



City of Richmond

Report to Council

To: Richmond City Council **Date:** March 29, 2005
From: Lani Schultz **File:**
Director, Richmond Olympic Business Office
Re: Richmond 2010 Olympic Oval Advisory Committee Orientation Plan

Staff Recommendation

That the Richmond 2010 Olympic Oval Advisory Committee Orientation Plan and associated budget be approved.

Lani Schultz
Director, Richmond Olympic Business Office
(4286)

FOR ORIGINATING DIVISION USE ONLY		
CONCURRENCE OF GENERAL MANAGER		
<hr/>		
REVIEWED BY TAG	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 its February 28th Closed Council meeting, and subsequently at the March 9th Open meeting, Council endorsed and received for information, respectively, staff's recommendations regarding orientation plans for the Richmond 2010 Oval Advisory Committees. These plans included travel by representatives from each of the Committees to tour various other speed skating ovals and Winter Olympic sites. The purpose of this report is to provide details regarding the proposed itineraries and associated costs for all travel for the Advisory Committee members through 2006.

Analysis

The Olympic Oval project and associated Olympic related business is both unique to the City's experience and complex. It involves designing and building the second largest and fastest speed skating oval in the world, while facing significant challenges due to both soil conditions and the sea level elevation of Lulu Island. The Oval Project also presents the opportunity to utilize the 2010 Olympic Winter Games to bring the world to Richmond and to create the most significant Post Games legacy of the 2010, or any other Winter Olympics. To help guide the City in these monumental tasks, Council appointed three 2010 Richmond Olympic Oval Advisory Committees to ensure the City has access to the broadest scope of expertise and advice available. In considering the City's expectations regarding the outcomes associated with the Olympic Oval Project, and the uniqueness and rarity of oval facilities, staff believe it is incumbent upon the City to ensure our closest advisors have the benefit of an in-depth exposure to both the facilities and the experiences and expertise of people who have designed, built, financed, and/or operated them. Visitation by pending host venue cities to upcoming host cities is a common practice in the Olympic world. It is a highly valued part of the process to gain first hand knowledge of the complexity and magnitude of hosting of this internationally acclaimed event, and of the requirements and expectations of the unique facilities demanded by this event. Presentations, interviews and site tours are critical to ensuring committee members have a full understanding of the scope, breadth and implications of the oval project, Olympic related business and post games business models. This exposure is seen as essential to ensuring committees are equipped to fulfil their roles effectively and deliver the best possible advice to Council. To reap optimum benefit from the Committees and to ensure they are able to provide informed advice, members need to gain as much knowledge as possible about all of the various aspects of the Olympic Oval and related Post-Games business models.

In order to get a broad and comprehensive understanding of Olympic ovals and post games business models, the orientation for Advisory Committees will include site tours and workshop/interview sessions as follows:

1. May 27th – June 3rd - Turin, Italy and Lillehammer Norway Tour (Itinerary attached)
2. April or June 2005 - Calgary, Alberta - Olympic Oval and Olympic Park, Talisman Centre,
3. April or June 2005 - Salt Lake City and Park City, Utah - Olympic Site and speed skating oval

(Note: Advisors from Salt Lake City also recommended that the City investigate the new speed skating ovals in Moscow and Germany, as indicated in the original report to Council. However, staff's research indicates that the costs for these tours would outweigh the potential benefits, and therefore these venues are not being recommended.)

1. (a) Turin, Italy

Recently, TOROC (the organizing committee for the 2006 Winter Olympics being held in Turin Italy) extended an invitation to Richmond to tour the Turin Speed Skating Oval at the end of May, 2005, while it is still under construction in order to gain valuable insight into the construction process and to talk first hand to key players involved in the design, construction and operation of the facility. Due to the numerous challenges the Turin Oval designers and constructors have encountered, Richmond's oval consultants and project managers view this as an invaluable opportunity for our staff and advisory committee members. In recognizing the significance of this opportunity, our Project Managers (MHPM) have requested that they be allowed to participate in these tours, at their own expense. This invitation provides an excellent opportunity for the City to expose committee members to the most up to date information available on Olympic speed skating ovals, and to begin to understand the scope and complexity of Richmond's oval project.

1. (b) Lillehammer, Norway

The 1994 Winter Olympic Games were hosted by Lillehammer, Norway. These games are highly regarded in Olympic circles for superior organization, unique Olympic venues, and successful post games programming. In particular, the speed skating oval constructed for the Lillehammer games is very unique in its design, utilizing extensive wood and newly invented technology to create the appearance of a Viking ship, in recognition of part of Norway's history. In addition to touring the Lillehammer Oval and other Olympic facilities, committee members will get the opportunity to meet with and interview key personnel that were instrumental in the success of the games, and of the post games operations of the Olympic facilities. Petter Ronnigen, who was the Managing Director of the Lillehammer Games, and of great assistance to the City in preparing its oval bid. Petter has fourteen year's experience working with the Olympics games. He was one of a core group that worked on proposing Lillehammer as an Olympic Games site to the Norwegian government. He was appointed Managing Director of the Lillehammer Bid Committee for the 1994 Winter Olympic Games. Once the games were awarded to Lillehammer he was appointed COO of their organizing committee

Since 1994 Mr. Ronningen has been a member of numerous IOC Evaluation and Working Committees. Currently, he is advisor to the New York Olympic Bid Committee for the 2012 Summer Games, and has been advising management for the Turin 2006 Winter Games. Also in Norway, committee members will have a chance to meet with representatives from the Hamar Olympiske Anlegg (HOA) who have been set up to manage the Viking Ship. The HOA's focus is on marketing the oval and attracting events, similar to what is envisioned for the City's oval. Since 1993, the HOA have hosted 17 World Championship Sporting Events and 2 European Championships in the Oval. Finally, committee members will meet with representatives from the Lillehammer Olympic Park, a company that is owned by the municipality of Lillehammer to run and maintain Olympic Venues, in order to generate income. Their focus is on sales and event organizing for the various Olympic facilities. Income is derived from tourism and the corporate market using the venues. Their total annual revenue is approximately \$27M Kroner. The importance and relevance of the above noted business models is a compelling factor in the decision to send committee members to Norway.

2. Calgary, Alberta

Site tours in Calgary are being organized to expose committee members to the Talisman Centre and its business model, in order to get a greater understanding of the post games vision for the Richmond Oval. The Talisman Centre is a very active and vibrant facility which successfully

blends high performance sport, wellness and community uses. The Talisman Centre model has been instrumental in the creating the City's post games program. Also, while in Calgary, committee members will be introduced to the Calgary Speed Skating Oval operations and staff, and the Calgary Olympic Park, where valuable lessons can be learned regarding the technical aspects of these buildings, and the operation of a high performance sport centre which is utilized for long track speed skating and other high performance sports.

3. Salt Lake City, Utah

Similar to Calgary, Salt Lake City in Utah provides the City of Richmond with considerable opportunity to study the technical aspects of speed skating ovals, and the "art of making winning ice". The Salt Lake facility underwent a number of technical challenges in its construction and there are many valuable lessons to be learned. In addition, while in Utah, committee members will visit the venue municipality of Park City. Park City's experiences as a host venue City, and its unique character and urban development provides some excellent learning opportunities for the development of Richmond's oval. Committee members will also be meeting with representatives of the post games programming body.

The concept of the tours outlined in this report have been reviewed and endorsed by both the Building and the Steering Committees. All recognized that it is not practical or feasible to send all members of all committees to participate in these tours. In order to make this exercise as effective, efficient and affordable as possible, and in keeping with the original report to Council, it is being recommended that for the Turin/Lillehammer tour, the chairs from each of the committees participate, plus 2-3 other members from each of the Building Advisory Committee and the Steering Committee.

Staff have identified participants for this tour based on ensuring a diverse set of experience and knowledge bases including technical expertise, business knowledge, urban design and development, availability and community needs. Availability is an important factor due to the implications for participants who will lose one week of attendance at their place of business in order to represent the City. A contingent of staff who are familiar with the facilities will guide the committee participants through the tour process, and provide technical and administrative support.

In preparation for the orientation, staff have spoken with and made arrangements with key people to meet the Richmond contingent while in Europe. Coordinating schedules and the availability of some of these individuals has been challenging, given the imminence of the Turin Games, and the profile of the individuals involved. Council should be aware of the commitment that our Advisory Committee volunteers and site contacts have made to make this orientation possible. Advisory Committee volunteers are willingly giving up a week of business in order to assist the City. Site contacts in all locations have made significant adjustments to their schedules to accommodate our visits. The resulting travel itinerary is very busy, and has been set in Attachment 1. Bookings for this tour need to be made immediately to ensure the best use of City resources.

With regards to the Salt Lake and Calgary Tours, arrangements are being finalized, and the participant lists will reflect the numbers outlined in the original Council report.

Financial Impact

The average cost per participant for the Orientation Tours will vary depending on the destination. For the European leg, the average cost per person is approximately \$9,000 inclusive of travel, accommodation and meals. The average cost per person for the sessions at the Calgary Oval, Olympic Park and Talisman Centre is approximately \$800. The Salt Lake City Oval and Olympic Park and Park City site meetings will cost an average of \$1,300 per participant.

Norway and Italy Olympic Tour

It is recommended that 3 to 4 members of each of the Steering Committee and the Building Committee and the Chairperson of the Stakeholder/ User committee attend the sessions in Norway and Italy. The total estimated cost for the Advisory Committees, inclusive of travel and accommodations and meals is approximately between \$63,000 and \$81,000 based on between 7 and 9 participants.

Calgary Olympic Oval and Talisman Centre Tour

The Calgary Oval and Talisman Centre Tour will cost an estimated \$800 per person. It is recommended that 3 to 4 members of each of the Steering Committee, the Building Committee and Stakeholder/ User committee attend the sessions in Calgary. The total estimated cost for the Advisory Committees, inclusive of travel, meals and accommodations is approximately between \$7,200 - \$9,600 based on between 9 and 12 participants.

The Salt Lake City Oval and park City Tour will cost an average per person of \$1,300. It is recommended that 3 to 4 members of each of the Steering Committee, the Building Committee and Chairperson of the Stakeholder/ User committee attend the sessions in Salt Lake City. The total estimated cost for the Advisory Committees, inclusive of travel and accommodations is approximately between \$9,100 to \$11,700 based on between 7 and 9 participants.

Funding for the above committee tours will come from the oval project budget, until such time as Council approves designated uses from the 2004 surplus. 7

Staff will accompany the Advisory Committees. Accompanying staff include the staff liaisons for each of the Building and Steering Committees, two members of TAG and 1-2 support staff. Costs for Olympic site tours was budgeted for in the Olympic Oval Project through the contract with Cannon Design Architects. All staff expenses will be covered in that budget, however, staff will report the associated expenses in their annual expense and remuneration reports. MHPM Project Managers will also be accompanying the group at their own expense.

Conclusion

The Richmond Olympic Oval project is a very large and complex project. The timelines of the project are very tight, and the breadth and scope of work are very significant. The timing and complexity of this project make it imperative that City systems and process are efficient, and adhered to, in order to successfully deliver the oval on time. As the Oval project progresses, staff anticipate many new initiatives, actions and challenges ahead that will need to be addressed. The opportunities provided to the 2010 Richmond Olympic Oval Advisory Committees will benefit the City of Richmond through improved recommendations to Council.

March 29, 2005

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A handwritten signature in black ink, appearing to read "Lani Schultz", is written over a faint, circular stamp or watermark.

Lani Schultz
Director, Richmond Olympic Business Office
(4286)

SLS:dta

Attachment 1: European Tour Itinerary

Friday, May 27th to Monday, May 30th Lillehammer, Norway

- Informal tour Lillehammer Olympic Park (Haken Hall, Ski Jump)
- Tour Lillehammer Main Street (similar concept as Park City, Utah)
- Presentation and discussions with senior executives 1994 Olympic Winter Games
- Presentation and discussions with Exec. Director., Lillehammer Olympic Park
- Tour Hall in the Mountain
- Tour Viking Ship Speed Skating Oval

Tuesday, May 31st – Friday June 3rd Turin, Italy

- Presentation and discussion with Architects and Construction Manager
- Tour Olympic Sites Turin
 - Tour Palavela – figure skating and short track, Hockey Stadium
- Presentation and discussions with TOROC Organizing Committee
- Presentation and discussions with Municipal Staff

Friday, June 3

- Return to Vancouver

Attachment Two : Summary of Tour Destinations .**1. Lillehammer, Norway**

Lillehammer hosted the 1994 Olympic Winter Games, recognized in the Olympic community as very successful games in the history of the event. It is suggested that the Advisory Committee delegation tour the speed skating oval, the Olympic sites and meet with key personnel that were instrumental in the success of the games. These include:

a. Viking Ship Speed Skating Oval - Hamar, Norway

Petter Ronningen (Managing Director of Lillehammer Games) is the contact in Lillehammer regarding the Olympic speed skating oval. Mr. Ronningen has fourteen year's experience working with the Olympics games. He was one of a core group that worked on proposing Lillehammer as an Olympic Games site to the Norwegian government . As a result of this initial involvement he was appointed Managing Director of the Lillehammer Bid Committee for the 1994 Winter Olympic Games. Once the games were awarded to Lillehammer he was appointed COO of their organizing committee. His position was equivalent to John Furlong's with VANOC.

Since 1994 Mr. Ronningen has been a member of numerous Olympic Evaluation and Working Committees. In 1994, he was a member of the IOC Evaluation Committee for the 2002 Winter Games. In 1997, he was a member of the IOC Evaluation Committee for the 2004 Summer Games. He is currently a member of the IOC Working Group for the 2008 Summer Games.

Mr. Ronningen is also an advisor, working with several Olympic Bid and Organizing Committees over the past eight years. From 1996 to 2002 he was an advisor to the Salt Lake City Olympic Organizing Committee. From 2002 to 2003 he advised the Vancouver Olympic Organizing Committee. Currently, he is advisor to the New York Olympic Bid Committee for the 2012 Summer Games, and has been advising management for both the Athens 2004 Summer Games and the Turin 2006 Winter Games.

b. Hamar Olympiske Anlegg <http://www.hoa.no>

The town of Hamar has approximately 25K inhabitants, with an additional 25K in the surrounding district. The Hamar Olympiske Anlegg (HOA) manages three ice facilities, including the Viking Ship Oval. The Viking Ship speed skating oval at Hamar has 11 employees (four union and seven non union) and use volunteers extensively. Their focus is on on marketing the oval and attracting events. Examples of large events held in the oval are the World Motorcross Speedway, a 5-day computer camp which attracts 5,000 youth, a Wildlife Federation Sports Show once a year, and large Antique Markets twice a year, as well as car shows, large dance parties, a dog show, etc. In addition they rent out the building to other groups for trade shows, e.g. furniture companies, electronics, tractors.

Since 1993, in addition to the 1994 Olympics, they have hosted 17 World Championship Sporting Events and 2 European Championships. Having these championships brings in other events, which bring economic benefits and increases awareness of the oval around the world. They have the ability to hold other 'dry' sporting events, e.g. football in the centre even if there is ice on the oval.

The oval works with the region to attract tourists. The tourism office for the region is located in the oval. One person works in the Tourist office and is also used by the oval management when needed. An admission fee is charged and souvenirs are available for sale. They attract between 100K and 175K tourists a year to the oval, for annual revenue of 70K to 80K kroner.

The HOA wants to build more sports facilities in Hamar, e.g. a golf course and football stadium. They are working with other sports unions to develop sports in Hamar. They have formed a company of which HOA owns 22%, the football club owns 22%, the Sports Federation in Hamar owns 22% and the City of Hamar owns 34%. The City of Hamar didn't want to build themselves, so they have given this consortium of sporting groups an area in the middle of town for the purpose of generating revenue to develop sports facilities.

c. **Lillehammer Olympic Park** <http://www.olympiaparken.no/>

The Lillehammer Olympic Park is a company that is owned by the municipality of Lillehammer. It was conceived to run, maintain and building venues for the Olympics. The company specializes in event organizing. Company income is derived from tourism and the corporate market using the venues. 20% of their total income comes from sport, 35% from tourism and 45% from the corporate market.

2. Turin, Italy

Turin will be the host site of the 2006 Olympic Winter and Paralympic Games. They have had some construction challenges with their speed skating oval. They are an excellent learning site in understanding their challenges and the opportunities perused. Sites and key personnel include:

a. Speed Skating Oval – Turin, Italy

Studio Zoppini (<http://www.studiozoppini.it>) are a Milan based architectural firm that specialize in sport facilities. Studio Zoppini strives to achieve cost effective, functionally efficient, high-quality architecture, through its integrated design team approach and the ability to communicate with clients and users. This firm has been retained to design and oversee the construction of the speed skating oval.

The objectives for the design of the oval were that it would be an Olympic sport facility, be a sustainable facility by being adaptable for different uses, act as a catalyst and act as a focal point for rejuvenation of a post industrial area.

The design of the facility was such that it could be used as a legacy as a trade and exhibition centre, and that it could continue to be used as an oval.

b. Turin Organizing Committee

There are two bodies responsible for building the Olympic Venues in Turin. TOROC (<http://www.Turin2006.org/index.php?lang=en>) is a private body organizing the games. They are responsible for prioritizing the works keeping in mind Sport Federation standards and technical specifications. Agenzia Turin 2006 (www.agenziaTurin2006.it) was created by the Italian government to realize the Olympic works (infrastructure). They did the tendering for the project.

The total budget for the Turin 2006 Olympic games is approximately 1,800 million euros. Of this 1,200 euros will be spent on the games and 600 million euros will be spent on the Olympic village. The Olympics will use the venues free of charge, then give them back to the city after the games.

c. City of Turin

The City of Turin got a late start in preparing for the games. They did not have an extensive business plan when they presented their bid. In 2005 an extensive business plan will be presented to the City and the public for the post Olympic use. It is anticipated that a public company will be created by the municipality to manage the Olympic facilities after the games. This is a new concept for the city, it will not be like the foundation created in Salt Lake City. Other private companies can be shareholders, but the city will remain the major shareholder. The goal of the business plan is to position Turin as a sport city. A number of international world championships will be held or bid on for post-use.

Turin and Italy are being challenged in their ability to sustain winter sport. The legacy of the Olympic games is an attempt to rejuvenate winter sport. The concept of premier teams using the venues needs to be included in order to maximize the use of the facilities and to market the facilities internationally. The Cologne Arena, in Cologne Germany is a good example of a well managed multi use facility, <http://www.koelnarena.de/frames.php>.

The city plans on having ice six months of the years. However they will still be able to exhibit, by covering over the ice with steel covers. These are being fabricated by TOROC and will be given to the municipality after the games.