



City of Richmond

Report to Committee

To: General Purpose Committee **Date:** May 16, 2014
From: Cathryn Volkering Carlile **File:** 03-1000-12-073
 General Manager, Community Services
Re: World Union of Olympic Cities Membership

Staff Recommendation

1. That staff be directed to apply for membership, by the City of Richmond, in the World Union of Olympic Cities (UMVO);
2. That the Mayor and Chief Administrative Officer be designated to be the City's representatives to the UMVO; with the Chief Administrative Officer having responsibility for managing associated functional and operational matters; and
3. That funding for this legacy program be funded from Council Contingency.

Cathryn Volkering Carlile
 General Manager, Community Services
 (604-276-4068)

Att. 1

REPORT CONCURRENCE	
CONCURRENCE OF GENERAL MANAGER	
ROUTED TO:	CONCURRENCE
Finance	<input checked="" type="checkbox"/>
Law	<input checked="" type="checkbox"/>
APPROVED BY CAO	

May 16, 2014

Staff Report

Origin

As a host venue City for the 2010 Olympic Games, the City has recently been given the opportunity to join the World Union of Olympic Cities (UMVO). This opportunity supports the following Council Term Goal 10 Community Wellness:

To continue to collaborate with community organizations and agencies to optimize resources in the implementation of the City's adopted Wellness Strategy.

In addition, this opportunity supports Council's Term Goal 3.4 Economic Development:

Update the City's economic development strategy, ensuring sport hosting and events are a part of it, and that it is clear on what kind of businesses we want to attract and retain, and where future industrial development and business parks will be located.

Richmond's involvement in the 2010 Winter Olympic Games was an extraordinary opportunity for Richmond, fundamentally changing the City's history, identity and landscape forever. The Games have served as an effective vehicle for orchestrating proactive development in the City Centre. They significantly contributed to and accelerated many City initiatives aimed at preserving and enhancing Richmond's quality of life for the future. These legacy initiatives include the waterfront amenity strategy, transportation improvements, Richmond Olympic Oval, Richmond Olympic Experience, trail development, downtown vibrancy, city parkland development, sport hosting, sport facility development and economic development.

This report reviews the process and rationale for joining this international organization and recommends that the City proceed with its application.

Analysis

History of the Organization

The World Union of Olympic Cities (Union Mondiale des Villes Olympiques - UMVO) is a non-profit association, established in 2002, under the control of the Swiss Civil Code. Its headquarters are based in Lausanne, Switzerland, Olympic Capital and home to the headquarters of the International Olympic Committee (IOC). The IOC is a strategic partner to the Association.

The UMVO was founded on the initiative of the city of Athens, the historic capital of the Olympic Games, and Lausanne, the Olympic capital and IOC headquarters. Its aim is to promote the sharing of knowledge and experience between cities that have hosted a Games event or are about to do so, or ones which believe in sport as a means of urban development.

Membership

The organization is made up of the founding cities of Athens and Lausanne, and cities who have either hosted or applied to host Olympic Games or a Youth Olympic Games, and who have

May 16, 2014

applied to and been accepted by the Executive Committee. If approved by Council and the UMVO, the City of Richmond would become an active member which includes cities that have organized or been a part of hosting the Olympic Games or Youth Games.

Currently there are 21 Active Members and six Associate Members in the UMVO.

Active Members (organizers and hosts of games)	
Amsterdam (Netherlands)	Munich (Germany)
Athens (Greece)	Nanjing (China)
Atlanta (United States)	Qingdao (China)
Barcelona (Spain)	Rio de Janeiro (Brazil)
Beijing (China)	Sarajevo (Bosnia and Herzegovina)
Innsbruck (Austria)	St. Louis (United States)
Lake Placid (United States)	St. Moritz (Switzerland)
Lausanne (Switzerland)	Sochi (Russia)
London (United Kingdom)	Tokyo (Japan)
Los Angeles (United States)	St. Louis (United States)
Moscow (Russia)	
Associate Members (applicant or candidate cities)	
Busan (South Korea)	Quebec (Canada)
Denver (United States)	Reno Tahoe (United States)
Qinhuangdao (China)	Rotterdam (Netherlands)

Goals of the Association

The UMVO supports and encourages dialogue between host cities, helping to build the legacy of the Olympic Games, including the promotion of sport and healthy lifestyles, and the development of healthy connected communities, creating better lives for future generations.

The goals of the organization include:

- Facilitate an effective dialogue between former and future host cities, to ensure the continued positive impact of the Olympic Games and Youth Olympic Games and their related sport, cultural and educational initiatives;
- Support former Olympic host cities by discussing ideas and initiatives that can be implemented in order to maintain positive and sustainable Olympic legacies, and to promote sports and healthy lifestyles;
- Collaborate together in order to create a better life for future generations through the transmission of Olympic values and ideals from generation to generation;
- Display the educative nature of the Olympic Movement;
- Implement cultural activities relating to the functioning of Olympic institutions;
- Promote the support of cities to Olympic initiatives regarding integrated efforts in favour of peace;

May 16, 2014

- Support the cities with Olympic initiatives regarding integrated efforts in favour of sustainable development; and
- Guarantee the transparency and efficiency of the UMVO.

In 2013, the UMVO developed a new strategy to move the organization forward. This strategy helps its members fulfil their roles as ‘legacy keepers’ of the Olympic Games and Youth Games. The key objectives of the new strategy are:

- To facilitate an effective dialogue between former and future host cities, to ensure the continued positive impact of the Olympic Games and Youth Games and their related sport, cultural and educational initiatives.
- To support former Olympic cities through the discussion of ideas and initiatives that can be implemented to maintain positive and sustainable Olympic legacies, and the promotion of sport and healthy lifestyles.
- To collaborate in order to create better lives for future generations through the transfer of Olympic values and ideals from generation to generation.

The new strategy is anticipated to be approved at the 2014 UMVO Summit.

Benefits to the City of Richmond

Key benefits of joining the UMVO are as described below:

1. Continue to build the community legacy and international reputation of Richmond.
2. Network opportunities with member cities and international sport organizations.
3. Participation in The Lausanne General Assembly & Summit.
4. Further supports the ongoing working relationship between the IOC and the City, Oval Corporation, and Olympic Experience which includes access to and use of the Olympic Rings and intellectual property and audio visual banks.
5. New opportunities to promote Richmond, the Oval, and Richmond Olympic Experience (ROX).
6. Sport hosting promotional opportunities.

Legacy

Through its involvement with the 2010 Olympic Games, the City of Richmond built the signature facility of the Games, the Richmond Olympic Oval which is still claiming considerable recognition as a post Games legacy. In addition, the City continues to engage in unique partnerships, governance models, funding strategies and marketing programs that promote Richmond as an Olympic Venue City. Very few cities in the world have the opportunity to participate in this exclusive organization and thus influence the Olympic Games movement.

Since 2010, the City has been actively leveraging its experience and expertise through projects and relationships including operating the very successful Richmond Olympic Oval; membership in the Olympic Museums Network and development of the Richmond Olympic Experience; attending and speaking at IOC sponsored conferences; and the recently approved Development Partnership in the Sustainable Sport and Events Toolkit with AISTS.

May 16, 2014

Membership in the UMVO will continue to strengthen the City's identity internationally, and continue to build its reputation as an important member of the Olympic family and a leader in sport.

International Networking and Best Practices

Membership will offer added value in that it is the only association of its kind that provides a direct link between host cities, the International Olympic Committee (IOC) and the world of international sport. The UMVO can upon request make available its network of international sports federation and IOC contacts which will assist in the Oval realizing opportunities for sport tournaments, conferences, trades shows and events. The organization is also creating a platform to exchange knowledge and learn from other past host cities.

The Secretary General at the UMVO informed staff that the UMVO would be pleased to receive an application from the City of Richmond. Staff has also contacted David Simon, President of the Southern California Committee for the Olympic Games, and Vice President of the UMVO. Los Angeles joined the UMVO early on, and was part of the inaugural meeting of the UMVO. Mr. Simon spoke highly of the UMVO and the opportunities that it has created for Los Angeles. Membership allows access to other cities, Olympic sponsors and a continued connection to the IOC, "it's very useful, very interesting to build relationships and have access to other cities to continue building the Olympic legacy" Simon stated.

Mr. Simon also spoke to the UMVO's new strategy and the opportunities that he believes this will create. With access to both sponsors, additional cities, and the IOC, he sees great potential for future initiatives both within and outside of the Olympic cycle. These opportunities would not be possible without the IOC at the table.

Joining the UMVO will contribute to the City's reputation, develop the legacy as a venue city and continue to showcase Richmond as a thriving, international destination that blends a multitude of experiences to strengthen the local economy and liveability of the City.

Lausanne General Assembly and Summit

The Lausanne General Assembly and Summit is an annual summit held in late fall and hosted by the UMVO. The first day is the UMVO General Assembly and is exclusively restricted to UMVO members only and provides a unique platform to share experiences and transfer knowledge from cities having organized the Games to cities who are about to host or who have ambitions to host the Games. This is an opportunity for cities to enhance their experience and knowledge in matters of hosting and organizing sports events, planning and leveraging the legacy and developing communities to help shape better lives for future generations. The City of Richmond has presented on two occasions at the Summit with very positive feedback.

Recognizing the growing importance of issues created by urbanization, the 2014 Summit will bring city and sporting leaders together to discuss how sport can play an important role in

May 16, 2014

shaping active healthy and sustainable urban environments. This is an important opportunity for Richmond to learn and share at an international level, supporting initiatives to build a healthy, safe and attractive City.

UMVO members can take part without charge (except for travel expenses) in the Association's annual summit meeting and events organized for members.

UMVO Application Process

If Council approves this report, staff will complete the application to the UMVO and submit it. Membership requests are reviewed by the Executive Committee and approved by the General Assembly of the UMVO.

It is recommended that the program be managed by the CAO's office; recognizing that the CAO already has an established track record and working relationship with several IOC personnel. The formal relationship will be between the UMVO General Assembly and the City, with the Mayor being the formal delegate, and the working or functional role residing with the CAO, as is the case with many member cities.

There are no formal meetings or requirements outside of the UMVO annual summit. However, members of the UMVO do traditionally attend the annually held Sport Accord (Attachment 1) and Olympic Games.

The City has participated in the annual Sport Accord summit in the past with a focus on sport hosting, promoting Richmond and networking with sport federations.

It would be up to the City to pursue these opportunities. At this time, accreditation is not provided to UMVO members to Olympic Games. However, the organization is exploring establishing meetings at future Olympic Games with corresponding accreditation. Expenses related to travel would be included in future operating budgets on an as needed basis depending on the location of the meeting.

Staff also suggest that the City of Richmond's membership and participation be evaluated in five years (2018).

Financial Requirements

The financial requirements of this portfolio are primarily the membership fees and related travel expenses.

Financial Impact

The annual membership fee is 5,000 Euros (2014 rates) per year (\$7,593CAN) for cities with active member status. Travel expenses would be covered in existing budgets and the annual membership costs are recommended to be funded from Council Contingency.

May 16, 2014

Conclusion

Staff recommends that the City apply for membership in the UMVO and that the Chief Administrative Officer be the City's representative to the organization. Joining the UMVO will contribute to the City's reputation, legacy as a venue city and will continue to leverage Richmond as a thriving, international destination that blends a multitude of experiences to strengthen the local economy and liveability of the City.



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Background SportAccord

SportAccord is the umbrella organization for all (Olympic and non-Olympic) international sports federations as well as organisers of multi-sports games and sport-related international associations. Currently, SportAccord consists of 108 members:

- 92 international sports federations governing specific sports (Full Members;
- 16 organizations which conduct activities closely related to the international sports federations (Associate Members).

The list of members can be found here: <http://www.sportaccord.com/en/members/>

As an international membership-based organization, SportAccord provides numerous services to unite and support its sport members. Currently, they include doping-free sport, fighting illegal betting, governance, sports' social responsibility, multi-sports games, the sport initiative, The Sports Hub, SportAccord Convention and the International Federation (IF) Forum.

Annually, SportAccord hosts the SportAccord International Convention in various locations around the world (most recently in April 2014, Turkey). Originally launched in 2003, SportAccord International Convention is a gathering of more than 2,000 leading representatives from the sport industry.

It offers the participants a powerful opportunity to come together on a global scale, in an exclusive and authoritative networking environment, to build relationships, share knowledge and develop ideas that will benefit the international sports community. Unlike any other event of its type, SportAccord International Convention is owned and endorsed by the sports movement itself.

It was created and is owned by SportAccord, the Association of Summer Olympic International Federations (ASOIF) and the Association of International Olympic Winter Federations (AIOWF).

Over the past eleven years, SportAccord International Convention has become one of the key fixtures on the world-wide sporting calendar. It allows associations as well as the international sports federations to increase efficiency by holding all their annual meetings at the same time and place, and serves also as a commercial platform whereby the sports industry can have 'one-stop-shop' access to the world governing bodies of sport and their key decision-makers.