



CORPORATE REPORT

NO: R148

COUNCIL DATE: July 27, 2009

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **July 20, 2009**

FROM: **Deputy City Manager
General Manager, Parks, Recreation and
Culture**

FILE: **8200-20/O**

SUBJECT: **City of Surrey Olympic Plan Update #2**

RECOMMENDATION

The City Manager's Department and the Parks and Recreation and Culture Department recommend that Council receive this report as information.

INTENT

The purpose of this report is to provide Council with an update on the City's Olympic Plan, including all of the initiatives that the City will undertake leading up to and during the 2010 Olympic and Paralympic Games. The first update was provided by way of Corporate Report No. R058 that was considered by Council at its Regular meeting on April 20, 2009.

BACKGROUND

In May 2008, to increase Surrey's profile in relation to the Olympics and to enhance the benefits of the Games for our communities, 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, which is complete, will be primarily utilized by VANOC to train Olympic Games volunteers.

As a Venue City, the City of Surrey receives numerous benefits related to the Olympic Games including, among others:

- the opportunity to use 2010 branding;
- a torch relay official celebration;
- the opportunity to host an official Olympic Games Celebration site;
- access to 2010 performers/entertainers;

- access to 2010 suppliers; and
- receipt of 52 social housing units.

The City of Surrey Olympic Plan is designed to engage the community in opportunities related to the Olympic Games and encourage participation in physical activity, sport, volunteerism and arts & culture prior to, during and following the 2010 Olympics. Based on these objectives, the following themes have been established:

- Welcoming Spirit;
- Community Spirit;
- Active Spirit;
- Business Spirit; and
- Cultural Spirit.

DISCUSSION

The following provides an update for each the above-referenced Spirit categories the initiatives that the City of Surrey will be undertaking as part of its Olympic Plan:

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

Marketing, Branding & Beautification:

The 2010 Games offer a very significant opportunity for national and international media exposure for Surrey. The City is implementing a comprehensive marketing and communications program to ensure positive media exposure for the City leading up to, during and after the Games. 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 and 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 showcased Olympic experience will enhance the City's image regionally and internationally, as it continues its transformation into a world class City.

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 programs;
- Accessibility and Inclusion; and
- Sport tourism.

A wide variety of media channels and marketing strategies are being utilized to ensure proper exposure for each component of the 2010 Plan. 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 media relations plan to raise awareness and “earned media” through focused communications and media relations strategies.

1. Marketing & Promotional Materials

Online Video - testimonials, web profile
Web site development
Brochures, display materials & posters
Sponsorship packages

A new 2010 website will be launched in August under a devoted 2010 look and feel with VANOC branding. This will be followed by a new website promoting the City’s Right To Play 2010 Challenge by the end of August. Both websites will include streaming videos to further promote the City’s 2010 Olympic Plan and related community engagement programs. A 2010 sponsorship brochure was prepared in March and distributed to all official 2010 sponsors. Devoted marketing pieces for investment, Economic Development and tourism are currently being designed. Posters have been activated related to 2010 at City Hall, in the Council Chambers and all major civic facilities.

2. Advertising & Event Promotion

Advertising features
Radio advertising - vignettes
Event marketing

The majority of 2010 related marketing work completed to date has been event-related materials required to market a 2010 Zone and Right To Play Zone at each of Canada Day and Surrey’s Fusion Festival. Over 80 marketing products prepared to date include: site maps, kiosk exhibits, entrance staging, stage scrims, fencing, and sky flags and banners. A series of advertisements both in print and radio form have also been prepared and aired related to summer 2010 events. Graphics and marketing related to 2010 has been

completed for event activity areas including: the Olympic pictogram cutaways (for family photos) showcasing three Olympic sports, the hockey shoot to win zone, the soccer shoot to win zone, the curling zone, the Right To Play Zone, and the popular Spin the Wheel to win activity area.

3. Civic Staging, Branding & Civic Beautification

Building wraps

Torch Relay flags

City 2010 Partner Olympic flags

Gateway signage

Transit shelters promotions

Street banners

Event staging (skyflags, large format site banners, kiosks, stage graphics, sponsor recognition, branded fencing, etc.)

Planning for a building wrap on the Central City office tower is underway with the graphic to be installed prior to September 18th. This will complement the Venue City identity prominent on the exterior of City Hall as well as the gateway signage with Venue City branding at major gateways to Surrey. Signage is also being installed at the Games Preparation Centre. A series of twelve 2010 large format advertising graphics have also been designed and are prepared for production for installation on up to 200 transit shelter panel locations along Surrey's streets. The implementation of the transit shelter marketing materials will occur in conjunction with the implementation of the new street furniture contract to be awarded shortly. Banner designs are now completed for a series of six 2010 banners including promotion of the City's Right To Play Surrey 2010 Challenge. Another 300 banners will be installed later in the fall to keep the imagery fresh closer to the Games. Extensive work has been completed related to the design of and operation of the City's Celebration site during the Olympics. Most of the marketing and large format graphics and exhibition material used in the Canada Day and Fusion Festival celebrations will be re-used as part of the Celebration Site which to date includes 80 distinct marketing products branded with an Olympic theme.

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

An electronic countdown clock has been implemented for display at City Hall to help build excitement for the Games. Extensive marketing materials have been prepared to activate the City's major community engagement initiative related to Right To Play (RTP) and 2010 Challenge. Supporting material for 2010 and RTP include: Olympic pins, t-shirts, active living/sport related items, spirit flags, red balls, children's tattoos and event materials. As part of the Right To Play Surrey 2010 program, the City has partnered with Right To Play and the Surrey School District and arranged for 150 Olympian school visits in Surrey beginning in September 2009. In addition to this extensive community

engagement program, Olympian appearances are expected at up to a dozen different events in Surrey through this fall.

Spirit Square:

Supported by 2010 Legacies Now and the Province of BC, the Spirit Square program is a province-wide initiative to create or improve outdoor public meeting and celebration spaces. In February 2008, the Province announced that Surrey was successful in receiving a \$500,000 grant for our Spirit Square in Holland Park.

The official opening of the Holland Park Spirit Square and the unveiling of a commemorative plaque occurred on Saturday, July 18th, 2009.

As Surrey's City Centre continues to transform into an urban downtown core, the Holland Park Spirit Square is a great place for our residents and visitors to enjoy community celebrations such as the Fusion Festival, Surrey's Torch Relay Community Event and the Surrey Olympic Celebration site during the 2010 Olympic Games.

Sport Hosting:

As a part of the 2010 Olympic Plan, three key sports were identified for training and event hosting – Sledge Hockey, Short Track Speed Skating and Female Hockey. The Norwegian Sledge Hockey Team has confirmed that they will be using the Surrey Sport & Leisure Complex as their training location prior to the start of the Paralympic Games from March 3-7, 2010. Other national officials have toured Surrey training facilities and may be interested in rentals for January/February 2010 including the Chinese Speed Skating Team and the Korean Speed Skating Team. The Hosting BC website continues to be VANOC's key avenue for international athletes to view pre-Games training locations and opportunities. Surrey's profile and facilities are professionally displayed on the website and 2010 Legacies Now reports that there have been over 10,000 visits to the website from 68 different countries.

Surrey continues to pursue being a leader in sport development and tournament hosting. The National Women's Under-18 Hockey Championships will be hosted at South Surrey Arena November 4-8, 2010. Sponsorship recruitment for this event is ongoing and event ticket packages have just been released for sale.

This year, Surrey is the pilot community for the Community Sport Tourism Development Program - a 2010 Legacies Now and Tourism BC initiative. The consultants recently provided the working committee with a situation analysis of sport tourism in Surrey that identified the best practices for sport tourism, the economic, sport, and tourism environments of our region and the opportunities and problems that Surrey faces. A draft 3-5 year sport tourism strategic plan will be circulated for review later this summer and will be presented to the working committee and local sports organizations for input. By the end of 2009, this sport tourism strategic plan will be forwarded to Council for consideration. This will assist the City in engaging 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 has been constructed as the first phase of the new Chuck Bailey Recreation Centre located in Tom Binnie Park. Construction of the GPC is complete and is comprised of multi-purpose space for the exclusive use of VANOC leading up to and during the 2010 Winter Games. VANOC is very pleased with the facility and is currently developing a program schedule. The second and final phase of construction includes the gymnasium and main lobby/entrance area with a scheduled completion date later this year. The new “Chuck Bailey Recreation Centre” will provide 20,000 square feet of recreational amenity space for the growing City Centre population. Following the 2010 Winter Games, the GPC will be a legacy of the Games and form part of the multi-purpose recreation centre.

Surrey Tourism and Convention Association – Visitor Information Centres:

The Surrey Tourism and Convention Association continues to make significant progress on establishing a tourism information and marketing presence at Surrey’s two well-travelled border entry points. This will provide the City of Surrey with a strong advantage as thousands of tourists a day will flow through these entry points from the U.S. during the 2010 Olympic and Paralympic Winter Games.

Construction of a new Visitor Information Centre on the Pacific Highway border crossing at 176th Street and 8th Avenue is well underway with an anticipated completion date of December 2009. The Surrey Tourism and Convention Association will operate this facility, which is being paid for in part by \$200,000 of UBCM Tourism funding.

In April of this year, Premier Campbell officially opened the new British Columbia Visitor Centre located at the Peace Arch border crossing. The Surrey Tourism and Convention Association will act as third party contractors with Tourism British Columbia, to operate this impressive new facility.

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 Friday and Saturday nights with a focus on family and cultural performances on Sunday. We are working directly with the Cultural Olympiad and the other celebration sites (Whistler, Vancouver, and Richmond) for programming entertainment acts on

two main stages. An international food pavilion, much like the Fusion Festival, will be a key component of this site and event.

The Celebration Site will have Olympic and City of Surrey branding. The latest in lighting technology will 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 to reducing resource consumption and disposal protocols.

Community groups will be welcome to participate in Surrey's Community Marketplace during the festival. A selection process will be implemented to ensure their involvement is compatible with the overall goals and theme of the event. An objective of the Marketplace will be to showcase Surrey-based artists.

The Celebration Site is scheduled to operate from Friday, February 12 until February 28, 2010 and will be closed on Mondays and Tuesdays resulting in a total of 13 days of 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. An extensive community engagement program is planned for the fall 2009 to build awareness of the Celebration Site program and opportunities for the community to participate in the event. A transportation plan is under development that will assist visitors and residents from across Surrey to access the Site.

VIP hospitality areas will be created where receptions will be held to promote Surrey as a location for business investment.

Community Engagement – Surrey 2010 Challenge for Right to Play:

On May 2nd, the City of Surrey launched a new partnership with Right To Play (RTP) as a vital component of the City's 2010 Community Plan. The partnership positions Surrey as RTP's prominent community and school partner for the period leading up to and including the 2010 Olympic and Paralympic Winter Games. This enables the partners to work together to develop a unique program for Surrey that is both community and school-based, emphasizing leadership and global citizenry objectives while also instilling community pride. The program will build on existing partnership initiatives with the schools, encourage a significant boost to the City's multiple active living initiatives and serve as a legacy by stimulating community schools programs aimed at supporting inner City schools and children facing barriers in terms of access to sport and play.

Right To Play is a Canada-based international humanitarian organization that utilizes sport and play programs to improve health, develop life skills, and foster peace for children and communities in the most disadvantaged areas of the world. RTP promotes sustainable programming as it trains local community leaders as Coaches to deliver its programs in 23

countries affected by war, poverty and disease across Africa, Asia, the Middle East and South America. They also have a well-established program in Canadian schools and with the 2010 Winter Games are looking to strengthen their involvement in BC schools using Surrey as a pilot area. The City has negotiated an exclusive City and school-based partnership with RTP during Games-time that will lead to extensive “earned media” coverage from both accredited and unaccredited media. The capacity building already demonstrated from the evolving City, School District and RTP partnership is certain to have a lasting legacy in the community beyond the Winter Games.

Program objectives will focus on inspiring children and youth, promoting active living, and highlighting important values such as: leadership, fair play, inclusion, integrity and respect. The school-based program will also emphasize: hope, social responsibility, goal setting, teamwork, cooperation, and the importance of active living, sport, & healthy play. The 2010 challenge and leadership sessions held with Olympians in the schools will include a “challenge” to the community and Surrey schools to work together leading up to Games-time to “make a difference” for children around the world and children in need in Surrey. Any fundraising proceeds raised during Surrey’s 2010 Challenge will direct 80% to the RTP foundation and 20% to the Surrey Community Schools-Partnership Initiative, which engages and involves the community of Surrey, in particular families and children in the inner-City schools to participate in healthy opportunities of their choice including recreation and sport programs.

As part of the City’s *Right To Play Surrey 2010 Challenge* initiative, the City will organize key active living-based events to elevate public awareness of the Program and emphasize the importance of health, sport, and physical activity. The City will execute an extensive marketing and community engagement program throughout the fall 2009 period that will include outreach to schools, the corporate community, local non-profit agencies, residents and sport groups. This will involve a series of presentations and direct communications encouraging participation in the City’s related 2010 community plan components. Part of the Surrey 2010 Challenge program will include community event themes aimed at motivating and inspiring active living and will include events such as adventure challenges, cycling events, skate-a-thons, walk/run events, and theme days/events within recreation centres, community school program areas, and other community partners.

To date, the partnership with RTP has involved an ambitious visitation plan to every school in Surrey to encourage registration in the September kick-off to the Surrey 2010 Challenge for Right To Play. To date, 130 schools have signed up for leadership sessions including school assemblies with as many as 1,300 students gathered for larger sessions. Schools are also signing up for active living components such as skate-a-thons and themed RTP physical activity days. Six teams of Olympian Ambassadors have been formed to work alongside varsity and alumni student athlete leaders/ambassadors to enable an Olympian visit to all participating schools. Members of the Mayor’s 2010 Task Force are actively involved and participating in multiple facets of the school and 2010 Challenge for Charity program. A number of Olympians and Athlete ambassadors have been confirmed to commit time to the City’s 2010 community engagement program including: Daniel Igali, Devon Harris, Kristina Groves, Ben Rutledge, Adam Kreek, Clara Hughes, Silken Laumann, Billy Bridges, Carry Marshall, Gary Cormack, Oliver Tubb, Sue Gardiner, Mehan Mutrie, and Chris McElroy.

Reducing the Barriers to Participation:

The City has established an ongoing partnership with the Rotary Club to support their “REC for Kids Program”. This program enables needy children to obtain sporting equipment to participate in sports in which they would otherwise not participate. The City has assisted the Club in securing a location for the “REC for Kids Program” in City Centre and also with the help of the City’s arenas offers skate sharpening free of charge. With assistance from volunteers and community support, they recondition donated sports equipment for these children. Engaging youth in sports encourages healthy lifestyles, self-esteem and positive life skills.

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. The City of Surrey will be hosting an evening Olympic Torch Relay Celebration at Holland Park on February 8, 2010. This honour is being given to only 40 cities across Canada. A Committee has been formed to plan this particular celebration. The Committee includes representatives from the Royal Bank of Canada (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 Olympic Torch Relay Committee has been meeting regularly to develop the community content for the Olympic Torch Relay Celebration and has identified, as a priority, engagement of the community in the Relay Celebration. Outreach to the community through community presentations and school visitations will commence in the fall of 2009.

The City has been working closely with VANOC in developing the proposed Torch route through Surrey. In addition, the City of Surrey has been allocated 6 torchbearer segments to assign through an internal process. Mayor and Council have recommended to VANOC the 6 individuals to carry the Olympic Torch in the Surrey segments assigned to the City.

Both Provincial and Federal Grant opportunities have been announced relating to official Olympic Torch Relay Celebrations. The City of Surrey has applied for the maximum \$15,000 in federal funding and the maximum \$40,000 in provincial funding.

Volunteer Development Program:

The Volunteer Development Program supports the growth & development of the volunteer team leading up to the Games and continuing beyond. It is a program that boasts a wide range of professional workshops tailored to educating volunteers. Participants learn, grow and lead through high quality, customized workshops that have been developed with a flexible schedule and affordable pricing. This program was created based on a number of community needs assessments and is endorsed by 2010 Legacies Now, the Province of BC, Surrey’s Spirit of BC Committee and the City of Surrey.

Workshops include Emergency First Aid, *SuperHost Ambassador*, High Five - Principles of Healthy Child Development, Food Safe Level 1, Community Awareness Training, Leadership, Communicating Through Conflict, Volunteer Involvement and Fundraising. Upon completion of

3 workshops and a 14-hour volunteer placement a Volunteer Development Program certificate is awarded. The Volunteer Development Program provides a pool of trained volunteers to be available for Surrey's programs, services and events. It establishes a foundation that will assist in positioning Surrey as a host for national and international level events and tournaments.

Recent additions to the Volunteer Development Program line-up are two free workshops: Surrey 2010 Volunteer Seminar and Discover Surrey - collaboration with Tourism Surrey. Both are workshops that will support the plan to recruit 1,000+ volunteers for the City of Surrey's official 2010 Live Celebration Site and related activities. Discover Surrey will educate Surrey residents about tourism opportunities in Surrey, facilitate way-finding and trip planning, and ensure positive experiences for both residents and visitors to the city. The Surrey 2010 Volunteer Seminar is primarily a recruitment tool and helps prospective volunteers build their understanding of what it means to be a volunteer with the City of Surrey.

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. To date, this includes outreach to the School District 36 Settlement Workers, Douglas College Learning Centre, Surrey Community Services, Options and Invergarry Adult Learning Centre. This will help to establish depth in our volunteer pool and make it reflective of the communities it will serve at events.

Paralympic Games:

The 2010 Paralympic Games are scheduled for March 12 to 21, 2010. Hosting this high calibre event provides an excellent opportunity to not only showcase the Paralympics but to profile individuals with disabilities in athletics and physical activities in our community. Leading up to the 2010 Olympics, the City has hosted a number of community events that feature a 2010 Celebration Stage and activities. Showcasing sports such as adaptive curling and sledge hockey at these events has increased the exposure of these sports.

Surrey's 2010 Celebration Site will include a Paralympic Zone that will profile the Paralympic Games and the sports included in the Paralympics. Staff is currently working with a number of provincial sport organizations to secure their participation in this area of the Celebration Site.

Preliminary planning is also underway to host a Paralympic Community Event during the Paralympic Game time at the Surrey Sport and Leisure Complex. This event will engage the community in the excitement of the Games and feature demonstration sports, local athletes with disabilities, entertainment and variety of Olympic-related activities.

On March 3, three days after the Olympic Flame is extinguished in Vancouver, a new flame will be lit in Ottawa signifying the official start of the 2010 Paralympic Torch Relay. The 10-day journey across Canada will build excitement leading up to the official start of the Games. The Relay, which will be supported by the Government of Canada will involve up to 600 torchbearers and visit several celebration sites across the country. Details on the Paralympic Torch Relay route have yet to be released; however, Surrey has expressed an interest in being involved in the Relay.

Social Housing Units:

Olympic Legacy Housing

An agreement between the Province of BC and VANOC is creating up to 156 units of permanent affordable housing for people most in need across BC. Following the Olympics and Paralympic Winter Games in 2010, wood-frame, modular housing units from the Whistler Athletes Centre will be relocated and converted into permanent housing. Surrey is one of six BC communities that have been offered an Olympic Legacy Housing project.

BC Housing and the City of Surrey are partnering on this supportive housing project. BC Housing has committed funding for the development and on-going operations of the development. The City of Surrey is contributing a City-owned site and will cover all municipal fees and charges associated with its development. Rezoning for this project is currently under review by Council.

Surrey's Olympic Housing project will be a lasting legacy of the community spirit of the 2010 Games.

***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 move 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 in relation to sports for which they are best suited. 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 Surrey Parks Recreation and Culture Department has made community connections through this program. A number of City special events have hosted a SportFit booth where children and youth can test themselves.

In June 2009 Drew Mitchell from 2010 LegaciesNow, presented on Physical Literacy at the summer camp leader in-service training session. His session reinforced the importance of activity and sport in healthy child development and how this influences future participation by children in sport and physical activity as they grow. All leaders were encouraged to incorporate SportFit sessions as a component of summer camp programs.

Community and Leisure Services representatives from each town centre have been trained to facilitate SportFit in Surrey elementary schools and at recreation centres. This fall the City of Surrey will continue its efforts to connect with Surrey elementary schools in each town centre and facilitate SportFit training sessions.

I'm Game:

I'm Game is a True Sport funded program introducing a variety of sports to children grades 4 to 7, specifically targeting children not currently involved in organized sport or physical activities. Two successful events have been held and a third is scheduled for August 15. The "I'm Game in the Gym" event on November 29th at the Guildford Recreation Centre featured wheelchair basketball, volleyball and badminton. "I'm Game in the Rink" held at the Surrey Sport and Leisure Centre on March 28 included curling, sledge hockey and ringette. The final event of this initiative will be held on August 15, "I'm Game on the Field" at Newton Athletic Park and will feature cricket, soccer and ultimate Frisbee.

***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 planned or underway, including the following:

Igniting Surrey's Business Spirit:

Throughout the history of the Olympics, the primary focus of these mega events has been on global sport and competition. Over the last decade however, host and surrounding cities have become smarter about leveraging the Olympic platform to generate economic development through proactive trade and investment programs. Some jurisdictions have generated more than 30 per cent increases in their local export and GDP activities.

At the Metro Vancouver level, most municipalities are engaging in some form of pre-Olympic events and planning as they prepare to capture business and investment opportunities during and after the Games. The Province of BC, through the 2010 Olympic Secretariat is delivering a multi-faceted business program centred out of the 2010 Commerce Centre Showcase facilities located at Robson Square in downtown Vancouver. Visiting business people from around the globe will be invited to events being held at Robson Square. The City of Surrey is connected with and positioned to take full advantage of all opportunities, including Mayor's receptions and business-to-business networking events related to the 2010 Commerce Centre programming.

As a member city of Metro Vancouver Commerce (MVC) (a collaboration of nine cities from across the Region who have chosen to work together on economic development initiatives), Surrey will also participate in a targeted Foreign Direct Investment program for 2010 designed to attract investment and new business to the Region. The Program will again leverage the worldwide focus that accompanies the Olympics while working in concert with Provincial and Federal partners and with the strong involvement of key leaders in our regional business community. In short, MVC has produced a highly tactical program that will invite and host 50 strategically selected companies (2 people from each company) from around the world to Metro Vancouver for an extraordinary executive Olympic Business experience during the Games. This program will provide MVC partners with direct access to key decision makers from companies deemed to have a solid, serious interest in investing in the Metro Vancouver region.

In addition, numerous events are being developed and initiatives put in place at the local level to ensure that members of Surrey's business community are engaged, informed and involved during the Games in business-to-business networking opportunities taking place at Surrey's Celebration Site, SFU-Surrey and other locations in the City.

An overview of these initiatives and events is contained in the document entitled 'Igniting Surrey's 2010 Business Spirit', attached as Appendix 1. This program, which will continue to evolve towards Games time, has been developed in consultation with Surrey's business community including the Surrey Board of Trade, White Rock/South Surrey Chamber of Commerce, Cloverdale Chamber of Commerce, Surrey Tourism & Convention Association and others.

- **2010 Winter Games Ticket Program**

As a Venue City, Surrey is entitled to purchase Olympic and Paralympic tickets.

The City is currently developing a ticket utilization program that will form part of a comprehensive economic development plan for the 2010 Games and will also be focussed on youth engagement in the games.

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

For the 2010 Cultural Olympiad, Surrey Art Gallery staff has established agreements with VANOC regarding support and co-presentation status for the following two exhibition 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 official opening will be featured as an event at the beginning of the Cultural Olympiad and is scheduled for Saturday, January 23.

- 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 a public artwork, and will be an outdoor architectonic projection, otherwise known as an urban screen. The artwork will use the west facade of the new Surrey Games Preparation Centre as the presentation canvas and will feature digital images 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. Its presentation will be highlighted as part of the CODE exhibition (Cultural Olympiad Digital Edition), which features extraordinary examples of digital art by artists from around the world. The infrastructure to create this urban screen will remain as a legacy exhibition venue.
- In 2010, theatre-programming staff successfully accessed funding from the 2010 Cultural Olympiad to present Quebec’s Sursaut Dance Company/ Sursaut compagnie de danse. At Nightfall is a subtle, gorgeous piece of choreography about Auguste, a shoemaker who discovers a magical water forest. Beautiful imagery and engaging characters create a magical world onstage. This visually breathtaking dance performance will enchant audiences of all ages.

Additional performing arts events for the community during 2010 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 skills with a seasoned professional.
- Dance Around the World! World percussionist and cross-cultural specialist Hari Pal returns with a fusion of authentic dances, music and drums. Mimbres Flamenco will share the powerful and passionate art of flamenco in its purest form. Classical Indian dance, traditional Ukrainian folk dance, Cuban, Brazilian and African drum rhythms, combine in a joyous expression of cultural sharing. Intended to support performing artists from diverse cultures, and develop diverse audiences, Dance Around the World is being considered for a Diverse Collaborations Grant through the BC Arts Council.
- The Canadian Tenors – Since their sold out concert here last season, the internationally acclaimed group has shared the stage with musical luminaries David Foster, Sting and Sheryl Crowe. Their return to our stage to sing some of the world’s most beautiful melodies will be a highlight of our season. This may be the final opportunity to experience the group in such an intimate setting, as their skyrocketing reputation for excellence draws them to much larger stages around the world.
- 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.

Cultural Heritage Legacy Projects:

Surrey Heritage Services has launched three projects to create heritage legacies as part of the 2010 *Cultural Spirit*. Heritage exhibition and collections initiatives engaging the community, will celebrate local heritage leading up to the 2010 Olympics, showcase local and national sports achievements during the Olympic celebrations and provide lasting historic resources for the benefit and education of future generations:

- **RCMP Historical Exhibition, *Keep the Right***
A travelling exhibition from the RCMP Heritage Museum in Regina was not available; consequently the Museum developed an original RCMP exhibit. The history of the “world’s greatest police force” will be showcased as an Olympic lead up through the exhibition; ***Keep the Right, Maintiens Le Droit: A Century of Policing in Surrey***. Created in partnership by Surrey Heritage Services and the Surrey RCMP Detachment, the exhibition will feature the history of policing in Surrey from the establishment of the Surrey Police in 1887, to the arrival of the Royal Canadian Mounted Police in 1951 and the services and achievements of the Surrey Detachment in a large urban city. The Royal Canadian Mounted Police are synonymous with Canada and represent a long-standing tradition symbolizing pioneering spirit, freedom and protection services across a vast nation. The distinguished services of Surrey officers both pioneer and present will be on display in the fall of 2009 at the Historic Stewart Farm. The exhibition is currently in the final research and fabrication stages of production. After the fall exhibition run, **Keep the Right** will be available to the Surrey RCMP Detachment during the Olympic year and beyond.
- **Surrey Sports Heritage Collection Project**
Surrey Heritage Services launched a sports acquisition project in early 2009 to build the permanent heritage collection of sports uniforms, equipment, photographs, documents, memorabilia and reminiscences preserved by the Surrey Museum and Surrey Archives. A Sports Heritage Committee comprised of City staff, past athletes and members of the local sports and recreation community are actively promoting the project through the local media, City website, and public meetings, to acquire artefacts and archival resources. To date, the Committee has acquired numerous uniforms, sports artefacts and photographs representing the history of baseball, football, basketball and hockey in Surrey. Throughout the summer and fall of 2009, the Committee will focus on winter sports to acquire collections in support of an exhibition for the 2010 Winter Olympics.
- **Winter Sports Exhibition – “*In the Game*”**
The Surrey Museum will host an exhibition showcasing the history of winter Olympic sports and Canada’s Olympic achievements during the 2010 Games. ***In the Game*** will feature the history of winter sports events, the equipment needed for athletes to compete at an international level, Canada’s Winter Olympic winners since the first games in 1922, and the training regimen of competitive athletes. Also featured will be historic highlights of how Surrey residents have enjoyed winter sports from curling to hockey, ice skating and skiing. Children’s interactive components will provide fun and engaging activities for all ages. Partnership opportunities with the B.C. Sports Hall of fame are currently

being explored. *In the Game* will be on display at the Surrey Museum from February 9 – March 21, 2010, during the Winter Olympics.

- **RCMP Musical Ride**

The City of Surrey and the RCMP have invited the RCMP Musical Ride to Surrey for the 2010 Olympics. As home to the largest RCMP Detachment in Canada, Surrey would be the right location to showcase the RCMP Musical Ride to provincial, national and international visitors as part of the 2010 Olympics experience. The City is currently awaiting a response from the Ministry of Canadian Heritage regarding their support in relation to bringing the Musical Ride to Surrey for the Games.

CONCLUSION

Surrey's 2010 Olympic Plan was developed to embrace opportunities associated with the 2010 Olympic and Paralympic Games. The Plan is focussed on engaging the community in the Games and positioning 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. This extensive 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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Appendix 1 – Igniting Surrey's 2010 Business Spirit

Igniting Surrey's 2010 Business Spirit

PROJECT	DESCRIPTION	PARTNERS	STATUS
Mayor's Business Reception at BC Showcase	The Mayor will host business receptions at the 2010 Commerce Centre's Showcase facility at Robson square during the Games. This will be an opportunity to showcase and promote the City of Surrey and network with high level visiting business people from around the globe.	2010 Commerce Centre, Surrey Board of Trade & Chambers, Surrey businesses, SFU/Surrey, Kwantlen Polytechnic University, STCA, Ministry of STED, DFAIT, BCBC	Brian Kreiger, Director of the 2010 Commerce Centre has been provided with requested reception dates for the consideration of the approval committee
Mayor's Business Receptions at Surrey's Live Site	Business receptions will be held on key nights at Surrey's Celebration Site and at SFU-Surrey's Grand Hall. Invitees will include local business organizations and leaders, targeted businesses and potential investors.	Surrey Board of Trade & Chambers of Commerce, Surrey businesses, BIAS, SFU/Surrey, Kwantlen Polytechnic University, Mayor's 2010 Committee, STCA, 2010 Commerce Centre	Staying in close touch with Manager of the Celebration Site to ensure information is obtained and shared with partners as soon as it becomes available
Participate in meetings between Premier and key visiting business people	Work with the 2010 Commerce Centre to ensure Mayor Watt's participation in key business meetings between the Premier and visiting business leaders	2010 Commerce Centre, Ministry of STED, DFAIT, BCBC	Maintaining close contact with 2010 Commerce Centre to ensure information is obtained as soon as it becomes available as their program evolves
Business to Business Matching - Local to Global	Work with the 2010 Commerce Centre to ensure Surrey businesses are identified, prepared and involved in sector-based business days being hosted by the 2010 Commerce Centre	2010 Commerce Centre, Ministry of STED, DFAIT, Surrey Board of Trade & Chambers of Commerce, Surrey businesses, SFU/Surrey, Kwantlen Polytechnic University	Maintaining close contact with 2010 Commerce Centre to ensure information is obtained as soon as it becomes available - working with SBOT/Chambers/other partners to identify potential Surrey businesses to participate
Business Reception Space at Surrey's Celebration Site	Surrey's Celebration Site will include VIP reception space that can be booked, at a cost, by local business associations or private businesses wanting to host visiting business people. Catering and onsite support will be available.	Celebration Site Manager	Working with Celebration Site Manager to obtain information as plans evolve
Assemble a 'Surrey Business Hosting Team'	Create a dynamic team of Surrey business people, representing key sectors, who are prepared to respond quickly to requests to deliver peer messaging and share their business experience stories with visiting international business people.	Surrey businesses, Surrey Board of Trade & Chambers, STCA, Mayor's 2010 Committee, BCBC, 2010 Commerce Centre, SFU, Kwantlen Polytechnic University, Mayor's 2010 Committee, Mayor's Committee on Investment & Job Creation	Working with all partners to develop potential Surrey Business Hosting Team roster of business people from various sectors to deliver peer messaging
Host International Business Delegations in Surrey - referred by 2010 Commerce Centre	2010 Commerce Centre has indicated that on an impromptu basis, they will identify and organize delegations of visiting business people to come out to Surrey on Skytrain for an informal visit. Surrey staff and community partners will be prepared to receive these delegations on short notice, providing tours of Central City, SFU-Surrey and specific businesses when requested/possible.	Surrey Board of Trade & Chambers of Commerce, BIAS, Surrey businesses, Mayor's Committee on 2010, STCA, 2010 Commerce Centre, SFU, Kwantlen Polytechnic University	Working with partners to discuss their potential roles and develop a plan of action for quick response
Surrey Business Coordination Committee (SBCC)	Strike a committee of City staff and business leaders to help the local business community maximize the positive economic impact of the 2010 Games by facilitating the flow of information to, and encouraging cooperation within, the business community. SBCC will proactively identify local challenges the Games may generate and seek appropriate solutions that would be readily shared with the business community	Surrey Board of Trade & Chambers, Senior City staff, STCA, Mayor's 2010 Committee, local business leaders	Working with partners to refine concept and build/connect communication network

Surrey's 2010 Business Program Brochure - 'Igniting Surrey's Business Spirit'	Create a two page brochure outlining the elements of Surrey's 2010 Business Program, including contact information	Surrey Board of Trade & Chambers, Marketing & Communications	Draft information developed
Paint the Town Red	This program, developed by the Canadian Olympic Committee, is designed to engage/involve the business community in showing support for Canadian athletes during the 2010 Games by wearing red and white clothing and decorating their stores in red and white	Surrey Board of Trade & Chambers of Commerce, STCA, BIAs	Working with Surrey Board of Trade & Chambers to explore the program with a view to rolling it out in Surrey
Create Business Investment/Promotional Material	Create informative, compelling material that will be produced in a variety of formats, including video and print, which markets Surrey as a prime location for business investment. Materials will include local Success Stories/testimonials	Consultants - Video producer & marketing, Marketing & Communications Division	Exploring options to produce compelling, creative City promotional video - RFQ issued mid July 16. Creating a promotion piece that incorporates 2010 branding, business testimonials/success stories
Downtown Vancouver Space	Space will be secured by the City of Surrey in a downtown Vancouver location for business contact purposes, material storage and staging around Games time.	PACE Group	COMPLETE - space donated at 55 Water Street location - includes work station, small storage space and access to meeting rooms
2010 Winter Games Ticket Program	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 local business, community leaders and dignitaries. A program is being developed to identify community leaders, youth and businesses to attend events. Staff is working with VANOC to have access to a suite at GM Place, with another partner, in order to maximize business development opportunities.	Mayor's 2010 Committee, Economic Development Office, Surrey Board of Trade & Chambers of Commerce	Ticket program is under development. A preliminary list of suggested top business participants is being created with a view to continuously enriching over the coming months
Metro Vancouver Commerce	As a member city of Metro Vancouver Commerce (MVC), Surrey will participate in MVC's 2010 Partnership Investment Program, a foreign direct investment program designed to leverage the 2010 Games to attract global investment to the cities of the Region. 50 investment ready companies from around the globe will be invited to participate.	MVC cities, VEDC, WED, Ministry of STED, DFAIT, British Columbia Business Council, Austrade, Key businesses from across Metro Vancouver	Ongoing interviews with more than 60 public and private sector sources and representatives of key businesses in all MVC cities (Surrey, Vancouver, Richmond, North Van City & District, Port Moody, New Westminster, Coquitlam, Maple Ridge) to identify investment-ready companies, primarily SME's, to invite to participate
Create List of Target Businesses & Potential Investors	Through a process of interviewing a number of public, private entities, Olympic sponsors and key business people others, identify who will be here for the Games and create a list business targets and potential investors. This list will serve as a source for inviting participants to the MVC 2010 program as well as inviting individuals to Surrey-hosted events during the Games. This process will also identify events that are being organized by others that are important for Surrey to be involved in.	2010 Commerce Centre, Ministry of STED, BC Trade Offices, DFAIT, WED, BCBC, Mayor's Advisory Committee on Investment & Job Creation, Mayor's 2010 Committee, STCA, International Finance Centre - BC, Consulate Offices, Foreign Trade Offices, Universities, Chambers of Commerce, Industry Associations, Key Surrey businesses	Ongoing contact/discussion with partners to ensure information is obtained as soon as it is available. Meeting one-on-one with key businesses to explore their connections and recommendations regarding potential participants
Letters from Mayor to top Multi-national, National and other key companies	Create and distribute a letter to the CEO's of multitude of established multi-national, national and other key companies inviting them to visit Surrey if they are in the Metro Vancouver Region during the Games		IN PROCESS - gathering info, creating database

Letters from Mayor Watts to Chambers/Consulates, Provincial Posts, Foreign Trade Offices	Create and distribute a letter to Chambers of Commerce, Consulates, Foreign Trade & Investment Posts (Provincial and Federal) and Consulates of Countries sending teams to the 2010 Winter Games - inviting them and their colleagues to visit Surrey during the Games		IN PROCESS 400 + letters sent to date - ongoing follow-up as required
Letters from Councillor Hepner to all Olympic Sponsors	Create and distribute a letter to all Olympic Sponsors inviting them to coordinate their efforts to host business clients with Surrey's business related events including Mayor's Business Receptions at 2010 Commerce Centre and Surrey's Celebration Site		Mailout COMPLETE - ongoing follow-up as required