



RICHMOND
**SPORT
HOSTING**

IN PARTNERSHIP WITH



DEC 2015

STRATEGY 2016-2020



"Richmond Sport Hosting has been instrumental in ensuring our events go on with best quality and with the greatest impact. They have worked with us from step one all the way through the execution."
-DINO GEREMIA, FOOTBALL BC



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1. GREETINGS FROM THE MAYOR



When our City Council decided to become a Venue City for the 2010 Olympic Winter Games and build the Richmond Olympic Oval, we had an ambitious long-term vision to first host an exciting speed skating event, and then host the world for decades to come. The City of Richmond now provides a hosting environment that is second to none. Rapid transit whisks participants to and from downtown Vancouver and the Vancouver International Airport to the core of Richmond. Complimentary shuttles connect our network of 24 hotels, each within walking distance or a short drive to any of our outstanding facilities, our diverse variety of multicultural restaurants, businesses and attractions. All of this nestled in a naturally stunning environment, with mild weather year round, surrounded by the ocean, rivers, and mountains.



To offer the best possible amenities for our residents and high level events in our community, our City Council continues to invest in our sport, health and recreation facilities. In accordance with that goal, Richmond Sport Hosting was created to ensure event organizers receive dedicated support and our residents can have the opportunity to be inspired by the visiting athletes and their sports. Richmond is a remarkable choice as Host City for your event, and we look forward to welcoming you and the world for years to come.


Malcolm D. Brodie
Mayor



“We are so lucky to have Richmond Sport Hosting to help us in all kinds of jobs such as the selection of host hotel, application of grants and funding, acquisition of equipment, transportation, sponsors, and lots of valuable information to connect with other parties we need.”
 —KION WONG, RICHMOND LAWN BOWLING CLUB



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“The Richmond Oval was an ideal location to host our event because the facility and equipment were top of the line, the high performance environment inspired the national team athletes, and the facility staff went above and beyond to ensure our needs were taken care of.”
—DONNA LEE, VOLLEYBALL BC



3. RICHMOND SPORT HOSTING

Richmond Sport Hosting (RSH) was established as a direct response to the City of Richmond’s role as a Venue City for the 2010 Olympic Winter Games and has quickly made a mark in the sport tourism industry. After hosting fourteen events in 2010, RSH has continued to grow and in 2015 provided assistance to over sixty provincial, national or international events. The Richmond Olympic Oval, a world class event hosting facility, has provided the impetus to establish Richmond as a destination of choice for major sport events. In addition, there are over 30 indoor sport hosting facilities as well as dozens of outdoor spaces throughout the city that provide the sport technical requirements to host provincial or higher levels of sport events.

In 2014, Statistics Canada announced that the sport segment was the fastest growing tourism sector and represented \$5.2 billion dollars nationwide. This represented an 8.8% increase compared to a 0.7% decrease in the overall Canadian tourism market from two years previous. As a result, significant interest across Canada has emerged and the number of dedicated sport tourism offices has increased from less than 100 offices in 2009 to approximately 250 in 2015.

Funded through the Municipal and Regional District Tax Program (MRDT) via an agreement between Tourism Richmond and the City of Richmond, RSH has an operating budget of \$400,000, including a \$100,000 Incentive

Grant Program. The RSH office provides a complimentary, one-stop-shop enterprise accessible by all event organizers operating within Richmond venues. The core business revolves around supporting the City of Richmond’s Council Term Goal “Supportive Economic Development Environment” through identifying opportunities to bring visitors to the city creating positive economic benefits for local hotels, facilities, restaurants, shops and visitor attractions.

The City of Richmond has recently undergone an assessment of the sport facilities across the city and have identified a number of improvements and/or replacement opportunities over the coming years. Many of these will allow for additional major sport event prospects to be pursued increasing the number and variety of events possible in the city.

Sporting events are consistently increasing in overall number as sports continue to offer new programs to their members. As well, the quality of events are escalating and there is a heightened desire to provide higher service levels in comparison to past efforts (e.g. mandatory broadcast/live stream options, dedicated dressing rooms, higher number of spectator expectations, etc). It is expected that this trend will continue and is the key factor identifying sport tourism as a stable option that is not as affected by external pressures such as fluctuation with the Canadian dollar as other tourism segments.



4. RICHMOND SPORT HOSTING'S PLAN

OUR VISION

To be the premier sport hosting community in Canada for provincial, national and international sporting events, while growing and integrating our local sport community.

GUIDING PRINCIPLES

Since 2009, Richmond Sport Hosting has been providing exceptional service to sport organizations from around the globe. The City of Richmond provides a world class event atmosphere and is well established as a premier destination for all levels of sport events. The City of Richmond Sport Hosting program will:

- Assist Richmond in reaching the Council term goals, increase the City's image, community pride, economic development and continue to build a legacy of sport for the City
- Be a strategic and coordinated approach targeting a broad scope of 'events' to include single sport competitions, multi-sport games, training camps, coaching clinics, sport related business meetings
- Communicate benefits and opportunities to stakeholders
- Ensure financial accountability by building in processes for evaluations, both of individual events and of the overall initiative to create a transparent operation

- Collaborate with City departments, event organizers and facility operations to ensure events are engaging in sustainable event practices
- Find niches in the sport hosting marketplace where Richmond can effectively market its facilities, services and expertise and cultivate a strong sport hosting identity
- Recognize the role of sport and sport volunteers as valuable partners in the process of sport event hosting and continually build community capacity to host high quality sporting events.
- Equip our sport partners with tools, information and support to be successful in building or engaging the required capacity to host existing major events or creating new events unique to Richmond
- Use Sport Hosting to support a robust and integrated sport development system in Richmond

OBJECTIVES

INCREASE THE NUMBER OF POTENTIAL HOSTING OPPORTUNITIES by expanding collaboration with local stakeholders such as Tourism Richmond, Richmond School District, Richmond Hotel Association, private sports clubs and the event hosting expertise of the Richmond Olympic Oval.

SEEK POTENTIAL STRATEGIC PARTNERSHIPS with the BC Sport Branch, Destination BC, BC Sport Tourism Network, and professional event management businesses

ENGAGE WITH EVENT ORGANIZERS through supporting additional aspects of logistical requirements to maximize the cost saving aspects of hosting in Richmond

MAXIMIZE NEW AND RENOVATED SPORT HOSTING FACILITIES coming online in the City and be flexible to adapt to priorities adopted by Council in the future

GROW SPORT RELATED TOURISM ECONOMIC VALUE by 10% by 2020

SUPPORT SUSTAINABLE EVENT INITIATIVES promoted by the City of Richmond through working with event organizers to provide direction and assistance to ensure compliance with City programs

CONTRIBUTE TO THE COMMUNITY'S healthy living, increased awareness of the benefits of sport, building civic pride and a stronger volunteer base



5. SUCCESS THROUGH PARTNERSHIP

The strength of Richmond as a sport event destination lies in the collaborative approach between the Sport Hosting office, official program partners and other key stakeholders. Together they form an indispensable resource for event organizers and offer an elite support system.

PROGRAM PARTNERS

CITY OF RICHMOND

Richmond Sport Hosting is a complimentary city service offered by the City of Richmond. As a strategic partner, the City provides program oversight, access to City owned facilities, and management of the Sport Hosting Task Force.

TOURISM RICHMOND

Tourism Richmond is the established tourism destination marketing organization for Richmond, BC. They oversee all other tourism market segments in the city and support Richmond Sport Hosting through visitor servicing, destination marketing and industry support.

RICHMOND SPORTS COUNCIL

The Richmond Sports Council was established in December 1982 for the purpose of unifying and representing sports groups within the community on relevant issues affecting the local sport community. Ultimately the local sport community is involved either as host or support to the hosts of the majority of sport events held in Richmond and is a vital connection for future event opportunities.

RICHMOND OLYMPIC OVAL CORPORATION

The Richmond Olympic Oval is a breathtaking venue on the banks of the Fraser River and winner of the Institution of Structural Engineers top award for Sports or Leisure Structures. With over 47,500 square metres of world class facility, it is the destination of choice for dozens of sports at all levels of play. The Richmond Sport Hosting office is situated within the Richmond Olympic Oval and shares a vision of excellence for welcoming the world to Richmond.

OTHER STAKEHOLDERS

RICHMOND HOTEL ASSOCIATION

The Richmond Hotel Association is an active representative group for Richmond's hotel community and a vital partner for Richmond Sport Hosting's success. As an airport city, Richmond can offer options and service levels that are rarely seen by sport groups across Canada. Through collaboration with the Richmond Hotel Association, Richmond Sport Hosting is able to work collectively with a number of hotels and ensure the best options are made available to event organizers.

LOCAL BUSINESSES

Sport events typically bring participants, officials and spectators to the host city. For provincial, national or international events, these visitors not only stay in local hotels, but they also purchase meals, souvenirs and spend time away from the sport venue at local attractions. Richmond businesses are

well equipped to service out of town visitors and offer a plethora of options for tourists. As well, sport events often serve as marketing opportunities for local organizations and create a mutually benefitting opportunity for the event organizer and the business.

RICHMOND RESIDENTS

The Richmond community benefits in a variety of ways through experiencing high level sport events. For athletes, the ability to compete on home soil has been well established in Richmond as a Venue City for the 2010 Olympic Winter Games. Residents continually have the ability to engage with elite events as volunteers, technical officials and event organizers. Bringing elite sporting events into the community promotes a healthy lifestyle and encourages dreams of young athletes as they join the ranks of spectators enjoying these events.



6. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

Identified through various consultations and industry research, the following SWOT analysis will provide focus for Richmond Sport Hosting activities.

STRENGTHS

- Logistical ease of hosting in Richmond
- Exceptional hosting experience
- Elite sport facilities
- Strong base of volunteer support
- Multi-cultural community
- Transportation hub (International Airport and Canada Line Skytrain)
- Proximity to downtown Vancouver, Whistler, USA Border
- Extensive accommodation options at various price points
- Variety of visitor attractions
- City and facility event staff experience

WEAKNESSES

- Spectator capacity
- Required new construction or facility improvements at some event hosting sites needed to expand opportunities
- Financial support from outside Richmond
- Requirement to rely on neighbouring communities to be able to hold multi-sport games
- Expertise available amongst RSH and venue staff to organize events, but limited time/financial resources exist

OPPORTUNITIES

- Training camps
- Pre-Stage camps/events
- Growth of female sport
- High performance athlete training and development
- Tradeshows and Conferences
- Provincial, National & International sport events
- Accessible destination – focus on athletes with a disability
- International events with decreased Canadian dollar
- Created event options

THREATS

- Facility use – community vs event
- Economic volatility
- Financial support offered by competitors
- Tourism Industry changes
- Municipal and Regional District Tax (MRDT) revisions

7. STRATEGIC PRIORITIES

1. Maximizing relationships with:

- EVENT RIGHTS HOLDERS** to ensure Richmond continues to be seen as a strong option for hosting major events
- CITY PARKS AND RECREATION AND RICHMOND OLYMPIC OVAL STAFF** to facilitate site selection and onsite facilitation for Sport Hosting events
- RICHMOND SCHOOL DISTRICT STAFF** to facilitate site selection and facility booking for Sport Hosting events.
- PRIVATE FACILITY OPERATORS** to ensure Sport Hosting is up to date on their hosting desires and able to maximize all spaces within the City of Richmond
- EXTERNAL SPORT HOSTING OFFICES OR EVENT ORGANIZERS** in order to ensure all opportunities for economic benefits in Richmond are explored
- RICHMOND HOTELS** to ensure sport group appropriate options continue to exist in Richmond
- CITY AND RICHMOND OLYMPIC OVAL COMMUNICATION STAFF** to facilitate media promotion
- ARTS, HERITAGE AND CULTURE** contacts to better provide opportunities for cultural component inclusion in Sport Hosting events.

2. By ensuring organizational efficiency, the Sport Hosting office will ensure multiple requirements are achieved and an exceptional level of service is offered to clients

3. Serve as a "one-stop-shop" to be able to assist event organizers with securing information on all aspects of hosting an event in Richmond

4. Conduct a dedicated marketing approach to identify the logistical benefits of operating in Richmond identifying the cost saving opportunities to assist rights holders in selecting Richmond for their event

5. Offer a Richmond Sport Hosting Incentive Grant program in order to financially support event organizers in the securing of major sport events

6. Maximize the economic impact opportunities from sport event participants through developing direct information packages targeting local attractions and activities that can be used to build an overall experience for event attendees



"The Richmond Olympic Oval and Richmond Sport Hosting are invaluable partners in BC Wheelchair Sports Association's international hosting strategy. Without their support, we would not be able to host a world class event such as the Canada Cup International Wheelchair Rugby Championships that welcomes the top international teams to Richmond every two years."
 -GAIL HAMMAMOTO, BC WHEELCHAIR SPORTS ASSOCIATION



8. ACTION PLAN

ACTION ITEM	SHORT TERM (0-12 MOS)	LONG TERM (13-36 MOS)
STRATEGIC PRIORITY #1: MAXIMIZING RELATIONSHIPS		
Attend industry conferences (CSTA Sport Events Congress, CAC Sport Leadership sportif Conference, TIABC Conference)	X	X
Work with Richmond School District to identify potential events that would align with their future goals/vision		X
Develop regular communication method with facility operators	X	X
Participate in the BC Tourism Network meetings/events to develop relationships with external sport hosting offices in BC	X	X
Maintain regular schedule of contact with sport organizations and hotel sales managers overseeing sport market	X	X
Develop relationships with International Sport Organizations representing sports that are high level targets for Richmond	X	X
Actively participate on sport and tourism committees and Boards		X
STRATEGIC PRIORITY #2: ENSURING ORGANIZATIONAL EFFICIENCY		
Develop online form for grant application	X	
Utilize new website to send RSH newsletter	X	X
STRATEGIC PRIORITY #3: OPERATING AS A ONE-STOP-SHOP		
Redevelop RSH website to provide checklist and detailed information on hosting events in Richmond	X	
Develop online event application outlining the areas RSH can provide assistance for	X	X
Develop promotion of City of Richmond's Sustainable Event Champion program and Quick Guide to incorporate sustainable event practices for event organizers	X	
STRATEGIC PRIORITY #4: MARKETING RICHMOND'S LOGISTICAL BENEFITS		
Develop and update marketing elements:		
- Richmond facility brochure	X	X
- Richmond map of facilities/hotels/attractions	X	X
Advertising promotions include statement on logistical benefits	X	X
STRATEGIC PRIORITY #5: PROVIDING FINANCIAL SUPPORT		
Revise Richmond Sport Hosting Incentive Grant Program	X	
Develop online grant application and post event form	X	
STRATEGIC PRIORITY #6: BUILDING AN EXPERIENCE		
Collaborate with Tourism Richmond Visitor Services to develop brochures/website menu for Richmond experience options		X
Develop a rate card for local attractions, team building opportunities and tourist discounts		X



"The Richmond Sport Hosting Team did everything in their power to make our event a success. They took care of all the details; from helping with equipment set up, to offering expert advice on branding opportunities to providing sharpies for athlete signings. Every detail was thought of and accommodated. We can't wait to host our next event in Richmond!"
 -KANIKA THAKAR, SPEED SKATING CANADA



9. PERFORMANCE MEASURES

MEASURE	2014	2016
Number of bids	9	12
Number of grant applications	41	40
Leads generated	59	70
Lead room nights	17,812	20,000
Definite room nights	12,204	12,750

10. RICHMOND FACILITIES

Richmond has an abundance of sport and meeting facilities equipped to host major events for traditional, emerging and mind sports.

From the majestic Richmond Olympic Oval to a variety of City and privately owned venues to hotels, our exceptional venues have hosted various AGMs, conferences and major events for the following sports:

INDOOR

- Archery
- Archery Tag
- Artistic Gymnastics
- Badminton
- Ball Hockey
- Basketball
- Beach Volleyball
- Box Lacrosse
- Bridge
- Chess
- CrossFit
- Curling
- Darts
- Diving
- Dodgeball
- Field Hockey
- Figure Skating
- Floorball
- Futsal
- Highland Dance
- Ice Hockey
- Inline Skating
- Jiu-jitsu
- Judo
- Karate
- Powerchair Soccer
- Powerlifting
- Rhythmic Gymnastics
- Ringette
- Shooting (Air Pistol)
- Short Track
- Sitting Volleyball
- Speed Skating
- Swimming

OUTDOOR

- Synchronized Swimming
- Table Tennis
- Taekwondo
- Tennis
- Track & Field
- Trampoline
- Volleyball
- Water Polo
- Weightlifting
- Wheelchair Basketball
- Wheelchair Rugby
- Wrestling
- Archery
- Basketball
- Beach Volleyball
- Cricket
- Field Hockey
- Field Lacrosse
- Football
- Golf
- Race Walk
- Rowing
- Rugby
- Shooting
- Soccer
- Softball
- Tennis
- Track & Field
- Ultimate

An up to date listing of all venues in Richmond can be found at www.richmondsporthosting.ca

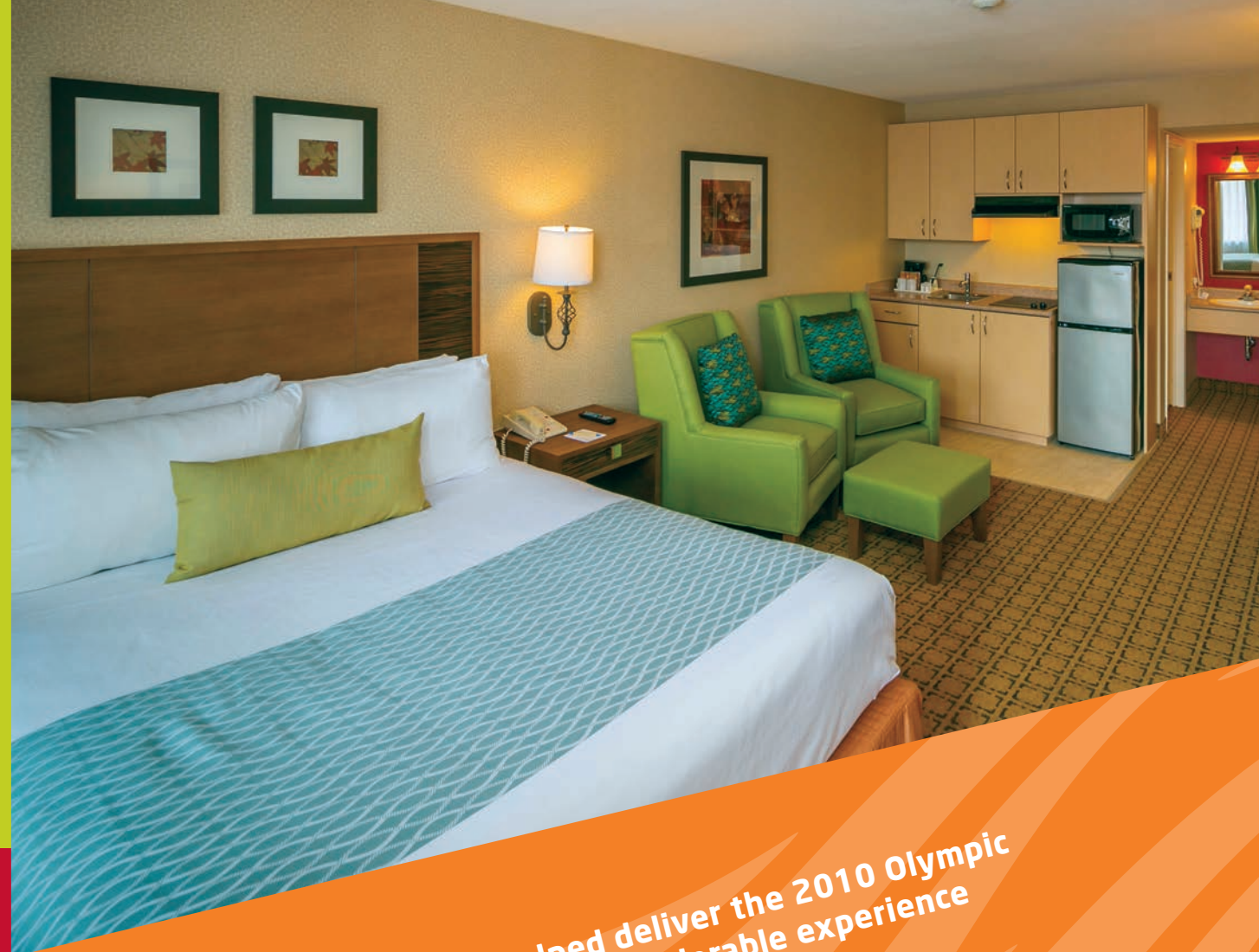


All of Richmond's hotels are within 20 minutes of the Vancouver International Airport and any Richmond sporting facility.



11. HOTELS

HOTEL NAME	MEETING ROOMS		# GUEST ROOMS
	#	LARGEST CAPACITY	
Accent Inns	2	50	205
Best Western Abercorn Inn	4	200	98
Days Inn Vancouver Airport	0	-	67
Executive Airport Plaza Hotel & Conference Centre	16	700	290
Fairmont Vancouver Airport	16	150	392
Four Points by Sheraton Vancouver Airport	6	180	140
Hampton Inn Vancouver Airport	0	-	109
Hilton Vancouver Airport	7	400	237
Holiday Inn Express Hotel & Suites Riverport	3	90	147
Holiday Inn Vancouver Airport	5	85	161
La Quinta Inn Vancouver Airport	1	40	74
Pacific Gateway Hotel	22	600	414
Quality Hotel Airport (South)	1	33	70
Radisson Vancouver Airport Hotel	12	600	200
Ramada Vancouver Airport	1	150	76
River Rock Casino Resort / The Hotel at River Rock	11	950	395
Sandman Hotel Vancouver Airport	1	80	171
Sandman Signature Hotel & Resort Vancouver Airport	13	180	438
Sheraton Vancouver Airport	27	1200	390
Travelodge Vancouver Airport	1	50	160
Vancouver Airport Marriott Hotel	7	400	237
Westin Wall Centre Vancouver Airport	5	536	188



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Richmond's hotels helped deliver the 2010 Olympic Winter Games and have considerable experience supporting world class sport events. Collectively, they understand how to go above and beyond to meet the unique need of sport groups.



12. RICHMOND SPORT EXPERIENCE

Richmond has worked with local, provincial, national and international sport organizations to bring a wide variety of events to Richmond. With tremendous hosting experience, Richmond facilities and staff are able to assist event organizers throughout the process. A sample of some of the over 300 successful events held in the past five years include:



INTERNATIONAL EVENTS

- 2015 Powerlifting Commonwealth Championship
- 2015 Fencing World Cup
- 2014-2015 Men's Tennis ITF Tournament
- 2014 US/Canada Dual and International Open Race Walks
- 2014 World Martial Arts Games
- 2014 Pacific Rim Gymnastics Championships
- 2013-2014 Fencing World Grand Prix
- 2013-2015 Pacific Cup International Curling Championship
- 2012 & 2014 International Wheelchair Rugby Canada Cup
- 2012-2013 Yonex Canada Open Grand Prix
- 2011-2015 Judo Pacific International Championship
- 2010 World Wheelchair Rugby Championships

NATIONAL EVENTS

- 2015 Rhythmic Gymnastics National Championships
- 2015 Volleyball Canada National Team Challenge Cup
- 2015 Short Track Speed Skating National Qualifier
- 2014-2016 Karate Canada National Championships
- 2015 Canadian Senior Lawn Bowling Championship
- 2014 RCGA Canadian Men's Senior Championship
- 2014 Canadian Wheelchair Basketball League Women's National Championship
- 2012 Canadian Senior and Junior Table Tennis Championships
- 2011 Royale Cup Canadian Junior Girls Golf Championship
- 2011 Canadian Junior Badminton Championships
- 2010 National Taekwondo Championship

PROVINCIAL/REGIONAL EVENTS

- 2014-2015 Pacific Coast Female Rep Hockey Classic
- 2013 Futsal Fiesta
- 2013-2015 BC Powerlifting Association Cup Championship
- 2012-2015 Red Bull Crashed Ice Vancouver Qualifier
- 2012-2015 Karate BC Provincial Championship
- 2012 & 2013 CrossFit Games- Canada West Regional
- 2011-2015 Harry Jerome Indoor Classic
- 2010 BC Open Squash Championship

TRAINING CAMPS

- 2015 BC Hockey Pre-Stage Camp for Canada Winter Games
- 2015 National Team Sitting Volleyball
- 2014 Team Finland National Women's Ice Hockey Pre-Stage Camp
- 2014 Australian Jr. National Track and Field Team Training Camp
- 2013 New Zealand Ice Hockey Training Camp
- 2012 Karate BC Training Camp



RICHMOND SPORT HOSTING

IN PARTNERSHIP WITH



MEETINGS/CONFERENCES

- 2014 Softball Canada Blue Convention

- 2013 Rowing Canada AGM & Coaching Conference

- 2012 Canadian Sport Tourism Alliance Sport Events Congress

- 2012 BC Athletics AGM & Award Banquet

- 2010 Baseball Canada Convention

- 2010 Sport BC Athlete of the Year Awards

UPCOMING

- 2016 CAC Petro-Canada Sport Leadership sportif Conference

- 2016 Fencing World Cup

- 2016 Karate Canada National Championships

- 2016 Men's ITF Tennis Tournament

- 2016 Wheelchair Rugby Canada Cup

- 2017 Gojukai 7th World Championships

- 2017 Karate Canada North American Cup

13. WE ARE HERE TO WELCOME YOUR WORLD!

If you are looking for a place to host your next event, and want the advantage of a complimentary service dedicated to helping you elevate your participants' experience, Richmond Sport Hosting is here for you!

RICHMOND SPORT HOSTING

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