

“Welcoming Spirit, Community Spirit, Active Spirit, Business Spirit and Cultural Spirit” were created to capture the essence of these goals.

In May 2008, to increase Surrey’s role in the Olympics and to enhance the benefits of the Games for our community, the City entered into a Venue City Contribution Agreement with the Vancouver Organizing Committee for the 2010 Olympics and Paralympic Games (VANOC). As part of this agreement the City agreed to provide 5,500 square feet of rent-free space to VANOC to use as a Games Preparation Centre (GPC). The GPC will be utilized primarily to train VANOC volunteers. As a Venue City, Surrey receives numerous benefits related to the Games including the opportunity to use 2010 branding, a torch relay official celebration, the opportunity to have an official celebration site, access to 2010 suppliers and receipt of 52 social housing units along with other benefits.

DISCUSSION

2010 Plan Update

The following provides an update and overview of the many initiatives that the City of Surrey will be undertaking in relation to its 2010 Olympic Plan:

Welcoming Spirit: Promoting Surrey’s attributes and showcasing our facilities on a national and international basis.

Marketing, Branding & Beautification:

The 2010 Games offers a very significant opportunity for national and international media exposure for Surrey. It is clearly important that the City proactively implement a comprehensive marketing and communications program to ensure that the City reaps the benefits of as much positive media exposure leading up to, during and after the Games as is possible within available resources. Over 500,000 visitors are expected for the Games along with 5,500 athletes and team officials from over 80 countries. Accompanying them will be 10,000 accredited media, 5,000 unaccredited media and over 25,000 volunteers. VANOC has projected over 2 billion television viewers will watch the games. Each audience will have unique information requirements and multiple stakeholders will be competing for attention, profile and exposure.

With a secured partnership agreement with VANOC for the 2010 Olympic and Paralympic Winter Games, Surrey has a unique opportunity to showcase the City’s competitive advantage as a place to live, visit or invest while building civic pride in City residents. As an official Venue City, Surrey has associated itself with one of the world’s premier international events; Surrey has obtained a form of global credibility that has only been afforded to a very small number of cities worldwide. The 2010 Plan will enhance civic pride and engage the community in a “once in a lifetime” experience.

The City’s 2010 Plan and associated marketing and communications program will highlight the City’s new logo and tagline with the Olympics.

Vital to the City’s marketing efforts for 2010 is the need to inform City residents and key audiences about the various components of Surrey’s 2010 Plan and create easy access to up-to-date information on the Plan’s programs and initiatives. These include:

- Business development, including targeted investment;
- Community engagement and Olympic spirit campaigns and initiatives;
- Events at the Celebration Site and through the Cultural Olympiad program;
- Physical activity and healthy living awareness campaigns;
- Sport development strategies and sport hosting opportunities;
- Recreation- legacy facility at Tom Binnie Park;
- Arts showcasing & inspiration;
- Volunteer programs;
- Literacy;
- Accessibility and Inclusion;
- Sport tourism.

A wide variety of media channels and marketing strategies and tactics are needed to ensure proper exposure for each Plan project or program component. The marketing requirements have been divided into four distinct categories. Each is noted below with examples of projects associated with each marketing theme. In addition to the devoted marketing initiatives and related direct media and print exposure; the City will also implement a publicity and media relations plan to raise awareness and “earned media” through a focused communications and media relations strategy.

1. Marketing & Promotional Materials

Online Video - testimonials, web profile
Web Site Development
Brochures, Display Materials & Posters
Sponsorship Packages

2. Advertising & Event Promotion

Advertising feature
Radio Advertising - vignettes
Event Marketing

3. Civic Staging, Branding & Civic Beautification

Building Wraps
Torch Relay Flags
City 2010 Partner Olympic Flags
Gateway Signage
Transit Shelters signage
Street Banners
Event Staging (skyflags, site banners, stage graphics, sponsor recognition, etc.)

4. City Programs, Campaigns & Community Engagement

Olympic Mentors & Partners – school sport partnership initiative
2009 Winterfest launch of 2010 Countdown
Paralympics Marketing & Awareness Campaign
Spirit Flags for Torch Relay

Sport Hosting:

Leading up to 2010, Surrey has been chosen as the location for hosting several provincial and national competitions as well as for pre-Olympic training opportunities. As a part of the 2010 Olympic Plan, three key sports were identified for training and event hosting possibilities – Short Track Speed Skating, Sledge Hockey and Female Hockey. In 2008 and 2009, events have been or will be hosted in each of these sports. Some of these events include the US Short Track Speed Skating camp in July 2008, the BC Sledge Hockey Team Training Camp in December 2008, the Junior Women's Hockey League playoffs in January 2009, and coming up in November 2009, the National Women's Under-18 Hockey Championship. Many national officials have also toured Surrey facilities or expressed interest in possible training camps this summer or in January/February of 2010 including the Chinese Speed Skating Team, the Korean Speed Skating Team, the Russian Figure Skating Team and the Norwegian Sledge Hockey Team. Through partnerships with 2010 Legacies Now, VANOC and Tourism BC, connections have been made with National Olympic and Paralympic Committees through seminars and workshops. Surrey's training facilities are now professionally profiled on the new Hosting BC website to which VANOC will direct all countries for pre-Games training opportunities.

As the recently announced host of the 2012 BC Summer Games, Surrey continues to pursue ways to be a leader in sport development and tournament hosting. This year, Surrey is the pilot community for the Community Sport Tourism Development Program - a 2010 Legacies Now and Tourism BC initiative. Through this pilot, Surrey will develop a detailed sport tourism strategy with input from community organizations and by the end of 2009 a 5-year sport tourism strategic plan will be forwarded to Council for consideration. This process will help the City to continue to engage our local community in sport and physical activity while providing a template for attracting high-level competitive play.

Games Preparation Centre/Recreation Centre:

The Venue City Agreement between Surrey and VANOC included a commitment by Surrey to provide a Games Preparation Centre (GPC) for use by VANOC. The GPC, which is being constructed in Tom Binnie Park, is designed for conversion after the Olympics to a multi-purpose recreation centre. The new Recreation Centre will provide 20,000 square feet of recreational amenities to the growing City Centre population. The project has two phases; the first phase contains the GPC and the second phase that is being built concurrently will contain gymnasiums and a main lobby/entrance area. Following the Olympics the GPC will be utilized as multi-purpose recreation space.

Surrey Tourism and Convention Association – Visitor Information Centres

The Surrey Tourism and Convention Association has established a high profile presence at Surrey's two International border crossings, giving our City a distinct advantage as thousands of

tourists per day will flow into Canada through these entry points to attend the 2010 Olympic & Paralympic Winter Games.

The Mayor's Committee on 2010 has been working with the Surrey Tourism and Convention Association to assist in their efforts to develop a Visitor Information Centre located near the Pacific Highway truck crossing at 176th Street and 8th Avenue. This new centre is expected to be completed by the fall of 2009. The City worked to secure \$200,000 in Union of British Columbia Municipalities (UBCM) Tourism funding to support construction of this strategically located facility. Showcasing Surrey's agricultural produce will be one of the features at this location.

The Surrey Tourism and Convention Association is also operating, as a third party contractor with Tourism British Columbia, in the newly constructed Peace Arch Visitor Information Centre located at the Peace Arch Border crossing.

Community Spirit: Building enthusiasm, engaging & connecting the Community with various initiatives and long lasting legacies.

Celebration Site:

The Surrey 2010 Celebration Site in Holland Park will be the place for all Surrey residents to gather and celebrate the spirit of the Winter Olympics. This festival will run concurrently with the Games and will feature live broadcasts of Olympic events on large video screens, sport activities for people of all ages, food service and live entertainment. Major concerts are planned on all Friday and Saturday nights with a focus on family and cultural performances on Sunday. Additionally, an international food pavilion, much like the Fusion Festival, will be a key component of this site and event.

The Celebration Site will be consistent with the Olympic branding and will also showcase the City of Surrey brand. We will integrate the latest in lighting technology to bring the Celebration Site to life in the evening. Furthermore, a concerted effort will be made to brand the Celebration Site as 'green' including special initiatives related resource consumption and disposal protocols.

Community groups will be welcome to participate on site during the festival. A selection process will be implemented to ensure their involvement is compatible with the overall goals and theme of the event.

The Celebration Site is scheduled to be operating from Friday, February 12, until February 28, it will be closed on Mondays and Tuesdays resulting in a total of 13 days of public programming. Although the Celebration Site will not be operating during the Paralympics Games, other opportunities will be developed for the community to celebrate the Paralympics at other locations in Surrey.

Outreach and engagement of the entire community will be an important component of the marketing plan related to the Celebration Site. A transportation plan that will assist visitors and residents from across Surrey to access the site will be developed.

Community Engagement:

A major component of the City's 2010 strategy is to reinforce in the community the importance of sport, play, and active living as a way of building stronger families and a healthy community. Surrey's demographics are known to have a proportionally larger number of young families and children than other communities in the Region. This includes many new immigrant families from all over the world. The spirit of 2010 brings with it a unique opportunity to elevate global awareness and promote humanitarianism. In support of this element, the Surrey Olympic Plan includes programs and a campaign that is focussed on broadening awareness of the importance of sport and play in a global context. A school-based educational initiative is being established involving an active living theme and promoting of access to sport for all.

A major component of the community engagement program is the use of local and regional Olympian ambassadors to motivate and inspire youth to affect positive change in their lives and undertake experiential learning related to Olympic ideals: global citizenry, fair play, goal setting and achievement through sport. The Surrey School District will be engaged in the initiative with the Community School Partnership Program as a partial beneficiary in community-based fundraising initiatives. With a campaign aimed at generating funds to assist children globally in expanded access to sport, the City will further benefit by inspiring civic unity and citizen pride through what should become an Olympic-based humanitarian legacy.

The active living and community engagement program will involve a series of leisure activities and events such as: runs, swims, skate challenges, cycling events, walk-a-thons, sledge hockey events, and theme days/events within recreation centres and other leisure facilities. The program would extend beyond the schools to also include involvement from the community-at-large as well as the business/corporate sector in community sport initiatives such as benefit runs, or fundraising drives tied to adventure challenge themes. The events would have the goal of raising awareness regarding health and active living and emphasize the importance of sport. The events and activities spearheaded during the campaign would act to raise funds for both a relevant sport-based charity and the City's Community Schools Partnership initiative that delivers recreation/sport programs, life skills and related health and family services to children attending inner-City Schools in Surrey.

Torch Relay:

The Olympic Torch Relay will arrive in Surrey on February 8, 2010. The Olympic Torch will be in Surrey for 2 days, leaving on February 9, 2010. Surrey has been identified as a unique location and celebration site for the Relay; Surrey is one of 40 cities across Canada that is receiving this unique status.

The City of Surrey will be hosting an evening Olympic Torch Relay Celebration at Holland Park on February 8, 2010. A Committee has been formed to plan this particular celebration. The Committee includes representatives from RBC and Coca-Cola, the primary sponsors of the Olympic Torch Relay and representatives from the Mayor's Committee on 2010. The Committee will determine how best to promote the Olympic Torch Relay and its visit to Surrey. The Committee will also play a key role in developing the evening Celebration that will occur at the Holland Park official Celebration Site.

The City has been working closely with VANOC developing the proposed Torch route through Surrey. In addition, the City of Surrey has been allocated 5 torchbearer segments to allocate through an internal process. The City of Surrey will also be responsible for recommending to VANOC the individual that is selected to be the torchbearer who will bring the Torch into Holland Park Celebration Site and light the cauldron at the evening celebration.

Volunteer Development Program:

Surrey's Volunteer Development Program supports the growth in numbers and the development of the City's volunteers leading up to the 2010 Games and continuing beyond. It is a program that boasts a wide range of professional development workshops tailored to ensuring properly trained volunteers. Participants learn, grow and lead through these high quality, customized workshops that are offered on a flexible schedule and with affordable pricing. This program was created based on a number of volunteer needs assessments and is endorsed by 2010 Legacies Now, the Province of BC and Surrey's Spirit of BC Committee.

The workshops include Emergency First Aid, *SuperHost*, High Five - Principles of Healthy Child Development, Food Safe Level 1, Community Awareness Training, Leadership, Communicating Through Conflict, Discover Surrey, Volunteer Involvement and Fundraising. Individuals completing 3 workshops and a 14-hour volunteer placement receive a Volunteer Development Program certificate. The Volunteer Development Program is a catalyst through which Surrey's programs, services and events are strengthened. It builds a team of volunteers that assists in positioning Surrey as a preferred host for national and international level events and tournaments.

Another key objective of the Volunteer Development Program is to work closely with local organizations that assist new immigrants as they settle into our community. This will further build depth in our volunteer program and make our team reflective of the community we serve.

Paralympic Games:

The Paralympic Games are scheduled for March 12 to 21, 2010. Planning by the Mayor's Committee on 2010 is underway for the program to celebrate the Paralympic Games. Details on the Paralympic Torch Relay have not been released by VANOC. A further report will be provided to Council in relation to the Paralympic Games and related opportunities.

Social Housing Units:

The Plan for the Social Well-Being of Surrey Residents identifies significant gaps in the social housing continuum in Surrey, including a critical need for additional transitional and supportive housing units. VANOC has committed to providing 52 units of housing to Surrey for a supportive housing project. This housing project is a 2010 Britco/VANOC Social Housing Legacy Project. It will utilize VANOC's wood-frame modular housing units from the Whistler Athletes Village to create this new social housing in the City of Surrey.

The project involves a partnership between the City of Surrey and BC Housing. Surrey is contributing a City-owned site in North Surrey and is covering all municipal fees and charges associated with the development. BC Housing is funding the capital costs associated with relocating all of the VANOC housing units after the Games, as well as the on-going operating costs which will include on-site staff support 24 hours a day, seven days a week. The project

will be operated by Coast Mental Health, a non-profit organization with over thirty years of experience providing housing, employment, and community and emotional support for people with mental illness.

Once completed, the 3-storey building will have the appearance of a regular multi-family apartment building and will provide 52 self-contained studio units, with each unit being approximately 350 square feet in area. Surrey's participation in the VANOC Social Housing Legacy Project demonstrates the City's continued commitment to supporting the well-being of all residents.

Active Spirit Creating programs to help all ages and abilities become more physically active.

20% by 2010:

In 2004 the Canadian Medical Association called on all provincial governments to commit to a resolution to increase physical activity among their residents by 10% by the year 2010. The Province of British Columbia was the first jurisdiction to make a movement under this proclamation. It announced that it would work with 2010 Legacies Now, double the target and encourage all municipalities to become 20% more active by 2010. The City of Surrey joined this initiative in 2005 and introduced the "Go for 20 – Surrey: Active Everyday" program. Through the five pillars (Education & Awareness, Health Promotion, Infrastructure & Environmental Support, New & Expanding Partnerships, and Evaluation & Measurement) and six key focus areas (Children, Youth, Active aging, Partnerships, Community engagement, and Walking and cycling), the City of Surrey is well on its way to achieving the goal of increasing physical activity among City residents and employees by 20% by 2010.

SportFit:

SportFit is a fun, non-competitive way for children and youth to discover sports. SportFit is an online physical activity and sport discovery program that provides analysis and recommendations to children for the sports they have a natural affinity towards. By participating in eight activity stations and answering questions about personal preference, children and youth walk away with a personalized list of three summer and three winter sport suggestions to try.

The City of Surrey Parks Recreation and Culture department has been instrumental in improving existing programs and making community connections through the use of this program. A number of City special events have hosted a SportFit booth where children and youth can test themselves. Summer camp leaders are trained in SportFit so that they can deliver it on one day of every week-long summer camp and Community and Leisure Services representatives from each town centre have been trained to facilitate SportFit in Surrey elementary schools. In the months leading up to 2010, the City of Surrey will increase its efforts to connect with Surrey elementary schools in each town centre and facilitate a SportFit training session in each of those schools. This will promote recreation and community development in Surrey.

Business Spirit: Maximizing opportunities for Surrey businesses to realize economic benefits associated with the Games.

The 2010 Olympic and Paralympic Games presents a once in a lifetime opportunity to reach out to visiting business leaders from around the globe and promote Surrey as a great place for

business investment. In support of this goal, a number of initiatives are underway, including the following:

- **Developing a List of Businesses and Potential Investors to Target** - Through a process of conferring with a number of public and private entities, Olympic sponsors and others, a list of business targets and potential investors who will be here for the Games will be developed. This list will serve as a source for targeted communications and for arranging meetings and invitation lists for Surrey-hosted events. This process will also identify events that are being organized by others in which it is important for Surrey to be involved.
- **Mayor's Business Receptions at BC Showcase** – The Mayor will host business receptions at the 2010 Commerce Centre's BC Showcase facility at Robson Square before and during the Games and the Paralympic Games. This will be an opportunity to showcase and promote the City of Surrey and network with visiting business people from around the globe.
- **Mayor's Business Receptions at Surrey's Live Site** – Business receptions will be held on key nights at Surrey's Live Site and in the SFU Surrey Galleria. Invitees will include local business organizations and leaders, targeted national and international business leaders and potential investors. A series of letters from the Mayor will be forwarded to the Boards of Trade/Chambers of cities in countries who are sending teams to the 2010 Games, inviting them and their members to join in the various business-related initiatives that the City of Surrey will be hosting.
- **BC International Media Centre** – A strategy is being developed to ensure that Surrey receives exposure through the BC International Media Centre at Robson Square as well as the Main Media Centre at the Vancouver Convention and Exhibition Centre.
- **Promotional Material** – Materials that provide a compelling profile of Surrey and that market Surrey as a great place for business investment are being developed and will be provided to targeted businesses, investors, the media and others.
- **Downtown Vancouver Space** – Office space is being secured by the City of Surrey in a downtown Vancouver location for business contact purposes and material storage and staging before and during the Games.
- **2010 Winter Games Ticket Program** - As a Venue City, Surrey is entitled to purchase the following tickets:

Fifty tickets to each of the Olympic Games Opening and Closing Ceremonies;
Fifty tickets to non-Prime Access Competition Events; and
Ten tickets to Prime Access Competition Events.

Surrey is also entitled to participate in the suite program offered at BC Place Stadium (Opening, Closing and Nightly Victory Ceremonies), General Motors Place (Ice Hockey), and the Pacific Coliseum (Short Track Speed Skating and Figure Skating).

The ticket program is an opportunity for Surrey to host targeted leaders of businesses looking to better understand the opportunities to invest in the Lower Mainland. It is also an opportunity to host business and community leaders as well as dignitaries. In view of these opportunities, the City has ordered fifty tickets for the Olympic Opening Ceremonies as well as tickets for the Paralympic Opening Ceremonies. A selection program is currently being developed that will identify community leaders, youth at risk, and business representatives who will be eligible to attend an event. Staff is working with VANOC to have access to a suite at General Motors Place with other partners to maximize business development opportunities. Large businesses have long recognized the value of hosting clients or potential clients in entertainment venues such as General Motors Place.

Cultural Spirit: Engaging all ages and cultures through the arts and legacy projects.

As a pillar of the Olympics, after sport, culture now plays a vital role in the modern Olympic and Paralympic Winter Games. The Vancouver 2010 Cultural Olympiad is promoted as a “celebration of the contemporary imagination”. It is a series of three multi-disciplinary art festivals that grow in scale on a year-by-year basis from 2008 through 2010.

Participation in the Cultural Olympiad is determined through a process of developing proposals and submitting them to VANOC in accordance with their application guidelines and deadlines. The proposals have to meet a high standard of quality and must fulfill VANOC’s criteria related to artistic excellence, cultural diversity and innovation. Surrey’s successful proposals were based on these criteria, along with other factors such as funding resources and venue availability; and were developed in partnership with other cultural organizations.

For the 2010 Cultural Olympiad, staff is in negotiations with VANOC regarding support and co-presentation status for the following two projects and related programs:

- The "Quilt of Belonging" is a monumental textile artwork that represents the cultural diversity and all First Nations in Canada. The exhibition of the Quilt is confirmed and will be presented at the Surrey Art Gallery from January 22 through April 4, 2010.
- The “Glocal” project is a Cultural Capitals of Canada initiative to develop digital media artwork using open source software, digital photography, online social networks and screen technologies. The exhibition of this project is envisioned as an outdoor architectonic projection, otherwise known as an urban screen. The proposal envisions using the west facade of the new Surrey Games Preparation Centre as the presentation canvas. The proposed content will feature photographs created by Surrey youth, as well as images contributed from around the world. It will be presented every evening during the Olympics and should draw visitors to Surrey to enjoy the presentation.

During the 2009 Cultural Olympiad, a diverse range of theatre is being presented at the Surrey Arts Centre:

- Indian classical dance presentation *Five Elements*
- Internationally acclaimed *The Canadian Tenors*
- Atlantic Ballet Theatre of Canada’s *Don Juan*
- Arts Club Theatre Company’s production of *Mesa*

- Judith Marcuse's contemporary youth production of *EARTH = Home*
- Award winning solo show by Julia Mackey *Jake's Gift*

For the 2010 Cultural Olympiad, in addition to the visual arts projects, theatre staff is programming a variety of performing arts events for the community that will include:

- "Roman Around the Country" with Roman Danylo; star of *Comedy Inc.* on CTV and the Comedy Network. Roman's unique brand of stand-up, improv and sketch comedy will give audiences an evening of relaxation and laughter. Local youth improvisers will have an opportunity to participate in the performance, and exercise their improv skills with a seasoned professional
- Sursaut Dance Company of Quebec, performs the enchanting "At Nightfall". With beautiful original music, stunning imagery and a story to capture the imagination of young audiences, At Nightfall will be co-presented with the Centennial Theatre in North Vancouver
- With details yet to be confirmed, a new Diverse Collaborations project is in development. Intended to support performing artists from diverse cultures, and develop diverse audiences, this presentation will include a fusion of tabla drumming, flamenco dance and flamenco guitar. This cross-cultural evening will "lively up" the audience with joyful music and dance
- The Arts Club Theatre Company's presentation of Saltwater Moon.

Arts staff is also working on an inter-municipal 2010 public art legacy project that will result in a series of themed art installations located throughout the lower mainland. These 2010 cultural initiatives will complement on-going exhibitions and theatre programs at the Surrey Arts Centre and the performances and events planned for Surrey's 2010 Celebration site in Holland Park.

CONCLUSION

Surrey's 2010 Olympic Plan was developed to embrace opportunities associated with the 2010 Olympic and Paralympic Games. The overall intent of the Plan is to engage the community in the Games and position the City and its business sector to benefit from the economic opportunities related to the Games. A framework for the Plan was developed in December 2004 and has been updated annually as new opportunities present themselves.

As the second largest municipality in British Columbia, Surrey is well positioned to benefit from the 2010 Olympic Winter Games. Surrey's 2010 Plan focuses on the following five themes with numerous initiatives being planned under each theme:

Welcoming Spirit: Promoting Surrey's attributes and showcasing our facilities on a national and international level;

Community Spirit: Building enthusiasm, engaging and connecting the community with various initiatives and long lasting legacies;

Active Spirit: Creating programs to help all ages and abilities become more physically active;

Business Spirit: Maximizing opportunities for Surrey businesses to realize economic benefits associated with the Games; and

Cultural Spirit: Engaging all ages and cultures through the arts and legacy projects.

The program of initiatives outlined in this report has been developed in collaboration with the Mayor's Committee on 2010 and other key stakeholders. The program will engage the community, develop civic pride, enhance Surrey's image, promote Surrey as a place to invest and do business and leave lasting legacies.

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