

Presentation to: United States Senate Subcommittee on Trade,
Tourism and Economic Development

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Topic: Economic Impact of the Vancouver 2010 Olympic and
Paralympic Winter Games

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- Format:
1. Update on Vancouver 2010 Games
 2. Update on Province of British Columbia 2010-related business activities
 3. Comment on tourism impact for Pacific Northwest

1. Update on Vancouver 2010 Games

From the outset, Vancouver's bid for the 2010 Winter Games was based on creating legacies – economic and tourism, sports and health, social and sustainability. The official support for our Bid from the Pacific Northwest states, and the Pacific Northwest Economic Region (PNWER), was very much appreciated and helped us realize the legacies we achieve will be shared beyond our borders.

Since July 2, 2003, when the IOC awarded Vancouver the right to host the 2010 Games, the Vancouver Organizing Committee (VANOC) has been, a 20-member board was appointed, and Jack Poole has been appointed chair of the board.

Led by president and chief operating officer John Furlong, the VANOC team now numbers 120 people and is organized into eight key areas:

- Services and Planning
 - Sport
 - Finance
 - Venue Development
 - Revenue, Marketing and Communications
 - Legal
 - Human Resources
 - Technology and Systems
- The main focus now is Games' planning, venue construction and sponsorships.
 - VANOC's goal is to deliver the venues two years ahead of the Games in order to allow for testing the venues in advance of the Games and providing athletes with training

opportunities. This goal is supported by diligent planning, comprehensive environmental approvals, and an early start to construction.

- Overall, domestic sponsorships, merchandise and supplier programs are to generate about 40 per cent of the Games Operating Budget. The rest of the budget comes from the sale of television broadcast rights, international sponsorships and ticket sales
- VANOC's marketing efforts have resulted in five major National Partners to date: Bell Canada, RBC Financial Group, Hbc, RONA and Petro-Canada

2. Update on Province of British Columbia 2010-related business activities

British Columbia's investment in the 2010 Games has led to a concerted effort to build upon lessons learned from past experiences, such as the Salt Lake Games in 2002, in an attempt to leverage this unique opportunity for our region. It has been widely acknowledged that starting early increases the chance of achieving a significant economic impact.

The Province's main vehicle to help business participate in the 2010 Winter Olympic and Paralympic Games is the 2010 Commerce Centre, which can be found at www.2010CommerceCentre.gov.bc.ca

While economic impact studies have shown the Games will bring an estimated \$4 billion of business activity, related activities will add much more to the equation. The 2010 Commerce Centre will aggregate and display all 2010-related business opportunities including:

- Direct Opportunities such as venue construction (\$470m+), VANOC Operations (\$1.3b), BC Secretariat and 2010 Legacies Now;
- Olympic Family Opportunities such as procurement from sponsors like Bell Canada \$200m, Royal Bank \$110m;
- Major Infrastructure Projects such as the Vancouver Convention Centre Expansion Project (\$565m), new Rapid Transit Line (\$1.7b), YVR expansion (\$1.4b); and
- Major Sporting Events and Sports Venue Construction: World Junior Hockey 2006, North American Indigenous Games 2008, World Police and Fire Games 2009, Northern Sports Centre Prince George, Paralympic Training Centre Kimberley, Speed Skating Oval Fort St. John.

Registration at the 2010 Commerce Centre site is free and it allows one can:

- Browse and search current business opportunities
- Procedures for bidding on Olympic projects
- Complimentary registration for e-mail notification of procurement opportunities that fit your profile
- Listings of 2010-related bid winners
- Steps to becoming a sub-contractor to winning suppliers
- Strategies for potential product licensees
- Online procurement workshop material and calendar of events
- Success stories and best practice advice
- Business planning, Olympic logo use and guidelines
- 2010 business news

- Sign-up for 2010 Commerce Centre electronic newsletter

Future Provincial plans include a 2010 Business Network, anticipated to be operational later this year. It will include:

- a database of companies that want to do Olympic business
- an opportunity for companies to build new business relationships – to find potential partners, suppliers and new clients
- ability for companies, including international firms, to post a detailed business profile and search listings to find the business relationships they need to do business around the Games.

3. Comment on tourism impact for Pacific Northwest

The economic impact studies conducted in 2002 and 2003 estimated:

- Approximately 1.1 million additional international (US and Overseas) visitors to BC during 2008 – 2012
- Approx. \$1.5 billion incremental spending by additional international (US and Overseas) visitors to BC during 2008 – 2012
- Approximately \$3.3 B incremental GDP to 2015, including construction investment.
- Approximately 25% of incremental visitors will be from overseas, 35% from the Pacific NW and 40% from other parts of the US. (Source: Tourism BC)
- Currently about 40% of visitors from other parts of the US to BC travel through the Pacific NW, about 30% of BC's overseas visitors also visit the Pacific NW. Thus the Pacific NW can anticipate a significant number of additional visitors due to the 2010 Games. (Source: Tourism BC)
- The Pacific NW will be able to increase this through tourism marketing and an effective media relations strategy.
- Other potential benefits to the Pacific NW will include investment and supplier (export) opportunities.
- Benefits will extend beyond 2012 as BC capitalizes on increased awareness of BC as a destination and increased capacity due to 2010 infrastructure investments and new tourism businesses.

Thank you for the opportunity of speaking to your Subcommittee.