



City of Richmond

Report to Committee

To Council - Feb 13, 2006
To General Purposes - Feb 6
Date: February 3, 2006
File: 11-7400-20-OLYM1

To: General Purposes Committee
From: Lani Schultz
Director, Richmond Olympic Business Office
Re: 2006 Torino Olympic Community Celebrations

Staff Recommendation

That the community celebration activities as outlined in the staff report (dated February 3, 2006) be approved.

Lani Schultz
Director, Richmond Olympic Business Office
(4286)

REVIEWED BY CAO
YES
[Signature]

Staff Report

Origin

The 2006 Torino Olympic Winter Games will be held from February 10-26, 2006. The end of these Games will mark the official beginning of the four-year Vancouver Olympiad. To mark this significant milestone and to leverage it as an opportunity to build community excitement, knowledge and support for the 2010 Games, VANOC is working with its Olympic Partners to coordinate community celebrations across Canada throughout the Torino Games. In particular, VANOC is strongly encouraging its venue host cities to plan celebrations with a specific focus on the Torino Closing Ceremonies given its significance for VANOC and the venue communities. VANOC is providing a variety of support for the venue cities to assist in this endeavour.

Analysis

In addition to demonstrating its commitment as an Olympic partner the City has its own objectives in celebrating the 2006 Games, including:

- building community support, knowledge and excitement around Richmond's role in the 2010 Games,
- creating a legacy of volunteerism and community celebration,
- giving the community a taste of what will happen in Richmond in 2010,
- fostering Olympic Spirit, and
- promoting the Olympic pillars of Environment, Culture and Sport.

The City of Vancouver is planning a week of celebrations linked to the end of the Torino Games, including a community celebration event at Library Square at the time of the Closing Ceremonies. Whistler is planning a month-long festival of events leading up to the Closing Ceremonies. As part of its Celebration event, Vancouver will be broadcasting the Closing Ceremonies on a large screen (13' by 17') at Library Square, Whistler will be broadcasting events on a large screen in its village plaza throughout the Olympics.

In keeping with Richmond and VANOC's objectives, staff have initiated a number of activities for local celebrations during Torino.

1. Closing Ceremony Celebration

Countdown Celebration 2006 will be held on Sunday, February 26th, 2006 between 10:30 a.m. and 2:30 p.m. in Richmond City Hall and the City Hall Plaza. The Plaza will be tented to provide weather protection. A large projection TV screen will provide live coverage of the closing ceremonies in Turin, including the handover of the Olympic flag.

Entertainment will be provided on the outside stage by notable local performers with opportunities for audience participation. Rumba Calzada, the Higgins Family, Norman Foote and Cherelle Jardine have been confirmed. Musqueam First Nation performers and other multicultural entertainment are also being approached. Opportunities for visual arts activities will

be provided for all ages to engage in. Other activities such as belly dancing and hip hop lessons and a street hockey game are being planned. Exhibits and refreshments will round out the program. Members of Council will be invited to participate in the official opening of the event.

2. Community Facility Displays

In order to keep celebrations during the Games at the grass roots level and continue to build community spirit and community pride we have encouraged our partner community and recreation associations to participate by:

- setting up an Olympic display in civic facilities,
- show coverage of the 2006 Olympic Winter Games (Feb. 10-26) on televisions inside civic facilities, and
- involving Council Liaisons in any events or activities within civic facilities during the Games.

In addition, we will have a large banner that can be signed by anyone passing through civic facilities. This banner will travel from facility to facility during the Games and will be presented to Canadian Olympic team athletes during a ceremony at YVR when they return (just after the Games). Accompanying the banner will be a "Note of Congratulations" that will be used to welcome home the athletes at the YVR ceremony which is being organized by the Canadian Olympic Committee with the City providing support through event volunteer coordination.

The City will promote this activity and encourage the public to participate through its usual methods including City Page and other existing communications vehicles.

3. Street Banner Program

The City has been approached by VANOC to participate in a 2010 Olympic Street Banner program commencing in February 2006. All four venue host cities are participating in the banner program. Four unique sets of banners have been developed by VANOC for display, each venue host city will have the City name prominently displayed on the banners.

VANOC is proposing that venue cities display the banners for a six-week period close to the traditional time of the Winter Olympics (February-March) for each of the next three years. VANOC will supply access to its copyrighted banner design, and is prepared to offer some infrastructure funding to allow banners to be hung in and around venue sites. The City is responsible for banner production and installation costs.

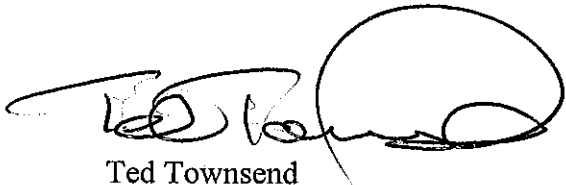
Approximately 200 of the 2010 banners will be installed in and around the future Richmond Olympic Precinct including No. 2 Road north of Westminster and Hollybridge Way and along Granville near City Hall. Cost of this program is \$2,500 annually over three years and has been accommodated within the existing street banner program budget. The banners will be available for installation in February.

Financial Impact

Total cost of this event is \$18,000, not including in kind donations. This event will be primarily funded through a variety of corporate sponsorships. The City has received a significant commitment from BC Lotteries Corporation to be presenting sponsor of the Countdown Celebration. Arts Now (part of 2010 Legacies Now) has verbally committed to underwrite entertainment costs. The City is in negotiations with a local firm to provide audio/visual support required for the closing Ceremonies broadcast at no charge. The Review has agreed to provide free advertising space to help promote the event and VANOC will supply pins and other items for distribution to attendees. The total City commitment is estimated at approximately \$2,000 to be funded from within existing budget sources.

Conclusion

The City has the opportunity to use the 2006 Torino Games as a means to build further community excitement, knowledge and support for our participation in the 2010 Olympic Winter Games. As a member of the Olympic family, the City has also been encouraged to use this opportunity to further promote Olympic spirit. Through corporate sponsorship and community sponsorship, the City has developed a program that meets these objectives with no financial impact.



Ted Townsend
Senior Manager, Corporate Communications
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