



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** August 16, 2002
From: Terry Crowe **File:** 0210-00
Manager, Policy Planning
Re: **2010 Vancouver Winter Games Bid Promotion – City Participation**

Staff Recommendation

That the City's participation in the 2010 Vancouver Winter Games Bid's upcoming newspaper supplement promotion as outlined in the report from the Manager, Policy Planning (dated August 16, 2002) be endorsed.

Terry Crowe
Manager, Policy Planning

Att. 4

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CONCURRENCE OF GENERAL MANAGER

Staff Report

Origin

The City has been invited by the Vancouver 2010 Olympic Bid Corporation to participate in a special promotional campaign to be published as part of the September 21st, 2002, Vancouver Sun, and the September 22nd, 2002, The Province editions (**Attachment 1**).

This report presents a response to this invitation.

Findings Of Fact

In June, 2002, the Vancouver Sun and The Province worked with the Vancouver 2010 Bid Corporation in developing the first major feature supplement in the two newspapers focusing on the various aspects of the 2010 Bid including community, education, and culture (see **Attachment 2**). This circulation went out to approximately 800,000+ readers.

The newspapers plan to develop the second major feature supplement in the latter part of September 2002, and have invited the City of Richmond to consider participating in the promotional event.

The costs involved in the 2010 Bid promotion is attached as **Attachment 3**.

Analysis

The 2010 Winter Games Bid are an exciting opportunity for the Lower Mainland to be showcased to the world and to bring them closer to all young athletes. Richmond is uniquely positioned to benefit in many ways (i.e. sports, culture, business, and environment).

The City of Richmond is already a Community Contributor to the Vancouver 2010 Winter Games Bid, and has committed \$500,000 to support the Bid.

To ensure that the Bid has a chance to succeed, public support for this endeavour is crucial. The City as a Community Contributor is in a prime position to promote, and raise support and awareness for the games, as well as being recognized as one of many principal supporters.

Therefore, staff recommend that the City participate by placing an article in the second supplement to show the City's commitment, enthusiasm and support.

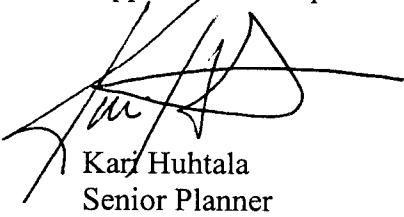
An example of a possible Richmond promotional contribution is attached as **Attachment 4**. It is to be noted that this is draft. Should Council endorse the recommendation, the City's contribution for the September 2002 supplement would be prepared and finalized by the Manager, Communications and Public Affairs, in consultation with the Mayor.

Financial Impact

Up to \$4,000 to be allocated from Councils' 2002 contingency fund.

Conclusion

The September newspaper supplement presents an opportunity for Richmond to showcase its support and raise public support for the Vancouver 2010 Winter Games.

A handwritten signature in black ink, appearing to read 'Kari Huhtala', is written over a horizontal line. The signature is stylized and somewhat cursive.

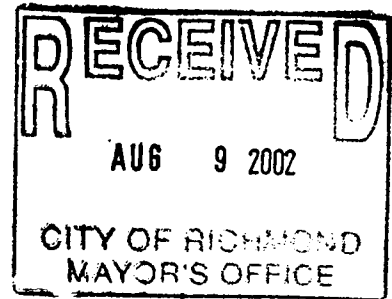
Kari Huhtala
Senior Planner

KEH:keh

VANCOUVER 2010 OLYMPIC BID



It's our time to shine!



July 31, 2002

Malcolm Brodie
 City of Richmond
 6911 No.3 Road
 Richmond B.C. V6Y 2C1

Dear Malcolm:

The Vancouver Sun and Province newspapers in partnership with the 2010 Olympic Bid Committee intend to publish the second of 4 scheduled Special Olympic supplements extolling the many benefits of hosting the Winter Olympic in 2010.

The publication dates will be Saturday September 21 in the Vancouver Sun and Sunday September 22, in The Province.

Once again, this is a fabulous opportunity for official sponsors to promote their generous support of the bid and at the same time reap the public relations value of their association with such a high profile project.

Together with your enthusiasm and co-operation, The Vancouver Sun and Province and the 2010 Bid Committee can make this supplement a real success.

Please review the attached sales piece, including a copy of our first supplement, then call me for further discussion.

Sincerely,

Bill Mullaly
 Phone 604 605-2665
 Fas: 604 605-2497
 Email: bmullaly@pacpress.southam.ca

THE VANCOUVER SUN **Province**



2 10
VANCOUVER

Dear Vancouver 2010 Bid Supporter,

The Vancouver Sun and The Province newspapers will be working with the Vancouver 2010 Bid Corporation to develop our second major feature supplements. The supplements, which will be published in the Saturday, September 21st and Sunday, September 22nd editions are an excellent exposure opportunity and we invite you to participate in it.

The advertorial feature will focus on various aspects of the 2010 Bid including community, education and culture. We believe this is an excellent opportunity for you to advertise your message in a targeted editorial environment. The circulation will be 443,836 with a projected readership of almost 845,500 Canadians.

Complete details on the advertising programs will be provided by The Vancouver Sun and The Province and their sales representative, Bill Mullaly will be contacting you in the near future. We encourage you to take advantage of this unique opportunity and thank you for your consideration.

Sincerely,

Linda Oglov
Vice President, Marketing



VANCOUVER
2010 OLYMPIC
BID COMMITTEE



THE VANCOUVER SUN

THE Province



2 10
VANCOUVER

IT'S OUR TIME TO SHINE...

Like you, The Vancouver Sun and Province newspapers are proud to be official sponsors of The Vancouver 2010 Olympic Bid. In our role as the leading news gathering source in the province, we believe it is our role to educate and inform the public. The 2010 Vancouver Olympic Bid provides us with that opportunity and we invite you to play an active role as well.

To continue this process of informing and educating British Columbians of the many benefits of hosting the Winter Olympics, The Vancouver

Sun and Province will publish its second special section celebrating The Vancouver 2010 Bid.

This is a fabulous opportunity for your company to publicize its generous support of The Olympic Bid and at the same time taking full advantage of the public relations cachet.

This special supplement produced in partnership with The Vancouver 2010 Olympic Bid Committee, will publish Saturday, Sept. 21, in the Vancouver Sun and Sunday, Sept. 22, in The Province.

It's our time to shine!

Please call your account representative or Bill Mullaly at 604-605-2665 for more information.

SPECIAL OLYMPIC ADVERTISING FEATURE

IT'S OUR TIME TO SHINE.



Canada's Bid to stage the 2010 Olympic Winter Games and Winter Paralympic Games is underway. If we win, these Games will be hosted by Vancouver and Whistler.

Over the last two years, we've drawn on the talents of thousands of volunteers and hundreds of technical experts, as well as community, sport and government representatives. We have had 30 work groups representing every Olympic and Paralympic winter sport. Hundreds of public presentations and discussions have taken place, in Vancouver and Whistler, across the province, and across the country. Many of Canada's finest have been engaged in this Bid and the shaping of Canada's Olympic future.

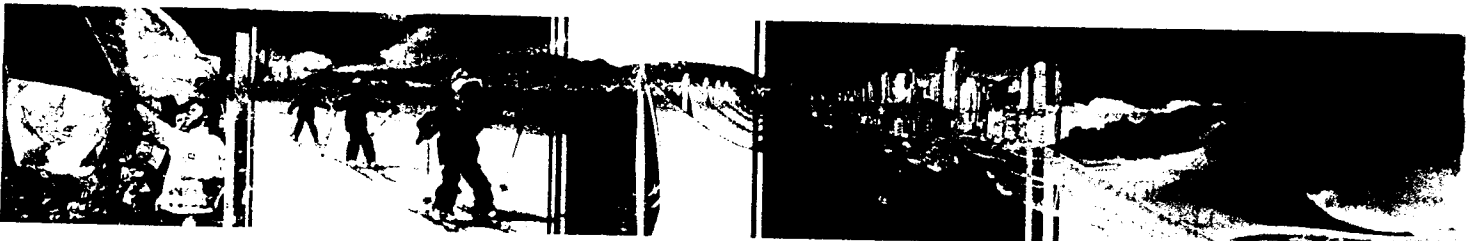
We have just submitted our first Bid document, the Bid Questionnaire or "mini Bid Book," to the International Olympic Committee (IOC). The document describes how we intend to stage every aspect of the Games – celebrating and preserving the gifts that nature has bestowed on our province, reflecting the best we can be, as British Columbians and as Canadians.

It is our hope that this vision will get us onto the short list of Candidate Cities, to be announced August 29, 2002.

The benefits of a winning bid – to Vancouver, Whistler, BC and Canada – could be outstanding. Not only from a sport perspective, but from economic, environmental, social and cultural perspectives as well.

It is my honour to present you with this progress report. I trust that what follows will enlighten and perhaps even inspire you with how much we all stand to gain should we be hosts to the world in 2010.

JACK POOLE, Chairman & Chief Executive Officer, Vancouver 2010 Bid Corporation



**FUELING VANCOUVER'S
BID FOR THE
2010 GAMES.**

SEATTLE COFFEE

**2010 VANCOUVER
COMMUNITY
CONTRIBUTOR**

Seattle's Best Coffee Café locations:
Broadway @ Cambie, Georgia @ Richards, Granville @ 11th,
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KPMG is proud to be a Community Contributor of the Vancouver 2010 Bid Corporation. We wish the Vancouver 2010 Bid success in their effort to bring the 2010 Winter Games to Canada.

Vancouver in 2010	World athletes	Canadian pride	KPMG supports the Vancouver 2010 bid
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KPMG is proud to be a Community Contributor of the Vancouver 2010 Bid Corporation. We wish the Vancouver 2010 Bid success in their effort to bring the 2010 Winter Games to Canada.

KPMG is proud to be a Community Contributor of the Vancouver 2010 Bid Corporation. We wish the Vancouver 2010 Bid success in their effort to bring the 2010 Winter Games to Canada.

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Proud Community Contributor of the Vancouver 2010 Bid

**2010 VANCOUVER
COMMUNITY
CONTRIBUTOR**

Gaby O'Rourke
Business Development Manager
T: (604) 681-2711

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DAVID McCANN



Owner,
Creekhouse Gallery,
Granville Island

ON WHY 2010 IS GOOD FOR BUSINESS: I'm in the tourism business on Granville Island. I own an art gallery. If I look at the Winter Games strictly from a business point of view, increased tourism is good for my business and it's good for the hundreds of small artists throughout British Columbia and the rest of Canada that we represent.

ON THE BENEFITS OF SUPPORTING THE BID: It's good for the bottom line. A company that gets behind the Bid is a company that shows they care about the community. Our company has five times the revenue it had six years ago because we really put an emphasis on getting involved in raising money for community projects. And out of that we now have an incredibly loyal customer base.

ON THE VALUE OF MEDIA COVERAGE: You can't put a dollar figure on coverage that is literally around the world. They'll be talking about Vancouver for the next eight years, not just for the days of the Games. And if it's pulled off properly, they'll be talking about it for years afterwards. It's publicity surrounded by joy.

ON HIS OLYMPIC DREAM: I want the Winter Games to be a showcase for Canadian art. I've made a proposal to the Bid that Granville Island, which is the heart of the cultural community here, become a cultural village. It would be a first in Olympic history. This is just one example of what is possible.

ON OLYMPIC SPIRIT: I think the Winter Games are not just about sport. The Olympics are about being the best that we can be - the people of the world, not just Canada. It's about the volunteers, what it does for the community, about the heart and soul of human beings. It's a joyous experience. It's a celebration. It's the absolute best we can be.



2 10
VANCOUVER

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Whistler



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IT'S OUR HOME ADVANTAGE.

While the Winter Games encompass much more than athletics, sport is what holds everything together. We all remember the pride and inspiration we felt as Canadians when our athletes stepped up to the podium in Salt Lake City and at previous Winter Games.

No country knows winter better, and excelling at winter sport is a national obsession. There could not be a more appropriate host country for the Winter Games. And there would be no better incentive to excel for a Canadian athlete than to have the goal to win on Canadian soil.

Hosting these Games will ensure our athletes continue to soar with the world's best. New facilities built for these Winter Games will also serve to prepare future generations of Olympians and Paralympians. An endowment, established for that purpose, will secure these facilities' continued contribution to Canadian success.

In fact, even in its infancy, this bid to host the Games has already contributed meaningfully to Canada's athletes. The 2010 LegaciesNow program has already committed up to \$5 million in funding enhancements for athlete, youth sport and community development in BC. Think of what we can do between now and 2010!

Now imagine attending the following events at the following familiar locations – and what an experience of a lifetime this will be.



OLYMPIC SPORTS EVENT

Alpine Skiing –
Downhill, Super G, Downhill Combined
Alpine Skiing –
Slalom, Giant Slalom, Slalom Combined
Biathlon
Cross-Country Skiing
Nordic Combined
Ski Jumping
Bobsleigh
Luge
Skeleton
Curling
Figure Skating
Freestyle Skiing
Ice Hockey
Short Track Speed Skating
Speed Skating
Snowboarding

PARALYMPIC SPORTS EVENT

Alpine Skiing – Downhill, Super G
Alpine Skiing – Slalom, Giant Slalom
Biathlon
Cross-Country Skiing
Wheelchair Curling
Sledge Ice Hockey

PROPOSED VENUE

PROPOSED VENUE	FACILITY
Whistler Creekside, Whistler	Existing
Whistler/Blackcomb, Whistler	Existing
Whistler Nordic Centre, Whistler	New
Whistler Nordic Centre, Whistler	New
Whistler Nordic Centre, Whistler	New
Whistler Nordic Centre, Whistler	New
Whistler/Blackcomb, Whistler	New
Whistler/Blackcomb, Whistler	New
Whistler/Blackcomb, Whistler	New
Hillcrest/Nat Bailey Stadium Park, Vancouver	New
Pacific Coliseum, Vancouver	Renovated
Cypress, West Vancouver	Existing
GM Place, Vancouver	Renovated
Pacific Coliseum, Vancouver	Renovated
Simon Fraser University, Burnaby	New
Cypress, West Vancouver	Existing

PROPOSED VENUE

PROPOSED VENUE	FACILITY
Whistler/Blackcomb, Whistler	Existing
Whistler/Blackcomb, Whistler	Existing
Whistler Nordic Centre, Whistler	New
Whistler Nordic Centre, Whistler	New
TBD	
The Entertainment Complex, Whistler	New

*Renovated to international size ice surface. Also a new arena proposed for the University of British Columbia.



Gateway Casinos is proud to be a friend of the Vancouver 2010 bid. It's a unique opportunity to celebrate the excitement of sport and culture right here at home in Vancouver & Whistler. Good friends make good partners!

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IT'S OUR OPPORTUNITY TO GROW.

A key, long-term benefit from hosting the Winter Games is economic growth.

Just as Expo '86 gave Vancouver worldwide recognition, fostered local business confidence and boosted prosperity in the years that followed, these Games will exert a strong, positive and lasting influence on our economy.

An economic impact study sheds some light on this potential. It projects the impact of comprehensive international marketing of the Games, combined with an expanded Vancouver Convention and Exhibition Centre.¹

OVER THE LONG TERM, THIS INVESTMENT COULD PAY OFF IN:

- \$10 billion worth of incremental economic activity
- \$2.5 billion in incremental tax revenue, more than covering the cost of long-term legacy facilities
- 228,000 new jobs

The immediate economic stimulus would be tremendous due to the significant number of worldwide visitors to our region.

The Games and associated media coverage will help attract foreign investment, create international opportunities for domestic businesses and substantially increase tourism.

Preparing to welcome the world will also energize our economy by accelerating infrastructure upgrades. These would stimulate employment and skills development. Possible projects include the expansion of the rapid

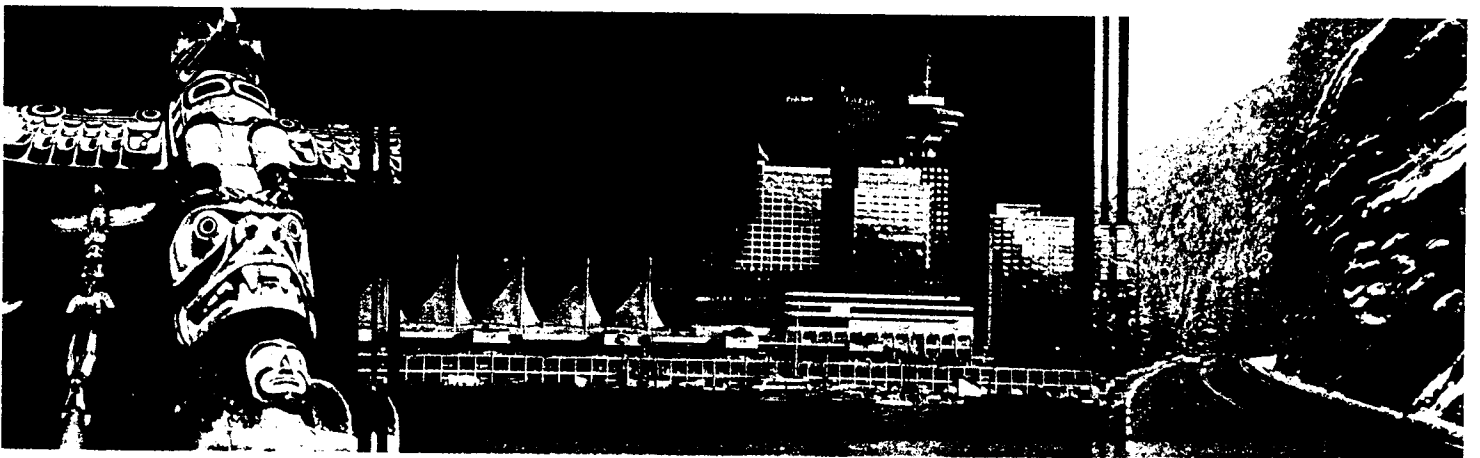
transit lines between the airport and city core and improvement of the Sea to Sky Highway.

By rising to the challenge and bringing the world to us, we will enhance our participation in the world economy. In Vancouver, Whistler and BC we will come closer, sooner, to realizing our full economic potential. Olympic gold will shine here for a long time to come.

¹ *Economic Impact of the Winter Olympics & Paralympic Games*
 Initial Estimates, January 2002
 A Report Commissioned by: Honourable Ted Neibling,
 Minister of State for Community Charter and 2010 Olympic Bid
 Prepared by: Capital Projects Branch, Ministry of Competition, Science and Enterprise,
 Province of British Columbia, Honourable Rick Thorpe, Minister
 For information on the complete study please go to: <http://www.mcaws.gov.bc.ca/2010/index.htm>



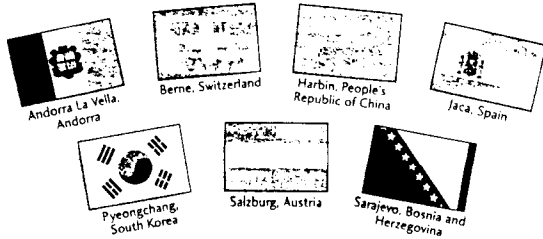
Prime Minister Jean Chretien and BC Premier Gordon Campbell give "thumbs up" to Vancouver's Bid to host the 2010 Olympic Winter Games and Winter Paralympic Games. The two governments have each committed \$9.1 million to the Bid. Canadian Heritage Minister Sheila Copps and BC's 2010 Minister Ted Neibling have both created secretariats to coordinate federal and provincial activities in support of the Bid.



IT'S OUR CHANCE TO SHARE.

In 1998, the Canadian Olympic Committee asked Vancouver and Whistler to develop Canada's Bid to host the 2010 Games. The Vancouver 2010 Bid Corporation was created in 1999. Led by a core management team, it includes the Canadian Olympic Committee, the federal and provincial governments, and other municipal governments. To date, more than 80 corporate supporters and local businesses have joined in the effort to bring home the Winter Games.

OUR COMPETITION



All aboard - Champions for Vancouver's Bid for the 2010 Olympic Winter Games and Winter Paralympic Games: Steve Podborski, Executive Director, International Relations for the 2010 Bid, helps Whistler Mayor Hugh O'Reilly, Vancouver Mayor Philip Owen and 2010 CEO Jack Poole take flight in the bobsleigh. Whistler & Vancouver are Member Partners in the Bid to host the 2010 Games.

In August 2002 the IOC will present a short list of Candidate Cities and the Host City will be selected in July 2003.

The Games, their value and the privilege of hosting them are not solely about sport. Our planning is guided by the three "pillars" of the Olympic Movement: Sport, Culture and Environment.

The cultural exchanges surrounding the athletic events are themselves a great aspect of the Olympic and Paralympic Games. This is a chance for us to share a momentous experience with people of many international cultures, and exchange perspectives in an environment of mutual respect.

Staging the Games also calls for respecting and sustaining the physical environment. We'll use the occasion to implement and demonstrate world-

leading environmental practices including green building standards, clean transportation innovations, energy efficiency, pollution prevention, and water and land conservation.

The legacy of the Winter Games will include and go beyond athletics. New sport facilities and programs will remain in place for future generations. So will major infrastructure renewal, such as an expanded Vancouver Convention and Exhibition Centre, an improved Sea to Sky Corridor and Athletes' Villages designed to meet future needs in Vancouver and Whistler.

There will be positive effects for all communities throughout BC. New levels of pride and spirit that, once ignited by the Olympic torch, will light the way to ever-greater achievements for years to come.





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PROUD TO BE A FRIEND OF THE VANCOUVER 2010 BID

IT'S OUR ONGOING COMMITMENT.

Hundreds of public presentations and meetings have been held in Vancouver, Whistler and throughout the province and our country over the last 18 months.

We will continue to take every opportunity to provide forums for constructive and inclusive input for the 2010 Bid, as well as report on our progress and communicate why we believe that hosting the 2010 Olympic Winter Games and Winter Paralympic Games will benefit us all.

If you have questions or an opinion to express, you are invited to attend one of our upcoming Open Houses in June.

OPEN HOUSE SCHEDULE

June 12, 4:00pm to 8:00pm
 S.E. False Creek Open House
 Science World Site
 1455 Quebec St.
 Vancouver

June 20, 4:00pm to 8:00pm
 Curling Venue Open House
 Hillcrest/Nat Bailey Stadium
 Park area
 Vancouver Curling Club
 4460 Dinmont
 Vancouver

June 15, 11:00am to 3:00pm
 Cypress Open House
 Alpine Base Area
 West Vancouver

June 27, 4:00pm to 8:00pm
 Ice Hockey Venue Open House
 at UBC

June 19, 5:00pm to 8:00pm
 Hastings Park Open House
 Hastings Community Centre
 3096 E. Hastings St.
 Vancouver

Lutheran Campus Centre
 5885 University Blvd.
 Vancouver



Please note that if you miss one of the above Open Houses there will be other opportunities throughout the Bid Phase. We also welcome your input at www.winter2010.com.



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| Concert Properties | PricewaterhouseCoopers LLP |
| Deloitte & Touche LLP | Ray & Berndtson Tanton Mitchell |
| Duke Energy | Ricoh Canada |
| Ernst & Young LLP | Seattle's Best Coffee |
| Fairmont Hotels & Resorts | Tourism British Columbia |
| Finning International | Tourism Richmond |
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Your way All the way

Good luck, Vancouver, in your bid for the 2010 Winter Games. We can edge ahead of the competition.

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It's about bringing the community together to showcase our city, our province and to celebrate our nation.

THE Province



CONCERT™ a developer with a difference



COMMUNITY BUILDER.

COMMUNITY VALUES.

Concert Properties is proud to be a Community Contributor of the Vancouver 2010 Bid Corporation.

At Concert we are contributing our expertise and our energy to help ensure that our city is chosen to host the 2010 Winter Games.

After all, we're proud to be part of the community. And we believe in a winning future, for Vancouver, and for British Columbia.

Concert Properties is BC based and owned. At our core are 21 union and management pension plans representing more than 200,000 British Columbians who have entrusted us with their pension funds.



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"Just as an athlete dreams of taking part in the Games, we do too." Helijet is proud to be a Community Contributor for the Vancouver 2010 Bid.

VANCOUVER 2010 OLYMPIC BID COMMITTEE



It's our time to shine!


2 10
VANCOUVER

Publication Date: Saturday, Sept. 21, 2002 (Vancouver Sun)
 Sunday, Sept. 22, 2002 (Province)

**Space Reservation
 Deadline:** Thursday, Sept. 12, 2002

Material Deadline: Monday, Sept. 16, 2002

Ad Size Options	<u>THE VANCOUVER SUN</u>	Province	Black & White Combo Cost	Full Colour Combo Cost
Full page	10 columns x 291 lines 11.785" wide x 20.785" high	9 columns x 165 lines 10.306" wide x 11.785" high	\$14,581.05	\$19,502.05
1/2 page	10 columns x 144 lines 11.785" wide x 10.286" high	9 columns x 82 lines 10.306" wide x 5.857" high	\$7,233.18	\$12,154.18
1/4 page	5 columns x 144 lines 5.694" wide x 10.286" high	6 columns x 61 lines 6.847" wide x 4.357" high	\$3,604.14	\$8,525.14
1/8 page	5 columns x 72 lines 5.694" wide x 5.143" high	3 columns x 61 lines 3.389" wide x 4.357" high	\$1,802.07	\$6,723.07

Please add GST to above prices.

Please call your account representative or Bill Mullaly at 604-605-2665
 for more information.



Example of a Article to appear in the Vancouver Sun and The Province

Vancouver Whistler 2010 Winter Bid

The City of Richmond is a community partner in the Vancouver Whistler bid to host the 2010 Olympic and Para Olympic Winter Games. Not only are the games an exciting opportunity for the Lower Mainland to be showcased to the world and to bring the games closer to all our young athletes, Richmond is uniquely positioned to benefit.

Richmond is the point of entry for thousands of visitors from around the world. In addition, it is anticipated that Richmond will be the location for the International Broadcast Centre -- a state-of-the-art technology media centre during the Games feeding live coverage to all parts of the world.

The three pillars of the Olympics are sport, culture and environment. Cultural festivals showcasing Canadian art and artists would be hosted in each of the three years leading up to the Olympics culminating in a large festival during the Olympics and Para Olympics. The Olympics would be a strong impetus to raise the recognition of Vancouver, the region, and BC as a unique and exciting place in the world to visit, experience, and enjoy.

On behalf of the citizens of Richmond, Richmond Council supports Vancouver to be select as the host city for the 2010 Winter Games.

Mayor, Malcolm Brodie