

While the direct benefits to Surrey around the vast global influx of people are as yet uncharted, it is important that we plan for the opportunities where Surrey can create solid partnerships for our tourism products as well as solid supplier demand for our business markets. Equally important is that we build on the opportunities the Games present to advance Surrey's growing reputation within the sport and volunteer communities and within the arts and cultural arena.

DISCUSSION

The benefit of global awareness and general interest in the host community is expected to reap economic benefits leading up to the Games and continued benefits post Games. To be a part of that anticipated economic boost, Surrey must have specific strategies created and people assigned to plan and roll out these strategies.

As strategies develop, the City will partner with the local business community and with the Surrey Tourism & Convention Association to move the initiatives forward. An integral link within the community is the Spirit of BC Community Committee Chairperson. Six months prior to British Columbia winning the rights to host the 2010 Olympic and Paralympic Winter Games, the Province appointed Community Committee Chairs in over 80 communities across the Province. The mandate of the Chair is to be a contact between community organizations and Olympic related activities and opportunities.

The Community Committee's primary responsibilities have been officially outlined as: (Extract from Spirit of BC's Community Committee Resource Binder, November/2004)

- “Providing communities with information regarding 2010 direct and indirect opportunities;
- Assisting in facilitating the delivery of 2010 LegaciesNow art and culture, volunteer, sport and recreation and literacy programs;
- Increasing awareness and understanding of 2010 LegaciesNow and the Now initiatives;
- Facilitating the creation of functional multi-stakeholder community committees and the development of 2010 community opportunity strategies;
- Liaison with VANOC to gather current information on Games development and operations to pass on to communities;
- Providing communities, Mayors, councillors, MLA's, MP's school districts and other key stakeholders with current information on 2010 LegaciesNow programs and activities;
- Facilitating connections between community initiatives and provincial and federal funding programs; and
- Provide specific workshops and experts to assist communities and sectoral groups participate in the appropriate 2010 and related activities.”
- Coordinator for the use of the Spirit of BC logo which is the logo approved by VANOC and which has been provided to the Spirit of Community Committee Chairs for distribution within the community.

Strategies that capitalize on Surrey's existing and natural strengths have a greater chance of success and offer better expansion opportunities. An example of this would be our border crossings. For instance, we know we have a better chance of directly impacting those travelling through our borders than we do of those flying directly into Vancouver -- thus our strategy should be more focused on establishing a strong presence at our border crossings. The same would hold true for capturing those travelling from an expanded Abbotsford Airport.

A menu of opportunities has been attached for review and endorsement. Some of the initiatives will require further exploration and refinement while others, particularly the cultural initiatives, have the opportunity to access provincial grant funding under 2010 LegaciesNow(ArtsNow). The guidelines for that funding stream are to be announced in December. Further corporate reports will be prepared in support of those opportunities.

Much has been printed regarding the grant opportunities attached to the 2010 Olympic Games and the province's 2010 LegaciesNow organization. There are, in fact, very little monies available to lower mainland municipalities. The rationale is that those municipalities within the greater Vancouver area have a natural advantage to receiving the most direct and largest economic boost from the Games and grant funds should therefore better advantage those other areas of British Columbia. The greatest chance of funding success for Surrey is within the arts and cultural arena.

LegaciesNow began as an initiative of the Province and the Vancouver 2010 Bid Corporation with an initial mandate to be the lead organization for sport in the province and to support the “Playground to Podium” athletic branding. 2010 LegaciesNow has evolved over the last two years and now has an expanded mandate to include Sports & Recreation, Arts, Volunteerism, Literacy and Community.

The following represents grant funding currently available and to whom:

Olympic/Paralympic Live Sites Funding	\$20 Million Fund for Local Governments or Non-profit organizations OUTSIDE the GVRD (up to \$330,000 in matching funds) For capital construction or equipment purchase
Picture BC	\$1.5M in funds – partnership with UBCM, Tourism BC and LegaciesNow Details yet to be announced
Olympic Arts Fund	Administered by the BC Secretariat's Office through BC Arts Council – an endowment fund of \$20M with the annual interest available for projects. Guidelines to be released in December. <i>Lower Mainland municipalities eligible.</i>
ArtsNow	Funding of \$12.5M to be disbursed over the next three years. Guidelines will be released in December – First year focus will be on youth involvement in the Arts. <i>Lower Mainland municipalities are eligible under this Program</i>
Speakers Bureau	No funding available, but Bureau will provide Community Committees with expertise on opportunities relative to business and tourism through video conferencing and webcasting
HostingBC	An initiative under LegaciesNow/Sport & Recreation to support national and international sporting tournaments. \$225,000 is available in funding for 2005 events – 17 municipalities will receive funding and Surrey is one of the 17. Surrey will receive \$20,000 for its hosting of a speedskating event at the South Surrey arena.

CONCLUSION

Strategies have been developed and identified for 2010 Winter Olympic Games and Paralympic Games that can capitalize on the opportunities and benefits the Games offer. The strategies are broad in scope, will need refinement and partners. They have been developed around Surrey's natural strengths or provide an opportunity to expand an existing focus.

Strategies include:

- Capturing the attention of the border traffic
- Building on Surrey's reputation for volunteers and establish strong volunteer training program
- Creating marketing material for (a) pre-2010 training opportunities and (b) television ready video clips (in foreign languages yet to be determined) for advancement of Surrey businesses and tourism to the world media attending the Games
- Establishing Access and Inclusion opportunities in program delivery and event celebration.
- Providing Surrey businesses with procurement information and partnership registry
- Building on cultural assets.

The funding of these broad strategies – plus potential emerging opportunities - has been estimated at a maximum city contribution of \$200,000. The amount seems reasonable for a non-venue city; venue cities have programs upwards of \$500,000. As noted, the \$200,000 is an amount that does not take into account partnership contributions, recovery from third parties where possible, registration fees where applicable, or accessing grants, where achievable. A \$100,000 contribution is recommended from the current Council Initiatives fund and the remaining funding is being requested at the rate of \$20,000

annually as part of the 2006 budget process and five year financial plan.

Umendra Mital
City Manager

2010 olympic community opportunities strategy

TOURISM PROMOTION

Establish strong Tourism presence at the Border

Establish a strong border presence in advance of the 2010 Olympic and Paralympic Games. The presence should take the form of a full Visitor's Centre if possible; otherwise, a dedicated kiosk opportunity or shared space opportunity should be explored. This will primarily require the efforts and resources of the Surrey Tourism & Convention Association with the role of the city as one of facilitation and endorsement of any applicable Federal/Provincial grant opportunities.

Project has been discussed with the Surrey Tourism & Convention Association and strategy development should begin in 2005. Opportunities relative to signage at the borders will also be broadly examined.

Marketing and Promotion – Development of Surrey Television Video Series (“Surrey BC’ing You”)

With the world media at our doorsteps, there is a real opportunity to showcase and market Surrey to global television audiences during programming gaps in Olympic event activity or as filler material for the many viewing countries during the lead up and into the Winter Games.

The media will be looking for interesting stories or natural wonders regarding the landscape and people of the 2010 Vancouver Olympic Games. It is suggested that a professional, high quality, vignette series of Surrey be developed regarding interesting business stories, eco-tourism opportunities, landscape or human-interest topics. This should be a shared community initiative with potential partners in business and tourism. It should be available in the languages of the countries where tourism recruitment is considered substantive.

Projected timeline (completion 2009) Cost of approximately \$65,000.

Team Training/Preparation

Prior to the 2010 Games there will be many pre-qualifying events where Olympic and Paralympic teams and coaches will require practice venues and facilities to not only perform sport specific training and preparation, but also to undergo dry land training and physical testing. Facilities such as the Olympic size ice surface at South Surrey arena and Guildford Recreation Centre are ideal examples of where elite athletes could prepare and train for their sport. The details of this program will require an assessment of the inventory of venues and services as it relates to the specific needs of elite athletes and obtaining information from Canada's national sport organizations will be an initial step in making this strategy a reality.

Equally important, it will require a marketing package, directed at a global audience, and in languages yet to be determined, highlighting Surrey's cultural diversity, its proximity to Vancouver and the community amenities necessary to promote Surrey to global sporting organizations and sports governing bodies.

The timeline for this could begin in 2005 and project costs for design, development, and multi-language print production and direct marketing initiatives have been estimated at \$60,000.

BUSINESS GROWTH

VANOC has recently unveiled a 2010 Commerce Website that has been developed to supply business information to British Columbia suppliers and producers. It is planned that the existing 2010 Commerce Centre website will become a storefront operation over the coming years. Facilitating local businesses sift through the maize of information and opportunities will be a role for the city's Economic Development Office.

Development of a Procurement Information Brochure.

The Vancouver Organizing Committee (Vanoc) will be looking for suppliers of:

Goods and Services

Venue design and construction

Furnishings for the Olympic Village

Rentals (tables, chairs, bleachers)

Food, athlete's meals/catering

Services (logistics, couriers, security)

Surrey businesses can be assisted in understanding the opportunities and the process for accessing procurement through the production and distribution of an information brochure.

Projected Timeline: 2005. This initiative will be funded within existing budget resources as part of a 2005 workplan.

Alliance Database

In some cases, businesses may need to partner and form alliances to better respond to procurement requirements. The Economic Development Office will partner with local business organizations to create a single source database of companies looking to become part of a supplier database (web accessed) and undertake to be Surrey's resource to the provincial 2010 Commerce Centre.

This initiative can be funded through existing budget resources.

Office Space International

With a number of companies visiting Vancouver in advance of and during the 2010 Olympic and Paralympic Games, Surrey could position itself as the Good Business Neighbour by offering office space to those companies. This strategy will be further explored with the various business agencies in Surrey and leasing agents.

This initiative will have minimal costs attached to it and can be funded from existing budget resources.

COMMUNITY DEVELOPMENT

Implement a Leadership Volunteer Program

The 2010 Olympic Games and Paralympic Games will require approximately 30,000 trained volunteers. Surrey Parks Recreation & Culture will assess the feasibility of creating a comprehensive leadership program through Volunteers Resources. Proposed training workshops would be considered in the areas of SuperHost, High 5, Volunteer Management, First Aid and other skill development areas. The Surrey School District has already indicated an interest in partnering in this area. This program would have the added benefit of strengthening the volunteer resources in Surrey for future years.

Projected timeline of 2005-2009, with directed costs associated with standardized programs, facilitators, instructors and promotion. Full program development and delivery over the next five years has been estimated at \$40,000 – with the possibility of cost-sharing with Surrey School District and some recovery from registration fee.

Targeted Recruitment Strategies to address language skill needs

Volunteers with the ability to speak various languages will be an asset as the world community takes part in the Winter Games. Having Surrey language specialists as volunteers offers us an opportunity to highlight our city's diversity and develop a deeper pool of volunteers that is more representative of our community. Potential partners in seeking out the recruits for this program could include Surrey Delta Immigrant Services Society, OPTIONS, SUCCESS, Progressive Intercultural Community Services, Surrey Community Services, MOSAIC and Kla-how-eya Aboriginal Centre.

Projected timeline of 2006-2008 with an annual targeted ad campaign and to host open houses --- complementary to the more general volunteer training program, estimated cost of \$10,000.

Access and Inclusion

A natural corollary with the Paralympics involves access and inclusion. Surrey can establish itself as a leader in this area through partnerships with businesses, school district and community organizations to celebrate through workshops, presentations, showcases and other related initiatives. Direct examples would include “Have a Go Day” in partnership with BC Wheelchair Sports.

Projected timeline is 2007 – 2010 - Invitations, promotions, advertisement, facilitators; speakers can be accommodated within existing programming budgets.

Sports Leadership Development Program

This program would provide sport leadership development opportunities for community members, enhancing their coaching, officiating, event management and sport board participation skills with a view to establishing the qualified volunteer base that will enable Surrey to host large-scale sporting events and advance our reputation as a sport leader. A selection of the courses would be specifically designed and delivered to increase the percentage of women involved in sport leadership. The goal would be to provide training for approximately 50 leaders a year for each year leading up to 2010.

Partners could include the Canadian Association for the Advancement of Women in Sport, Provincial Sport Organizations, NCCP/Coaching Association of Canada, Sport and Recreation NOW.

Development and delivery of this program costs have not yet been assessed. There are potential funding partners. The limits of the program would be established within the funding limits of partners and available city 2010 funds.

Multi-Cultural Outreach

The objective of this program would be to create sport opportunities aimed at increasing participation by members of Surrey's culturally diverse community, specifically, winter sport activities.

Recreation and ice sport programs would be designed and delivered specifically to welcome individuals new to winter sport activity. Shoulder season and non-peak time slots would be programmed with introductory level classes – marketing of the programs would be designed to target populations not currently participating in ice activities.

This would be a program development shift in Parks, Recreation & Culture and costs would be borne within existing program delivery budgets.

CULTURAL OLYMPIAD

Beginning with a 10 minute showcase presentation by the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Games (VANOC) at the Winter Games in Torino Italy, 2006; the 2010 Cultural Olympiad will include: the Olympic and Paralympic Torch Relays, the Opening and Closing Ceremonies for the Games, medal ceremonies, an Olympic Arts Festival, a cultural exchange between international artists and a Youth Camp involving young ambassadors from around the world. The VANOC overall budget for these cultural programs is estimated at \$106 million.

During the Vancouver 2010 bid process the first cultural legacy of the Games was legislated by the Province of British Columbia. They established a lasting endowment of \$20 million to contribute to arts and cultural activities in support of the Bid, the Games and beyond. Interest monies from this fund will soon be available through a new Provincial program.

In addition, a promising new program called ArtsNow has been established under the umbrella of the 2010 LegaciesNow organization. ArtsNow celebrates creativity and their 2 – 3 year mandate directs them to strengthen and enhance the creative capacity of individuals, organizations and communities throughout the province. ArtsNow has a \$12 million fund for matching grants. They will not fund on-going operating expenses, project funding for existing activities or capital projects. Municipalities can apply directly although partnerships are strongly encouraged. Within the next month the application forms and funding criteria will be released and the first deadline for submissions will be the end of January with fund distribution in March. The themes that we expect to see in the funding criteria include:

- Increased participation: building new audiences and increasing community engagement in creative activities. Arts for children and youth and strategies related to engaging First Nations communities are targeted areas for this funding.
- Increased Sustainability: strengthening the cultural sector's economic and organizational capacity.
- Enhanced Performance: strengthening the sector's ability to achieve artistic excellence.

If we take an approach that builds on Surrey's existing strengths and assets, and look to areas where matching funds can be sourced, three strong themes emerge (and a leveraging opportunity of approximately \$100,000 to \$150,000 can be realized from these programs which have already existing and identified funding sources):

1. Youth & the Arts:

- Youth & New Media: Working with community partners such as the Surrey Art Gallery Association, the Arts Council of Surrey and the Surrey School District, there is strong interest in creating programs and a new permanent exhibition space for new media at the Surrey Art Gallery.
- Youth Leadership/Mentorship Opportunities @ Surrey Children's Festival
- Surrey Youth Arts Council: In 2004 the Arts Council of Surrey through the "Let Me Sing" community theatre project raised approx. \$20,000 to fund future youth art projects under a new Youth Arts Council
- Youth Week: This event is celebrated in Surrey the first week in May each year. There is an existing award program with sponsors. In 2005 the Youth Week celebrations are going to add a stronger arts component and the event will take place at the Surrey Arts Centre
- Whalley Revitalization Strategy – Youth Community Art Project: Staff are working with Surrey Reconnect and the Surrey Aboriginal Cultural Society on a concept for a youth art project/celebration in Whalley.

2. Children/Families – Festivals & Events

- Surrey Children's Festival: This is a new event in 2005 and it meets the criteria related to arts events for children and youth, it increases arts participation and enhances the performance sector by providing job opportunities for artists.
- Lantern Festival: A very successful lantern festival was held as part of the official opening celebrations for the Surrey Arts Centre, September 2002. Since then there has been strong community interest in making this an annual event. Lantern Festivals appeal to all ages and all cultures. Workshops leading up to the event provides people with an opportunity to make their own lantern creations. The Festival may include a lantern procession, lantern installations in the park, drumming, fire dancing, storytelling and other related performing arts activities.
- Surrey Art Gallery Family Days: Family Days involve hands on arts activities for parents and their children. We have offered 3 successful events in 2004 and generally we attract 300 – 500 participants for each event. If we could successfully match existing operating dollars we could potentially offer 3 more events per year.

3. Arts Capacity Building

- Advisory Committee - Surrey Art Gallery Tech Lab
- Program Advisory Committee – Surrey Art Centre Theatre
- Program Advisory Committee – Surrey Art Gallery

All of the above were recommended in Surrey Cultural Strategic Plan. They all relate to building community capacity associated with leadership development in the arts sector. If we don't build the volunteer base in the arts community then many of the future proposed programs and events can not be realized.

- Business & the Arts Reception: Throughout the Province people celebrate Arts & Culture Week during the last week in April. Communities use this time to showcase their talented artists and raise public awareness regarding the important benefits that the arts contribute towards building vibrant communities. In 2004 Surrey marked this week by working with the Surrey Chamber of Commerce to host a business and the arts reception where we launched the “Let Me Sing” community theatre project. This is a great networking opportunity and chance to connect with potential sponsors. We would like to build on this success and make this an annual “signature” event for the Surrey arts and business sectors.
- Cultural Forum: Surrey's Cultural Strategic Plan has nearly run its course, with the majority of its recommendations and capital infrastructure in place. The Plan is a living document intended to be reviewed regularly by the community. In November 2003, we held a very successful Cultural Forum related to this review process. An annual Cultural Forum would enable us to renew the plan and build community capacity within local arts organizations.

The Cultural Olympiad and ArtsNow offer great opportunities over the next 5 years to enhance and build the arts sector throughout the Province. Given Surrey's growth, demographics and existing support for the arts we are well positioned to take advantage of these opportunities.