



City of Richmond

Report to Committee

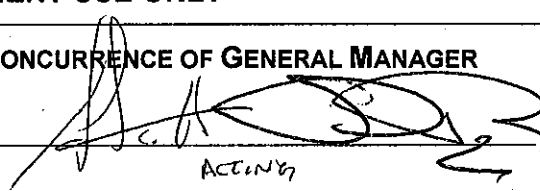
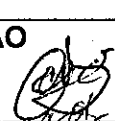
To: General Purposes Committee
From: Kate Sparrow
Director, Richmond Olympic Office
Re: Ticket Allocation for 2010 Games

Date: March 11, 2009
File: 11-7400-30-01

Staff Recommendation

1. That the City of Richmond enter into the Government Partners Ticket Program, as outlined in the report dated March 11, 2009 from the Director, Legacy and Integration; and
2. That staff be directed to administer the allocation of tickets based on the Ticket Program Protocol identified in the report dated March 11, 2009 from the Director, Legacy and Integration.

Kate Sparrow
Director, Richmond Olympic Office
(604-276-4129)

FOR ORIGINATING DEPARTMENT USE ONLY					
ROUTED TO:		CONCURRENCE		CONCURRENCE OF GENERAL MANAGER	
Budgets		Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		 ACTING	
REVIEWED BY SECRETARIAT		YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>		REVIEWED BY CAO	
				 YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	

Staff Report

Origin

In 2004, the City of Richmond was awarded official Venue City status for the 2010 Olympic and Paralympic Games. As such, the City has the opportunity to participate as a full partner and participant in the Games. This report addresses one particular element of participation and outlines opportunities to access tickets through VANOC's Partner Program.

Analysis

Venue City status provides the City with various opportunities and benefits. One of the benefits is that the City has access to event tickets through the partner ticket program. This partner ticket program is part of the IOC family ticket allocation and does not impact the public ticket sales. By taking advantage of this opportunity, the City is accessing tickets to make them available to partners, individuals and group from our community, city officials and to others, as a form of recognition for the roles they played in support of the City's Games related initiatives. The tickets may also be used to support City hosting opportunities where required. Where the City is making tickets available to 2010 community partners, it will be on a full cost-recovery basis. When tickets are used by City Officials playing an official role or where attendance is required, tickets will be provided. Further details are explained in this report.

In assessing how many tickets to request from VANOC, the following ticket protocol was developed.

Proposed Ticket Program Protocol:

1. The City of Richmond has a significant number of volunteers. This program would provide a meaningful opportunity for the City to express thanks to key volunteers. It is proposed that a program be developed in consultation with Volunteer Richmond Information Services utilizing up to 10% of the City ticket allocation for this purpose.
2. The City has the opportunity to support citizens who could not otherwise have the opportunity to experience an Olympic Games event. The City is engaged with several key community organizations that participate in the Richmond Community Services Advisory Committee and other functions. These groups will be asked to provide advice as to how best to support this portion of the program utilizing up to 10% of the City's tickets.
3. The City will be hosting a celebration site, the O Zone. One of the key factors in the success of the O Zone will be the ability to attract large numbers of citizens and to encourage them to return several times. The awarding of tickets to attendees from the community on the main stage in front of a sizeable audience is seen as one of the incentives to encourage return visits and to create more excitement. A maximum of 5% of the ticket allocation would support this initiative.

4. The City of Richmond has a number of community partners who have been instrumental in supporting the City's 2010 Games initiatives. This program would allow these organizations (e.g. Tourism Richmond, Volunteer Richmond Information Services, School District #38, and Chamber of Commerce), to purchase tickets through the City's ticket allocation). It is proposed that a minimum of 50% of the tickets be sold to the community partners on a cost recovery basis.
5. The City will be given the opportunity to strengthen ongoing relationships with other governments, national Olympic Committees and sport bodies; and to develop new relationships with business leaders and dignitaries from across Canada and around the world. Part of the hosting of these dignitaries should result in business development and sport hosting opportunities, knowledge exchange and the development of longer-term relationships to benefit the Richmond community (e.g. cultural and community sport exchanges). For events where Council are officially representing the City, tickets will be provided at no cost. Generally, Council member spouses will be required to pay for tickets, unless protocol calls for them to attend when and where the official duties are to be carried out. It is suggested that former Council members who have been involved in the City's 2010 role will also have the opportunity to purchase tickets through the City's allocation at full cost recovery. This portion of the program will require up to 10% of the total allocation.
6. Recognition of key contributors to the City of Richmond for their support and involvement in the Games. Over the course of the city's involvement in the Games, we have received significant support, knowledge transfer, time and expertise from a range of individuals and organizations. It is important to recognize and thank these individuals. For example, in the process of building the Oval, Richmond officials received invaluable advice from numerous resource people which led to significant cost savings and has provided a sustainable legacy for the City for years to come. Without access to this expertise, we would not have been as successful in completing the project on time and on budget. It is recommended that up to 5% of the tickets be retained for this purpose.
7. At this time it is recommended that a contingency of approximately 10% of the tickets be retained for unexpected opportunities that will present themselves between now and games time.

Hosting and Protocol

As a Venue City, Richmond is expected to host dignitaries and has an opportunity to promote the City's reputation and ability to deliver major events, and also build relationships with other major cities, countries and business. With the success of the Richmond Olympic Oval and the recognition that it is the premiere venue for the 2010 Olympic Winter Games, Richmond's profile will be prominent.

During the period of the 2010 Olympic Winter Games, VANOC is responsible for hosting 3500 sport and IOC dignitaries, while other partners are responsible for the over 1600 international and domestic dignitaries expected to visit the region during the Games period. The City of

Richmond, as one of the partners, is being asked to participate with the following organizations in the hosting and protocol functions as a joint endeavour:

- The Government of Canada's 2010 Federal Secretariat
- The Department of Foreign Affairs International Trade
- The Province of British Columbia's Protocol Office
- Vancouver Organizing Committee (VANOC)
- The Four Host Nations Society
- The City of Vancouver; and
- The Resort Municipality of Whistler

Some of the tickets outlined in this report will be important assets to the City in fulfilling this Hosting and Protocol function. A future information session with Council is being recommended by staff to better understand the protocol requirements and Council's role in hosting during the Games.

City of Richmond ticket breakdown:

Event	Number of Tickets	Cost
Opening Ceremony (BC Place)	50	\$55,000
Speed Skating (Oval)	240	\$44,400
Curling (Vancouver)	122	\$9,900
Hockey (Vancouver)	164	\$25,100
Figure Skating (Vancouver)	34	\$15,000
Alpine Skiing (Whistler)	6	\$720
Bobsleigh (Whistler)	6	\$510
Freestyle Skiing (Cypress)	10	\$1,150
Ski Jumping (Whistler)	6	\$960
Snowboard (Cypress)	44	\$5,500
Closing Ceremonies (BC Place)	50	\$38,750
Total		\$196,990

VANOC will support the exchange of tickets among the partners with the intention of meeting partner needs and ensuring that all tickets are utilized.

The City has the opportunity to sell tickets that are not needed, at any time prior to the Games. The following initiatives will minimize the risk for the City:

1. Tickets can be offered for sale at face value to Council members and staff involved in the Olympic Games;
2. Tickets can be sold to: Tourism Richmond, School District #38, Chamber of Commerce, Volunteer Richmond or other stakeholders in keeping with the proposed ticket allocation program;
3. Until May 2009, 5% of tickets purchased may be returned to VANOC;
4. Tickets may be exchanged with Olympic sponsors, broadcasters or other government partners using an online service provided by VANOC;
5. Tickets can be given back to VANOC and offered to the general public for resale;
6. Tickets may be donated to a registered Richmond or Lower Mainland charity; and
7. Tickets may be exchanged or sold using the joint Protocol Coordination Committee.

VANOC's Timeline for Event Tickets:

April 2009	First payment due to VANOC (25%)
May 15, 2009	2 nd payment due (50%)
June 30, 2009	Confirmation of additional tickets ordered in 2009
August 14, 2009	Final payment due (25%)
November 2009	Ticket delivery to partners

Other Tickets:

Victory Ceremonies

The Victory Ceremonies are a nightly event to be held in BC Place where winners are awarded their medals in a formal ceremony that will be supported by entertainment and video highlights of the day. This will be a ticketed event. Richmond will receive 20 Victory Ceremony tickets at no cost.

Legacy Lounge

Unlike most other venues, outside of the games exclusive use period, the Richmond Olympic Oval is not managed by VANOC. In recognition of this management role the City has been allocated a total of 75 passes per day to co-host with VANOC, and possibly the IOC, in the Legacy Lounge located in the Richmond Olympic Oval. VANOC will be allocated the remaining 150 passes per day.

These passes will help the City address some of the recognition and hosting needs noted in this report during the games. It is recommended that each Council member be allocated four tickets per competition day to invite key community leaders to experience the Games. Staff is also recommending that Council commit to three days where all Council members who are available will attend together with their guests. The remaining tickets will be utilized, to achieve key city goals, and as a contingency for unanticipated needs that arise during the Games.

Financial Impact

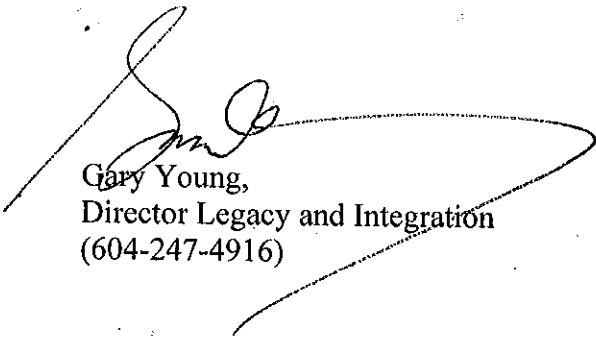
The total value of the ticket allocation will be \$196,990. A minimum of 50% of the ticket value will be recovered through sales to the City's 2010 partners, resulting in a maximum net financial impact of \$98,495.

Funding to purchase the tickets will be drawn from the interest earned on the \$6.3M strategic operational plan funding.

Conclusion

The ticketing program provides one of the benefits of becoming a Venue City for the 2010 Olympic Winter Games. It provides the City with an opportunity to reward key volunteers and also to treat some of those citizens that cannot afford tickets to an opportunity to experience the Games. It also provides the City with another opportunity to raise its image, and international profile and advance our goals for economic, development, tourism and sport hosting.

The 2010 Games are a once in a lifetime opportunity for the City of Richmond to leverage opportunities and to be well positioned for economic success in future years.



Gary Young,
Director Legacy and Integration
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