

RICHMOND OLYMPIC EXPERIENCE



Olympic City: Richmond

Country: Canada

Edition of the Games:

2010 Winter Olympic Games

DESCRIPTION OF THE PROJECT

Permanent since 2015

Locals & Visitors

www.therox.ca

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WHEN

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FOR WHO

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WEB

The Richmond Olympic Experience (ROX) is the first member of the International Olympic Committee's Olympic Museum Network to be located in North America.

The ROX was conceptualised to be part of the permanent infrastructure legacy of the City of Richmond's participation in the 2010 Vancouver Olympic Winter Games. The City desired to have a first world museum that showcases the Olympic artefacts, history, experiences and tells the story of Olympism. The City worked alongside the Canadian Olympic Committee and the Olympic Museum based in Lausanne, the Olympic Capital, to create a unique Olympic experience that is engaging and imaginative for people of all ages and cultural backgrounds.

Under the impulse from the City, the ROX has been built in a modernised and innovative way. The focus was to create an atmosphere where the visitors would live an extraordinary experience. The visitors are really immersed in a new world that promotes sports and the Olympic Values.

The ROX offers a wide range of activities through high-tech sport simulators that give the opportunity to the visitors to be introduced to new sports and to take part in challenges to test themselves. They can then compare their results with the best athletes worldwide.

The ROX was created as part of Richmond's overall legacy plan for the Olympic Games. It is located at the Richmond's Olympic Oval, which is a sport venue where people can practice a wide range of sports and part of the legacy plan of the Games. The whole area and the community benefits hugely from this programme and are incited to practice more and be more involved in sports.

OBJECTIVES



Celebrate Olympism and its values

The objective of the City behind the creation of the Richmond Olympic Experience was to bring a cultural experience to the Richmond Oval as part of the overall legacy plan. It adds an element of joy and enthusiasm to the whole project and, at the same time, it is a physical remind to the citizens of how the City was involved in the Olympic Games. The City really wanted to create an interactive and dynamic experience to not only promote the Olympic Values but also allow visitors to experience what it is like to achieve the Olympic dream.



Promote the City by leveraging its affiliation with the Olympic Movement

The city of Richmond sees the creation of the ROX as a great opportunity to promote the City on the national as well as the international level. The Richmond Olympic Experience can become a significant tourism attraction. This will support the City's tourism and economic development objectives, while adding fun to their cultural landscape for residents and visitors.

PRACTICAL INFORMATION

Internal & External Stakeholders



The City of Richmond
Tourism Richmond

Provincial Government
Federal Government
International Olympic Committee
Olympic Museum Network
Canadian Olympic Committee
Canadian Paralympic Committee
Private sponsors

Finance and Cost



The total cost is approximatively CAD\$ 10mio (around € 6.8 mio).

Due to increased support for the project and the new levels of sponsorships the budget and the scope of the project grew tremendously from the conceptual stage to the final product. It was funded by Richmond Tourism and will be maintained by sponsorship fees, memberships and ticket admissions.

Use of the Olympic Brand



The Olympic brand is heavily featured in the marketing and communications of ROX with the logo of the museum incorporating the Olympic rings.

Human Resources and Time



Depending the period, five to ten people worked full time on a daily basis for the project. In total, forty people were involved in the process including on-call lawyers and consultants.

The overall project was completed in approximatively four years. The first year was predominantly dedicated to research and design. The actual construction of the museum took place over nineteen months.

EVALUATION



The museum opened its doors in November 2015 and evaluation is therefore still in its early stages.

However, the committee intends to evaluate the success of the museum based on both qualitative and quantitative levels, including analysis of attendance and the yearly budget but also through feedback from the visitors.

KEY CHALLENGES



Managing the consultants

The project turned out to be very successful and ended up being bigger than originally planned. More funding was allocated to the project and as a result, external consultants started to bring their own ideas and vision into the programme. At times, it was difficult for the City's employees to manage everything and to find professional yet string ways of ensuring that the project stayed on track with what the City intended to do from the beginning.

Managing the scope

The Olympic spirit hit the city of Richmond and an unexpected increase of financial support was given by sponsors and donors. The project grew into being a much bigger project than what was initially conceptualised as it was realised that Richmond had the opportunity to build a one of a kind modernised museum in the City. The committee had to deal with an increased number of stakeholders coming up with new ideas and they, while being open to new and creatives ideas, had to manage the scope of the project so that it could be delivered at the expected time and would achieve the core objectives that were set out by the City in the conceptualisation stage.

KEY LEARNINGS AND RECOMMENDATIONS



Plan the project thoroughly

The committee spent the first year on research, planning and designing the project. It proved very useful as it gave the employees a clear vision about what they wanted to achieve with this project. This clear vision turned out to be the key as the project grew to a much bigger product than what was initially planned. The committee managed to stay focused on the initial overall objectives and they have not been carried away from it.

Involve your own people

The thoughtful planning of the project allowed the City to choose the right people with the adequate competencies to be part of the project team. Having people from the City proved to be useful as they share the same vision and approach to the project. It is good for the City as the project team created strong relationships with important stakeholders that can be useful in the long term. It also ensures that the City's core objectives are achieved and that the project is delivered on time.

CONTACT



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