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ADMINISTRATIVE REPORT

Report Date: January 27, 2010
Contact: Robin Adair
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VanRIMS No.: 08-2000-20
Meeting Date: February 2, 2010

TO: Vancouver City Council

FROM: Robin Adair General Manager Intergovernmental Relations and Strategic Partnerships

SUBJECT: Support of the BC Olympic Athlete of the Year Award

RECOMMENDATION

THAT Council approve a \$10,000 grant to Sport BC for hosting the BC Athlete of the Year awards dinner on March 31st, 2010.

Approval of the recommendation requires eight affirmative votes.

GENERAL MANAGER'S COMMENTS

Supporting Sport BC in hosting an Awards Dinner provides an excellent opportunity for the City of Vancouver to build on the sport legacy of the 2010 Games and recognize the achievement of the BC Athlete named by Sport BC as the top Olympic Athlete from the just completed 2010 Vancouver Winter Olympic and Paralympic Games. This event receives extensive provincial media coverage and highlights the City of Vancouver's commitment to the games and our BC athletes.

CITY MANAGER'S COMMENTS

The City Manager RECOMMENDS approval of the foregoing.

COUNCIL POLICY

Sec 206(1) of the Vancouver Charter that not less than two-thirds of all members of Council must approve a resolution for a grant to a charitable organization.

Grants not falling under any definitive category fall under the "Other" Grant category - One-Time Grant.

In 2004, Council approved a policy statement in support of celebrations, sporting events and special events.

On September 26, 2006 Council approved the Active Communities plan which specifies actions the City will undertake to achieve Council's commitment to increasing physical activity among citizens and employees in the "20% by 2010" challenge.

On May 13, 2008, Council approved "Vancouver Sport for Life. " the Vancouver Sport Strategy which is a guide to the City's future initiatives and engagement with sports programs, facilities and events.

PURPOSE

To request that Council approve a grant of \$10,000 to Sport BC for hosting the Athlete of the Year awards dinner on March 31st, 2010 when BC athletes of the 2010 Vancouver Olympic & Paralympic games will be honoured.

BACKGROUND

For over forty years, Sport BC has proudly been the federation for organized amateur sport in British Columbia, representing more than 80 member organizations including 65 Provincial Sport Organizations, as the voice of amateur sport in British Columbia.

Sport BC will select the BC Olympic & Paralympic Athletes of the Year prior to the March 31st Awards Dinner. This is just one of a number of awards that are being handed out at this event. While both Olympic & Paralympic athletes are being honoured a representative of Vancouver City Council will be asked to present the award to the top Olympic Athlete. The City's contribution will only be used for the Olympic Athlete award as the Paralympic Athlete Award has already been funded by another source.

FINANCIAL IMPLICATIONS

The \$ 10,000 budget will be drawn from the Communications component of the Olympic Legacy Reserve. The advertising and promotion of this event will be provided by Sport BC.

SOCIAL IMPLICATIONS

Supporting the event is in keeping with previous Council decisions in creating an ongoing legacy of the 2010 Winter Olympic and Paralympic Games and will salute the on-going excellence of our BC athletes.

COMMUNICATIONS PLAN

Corporate Communications will provide support for this event with a City of Vancouver media release and video coverage of the event.

CONCLUSION

This is an excellent and cost effective way for the City of Vancouver to publicly recognize the excellent performance of one of British Columbia's best Olympic athletes directly after the conclusion of the 2010 Winter Olympic and Paralympic Games.
