



# City of Richmond

6911 No.3 Road  
Richmond, BC V6Y 2C1  
www.richmond.ca

Original to:  Communications  
Copied:  Mayor  
 City Manager  
Councillors

CITY OF KELOWNA

OCT 13 2009

ADMINISTRATION  
DEPARTMENT

File Number:

Initials: KB Date: 13 OCT 09

October 8, 2009

Chief Administrative Officers

Dear Colleagues:

## Re: Opportunities for BC Local Governments to Participate in the 2010 Olympic Games

I am writing to bring to your attention a very special opportunity through which your community can, at an affordable cost, participate in an official live-celebration site of the 2010 Olympic and Paralympic Winter Games. The City of Richmond is an official Venue City and government partner in the 2010 Olympic and Paralympic Winter Games. The purpose of my letter is to invite you to become one of a dozen BC municipalities to showcase your communities at the Richmond O Zone.

The O Zone – 60 acres; bigger than 66 football fields; 17 days of excitement; 15,000 Olympic visitors per day; one unparalleled opportunity to showcase your community to the world – is the largest 2010 Games celebration site and it is conveniently located in the heart of the City Centre; just minutes from the Vancouver International Airport, the new Canada Line rapid transit system, and the Richmond Olympic Oval.

We are inviting up to 12 other BC communities to join us on BC Street in the O Zone to showcase the best of BC's communities to the world. BC Street is designed specifically to provide your local government with an opportunity to activate and promote your city or region, no matter how big or small, in an official 2010 Olympic Games celebration site. You can join us as an individual community or team up with a few neighbouring communities.

BC Street is strategically situated to ensure that each booth will be accessible to the large numbers of visitors that will tour the O Zone each day. It is intended to provide your local government with an opportunity to create a dynamic interactive display that will help introduce and promote your community to visitors from around the world. You might choose to pursue it in partnership with your tourism agency, Chamber of Commerce, local businesses, colleges etc.

We will also be creating private hosting opportunities within the O Zone for you to receive and entertain people from your communities and other special guests in a comfortable setting. Depending on your preferences, the package may also include tickets to 2010 competition venues and assistance with reserving accommodations.

We are not seeking a commitment at this stage, however, we kindly ask that you review the attached material on the O Zone and BC Street and let us know if you have any interest in learning more about the potential for this opportunity to be of value to your organization and community.

Please note that Mayor Malcolm Brodie may also send a similar invitation to your Mayor in the near future. Our contact information is included with the attachment.

Best Regards,

  
George Duncan

Chief Administrative Officer





**o|zone**  
**RICHMOND 2010**

**AN OFFICIAL  
2010 CELEBRATION SITE**

**PRESENTATION OPPORTUNITIES  
FOR LOCAL GOVERNMENTS IN BC**





## O Zone Overview

The City of Richmond, home of the Richmond Olympic Oval, has planned a spectacular celebration for 2010. As one of only a handful of official Celebration Sites for the 2010 Olympic Winter Games, Richmond's O Zone will overflow with energy and excitement.

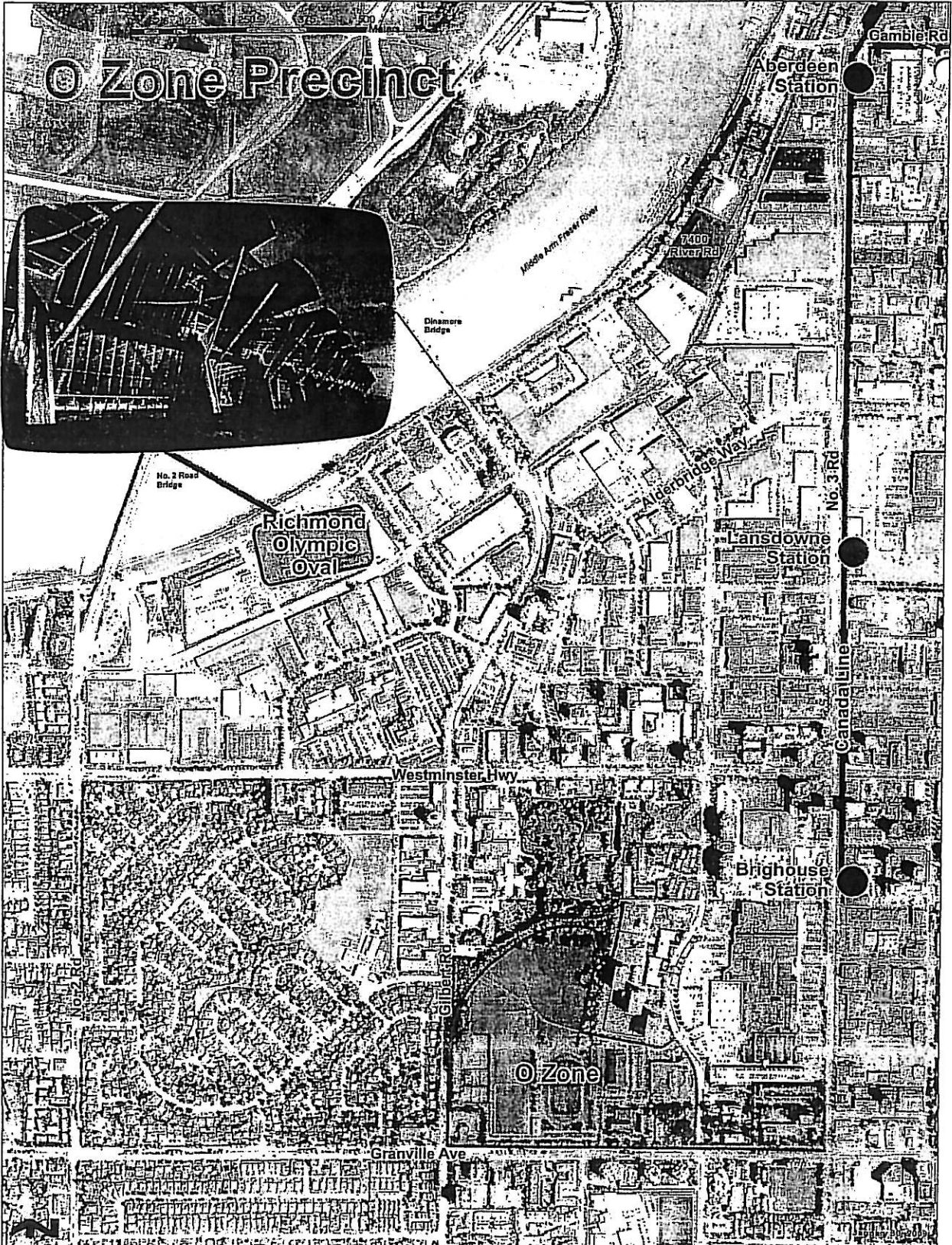
The largest free festival of the 2010 Winter Games, the O Zone will be conveniently located in the heart of Richmond's City Centre. Only a few minutes walk from the new Canada Line rapid transit system, the O Zone is strategically connected to downtown Vancouver and the Vancouver International Airport.

Flowing throughout the Minoru Civic Precinct, from Richmond City Hall through to Minoru Park, this family-friendly event will provide an exciting, inclusive and unique Olympic Winter Games experience for Richmond citizens, along with visitors from across the country and around the world.

An international destination, the O Zone will feature multicultural programming; headliner entertainment; encounters with Olympic athletes; simulcasts of Olympic Games competition on giant screens; a mammoth ice art installation and world championship ice carving; a unique outdoor skating rink; interactive sport and art activities; sport, cultural and arts exhibitions; food and beverage stations; special fireworks evenings and more. These elements combine to make the O Zone the most diverse celebration site of the 2010 Olympic Winter Games.



# 0 Zone Location





# O Zone Highlights

## Main Stage

The O Zone's main stage will feature top Canadian headliners as well as local talent and will be a top concert venue of the 2010 Winter Games. The Main Stage will act as a gathering place for Richmond residents ready to applaud their own local talent and for visitors to discover the wealth of Canada's multicultural performance scene. Bordered by two giant Panasonic television screens, including a 42-metre high definition screen, the Main Stage will be the perfect spot for cheering on Canada or other countries' Olympians with a few thousand of your closest friends. Continuous coverage of Olympic Games competition and special appearances by Olympic medallists and other Olympians along with headline entertainment,

the Main Stage will be entertainment central in 2010.

## Holland Heineken House

Internationally recognized as one of the most popular destinations

at every Olympic Games, Holland Heineken House is the official Nation House of the Netherlands.

Exclusive to Richmond's O Zone, Holland Heineken House will feature a wide variety of entertainment and hospitality activities daily and nightly until 2am. Join a few thousand speed skating-crazy Dutch fans including Dutch Royalty for a truly international and fun celebration.

## The Ice Zone

More than an ice rink, the Ice Zone will be a public, family-oriented outdoor venue. Featuring a real ice surface, the innovative Ice Zone will offer free public skating in the great outdoors, sport demonstrations and ice shows that bring the winter experience to life.

## Ice Art World Championships

Exclusive to the O Zone is the Ice Art World Championships, featuring the best ice carvers in the world with teams from Italy, Japan, Norway, USA, Australia, Canada and others, competing to create spectacular Olympic-themed carvings. The Ice Art World Championships has been a popular event at every Olympic Winter Games since Calgary in 1988.



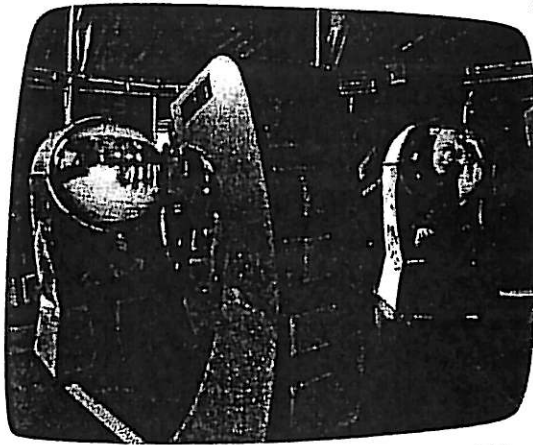
Holland Heineken House





## BCLC 2010 Winter Games Dome

Step into the shoes of an Olympic athlete, through interactive and virtual experiences offered in the BCLC 2010 Winter Games Dome. Find out if you are as accurate as an Olympic biathlon competitor or as agile as a Paralympic sledge hockey player. Then strap in for



*Bobsleigh simulator, BCLC 2010 Winter Games Dome*

a virtual ride down the Olympic bobsleigh track that will stimulate all your senses. Currently touring the province and receiving rave reviews, the BCLC 2010 Winter Games Dome will be exclusive to the O Zone during Games-time.

## Fireworks and Theme Nights

Watch for spectacular fireworks presentations over Minoru Park on select nights, presented by BC Lotteries. Throughout the Games, there will also be a number of special theme nights when programming will focus on special events such as Chinese New Year or celebrating international cultures, Canada's diverse regions and more.

## Discover, Explore, Learn

Richmond's beautiful City Hall will be the setting for three engaging exhibitions focused on sport and the Olympic Games:

- **Lace Up: Canada's Passion for Skating**, presented by the acclaimed Canadian Museum of Civilization, chronicles our love of gliding across the ice from skating's European roots to Canada's Olympic speed skating triumphs.
- **Speed Skating Canada** presents a special exhibition on the national history of the fastest sport on ice.
- **CESEP 2010 - The Culture, Education, Sport and Ethics Program (CESEP)** is an international educational outreach initiative to engage teachers and students from different countries and cultures in the dialogue of healthy, drug-free sport.

## Regional and International Media

The O Zone is attracting attention from local and international media alike. CTV, the Games' official broadcaster, is a top tier sponsor of the O Zone and will be highlighting the O Zone in its daily coverage.



Dutch media will also be based out of Holland Heineken House, while sponsors, the Vancouver Sun and Province, are planning a unique and memorable activation on site and will provide continuous promotion coverage before and during the Games.

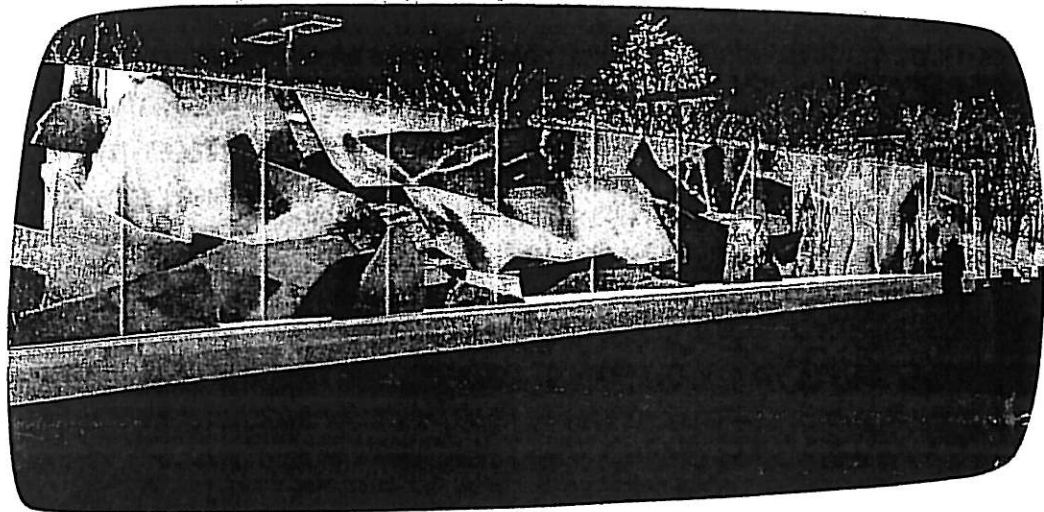
### **The Ice Gate**

The O Zone experience will begin at the Ice Gate, a monumental ice art installation exclusive to Richmond, created by renowned West Coast artist Gordon Halloran. His "Paintings Below Zero" have won international acclaim at special exhibitions in Toronto, Chicago and the Torino 2006 Olympic Winter Games. Up to 30 metres (100 feet) long and six metres (20 feet) high, the Ice Gate will be a

visually spectacular work of art that constantly evolves throughout the Games period attracting thousands of visitors and admirers.

### **BC Street**

An interactive area dedicated to showcasing the best that British Columbia has to offer. BC street will be the place where municipalities and communities from across the province, join Richmond in welcoming the world. Information on how to be involved in BC Street is contained in the following pages.



*A rendering of Gordon Halloran's Ice Gate*





---

# BC Street Program

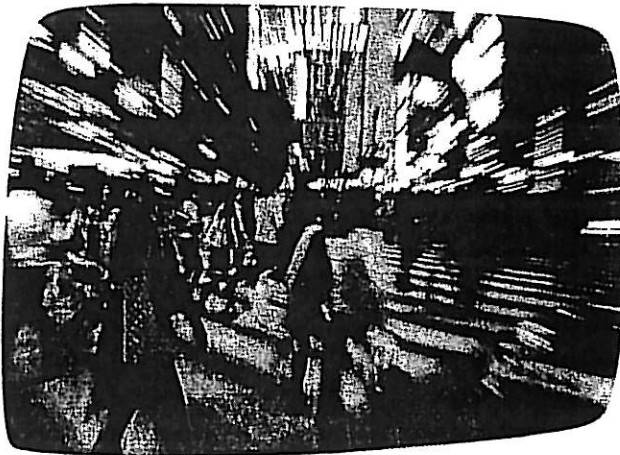
## BC Street Overview

The BC Street is an exciting opportunity for cities and towns across BC to become 'neighbours' in a unique and high-profile setting, where local governments can meet, greet, and build relationships with visitors from Metro Vancouver, the Province of BC, Canada, and the world.

## BC Street Opportunities

Presenters will have the opportunity to align with one of the most exciting and inspiring experiences of the 2010 Winter Games.

BC Street provides an opportunity to develop an interactive and engaging presentation site, designed to;



BC Street in Richmond's O Zone will provide an unparalleled opportunity to promote the economic development, tourism, sports tourism and cultural assets that your community has to offer.

- Showcase your community or region to the world
- Display the local Spirit of BC committees
- Highlight local businesses and industries
- Encourage and promote tourism
- Present the best of community culture
- Present unique activities and events

New relationships resulting in long term benefits can be built by participating communities, while friendships and partnerships can be rekindled and advanced.

The opportunity is yours to mould! Be creative and think about your strategic objectives and how you can achieve these while adding a unique element to the O Zone, drawing people to your BC Street address.





---

# BC Street **Get Involved**

## **Site Activation**

In order to secure this opportunity, please respond by indicating your interest and commitment in participating, by October 31, 2009. Locations will be allocated on a first come, first choice basis. In your initial letter, please provide the following:

- Size of venue required (minimum area = 20 x 10 ft.)
- Brief overview of your community partners (sponsors)
- Any associated program intentions

## **Site Activation Fee = \$2,500 for 20 x 10 ft site**

Activation fee includes:

- Confirmed activation site in BC Street
- Power and water lines to your site
- General security personnel
- Security fencing

## Additional Requirements

- Additional space, power, heat, water and other requested services can be supplied at an additional cost and will be charged at O Zone rate costs.
- Tents, equipment, furnishings and fixtures can also be supplied at an additional cost.

## **BC Street Inquiries**

**Gary Young**

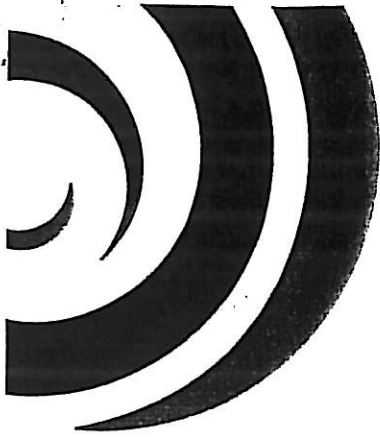
**Director, Legacy and Integration**

Email: [gyoung@richmond.ca](mailto:gyoung@richmond.ca)

Tel: 604-247-4916

Cell: 778-227-1982





---

# Additional Opportunity

## **O Zone Hospitality**

With so many unique things to do and see, and over 250,000 (estimated) visitors expected over the 17 day duration, the O Zone will undoubtedly be the place to visit in 2010.



As well as providing the opportunity to meet and greet the world on BC Street, the O Zone also offers a number of different hosting opportunities that will allow you to choose and tailor make a package that is a perfect fit for you and your VIP guests.

From a 360 seat members lounge that provides high level VIP group hosting, to private suite hires for 50-100 people, we are confident that the packages offered will meet all of your hosting needs.

Options for single event or multiple day packages provide you with flexibility to structure your hosting plan according to your specific requirements and allow you to focus on delivering an unforgettable experience to your guests.

Customized hospitality options can be included as part of your benefit package.

## **Hospitality Inquiries**

**Alistair Beckermann**

**Sponsorship Marketing Project Leader**

Email: [abeckermann@richmond.ca](mailto:abeckermann@richmond.ca)

Tel: 604-204-8682

Cell: 778-233-0594



---

# O Zone So Much More

The O Zone offers so much more than what is outlined in this document. For More information on the O Zone, please visit our website at

[www.richmondozone.ca](http://www.richmondozone.ca)

