and gift items, Richmond Olympic Oval merchandise and some general sport accessories.

Attachment E
Richmond Olympic Experience
Preliminary Business Plan

Projected Attendance

In 2011, the Richmond Olympic Oval welcomed over 500,000 visitors through its doors. As the facility grows and the community expands around the Oval, visitation numbers and membership numbers are expected to increase. Due to the popularity of the Olympic Games and the facility, the Olympic Experience visitor attendance is projected to be high.

For planning purposes a conservative estimate of 10,000 visitors is projected for the first year. A small sampling of visitor numbers in other OMN member museums indicates an average attendance of 100,000 visitors annually.

Preliminary Operating Budget

The operating expenses cannot be determined until the final design work has been completed. The operating costs are estimated to be between \$250 - \$300 K annually based on the preliminary concepts.

Early research indicates that an average ticket price for this type of venue is approximately \$15 for an adult admission. Assuming 10,000 visitors in year 1, including discounted ticket prices for youth, seniors, etc, revenue from admission is estimated at approximately \$125,000. The preliminary operating budget includes an escalating annual contribution from the Oval operating budget beginning with \$100,000 in year 1 with the remaining revenue generated from parking, merchandise, food and beverage and special events. Any shortfall in the operating budget would be funded by the Oval Corporation budget.

Many of the typical costs associated to programming and operation will not have a financial impact on the Olympic Experience project because of the economies of scale realized by housing this exhibition within the Oval:

- Front of House (admissions, point of entry, registration for tours, etc.) already in place
- Back of House (Accounting, Human Resources, Administration, Marketing, etc.) already in place

As a significant arts and culture community amenity and tourism attraction the base costs for operating the Olympic Museum are nominal when compared to a typical stand-alone venue.