



REPORT TO COUNCIL

TO: Richmond City Council
FROM: Councillor Harold Steves, Chair
Parks, Recreation and Cultural Services
Committee
DATE: February 5, 2002
FILE: 7400-20-Olym1
RE: **BID: 2010 WINTER OLYMPIC AND PARALYMPIC GAMES**

The Parks, Recreation and Cultural Services Committee, at its meeting held on Tuesday, January 29, 2002, considered the attached report, and recommends as follows:

COMMITTEE RECOMMENDATION

That Council (as per the report dated January 23, 2002 from the Manager, Policy Planning):

- (1) approve a contribution to the 2010 Winter Olympic Games bid, as follows:**
 - (a)- an initial contribution of \$250,000 in 2002;**
 - (b)- a second contribution of \$250,000 in 2003;**
- (2) authorize the City Staff Team to continue participating in the 2010 Winter Olympic Games bid process, subject to Council's direction.**
- (3) advise the Olympic Bid Committee that the City's contribution is offered on the understanding that the Olympic Bid Committee will support: i) rapid transit to the airport; and ii) the siting of the broadcast centre in Richmond.**

Councillor Harold Steves, Chair
Parks, Recreation and Cultural Services Committee

Attach.

VARIANCE

Please note that staff recommended the following:

That Council (as per the report dated January 23, 2002 from the Manager, Policy Planning):

- (1) approve a contribution to the 2010 Winter Olympic Games bid, as follows:**
 - (a)- an initial contribution of \$250,000 in 2002;**
 - (b)- a second contribution of \$250,000 in 2003;**
- (2) appoint the following Council members to the 2010 Winter Olympic Games bid working committee(s):**
 - (a) the Mayor;**
 - (b) the Chairperson of the City's Parks, Recreation and Cultural Services Committee; and**

- (3) authorize the City Staff Team to continue participating in the 2010 Winter Olympic Games bid process, subject to Council's direction.

Please note that Part 2 was referred to Council for further discussion.

Staff Report

Origin

On December 10, 2001 Council passed the following resolution:

"That the issue of providing a financial contribution to the 2010 Winter Olympic Games bid be referred to staff for review and report to Council, with a view to making a commitment to the Games bid over three years."

In addition, staff was requested to:

- report to Council as quickly as possible on the matter,
- include in the report, recommendations on:
 - Council members, and
 - staffwho should be part of the working committee,
- examine:
 - the spin-offs of the 2010 Winter Olympic Games event that could be of benefit to the City, such as transit, cultural, sports and economics, and
 - ways in which the City could actually participate.

Findings of Fact

Bid Dates

The 2010 Winter Olympic Games Key bid dates are as follows:

2002

Feb. 4, 2002	Deadline for National Olympic Committees to submit names of 2010 applicants to the International Olympic Committee (IOC).
May 31, 2002	Deadline for applicant cities to make first submission (mini-bid Book) to the IOC.
Sept. 2002	Applicant cities that have been short listed become Candidate Cities and prepare full Bid Books.

2003

Jan 2003	Bid Books submitted to the IOC.
Feb- April 2003	IOC Evaluation Commission visits Candidate Cities.
July 2003	IOC selects the host for the 2010 Winter Olympic Games and Paralympic Games.

Economic Impact Study

The BC Ministry of State for Community Charter and 2010 Olympic Bid has recently released a study entitled: "The Economic Impact of the Winter Olympic & Paralympic Games", (see the BC Min. of Community, Aboriginal and Women's Services - <http://www.mcaaws.gov.bc.ca/2010/index.htm>).

A copy of this 46 page report is available at the City Clerk's office.

Analysis

1. City Financial Contribution to 2010 Winter Olympic Games Bid

(1) Options

If the City wants to financially contribute to the 2010 Winter Olympic Games over the next 19 - 24 months, the following funding options are possible:

Option 1 – 19 Month Funding Option (Recommended)

City 2010 Funding For the 2010 Winter Olympic Games		
Item	2002	2003
Time	(12 months)	(7 months = July)
Amount	\$250,000	\$250,000
Source	- City revenues or - Council Provisional Account	- City revenues or - Council Provisional Account
Implications	Recommend funding from the Council Provisional Account, as it does not impact taxes, but will affect Council's ability to support other projects.	Recommend funding from the Council Provisional Account, as it does not impact taxes, but will affect Council's ability to support other projects.

Option 2 - 24 Month Funding Option:

2 Year Funding For The City 2010 Funding For the 2010 Winter Olympic Games			
Item	2002	2003	2004
Time	(11 months)	(+12 = 23 Months)	23 + 1 = 24 mon = Jan.)
Amount	- \$166,666 - (\$83,333 less than in with 19th Month Option)	- \$166,666 - (\$83,333 less than in with 19 th Month Option)	- \$166,666 in this year
Source	- City revenues or - Council Provisional Account	- City revenues or - Council Provisional Account	- City revenues or - Council Provisional Account
Implications	Recommend funding from the Council Provisional Account, as it does not impact taxes, but will affect Council's ability to support other projects.	Recommend funding from the Council Provisional Account, as it does not impact taxes, but will affect Council's ability to support other projects.	Recommend funding from the Council Provisional Account, as it does not impact taxes, but will affect Council's ability to support other projects.

- (2) Recommendation
If the City is to fund the 2010 Winter Olympic Games, it is recommended that Option 1 the 19 Month Funding Option be selected because it will signal that Richmond is a proactive supporter of the Games and the possibility of benefits are significant.

Staff recommend that Council, approve a contribution to the 2010 Winter Olympic Games bid, as follows:

- an initial contribution of \$250,000 in 2002
- a second contribution of \$250,000 in 2003.

- (3) Possible Funding Conditions
If Council wishes, it may put conditions on the second instalment, for example:
- the City being able to meet its own funding priorities,
 - the City directly and/or indirectly recovering these costs over the long term,
 - the funding participation of other municipalities and sponsors, and
 - the annual incremental success of the 2010 Winter Olympic Games bid over the successive bidding stages.

2. City Council Member(s) to the 2010 Winter Olympic Games

- (1) General
Council will decide the number of Council members to represent the City on 2010 Winter Olympic bid working committee(s).

Two members are recommended because they both may not be able to attend all meetings.

- (2) Recommendation
Staff recommend that the City Council's representatives for on 2010 Winter Olympic bid working committee(s) be:
- the Mayor, and
 - the Chairperson of the Parks, Recreation, Cultural Service Committee.

3. City Staff Team To assist In Planning the 2010 Winter Olympic Games

- (1) General
City Staff have already established a Staff Team to assist in planning the 2010 Winter Olympic Games bid.

The Staff Team is includes:

- City Staff Team Co-ordinator: Kari Huhtala, Senior Planner, Policy Planning
- Terry Crowe, Manager, Policy Planning
- Dave Semple, Director, Parks
- Ted Townsend, Communications
- Marcia Freeman, Manager, Business and Development
- Gordon Chan, Manager Transportation Planning

- Jim Hnatiuk, Transportation Planning
- David Brownlee, Environmental Planner, Policy Planning
- Rob Innes, Environmental Planner, Policy Planning
- Yvonne Stich, Parks Planner, Parks
- Stuart Jones, Planner Analyst, Policy Planning
- other, as necessary.

To date, the City Staff Team have met four times with the 2010 Winter Olympic Games staff and have:

- taken a boat tour of the North Arm of the Fraser River,
- taken a land tour of the north shore of Sea Island, and
- held 2 staff orientation meetings, one which included members of Fraser estuary Management Program (FREMP), the Greater Vancouver, Planning District (GVRD) and the Canadian Wildlife Service (CWS).

(2) Recommendation

Staff recommend that Council authorize the City Staff Team to continue participating in the 2010 Winter Olympic Games bid process, subject to Council's direction.

4. Possible Spin off Benefits of the 2010 Winter Olympic Games For Richmond

(1) Overview of Benefits

The BC Ministry of State for Community Charter and 2010 Olympic Bid has recently released a study entitled: "The Economic Impact of the Winter Olympic & Paralympic Games", which outlines the overall benefits, costs and risks of hosting 2010 Olympic Games.

The study states that:

- *"For British Columbia, hosting the Games is fundamentally an opportunity to replicate the kind of economic and psychological stimulus and the considerable enduring incremental economic benefits the Province achieved with Expo 86.*
- *The ability of a "hallmark" event of this nature to foster a public sense of economic momentum, which in turn fosters new investment and economic growth, should not be ignored.*
- *"Unfortunately, there is no credible method to estimate these impacts with any accuracy before the event and they are not reflected in numerical outputs in this report".*
- The report offers the following estimates of benefits:

Summary Table of *Incremental Economic Impacts - 2010 Games*¹

Tourism Impact Scenario (marketing effort/success)	GDP (Billions)	JOBS ² (Thousands)	FED TAXES (Millions)	PROV TAXES (Millions)	LOCAL TAXES (Millions)
Low Effort/Low Response	1.6	37	175	164	37
Average effort/Average Response	2.4	55	288	262	57
Better Effort/better Response	2.8	67	367	336	71
Best Effort/Best Response	3.5	83	467	426	89

¹ Note: Dollar values are Net Present Value for the period 2001 - 2020, in 2001 dollars.

² Note: Aggregate of person-years of employment over the period. See Appendix A for description.

Source: "The Economic Impact of the Winter Olympic & Paralympic Games" - BC Ministry of Community, Aboriginal and Women's Services

(2) Critical Points

The report suggests that the key elements for a successful 2010 Olympic Winter Games and Richmond benefiting from them include:

- careful planning and implementation,
- sponsorship (e.g., municipal, corporate, commercial, etc),
- volunteerism,
- co-operation (all sectors)
- cost controls
- early risk planning and management
- getting the Bid,
- international broadcast licence fees (This is the biggest source of revenue and is negotiated between the IOC and the media. 49% of this revenue goes to the host city.),
- media revenues,
- the timely construction of facilities (ideally all facilities would be constructed by 2008 to allow for pre-2010 Winter Olympic games - including World events - competition and training)
- Games attendance (e.g., tourism),
- generating sufficient revenues to establish an ongoing Legacy Fund to operate the facilities after the Games are completed.

(3) Possible Richmond Benefits

For Richmond, the possible benefits of assisting the 2010 Olympic Winter Olympic Games include:

(1) Due To The Bidding Process:

- Richmond would immediately be recognized as a "Community Contributor" to the Bid and be promoted as such,
- Richmond would likely be regarded as being:

- a prudent investor in new ideas, which is consistent with the City's Corporate Vision and being innovative,
- co-operative and pro-active with the Federal and the Provincial governments, and the GVRD, TransLink, etc.
- the Richmond community and staff would develop an enhanced event planning capacity, which would serve it well in the long term
- increased awareness of healthy lifestyles and sports.

(2) Due To a Successful 2001 Winter Olympic Games Bid:

General estimates:

- a share in \$1.6 - \$3.5 billion GDP
- a share in 37,000 – 83,000 jobs created
- a share in \$175M - \$467M in federal taxes
- a share in \$164M - \$426M provincial taxes
- a share in \$37M - \$89M in municipal taxes.

Richmond would:

- likely improve its world class reputation
- likely increase Federal, Provincial and regional co-operation and investment
- possibly have:
 - an International Broadcasting Centre (e.g., 250,000 sq. ft to accommodate 7,000 media representatives)
 - improved tourism,
 - improved curling facilities
 - assistance in justifying transit
 - other
- possibly increase jobs and employment
- possibly receive assistance for:
 - planning
 - enhanced tourism
 - a proposed International Broadcast Centre (IBC), which may assist in developing the proposed trade and exhibition centre (T&E centre)
 - enhanced curling facilities
 - some lasting sports and recreation facilities, depending on which facilities are build in Richmond for the Games
 - infrastructure (e.g., transit, roads, water, sanitary sewer, drainage, etc)
 - "greening" (e.g., recycling, energy efficiencies, solar, wind, etc.) and improved environmental management because the International Olympic Committee (ICO) has high environmental standards (e.g., recycling)
 - other.

5. Possible City Costs of the 2010 Winter Olympic Games

The costs of the 2010 Winter Olympic Games to Richmond will depend on the City's ability to successfully negotiate acceptable terms regarding all activities including the bidding, planning and the development of facilities and their ongoing maintenance.

The City could opt for:

- a "No Cost Option" where in the end, all City costs would be recovered, or
- a "Partial Cost Option" where some costs would be incurred by Richmond, if acceptable.

It is likely that the Games will cost Richmond some dollars. However, if these costs are consistent with City priorities and initiatives, the costs may be acceptable.

The possible costs to the City of the 2010 Winter Olympic Games through all phases, may include:

- The Bidding Phase (e.g., \$500,000)
- planning events, studies, facilities, security, land use, infrastructure, environmental matters
- co-ordinating volunteerism,
- infrastructure (e.g., transit, roads, water, sanitary sewer, drainage)
- environmental protection and management
- security
- co-ordination
- volunteerism
- facility operation and maintenance
- other.

At this point, it is too early to know the items, costs, implications, likelihood of "recovering" any costs and the benefits from any City incurred costs.

Staff will monitor these on an ongoing basis and advise Council, as information becomes available.

6. Ways in Which The City Could Participate in the 2010 "Winter Olympic Games

- (a) The Bidding Phase (e.g., \$500,000)
 - assisting in planning, co-ordinating and promoting volunteerism, bidding, the promotion of events, etc.,
 - the costs are unknown.
- (b) The Planning Phase
 - assisting in the co-ordination and planning of events, security, studies, facilities, any OCP and rezoning amendments, changes regarding land use, infrastructure, environmental matters, etc.
 - leading City volunteerism
 - the costs are unknown.
- (c) The Construction Phase which involves providing profession expertise, co-ordination and possible dollars regarding the:
 - construction of infrastructure (e.g., transit, roads, water, sanitary sewer, drainage)
 - provision of environmental protection measures,
 - the costs are unknown.

- (d) The Games Event Phase
 - co-ordination
 - service delivery
 - volunteerism
 - security
 - the activities and costs are unknown.

- (e) The Post Games Phase which involves:
 - possible land ownership or long term leasing
 - possible facility operation and maintenance
 - other
 - the costs are unknown.

7. Bid Participation Options

Option 1 – Unconditional Assistance – (Recommended)

Description:

The City:

- (1) approves a contribution to the 2010 Winter Olympic Games bid, as follows:
 - an initial contribution of \$250,000 in 2002
 - a second contribution of \$250,000 in 2003.

- (2) appoints the following Council members to the 2010 Winter Olympic Games bid working committee(s):
 - the Mayor, and
 - the Chairperson of the City's Parks and Recreation Committee.

- (3) authorizes the City Staff Team to continue participating in the 2010 Winter Olympic Games bid process, subject to Council's direction.

Pros

- supports a City's Corporate Vision to be " the most appealing, livable and well managed City in Canada
- to be regarded as an investment in the future
- would promote the City's reputation which will serve it well in the future
- demonstrates a willingness to participate in world class events, which is consistent with the City's corporate intentions
- a proactive, innovative leadership approach
- City would not be acting alone but with credible partners
- promotes potentially beneficial long term benefits for the City
- assist the City in building partnerships for many City long term goals, (e.g., community health, sports facilities, event planning capabilities, partnerships, vibrant communities, support for transit, security, land use, infrastructure and environmental protection, etc)
- enables the City to take advantage of a rare opportunity
- to refuse any participation would jeopardize the above.

Cons

- involves an initial investment of \$500,000 over 2 years
- may not be recoverable
- channels City funds from other City priorities.

Option 2 - Conditional Assistance

Description:

The City:

- (1) provides \$500,000 financial assistance (i.e., \$250,000 for each of 2002 and 2003) for the 2010 Winter Olympic Games bid, subject to the following conditions on the second instalment:
 - the City being able to meet its own funding priorities,
 - the City directly and/or indirectly recovering these costs over the long term,
 - the funding participation of other municipalities and sponsors, and
 - the annual incremental success of the 2010 Winter Olympic Games bid over the successive bidding stages.
- (2) appoints Council representative(s)
- (3) authorizes the City Staff Team

Pros

- see above
- builds in monitoring
- annual progress would be measured.

Cons

- involves an initial investment of \$500,000 over 2 years
- may not be recoverable
- channels City funds from other City priorities.

Option 3 – No City Assistance

Description:

The City provides no financial assistance for the 2010 Winter Olympic Games bid, at this time.

The City:

- appoints Council representative(s)
- authorizes the City Staff Team.

Pros

- possible funding later if tangible City benefits are better demonstrated
- a financially cautious approach
- saves City dollars at this time
- enables monitoring of a return on any future City investment
- enables the City to fund other City priorities

Cons

- does not position the City in a desirable proactive, leadership role
- may jeopardize the proposed 2010 Winter Olympic Games and bid.

Financial Impact

Direct

- in 2002 = \$250, 000
- in 2003 = \$250,000
- Total = \$500,000

For Staff involvement:

- The City has and will incur some costs in allowing staff to assist in the 2010 Winter Olympic Games planning process.
- At this time, these cost are deemed to be acceptable.
- Depending on the City's success in negotiating funding "recovery", the City's final costs will vary.

Conclusion

- ▶ The Vancouver 2010 Winter Olympic Bid Corporation has requested the involvement of Richmond.
- ▶ Financial contribution options, Council and staff representation and implications for the City are outlined.
- ▶ Recommendations are provided for Council's consideration.



Terry Crowe, Manager
Policy Planning Department
TTC:cas

**Previous City Correspondence Regarding the
Vancouver 2010 Winter Olympic Bid**



City of Richmond

6911 No. 3 Road, Richmond, BC V6Y 2C1

Telephone (604) 276-4000

www.city.richmond.bc.ca

December 12, 2001

File: 7400-20-OLYM1

City Clerk's Office

Telephone: (604) 276-4007

Fax: (604) 278-5139

Mr. John Furlong
Executive Vice President and COO
Vancouver Whistler 2010 Olympic Bid Corporation
800 - 570 Dunsmuir Street
Vancouver, BC V6B 1Y1

Dear Mr. Furlong:

Re: Vancouver Whistler 2010 Olympic Bid

Thank you for your presentation to Richmond City Council on December 10, 2001 in connection with the above matter.

Please be advised that Council adopted the following recommendation:

"That the issue of providing a financial contribution to the 2010 Winter Olympic Games bid be referred to staff for review and report to Council, with a view to making a commitment to the Games bid over three years."

In addition, staff was requested to report to Council as quickly as possible on the matter, and to include in the report, recommendations on Council members and staff who should be part of the working committee.

Staff was also directed to examine (i) the spin-offs of the 2010 Winter Olympic Games event that could be of benefit to the City, such as transit, cultural, sports and economics, and (ii) ways in which the City could actually participate.

Should you have any further questions in regard to the above, please contact Cathryn Carlile, General Manager of Parks, Recreation & Cultural Services at (604) 276-4068.

Yours truly,

David Weber
Acting City Clerk
DW:dm

Submission to Council
December 10, 2001



December 10, 2001

Mayor Brodie and Council
City of Richmond
6911 No. 3 Road
Richmond, BC
V6Y 2C1

7400-20-OLYMI

SUBMISSION TO
COUNCIL

DECEMBER 10, 2001

(REC'D WITH ATTACHED)

Dear Mayor Brodie and Council:

Re: Vancouver Whistler 2010 Olympic Bid

The City of Richmond has an outstanding opportunity to impact the economic development of our province over the next 10 years, while helping to bring the 2010 Olympic Winter Games and Paralympic Games to British Columbia.

As a resident of Richmond and COO & Executive Vice-President of the Vancouver Whistler Bid, I am writing to invite Richmond City Council to play a leadership role in helping achieve that dream. I respectfully ask that you consider being the first municipality in the Lower Mainland – apart from the City of Vancouver – to make a financial investment in the economic prospect that the Olympics represent. With Richmond in the bid, our chances of winning will greatly improve.

This letter will set out my request. I have also attached an information kit on the Bid.

Economic Benefits to the Region

While the Government of BC has not yet officially released its Economic Impact Study on hosting the 2010 Winter Olympics, Premier Gordon Campbell has already stated that the net impact will be in the neighbourhood of **\$2.8 billion** for just the games. In addition, some **76,000 jobs** will be created, government taxes collected will net **\$750 million** or beyond. There will be a considerable windfall in municipal taxes too.

Put simply, there is no other single project on the horizon that will yield such far-reaching and long-lasting benefits for the region and the province. The benefits to Richmond could be quite extraordinary.

Vancouver Whistler 2010 Bid Corporation
Société de la candidature de Vancouver-Whistler 2010

800 - 570 Dunsmuir Street, Vancouver, B.C. Canada V6B 1Y1
Tel: (604) 408-2010 Fax: (604) 683-2010 Website: www.winter2010.com

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Benefits for Richmond

The City of Richmond is uniquely positioned to be a major benefactor of Olympic benefits. In addition to being the point of entry for the thousands of visitors and members of the Olympic Family who will arrive at the Vancouver International Airport, Richmond is being considered as the site for the following venues:

- **International Broadcast Centre (IBC)** – the planned Richmond Trade & Convention Centre is the proposed venue for the estimated 10,000 international broadcasters who will cover the Olympic Games. This fabulous new facility would become a state-of-the-art technology hub during the Games, feeding live coverage of all events to every corner of the world. The Richmond Centre would be ideally suited for the IBC as it is conveniently located near Vancouver International Airport and has superb accommodation and other services for the broadcasters nearby. Hotels, restaurants and a wide range of other services in Richmond will experience a huge boost to their economy during an approximate 6-8 week period in February/March 2010, not to mention during numerous pre-visits in the years leading up to the Games when broadcasters come in to make arrangements for their coverage. The IBC plan is crucial to winning the Bid.
- **Transportation** – We are aware of your keen interest in transportation infrastructure improvements. The 2010 Olympic Bid could well be the catalyst for such improvements. The Bid will be a vehicle for Richmond's campaign for these and other Olympic legacies.
- **Tourism** - As this initiative moves forward there will be a fairly immediate impact on tourism for this region. The tourism impact at the time of staging the Olympic games is well documented and will be beyond anything we have seen in past years. The fact is British Columbia and especially the Lower Mainland will be promoted extensively and continually to all of the countries of the world. It is a fact that people visit Olympic cities. In the years following the Olympics, if past practice is any indication, then the tourism growth will be substantial and continuing. After the Calgary Olympic games tourism grew by 17% and those numbers have remained consistent since. The tourism outcome for Richmond will trigger significant economic growth.
- **Curling**- The Richmond Curling Club is the proposed site of the curling training venue. To make this possible the venue will have to be modified so that the Olympic standards for this activity can be put into place.

But can we win?

We are very confident that the 2010 Olympic Winter Games and Paralympic Games will be held in British Columbia. Our new President Jack Poole has just returned from Europe where he met with Dr. Jacques Rogge, President of the International Olympic Committee, and toured the sites of two of our competitors (Salzburg, Austria and Bern, Switzerland). Jack returned with even greater confidence in our technical preparedness, geographic advantage and our overall ability to put on an outstanding Olympics.

It is obvious that the Government of BC, which has contributed \$9.1 million directly and through its crown corporations to the Bid, believes that we can win. You have probably also heard that the Federal Government today announced that it would grant our request for similar funding. This is an unprecedented situation for an Canadian Olympic Bid which demonstrates the belief that Governments have in our chances. There is a serious focus on winning and a comprehensive national strategy is developing.

The City of Vancouver is a keen supporter of the Bid with a cash contribution and secondment of several staff that equals a total value of approximately \$1.5 million. Whistler is similarly involved.

Companies such as TELUS and Molson have contributed more than \$2.5 million each to our Bid. They are joined by about 60 other companies who have made cash contributions ranging from \$100,000 each from small businesses to \$1 million to \$1.5 million from larger companies.

How can Richmond help?

In recognition of the benefits the Olympics will bring to Richmond and the region, we would ask that the City of Richmond make an investment of \$500,000 cash in the Bid. The amount could be paid over the course of the next 19 months on a payment schedule to be agreed between us. In addition, we would like to tap into the considerable 'people' expertise available in Richmond to help make us a winner.

250,000 -
250,000 -

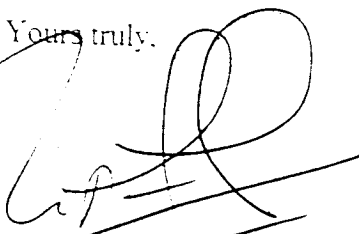
The money will be used to help defray the \$30 million plus cost of mounting a successful Bid.

Richmond would be immediately recognized as a **Community Contributor** to the Bid and be promoted as such in all Bid advertising and promotional pieces. Representatives of City Council would be invited to Bid events and have an opportunity for interaction with other government and corporate supporters and would participate in Bid governance.

Finally, we would hope that the City of Richmond will set an example for all other municipalities in the Lower Mainland. With the support of each city, the province and the nation we will ensure that we have the winning bid.

I thank you for your great support of this initiative.

Yours truly,



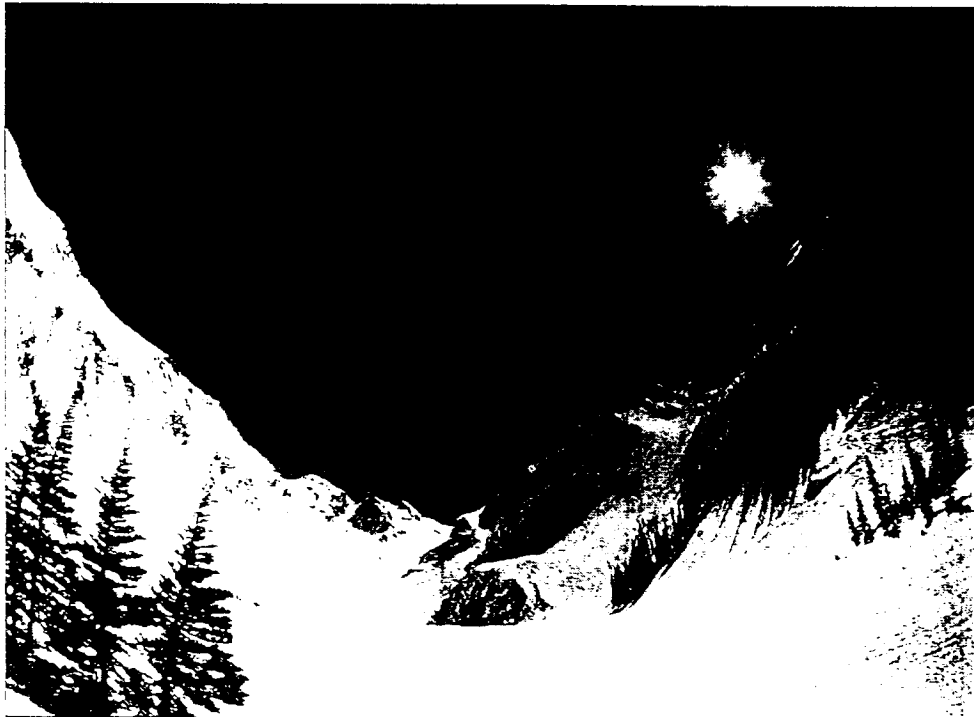
John Furlong,
Executive Vice President and Chief Operating Officer



Municipality of Richmond



December 10, 2001
Presentation by
Vancouver Whistler 2010 Bid
Corporation





Why Bid for the 2010 Games?

It's about Legacies...

- Guaranteed sport development (LegaciesNow)
- Excellent platform for tourism marketing
- Major economic spin-offs
- Catalyst for regional infrastructure enhancement
- Rallying point for province and country



Bid Status

- July 13th – 2008 Summer Games awarded to Beijing
- Public & Private Support
- Government & Corporate Fundraising
- Engaging community
- Staff & Volunteers largely in place
- 5 months to first IOC submission



How did it all start?

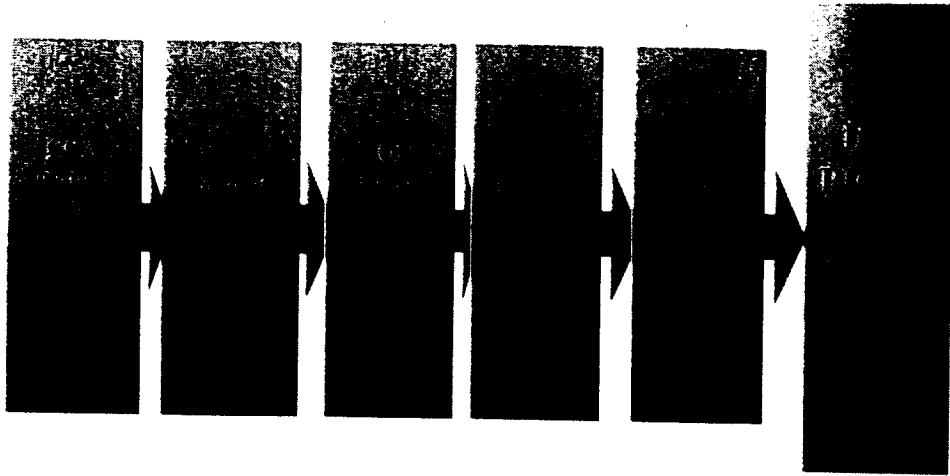
- Canada-wide competition to host Games
- Initiated by business leaders and led by Tourism Vancouver (March 1998)
- November 1998, COA selected Vancouver Whistler as its candidate city
- Domestic Bid Society dissolved
- Bid Corporation established June 1999



What is the Bid Corporation?

- A private, not-for-profit organization
- Member partners are City of Vancouver, Resort Municipality of Whistler, Governments of B.C. & Canada, & Canadian Olympic Association
- Appointed Board of Directors, core staff & 300+ volunteers
- Funded by Member Partners, Founding Supporters, Community Contributors and Friends of the Bid

Key Dates



How big will 2010 be?



5	Sports	10
6,000	Media	4,000
2,500	Athletes	2,500
8 - 10,000	Volunteers	6 - 8,000

Estimated

Host Locations



Ice events & main non competition sites planned for Lower Mainland

Paralympics for Whistler area



Snow events predominately in Whistler area; some still under investigation



What are the ice sports?

- Curling (possible Paralympic in 2010)
- Figure Skating
- Ice Hockey & Ice Sledge Hockey
- Speed Skating

Venues to be determined



What are the snow sports?

- Alpine Skiing*
- Biathlon*
- Cross-Country Skiing*
- Freestyle Skiing
- Bobsleigh
- Nordic Combined
- Ski Jumping
- Snowboarding
- Luge
- Skeleton

* Both Olympic & Paralympic Events



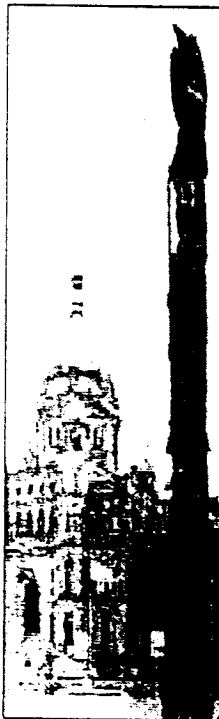
Venue Requirements

- Olympic & Paralympic Villages
- Non Sporting Event Requirements:
 - Opening/Closing Ceremonies
 - Recognition Ceremonies & Cultural Festival
 - International Broadcast Centre
 - Main Press Centre
- Sport Technical Requirements
 - Competition Arenas
 - Training Facilities



Our Chances are Strong!

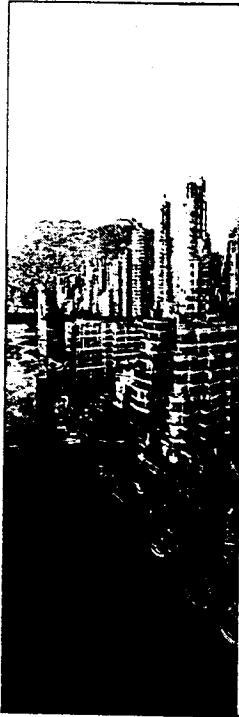
- 2010 is considered to be North America's "turn" to host the Games
 - Good time zone for TV
 - 2004 & 2006 Games in Europe
- USA is focused on winning the 2012 Olympic Summer Games
- Excellent track record
 - History of strong government support
 - Safe & reliable
- International appeal



What's in it for the Province?

Undertaken new economic impact study:

- 10-year economic development initiative centered on 6 week event
- Catalyst for economic development initiatives
- \$2.8 billion increase in Economic Activity
- Over 67,000 jobs created
- \$774 million in increased revenue from taxes



How are we doing?

Fall 2000, Ipsos-Reid Survey:

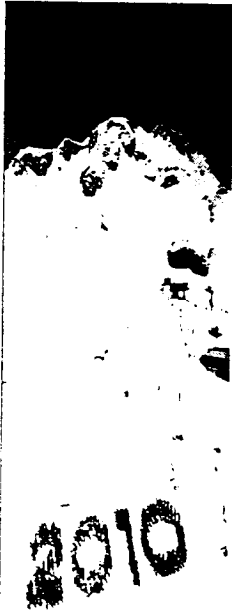
✓ 87% of British Columbians support

July 2001, BCTV Survey:

✓ 88% of British Columbians support

August 2001, Ipsos-Reid Survey:

✓ 70% of Canadians support federal
funding for Bid



In Conclusion

- Economic Development
- Job Creation
- Re-brand BC's International Image
- Catalyst for infrastructure
- Focus on Youth, Sport & Health
- Contribute to Community Sustainability
- Community Pride & Volunteerism



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