



# Corporate Report

NO: R004

COUNCIL DATE: January 9, 2006

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## REGULAR COUNCIL

TO: Mayor & Council DATE: January 6, 2006  
FROM: GM, Parks, Recreation & Culture FILE: 8200-01  
Manager, Economic Development Office  
SUBJECT: 2006 Olympic Games in Torino – City of Surrey Delegation

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## RECOMMENDATION:

1. That this report be received as information.
2. That Council approve the attendance of Mayor Watts, Councillor Hepner and Surrey's Manager of Sports Ventures and Athletic Events at events in Torino, Italy leading up to, and a portion of the 2006 Olympic Games in Torino, and all related expenses.
3. That Council allocate \$30,000 from the previously approved 2010 Community Opportunities Fund to cover the above noted expenses and those associated with promoting and showcasing the City of Surrey at the 2006 Torino Games.

## INTENT:

The intent of this report is to advise Council of the opportunities to promote Surrey, and seek Council approval for Mayor Watts, Councillor Hepner (Chair of the Mayor's Committee on the 2010 Olympics) and Gerry De Cicco, Manager of Sports Ventures and Athletic Events, to attend events leading up to and a portion of the 2006 Olympic Games in Torino, Italy, and to showcase Surrey at the BC - Canada Place in Torino.

The objective of their participation is to position Surrey to take best advantage of sport hosting opportunities as well as economic development opportunities related to the 2010 Winter Olympic and Paralympic Games.

## **BACKGROUND:**

As the second largest city in the Province and a city on the periphery of the 2010 Games, it is important that Surrey is well positioned to capture opportunities that could flow to our community in advance of and during the 2010 Winter Olympic and Paralympic Games.

On December 13, 2004, Council adopted the “Community Opportunity - Ahead of the Game” strategy (see Corporate Report R304 attached), allocating \$100,000 (current balance is \$93,800) to capitalize on opportunities and benefits of the 2010 Games. Council also approved in principle an allocation of \$20,000 per year for each of the years 2006 through 2010. Key initiatives of this strategy are:

- Creating and promoting sport hosting and training opportunities in Surrey
- Exploring, identifying, and facilitating business growth opportunities related to 2010

Sending a delegation to Torino would provide an excellent opportunity to further these initiatives while raising Surrey’s profile on the world stage. Delegates would also have the opportunity to meet one-on-one with representatives from cities located on the periphery of Torino to discuss logistical, security and traffic issues experienced by their communities.

With regard to sports hosting opportunities, Surrey delegates will be in a position to directly influence those making decisions on where their national teams will conduct their training in the lead up to the 2010 Games. Surrey is vying with other cities in BC and beyond for the honour of hosting these athletes. Our presence at the Games in Torino and the ability to speak directly to key decision makers will provide Surrey with a distinct advantage. Athletes will be coming to Canada to train as soon as 2007. At a Sports Tourism Marketing Workshop held in June 2005, local sports organizations voiced their strong support for hosting international sporting events in Surrey.

The “Community Opportunity - Ahead of the Game” strategy has already produced the following outcomes which serve to better position Surrey as an elite sport hosting and training destination:

- Hosting the 2005 Sports Tourism Marketing Workshop in partnership with 2010 Legacies Now and Tourism BC
- Participating in the 2005 Provincial Sport Tourism Market Place Trade Show
- Surrey was awarded right to host the 2006 Provincial Sport Tourism Market Place Trade Show
- Manager of Sports Ventures and Athletic Events appointed to the Mission Staff for 2005 Canada Summer Games
- Development of a comprehensive sport hosting and training promotional package, including a website [www.aheadofthegame.surrey.ca](http://www.aheadofthegame.surrey.ca)

In addition to the current high profile sporting events taking place in Surrey, a number of new events have been secured as a result of this strategy, for example:

- 2006 National Tumbling and Trampoline Championships
- 2005 National Short Track Speed Skating Championships

Surrey delegates will be also be positioned to cultivate international business relationships, and learn first-hand of economic opportunities associated with 2010 that could benefit Surrey's business community and strengthen our City.

The BC Olympic and Paralympic Winter Games Secretariat has developed a comprehensive program of trade and investment strategies they plan to implement in advance of and during the 2006 Torino Games. To support this effort BC – Canada Place has been constructed in a central plaza in Torino, Italy, adjacent to the international media centre. As the key economic development initiative of the Province and Secretariat, the objective of BC – Canada Place will showcase BC communities and sport hosting, trade and economic opportunities.

Surrey has been given the opportunity to attend events and showcase Surrey at BC – Canada Place. Surrey's participation would provide delegates with unparalleled access to, and networking opportunities with targeted sports groups and a wealth of influential decision makers representing Canadian and International sports, business, media and political interests.

### **Delegations to Torino From Other BC Cities**

A number of municipalities in BC will be sending delegations to Torino to promote their community amenities and explore economic development and other community opportunities associated with the 2006 and 2010 Games.

#### **City of Richmond (9 delegates)**

Mayor, 1 Councillor, City Manager, 2010 Olympic Representative, 2 Economic Development Officers, 3 technical staff

#### **Resort Municipality of Whistler (18 delegates)**

Mayor, 2 Councillors, CEO, Exec. Director 2010 Office, GM Community Initiatives, GM Planning & Development, Staff Sgt. RCMP,  
Tourism Whistler President and (1) Board member (plus 3 staff)  
Whistler Blackcomb Mountain(s) (5 reps)

#### **City of Prince George (5 delegates)**

Mayor, Manager City Facilities  
President, Economic Development Corp. (Initiative PG)  
Communications Director (UNBC), Export North (1 representative)

#### **City of Vancouver (13 delegates)**

Mayor, 1 Councillor, Mayor's Chief of Staff, CEO (as VANOC Board member)  
2010 Project Manager, Director of Communications, Logistics Coordinator, Managing Director,  
GM Parks, Manager of Sustainable Programs, Manager Streets/Sanitation, GM Olympic  
Operations, Deputy Fire Chief, GM Engineering Services

#### **District of North Vancouver (2 delegates)**

Mayor & CEO

**CONCLUSION:**

A City of Surrey delegation at the 2006 Winter Olympic and Paralympic Games in Torino would raise Surrey's profile on the world stage while better positioning our city to capture the vast opportunities that will flow from the 2010 Games in Vancouver/Whistler.

A handwritten signature in cursive script that reads "Laurie A. Cavan".

Laurie Cavan  
General Manager  
Parks, Recreation and Culture

Donna Jones  
Manager  
Economic Development Office

Attachment (1)