

The Community Opportunities Committee is expected to develop local strategies to capitalize on the opportunities that the games offer, to be the contact point for the province in its roll-out of Provincial strategies and information regarding the games and to leverage opportunities for the city as a whole.

Community Chair Bill Reid has appointed a task force to assist in the development of a first draft Opportunities Strategy for submission and endorsement of Council. The Task Force consists of Janet Marwick, Surrey Tourism & Convention Association; Chamber of Commerce and BIA representatives Jim King, Bob McKeracher, Ben Wevers, Paul Oraziatti, Dianne Bolton, city staff representatives Linda Hepner from the Economic Development Office and Laurie Cavan from the Parks, Recreation & Culture Department; and includes and Betty McLeod, Business Investment Manager, RBC Financial Services. Further business representation and stakeholder interest groups will be consulted in the development of a Surrey strategy.

The Task Force is charged with the development of a community based plan and through the process will be assessing key areas and opportunities regarding cultural opportunities, sport opportunities, partnership opportunities, tourism and economic development, infrastructure improvements, planning and promotions:

To support the work of a Community Opportunities Committee, the Provincial Government has established the Olympic Games Secretariat within the Ministry of Small Business & Economic Development. Former PNE CEO, Annette Antoniak, was recently appointed Deputy Minister for the Secretariat. The Community Opportunities Committees around the province currently receive no funding for their operations, and that issue is now under consideration by the Olympic Games Secretariat.

BENEFITS & OPPORTUNITIES

Current activities of the Vancouver 2010 Games Organizing Committee are focused on developing the project schedules and information management systems, policies and procedures that will be used in the delivery of the Games throughout the next six years. Marketing and communications plans are being drawn up and consultations are continuing with various community and sport stakeholders. Construction of new sport venues and renovation of existing competition facilities is scheduled to take place between 2005 and 2007.

The Provincial strategy around the Olympic Games has been developed around five pillars:

1. Trade and Investment
2. Goods & Services Supply (Procurement)
3. Tourism
4. Human Resource Strategy
5. Legacies Now – A Sport Development Program intent on improving the health of British Columbians through physical activity)

Specific strategies have been developed for each of these pillars and as those strategies are rolled out, community strategies will begin to take shape. A Spirit of 2010 Business Summit was held in Vancouver May 3, 2004 to outline

the broad strategies of the Olympic Games Organizing Committee within the five pillars and those strategies can be summarized as follows:

1. Trade and Investment

The key objectives for trade is to “expand and diversify provincial exports, increase small business exports and ensure international market access for BC's exporters” through:

- Enhancing the Province's globally competitive business climate
- Branding BC as a preferred location for investment, immigration and tourism;
- Supporting private sector initiatives
- Strengthening Federal and Provincial linkages;
- Advocating BC's international trade and investment interests.

2. Goods & Services Supply (Procurement)

It is expected that the Olympic Games Organizing Committee (OGOC) will spend almost \$2Billion on goods and services during the planning and staging of the Games with another \$2Billion in indirect or related spending by suppliers, sponsors and licensees as well as official delegations and tourists.

The strategy for procurement is built within a sustainability framework on a strict fiscal, operational and delivery schedule. The strategy for advancing BC's businesses to take advantage of opportunities is based on businesses receiving accurate and timely information to provide a competitive edge and within a timeframe that will allow for partnerships, joint ventures and other business relationships to form.

A 2010 **Commerce Centre** will be phased in as the demand for information and the supply needs increase. The Commerce Centre will be strictly web-based until 2006 when a Vancouver Storefront presence will also be created. The Commerce Centre will:

- Provide advance notice of procurement opportunities
- Deliver regional business and opportunities workshops
- Develop a guide to procurement procedures
- Create a platform for business to business connections
- Develop a database of BC suppliers
- Provide showcase opportunities for BC products
- Deliver a host program for visiting businesses, buyers, investors
- Deliver a visiting journalist program

The Surrey 2010 Community Opportunities Committee can now begin to provide the Surrey business community with information through business workshops and specialized programs within the Provincial procurement framework.

3. Tourism

A Tourism 2010 Opportunities Strategy for the Olympic Games is to be developed within the next 180 days. The strategy will include:

- establishing clear roles within government regarding tourism functions,
- identification of funding structures for the tourism industry,
- the development of a “Tourism Charter” that establishes tourism as a provincial economic and cultural priority
- an approach to the development of a skilled tourism workforce.

4. Human Resource Strategy

BC will be facing a significant skills shortage; the most recent employment projections estimate there will be 913,000 job openings between now and 2015 – without the Olympic Games. The Olympic Games will add an additional 132,000 person-years of employment in key sectors such as tourism, construction, transportation, and communications.

The Human Resources Strategy provides an overview of existing programs and policies that are meant to deliver a positive impact on the skills agenda. It represents the beginning of a provincial Human Resources Strategy that is to “evolve over the coming years as the public and private sectors continue the work of delivering a skilled workforce for our growing economy”.

5. Legacies Now Program

While there has been much speculation regarding grant opportunities relating to 2010, there is very little direct funding other than those communities slated for specific 2010 venue construction.

Another initiative has been identified as “Legacies Now” which is a strategy for province-wide sport, development that will maximize the economic effects of hosting sports events and contribute to the development of young athletes and coaches throughout British Columbia, focused on creating a “playground to podium” environment that will encourage healthy physical lifestyle. This is a *program initiative* and does not currently have grant opportunities attached to it.

There is an element within Legacies Now that is related to Arts & Culture where there may be some funding available, however the criteria for the program has not yet been developed. There was no clear understanding of this element of the program at the recent Business Summit. This is an area that the Community Committee will be monitoring and information will be shared as it is received from the Province.

DISCUSSION

The Vancouver/Whistler 2010 Winter Olympic Games will create economic opportunities and benefits to British

Columbians. The impact to the region includes infrastructure upgrades, business expansion opportunities, employment opportunities, and increased economic and visitor activities. Other communities in British Columbia are in the process of developing strategic plans to best leverage the opportunity of the premier sporting events.

Businesses in the City of Surrey can expect to benefit from the direct, indirect and related economic impacts of the 2010 Winter Olympics. Projected benefits include those of business, commerce and employment; tourism; educational opportunities; increased sport participation and health benefits for residents. Vital long-term economic spin-offs can occur as a result of the increased visitor spending and expected repeat tourism.

Local business benefits may include direct and sub-contracting benefits to goods and service industries supplying the games, in addition to the of trade and investment activity generated through the showcasing of B.C. products. Increased traffic to the region is expected including in-province, inter-provincial and international tourism. Local economy benefits will be achieved through increased hotel and restaurant usage, visitor purchase of local goods and services, and patronage of local venues. The games can also act as a catalyst for infrastructure development, which along with increased business benefits, increase employment opportunities to local residents. Through educational opportunities aimed at youth, local students benefit via increased student fitness levels and sport awareness. Long-term benefits include future opportunities for youth to be involved in elite sports through direct participation or coaching opportunities, along with increased long-term economic development spin-offs to the community.

During past games, communities have achieved increases to their sporting event, conference and convention programming. Local businesses have showcased their products and have landed large-scale international contracts and increased local employment opportunities. Through planned community based initiatives, additional benefits gained have included branding identification, regional partnering for tourism initiatives, and investment opportunities. Where applicable, capital investments have been made to upgrade or build new recreation and sport venues and to improve transportation networks leaving a lasting legacy to the community after the games are complete.

Surrey's 2010 Community Committee will develop a '*Community Opportunities Strategy*', which will provide a broad outline of opportunities which can be leveraged to the City's advantage.

On initiatives where the City, as a corporation, has been identified as being directly involved, roles will vary according to the requirements of the initiative, from participation as a key player, to an advisory role, to the role of community partner. The intended outcome will be a plan, which will assist the city as a whole, including the local business and tourism community to enhance and leverage our available assets and to increase our marketing potential, capturing international and regional attention. The Strategy, upon Council approval, will also be submitted to the Olympic Games Secretariat to make them aware of the city's activities in relation to the Olympic and Paralympic Games.

SCOPE OF WORK

The scope of work for the Community Committee in the development of a Community Opportunities Strategy will require a look at Surrey's strengths and how to capitalize on these in the years leading to 2010 and beyond.

The strategy will be guided by opportunities to:

- create partnerships
- build community capacity
- promote healthy living

- support increased tourism
- build awareness of arts & culture opportunities
- advance infrastructure initiatives
- create a strong business support environment

CONCLUSION

A task force has been established to bring forward to Council a strategy for the City of Surrey in relation to economic and community opportunities regarding the 2010 Olympics. The strategy will outline methods in which Surrey residents and businesses can capitalize on and leverage the advantages the games offer.

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