



City of Richmond

Report to Committee

To: Parks Recreation & Cultural Services Committee  
From: Mike Redpath  
Manager, Parks - Programs, Planning & Design

To Parks & Rec - Nov 26, 2002  
Date: November 25, 2002  
File: 7400-20-OLYMI

Kari Huhtala  
Senior Planner

Re: Vancouver 2010 Winter Games Bid Letter of Support

Staff Recommendation

That the City of Richmond forward a letter of support for the Vancouver 2010 Winter Games Bid Corporation to be included in the bid book being submitted to the International Olympic Committee in January 2003.

Mike Redpath  
Manager, Parks - Programs, Planning & Design

Kari Huhtala  
Senior Planner

Att. 1

FOR ORIGINATING DIVISION USE ONLY  
CONCURRENCE OF GENERAL MANAGER  
*[Signature]*

## Staff Report

### Origin

The City of Richmond has committed to being a Community Contributor for the Canadian bid to host the 2010 Winter Games and Winter Paralympic Games. To date the City of Richmond has participated in the bid process through staff to assist in raising community awareness of the bid as well as a financial contribution to the bid process of \$500,000 in 2002.

The purpose of this report is to endorse the creation of a letter of support from the City of Richmond for inclusion in the Vancouver 2010 Bid Corporation's bid book submission to the International Olympic Committee in January 2003.

### Analysis

Several key dates are rapidly approaching in the process of deciding on a host City for the 2010 event. First, in January 2003 the Vancouver 2010 Bid Corporation will forward the full 'bid book' to the International Olympic Committee for consideration as a host City for the games. Following submission of the 'bid book' the timeline for the process includes:

- February to April 2003      IOC Evaluation Commission visits Candidate Cities
- July 2, 2003                IOC selects the host for the 2010 Olympic Winter Games and Paralympic Games

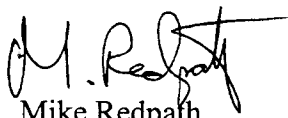
Attached for information is a letter from the 2010 Bid Corporation requesting a letter of support from the City of Richmond as well as current information regarding the timeline for the bid process and proposed venues.

### Financial Impact

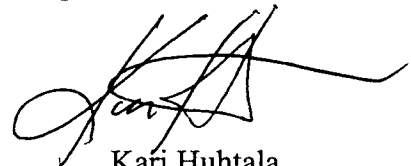
There are no financial implications at this time.

### Conclusion

Given the City's financial investment in the bid process to date, a letter of support endorsing the bid from the City will strengthen the overall 'bid book' as well as be on display for the members of the IOC who will visit British Columbia some time in February to April 2003.



Mike Redpath  
Manager, Parks - Programs, Planning & Design



Kari Huhtala  
Senior Planner



2 10  
VANCOUVER

October 10, 2002

Michael Redpath  
City of Richmond  
6911 No. 3 Road  
Richmond, BC  
V6Y 2C1

**Re: Thank you**

Dear Michael:

Thank you for all your assistance at the City of Richmond Managers Retreat and Conference dinner on October 3, 2002. Your direct efforts made all the difference to John Furlong's presentation and our role in delivering the Olympic 2010 Bid message.

We are all working towards a common goal - bringing the games to Canada. Essential to the success of the delivery of the Bid message is the support and interest of organizations such as the City of Richmond Managers. We value your opinion and are requesting a letter of support that will be added to our bid book to be submitted to the International Olympic Committee (IOC) in January 2003. Our endorsement letters will also be displayed during the IOC Technical Evaluation visit which will be some time in the February to April 2003 timeframe.

Attached, you will also find a copy of our 2010 Bid Supporter form. We urge you to make copies of this form and encourage your co-workers and other supporters of the Bid to fill out the form completely and mail or fax it back to our offices, or fill it out online at [www.winter2010.com](http://www.winter2010.com).

If you have questions or concerns, please contact our Communications Department at 604-806-1020. Again, thank you for your support and your interest in our Bid efforts to win the right to host the Winter Games and Paralympic Winter Games in 2010.

Lizette Parsons  
Director, Communications

Vancouver 2010 Bid Corporation:  
Suite 500 - 375 Water Street  
Vancouver, B.C. Canada V6B 5C6  
MAIN 604 408 2010  
TOLL FREE 1 877 408 2010  
FAX 604 683 2010  
[www.winter2010.com](http://www.winter2010.com)

# VANCOUVER 2010 BID

October 2002

## Everything you wanted to know...

### WHAT...

#### ...is the Vancouver 2010 Bid Corporation?

In 1998, the Canadian Olympic Committee (COC) selected Vancouver and Whistler to prepare a bid for the 2010 Olympic Winter Games and Paralympic Winter Games. The Bid Corporation formed in 1999. Member partners of the Bid Corporation are the Government of Canada, the Province of British Columbia, the City of Vancouver, the Resort Municipality of Whistler and the COC. The Bid Corporation's board of directors is drawn from a variety of community interests, including all levels of government, First Nations, and the business and sport communities. The Bid Corporation is supported by more than 90 companies, corporations and organizations.

#### ...are the winter sports?

The Olympic Winter Games sports are alpine skiing, biathlon, bobsleigh, skeleton, luge, cross-country skiing, curling, figure skating, freestyle skiing, ice hockey, nordic combined, ski jumping, speed skating, short track speed skating, and snowboarding. The Paralympic Winter Games sports are alpine skiing, biathlon, cross-country skiing, sledge ice hockey and wheelchair curling.

### WHERE...

#### ...can I get more information?

Check out our website at [www.winter2010.com](http://www.winter2010.com). If you're in Vancouver, visit our 2010 Bid Information Centre located at the Plaza Level, 200 Burrard St., next door to the Vancouver Tourist Information Centre, operated by Tourism Vancouver. Or, when in Whistler, drop by the 2010 Bid Information Centre there at 4365 Blackcomb Way. You can also call 604.408.2010 or 1.877.408.2010.

#### ...are the venues?

Current plans include hosting the ice events, two skiing events, and opening and closing ceremonies in Vancouver. The alpine, nordic, sliding and Paralympic events are proposed for Whistler, about 120 km north of Vancouver. However, opening ceremonies for both the Olympic Winter Games and Paralympic Winter Games will take place at BC Place in Vancouver.

For example, figure skating and short track speed skating are proposed for Vancouver's Hastings Park, snowboarding and freestyle skiing for Cypress Mountain on Vancouver's North Shore, ice hockey for General Motors Place and at a new UBC Winter Sport Centre proposed for the University of British Columbia, speed skating at a new oval proposed for Simon Fraser University, and curling at a new facility proposed for Hillcrest/Nat Bailey Stadium Park. Whistler will host bobsleigh, skeleton, luge and the speed and technical alpine events as well as biathlon, cross-country skiing, nordic combined and ski jumping. Athletes villages and media centres will be in both locations.

### WHY...

#### ...is Vancouver bidding for the right to host the 2010 Winter Games?

The Bid will help promote tourism in BC as well as be a catalyst for public infrastructure development – such as enhancements to the regional transportation system and new sport facilities – to meet existing and future needs.

According to a recent economic study by the provincial Ministry of Competition, Science and Enterprise, a winning 2010 Bid combined with an expanded convention centre in Vancouver could:

- Generate up to \$10 billion in direct economic activity.
- Create about 228,000 direct and indirect jobs across the province.
- Result in up to \$2.5 billion in incremental tax revenues, in addition to other major, long term benefits, such as permanent community and sports legacies.

#### ...is it possible for Vancouver to succeed?

- Canada is a safe and stable nation.
- Canada has an excellent record for hosting world-class, major events such as Expo '86 in Vancouver and the 2001 Vancouver World Figure Skating Championships.

- Vancouver and Whistler have respectively and repeatedly been recognized as one of the world's most liveable cities and one of North America's top ski destinations.
- Canada is a world leader in advancing the interests of athletes with a disability.

## **WHO...**

### **...are the competitors?**

On August 28, 2002, the International Olympic Committee selected four Candidate Cities: Berne, Switzerland; Pyeongchang, South Korea; Salzburg, Austria; and Vancouver, Canada. Berne has since withdrawn from the Candidate Cities competition.

### **...is financing the Bid?**

The Government of Canada (\$9.1 million), the Province of British Columbia (\$9.1 million) and corporate and other supporters. When the fundraising target is achieved, the Bid will be financed 54 per cent by Government and public corporations and 46 percent by private companies.

### **...who is preparing the Bid?**

More than 30 Bid Corporation Work Groups representing athletes, sport organizations, government and community interests are preparing plans for every aspect of hosting a successful Olympic Winter Games and Paralympic Winter Games.

### **...has been consulted in the Bid process?**

To date, the Bid Corporation has participated in more than 700 presentations and events, reaching more than 44,000 people. The Bid conducts weekly information sessions in Whistler where it has a community office, and hosts open houses/information sessions in various communities in the Greater Vancouver region.

## **WHEN...**

### **...will the 2010 Olympic Winter Games and Paralympic Winter Games be held, if Vancouver wins the right to host them?**

Olympic Winter Games, February 5 to 21, 2010  
Paralympic Winter Games, March 5 to March 14, 2010

### **...are the key dates leading up to the IOC decision on the host city?**

January 10, 2003	Full Bid Books submitted to the IOC.
Feb. - Apr. 2003	IOC Evaluation Commission visits Candidate Cities.
July 2, 2003	IOC selects the host for the 2010 Olympic Winter Games and Paralympic Winter Games.

## **HOW...**

### **...much does the Bid cost?**

\$34 million, including \$5 million for the LegaciesNow program – a sport, youth and athlete and community development initiative of the Bid Corporation, the BC Government and corporate supporters. The goal of LegaciesNow is to provide funding enhancements, new programs and services to help prepare the next generation of Olympians for the podium in 2010.

### **...much will capital construction for the 2010 Winter Games cost?**

An estimated \$620 million of capital construction would take place over the 2004-2010 period. This expenditure includes renovations to existing facilities and venues to make them "Olympic ready", new facilities and operating endowments for post-games use.

### **...much revenue will hosting the 2010 Winter Games generate?**

Hosting the 2010 Olympic Winter Games and Paralympic Winter Games could generate an estimated \$1.2 billion to \$1.3 billion with revenues coming from broadcast rights, sponsorships, merchandise sales and ticket sales to cover the cost of staging. Note these figures are very preliminary – a detailed estimate is being prepared with the assistance of a number of Canada's leading chartered accountancy firms and numerous Games experts.



VANCOUVER 2010  
CANDIDATE CITY

# TRANSPORTATION

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July 2002

**Fact Sheet**

## **Why...**

### ***Is the Vancouver 2010 Bid Corporation preparing a transportation plan?***

One of the components for the Bid Book, which will be submitted to the International Olympic Committee (IOC) in January 2003 for a decision on July 2, 2003, is Transportation. The Organizing Committee of the Games (OCOG) is responsible for fulfilling the transportation requirements during the Games for athletes, technical officials, International Olympic Committee/International Paralympic Committee (IPC) Family, media/broadcasters, sponsors, entertainers, volunteers and spectators.

## **Who...**

### ***...is involved in transportation planning?***

Over the past year, three transportation work groups have been examining all aspects of transportation plans on behalf of/and in conjunction with the Vancouver 2010 Bid Corporation. The work groups comprise members from the City of Vancouver, Resort Municipality Of Whistler, Ministry of Transportation, BC Rail, TransLink, Transport Canada, YVR, ICBC, BC Transit, West Coast Express, Helijet, GVRD, District of Squamish, Abbotsford Airport, RCMP, Whistler TAG (transportation advisory group) and Motor Coach representatives.

### ***...has to be transported?***

Athletes, technical officials, IOC/IPC family, media/broadcasters, sponsors, officials, spectators, entertainers, volunteers, supporters.

## **What**

### ***...is the overall plan?***

To ensure a safe, reliable and efficient transportation plan between venues and in the region, the Vancouver 2010 Bid Corporation proposes a Public Transit/Mass Transit model for the Olympic and Paralympic Games. This model has been used successfully in a number of Games, including the 1994 Commonwealth Games in Victoria, BC and the 2000 Sydney Summer Olympic & Paralympic Games. It will include the following components:

#### ***Sea to Sky...a multi modal solution***

- Bus - Vancouver & Squamish to Whistler
- Marine - Vancouver & YVR to Squamish using high speed **passenger only** vessels
- Rail - Squamish to Whistler
- Helicopter - Vancouver & Whistler for select Olympic Family/officials and athletes to medal ceremonies

#### ***Greater Vancouver***

- Four Transportation Hubs for buses leaving Vancouver
- Spectators and volunteers should be strongly encouraged to take public transit
- Extended service for existing public transportation
- Exploring **shared** use of HOV lanes as Games lanes
- Traffic Management Plan to be developed during the Bid Phase; this will include bridge management
- Transit bus service to Cypress for competition days
- Media Shuttles

***...is the BC Ministry of Transportation doing with the highway?***

As part of its Bid plan, the Vancouver 2010 Bid Corporation has proposed that the highway be upgraded to three lanes to meet the safety and capacity demands of the 2010 Winter Games. However, any transportation improvements must also meet the long-term needs of the communities in the region. The Provincial Government is expected to make a decision about future Highway 99 improvements in Fall 2002. (Some studies have already been posted on their website). The Bid is a catalyst to help move transportation improvements forward which would benefit the region, regardless of the success of the Bid.

***... is 2010's position on rapid transit to the airport?***

Rapid transit between downtown Vancouver and YVR would enhance our Bid. However, whether this happens is a decision of government.

***When...***

***...Will people be allowed to travel by private vehicle on the Sea to Sky Highway?***

During peak times, private vehicles on the Sea To Sky Highway will be restricted to residents through a permitting system. All spectators and volunteers will be required to use the public transportation provided by the Games during peak times. Motorcoach transportation between Vancouver and Whistler will be provided for day skiers during peak times.

***...will I be able to drive along the Sea To Sky Highway if I'm a Whistler resident?***

Whistler residents will be able to drive between Vancouver and Whistler at both peak and non-peak times, though it would be preferred that they don't drive during peak times if it can be avoided. Non-Whistler residents will be allowed to drive between Vancouver and Whistler during non-peak times only.

***How...***

***... many people will be transported between venues in Vancouver and Whistler?***

About 195,000 people per day in the Greater Vancouver area, and about 43,000 people during peak competition days between Vancouver and Whistler/Callaghan Valley, and 42,000 around Whistler.

***...long will it take to get people up to the Whistler venues?***

Travel times between Vancouver and Whistler will vary for spectators depending on the mode or combination of transportation used. It is expected to be two to two-and-a-half hours. People who attend Winter Games know that there is a time element involved in getting to and from a mountain venue. It's all part of the Olympic experience.

***...will upgrades to the Sea To Sky Highway be paid for? Will there be tolls?***

Investments for upgrades and the introduction of tolls are ultimately a decision of government.

# THE VANCOUVER 2010 BID FAMILY LA FAMILLE DE LA CANDIDATURE DE VANCOUVER 2010



## MEMBER PARTNERS MEMBRES PARTENAIRES



## PREMIER FOUNDING SUPPORTERS PREMIERS MEMBRES FONDATEURS



## FOUNDING SUPPORTERS MEMBRES FONDATEURS



## FOUNDING MEDIA SUPPORTERS PARTENAIRES MÉDIATIQUES FONDATEURS



## SPORT DEVELOPMENT SUPPORTER PARTENAIRE POUR L'AVANCEMENT DU SPORT

Calgary Olympic Development Association

## COMMUNITY CONTRIBUTORS DONATEURS COMMUNAUTAIRES

Air Canada	Concord Pacific Group	The Jim Pattison Group	RBC Financial Group
Alcan	Deloitte & Touche LLP	KPMG LLP	Seattle's Best Coffee Canada
BC Gas	Duke Energy	La Presse	SuperGraphics
BC Hydro	Ernst & Young LLP	Lafarge North America	Tourism British Columbia
Bryant, Fulton and Shee	Fairmont Hotels & Resorts	Microsoft	Tourism Richmond
The Cadillac Fairview Corporation Limited	Finning International	Orca Bay Sports & Entertainment	Tourism Vancouver
Canada Post Corporation	General Motors of Canada	PavCo	Vancouver International Airport Authority
Canadian National	Grant Thornton LLP	PricewaterhouseCoopers LLP	Vancouver Board of Trade
City of Richmond	Harbour Air Seaplanes	Ray & Berndtson Tanton Mitchell	West Coast Air
Concert Properties	Helijet International	Ricoh Canada	

## FRIENDS AMIS

Accenture	Chevron Canada	Ipsos-Reid	Progressive Construction
AMJ Campbell Van Lines	Choice Communications (Canada)	Joe Fortes Seafood & Chop House	Rainbow Retreats
Aramark Sports & Entertainment	Coape Staffing Network	John Redekop Construction	ResortQuest International
Associated Aerial Adventures (A3)	Coast Mountain Photography	Keg Restaurants	Rocky Mountaineer Railtours
AVIS Rent a Car	Cornerstone Signage & Design	L.A. Translations & Design	The St. Regis Hotel
AVW-TELAV Audio Visual Solutions	Creekhouse Gallery	Levelton Engineering	Sheraton Vancouver Wall Centre Hotel
BellPacific Construction Group	Crystal Lodge	Lignum	Sound Kitchen Studios
Bert's Electric	Destiny Media Technologies	Logicorp	Spencer Francy Peters Inc.
Blackcomb Lodge	EBA Engineering Consultants	Mediaco The Presentation Company	Syscom Consulting
Bombardier	Electronic Arts	Metropolitan Fine Printers	UMA Engineering
Borden Ladner Gervais LLP	ENKON Environmental	Pacific Liaison and Associates	Vancouver Hotel Association
Bowdens Media Monitoring	FTS Forest Technology Systems	The Pan Pacific Lodge Whistler	Vinyl Council of Canada
Burntsand	Gateway Casinos	Park Georgia Group	Wesbild Holdings
Burrard International	George Weston Ltd.	Patrick O'Callaghan and Associates	West Coast Reduction
Callaghan Country Wilderness Adventures	Grand & Toy	Pivotal	Westin Hotels & Resorts Vancouver and Whistler
Canada Council for the Arts	Imprint Plus	Polaris Realty (Canada)	Wildwood Lodge
CCNMatthews	Insight Photography International	Power Corporation of Canada	

## DONORS DONATEURS

ABM Vancouver • DL Watts Flooring • Dominion Blue Repro Graphics • Golden Properties • The Gudewill Family • Hawk Air • Henderson Creative Carpets • Herman Miller  
London Drugs Foundation • Macluan Capital Corp. • S. Contract Carpeting • Seaton Shinkewski Design Group • Truffles Catering • Vancouver Giants • Western Corporate Enterprises



# HOW THE 2010 OLYMPIC AND PARALYMPIC WINTER GAMES BENEFIT YOU

Vancouver 2010 is a sweeping, national vision to create new jobs, boost our tourism industry, generate new opportunities for small business and attract new investment. The Games are also accelerating critical infrastructure improvements that have been on the drawing board for years.

82% of Canadians support the Bid. Community leaders, along with those from business, sport and culture wholeheartedly endorse it. Their reason why is simple. They believe the Olympics are good for Canada.

Here's why the Olympics are good for all of us, and what they could mean for you.



VANCOUVER 2010  
CANDIDATE CITY

## THE INVESTMENT

The 2010 Olympic Games are fully supported by the provincial and federal governments and private sector. The costs of the investment are shared, and so are the benefits – by the entire country.

### OPERATING BUDGET

The costs of actually putting on the Olympics – operations and administration – are expected to be covered by revenues generated by the event. Revenues to fund the games come from various sources including TV broadcast rights, sponsorships, ticket sales, licensing fees, donations, and the sale of some assets after the games. Federal and provincial government contributions to the hosting costs include funding of services such as policing and security. This results in a break-even scenario for the Games themselves, a reasonable target considering the \$160 million profit realized by Salt Lake City.

### FACILITIES

If Vancouver wins the right to host the Games, the province has pledged a total of \$310 million over six years to fund the necessary facilities for the Games. This investment is matched by \$310 million from the federal government to cover the cost of construction of new athletic facilities such as a speed skating complex at SFU, hockey arena at UBC and Olympic villages, as well as upgrading existing facilities to world-class standards. Included in this investment are \$110 million in legacy funds to allow the facilities to be maintained and operated for public use after the Games, at no additional cost to the community.

## THE BENEFITS

### MORE JOBS

It is estimated that the Games, combined with an expanded convention centre, will generate over 200,000 new jobs over 20 years.

### AFFORDABLE HOUSING

Two Olympic Villages, one in Vancouver, the other in Whistler, will provide market and affordable housing units after the Games are complete.

### SPORT LEGACIES

New or upgraded athletic and community facilities will be in place well in advance of the 2010 Games, and will be endowed with \$110 million in legacy funding to operate them into the future.

### INCREMENTAL PUBLIC REVENUES

An economic study of the financial impact of the 2010 Olympic projects in combination with the expanded Convention Centre reports incremental tax contributions – largely from tourism, hospitality and conventions – of nearly \$2.5 billion over 20 years.

### BOOST TO BC ECONOMY

The same economic impact study reported a projected increase in the province's GDP of \$10 billion over 20 years. That's the growth impact on our economy across all sectors, from retail sales to tourism to construction. This number does not include any additional increases in foreign sales of BC goods and services, nor any incremental foreign investment made in BC as a result of the Games.

### GLOBAL PROMOTIONAL EXPOSURE

Analysts have concluded that, as host of the 2000 Olympics, Sydney received \$6 billion in free publicity – essentially a \$6 billion global advertising campaign for Australia tourism, at no cost. Vancouver and British Columbia tourism, small business, and companies in emerging industries would receive similar world-wide exposure.

### A NATIONAL PRIORITY

The federal government strongly supports the 2010 Bid, and has pledged over \$310 million to the Games Legacies. The Olympic and Paralympic Winter Games are a priority project of the Government of Canada.

### IMPROVED INFRASTRUCTURE

In addition to sport legacies, hosting the Games would accelerate needed infrastructure projects. These will yield long-term benefits to the province, in the same way that the Coquihalla Highway, Cambie Street Bridge and SkyTrain have become valuable legacies of Expo '86!

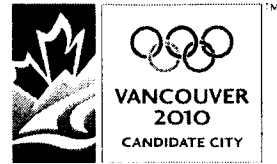
### A HEALTHIER PROVINCE

With the addition of new and improved athletic facilities, as well as the attention given to sports and athletic activity in the years leading up to the Games, we have a chance to improve the health and fitness of the entire province, in particular among the youth of BC. A healthier population means less demand on the health care system, which, in turn, will make our system more sustainable.

### COMMUNITY LEGACIES

With the incremental tax dollars generated by the Games and related activity, the country will have the financial ability to fund important social programs and crucial public services like health care and education.

# WHY WE'RE BACKING THE BID



**"Every time I've had the opportunity to represent Canada, it has been special. I consider it an honour, and that drives me to give everything I can. If Vancouver hosts the 2010 Olympics, every Canadian will get the chance to be our best, on behalf of our country. Being a part of this would have a lasting impact on everyone, especially Canada's youth."**

Wayne Gretzky, Executive Director, Men's Canadian Olympic Hockey Team; Stanley Cup Champion;  
Canadian Olympic Athlete – Ice Hockey



**"BC needs a shot in the arm. If we win the 2010 Winter Games, not only will BC benefit economically but it will also give us a new spirit and new sense of pride."**

Jim Pattison, Managing Director, CEO & Chairman  
Jim Pattison Group



**"During the Bid phase for the 1988 Olympics, there was concern in Calgary over the public cost of hosting the Games. The positive impact of the Games convinced them otherwise. By the time the Olympics were over, 83% of Calgarians said they'd host them again."**

Frank King, Business Executive and former CEO  
1988 Calgary Olympic Winter Games Organizing Committee



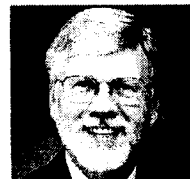
**"The bid is about our collective future. Through sport, the Olympics play a key role in ensuring we have positive role models for youth, a sense of community pride, and a shot at economic renewal."**

Sandra Stevenson, President, CEO  
Sport BC



**"Smaller, rural communities like Golden will have the opportunity to benefit from the international attention, and wealth, that will come to BC with the Olympics."**

Lee Malleau, Golden's Economic Development Officer  
and President of the Economic Development Association of BC



**"The tourism industry generates in excess of \$9 billion annually and employs more than 110,000 individuals. Hosting the 2010 Games will not only showcase Super Natural British Columbia to the world, but will leave a legacy of economic development for years after."**

Rod Harris, President and CEO  
Tourism BC



**"Winning the 2010 Olympics will send a positive signal to meeting planners around the world, resulting in more convention activity here over the seven years leading up to the Games and afterwards."**

Larry Belsito, General Manager of the Renaissance Vancouver Hotel Harbourside  
and the 2002 President of the Vancouver Hotel Association



**"92% of our membership believes the Olympics will have a positive impact on the BC economy."**

Suromitra Sanatani, Vice-President British Columbia & Yukon  
Canadian Federation of Independent Business



**"The benefits in needed infrastructure, as well as the investment resulting from world-wide visibility will exceed even the great success that Expo '86 brought to Vancouver."**

Darcy Rezac  
Vancouver Board of Trade



VANCOUVER 2010  
CANDIDATE CITY

# UTAH ECONOMIC ACCOMPLISHMENTS

*Fact Sheet*

October 2002

## Utah Olympic Economic Accomplishments by the Numbers

### Objectives (of hosting the 2002 Olympic Winter Games):

- Promote the Utah economy and share the Utah message
- Be great hosts by welcoming all visitors, strategically hosting investors, venture capitalists and key decision makers, and fulfilling the state's diplomatic responsibilities

### Visitors and Short Run Economic Impact:

- 250,000 visitors
- \$350 million (US) visitor spending
- \$4.8 billion (US) total economic impact, resulting in 35,000 job years of employment and \$1.5 billion (US) in income for Utah workers (1996-2003)

### Hosting:

- Approximately 350 investors and venture capitalists
- World leaders from 77 countries
- Seven members of President Bush's Cabinet
- 79 events at the Utah Business Club at the Devereaux Mansion involving 8,000 local and out-of-state business executives and 42 Utah companies
- 84 international events co-hosted by the Department of Community and Economic Development involving 18,400 participants
- Torch caravan van traveled through 46 states over 65 days and was seen by an estimated 1.5 million people
- Torch Relay business receptions in ten targeted cities that resulted in 3,600 business contacts
- 9,000 journalists at the Main Media Center and 1,600 journalists at the Utah Media Center

### Legacy Impacts:

- 3.5 billion worldwide television audience saw Utah as a competent place, with spectacular scenery and warm, friendly people
- World class winter sport facilities and a \$40 million legacy endowment to develop Utah as a winter sports capital
- The economic payoff is measured in decades – not days, weeks, months or years
- \$100 million (US) in net revenue generated from Salt Lake 2002 Olympic Winter Games

*Source: State of Utah*

*March 1, 2002 [http://www.utah.gov/governor/newsrel\\_0301b02.html](http://www.utah.gov/governor/newsrel_0301b02.html)*



# PROPOSED 2010 VENUES

FACT SHEET

October 2002

## PROPOSED VENUES

More than 30 2010 Bid Corporation Work Groups are developing plans for every aspect of hosting a successful Olympic Winter Games and Paralympic Winter Games.

Current plans include hosting the ice events, two skiing events, and opening and closing ceremonies in Vancouver. The alpine, nordic, sliding and Paralympic events are proposed for Whistler. Each venue will meet or exceed Olympic and international sport federation standards and will have a plan for post-Games use.

### Sport Venue Status

*This list is subject to change as work continues on venue development and placement as part of the Bid process. The 2010 Bid Corporation is planning for an estimated 5,000 athletes and officials to participate in the Olympic Winter Games and Winter Paralympic Games.*

Sport	Olympic Venue	Paralympic Venue
Alpine Skiing	Whistler - Speed events (Downhill, Super G, Downhill Combined) on Whistler Mountain. Technical events (Slalom, Giant Slalom, Slalom Combined) on Blackcomb Mountain	Whistler - Speed events (Downhill, Super G) on Whistler Mountain. Technical events (Slalom, Giant Slalom) on Blackcomb Mountain
Biathlon	Whistler - New Nordic sports facility in the Callaghan Valley	Whistler - New Nordic sports facility in the Callaghan Valley
Bobsleigh, Skeleton, Luge	Whistler - New track to be built in Whistler	Not applicable
Cross-Country Skiing	Whistler - New Nordic sports facility in the Callaghan Valley	Whistler - New Nordic sports facility in the Callaghan Valley
Curling	Vancouver - New facility proposed for Hillcrest/Nat Bailey Stadium Park.	Whistler - Meadow Park Sports Centre
Figure Skating	Vancouver - Hastings Park (renovated)	Not applicable
Freestyle Skiing	Vancouver - Cypress Mountain	Not applicable
Ice Hockey	Vancouver - General Motors Place (renovated to international ice surface size) and a new UBC Winter Sport Centre proposed for the University of British Columbia	Not applicable
Nordic Combined	Whistler - New Nordic sports facility in the Callaghan Valley	Not applicable
Ski Jumping	Whistler - New Nordic sports facility in the Callaghan Valley	Not applicable
Sledge Ice Hockey	Not applicable	Whistler - New facility proposed for Whistler
Speed Skating	Vancouver - New speed skating oval proposed for Simon Fraser University	Not applicable
Short Track Speed Skating	Vancouver - Hastings Park (renovated)	Not applicable
Snowboarding	Vancouver - Cypress Mountain	Not applicable

Non-Competition Venues	Olympic Winter Games	Winter Paralympic Games
Athletes Village - Vancouver	Vancouver - New facilities on the South East Shore of False Creek near Downtown	Not applicable
Athletes Village - Whistler	Whistler - New facilities in Whistler	Whistler - New facilities in Whistler
International Broadcast Centre	Vancouver - Proposed new exhibition centre in Richmond	Blackcomb Mountain - temporary facility
Main Press Centre	Vancouver - Vancouver Conference and Exhibition Centre	Blackcomb Mountain - temporary facility
Opening Ceremonies	Vancouver - BC Place Stadium	Vancouver - BC Place Stadium
Closing Ceremonies	Vancouver - BC Place Stadium	Whistler
Medal Ceremonies	Vancouver - BC Place Stadium	Whistler
Cultural Festival	Variety of arts and cultural facilities throughout Vancouver and Whistler	Variety of arts and cultural facilities throughout Vancouver and Whistler