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ADVICE AND SUPPORT FOR LOCAL BUSINESS



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Additional Resources:

- *The Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) "Respect the Rings and Support the Games" (Attachment 3-A)*

3.0 Advice and Support for Local Business

The primary role of Spirit of BC Community Committees is to act as a valuable contact and advocate for local businesses who are looking for ways to take advantage of the opportunities available to them due to the 2010 Winter Games being hosted in British Columbia.

Spirit of BC Community Committee members assume this role as a positive way to raise the profile of their local community. Spirit of BC Community Committees can stimulate interest and excitement about the 2010 Winter Games, with this excitement translating into economic benefits for local businesses.

Key concepts within this effort encourage Spirit of BC Community Committees to:

Inform

Inform business owners of proper processes and protocols and address how the community and local businesses can access Games-related opportunities and maximize their potential for success.

Educate

Educate suppliers and businesses on the economic impact of the Games and help inspire them to seek new opportunities.

Connect

Connect local businesses to 2010 Winter Games-related opportunities – to be a supplier, a subcontractor, or introduce local businesses that could potentially work jointly to provide useful products and services to the 2010 Winter Games.

Using their recognition and official status, Spirit of BC Community Committees are in a unique position to take advantage of the existing local infrastructure and contacts throughout this process – providing the linkage between 2010 Winter Games organizations and local government, media and business interests.

This section focuses on the role of Spirit of BC Community Committees in terms of making the most of local resources which could help them to provide tangible benefits for their communities.

3.1 Utilizing Existing Business Support Agencies

Spirit of BC Community Committees serve an important role in connecting 2010 Winter Games suppliers, local community leaders, entrepreneurs and businesses. Business support networks can help with the development of partnerships that could result in the production of strategic products and services. Such partnerships can also help businesses with staffing and construction requirements, among other considerations.

By facilitating partnerships between local business owners and business support networks, Spirit of BC Community Committees greatly enhance their opportunity to promote local suppliers, services, initiatives and businesses in an efficient manner.

Spirit of BC Community Committees should seek support from community-based business support agencies, such as:

- Aboriginal Business Organizations
- Business Improvement Associations
- Chambers of Commerce
- Community Futures Development Corporations
- Economic Development Officers
- Ethnic Business Associations
- Seniors Business Organizations
- Service BC (Government Agents)
- Youth Business Associations

3.2 Business Engagement Strategy

Local awareness of Spirit of BC Community Committee activities is essential in ensuring their effectiveness in communicating 2010 Winter Games-related opportunities to local business. This Information Kit provides Spirit of BC Community Committees with valuable contacts, resources and suggestions to help get local businesses involved.

Spirit of BC Community Committees will vary in their approach to promoting their services and activities. Some may choose a broad-based campaign, while others may be more inclined to be more specifically targeted. Spirit of BC Community Committees, like businesses, should develop a strategic plan. Upon review of their resources, membership commitment, objectives and priorities, Spirit of BC Community Committees can effectively determine a strategy that is manageable, realistic and effective.

Spirit of BC Community Committees can use some of the following means to help inform their community about their organization:

- A. Distribution of Spirit of BC Community Committee brochures via public agencies or public events
- B. Online tools and resources (email notification, Spirit of BC Community Committee website, newsletter)
- C. Partnerships with other local organizations to help maximize the effectiveness of Spirit of BC Community Committee activities
- D. Local media, including newspapers, radio and television (announcements, paid advertisements, news features)
- E. Hosting public events (business opportunity forums, Games-related workshops)

3.3 Frequently Asked Questions (Information Most Often Requested by Businesses)

Spirit of BC Community Committees can help to create awareness of Games-related opportunities by providing information in a variety of ways; these include posting answers to frequently asked questions on websites, in newspapers or in newsletters. The following are some suggested FAQs:

1. Why are the Games a good investment for British Columbia?

Hosting the 2010 Winter Games, combined with an expanded Vancouver Convention and Exhibition Centre could:

- Generate up to \$10 billion in economic activity
- Create 200,000 person years of employment
- Help raise \$2.5 billion in tax revenues
- Bring 10,000 members of the international media to BC
- Provide funding to renovate existing facilities/venues and to build new facilities
- Bring \$20 million in Olympic Live Sites funding to BC's regional communities

Note: These new jobs and revenues expected as a result of the 2010 Winter Games will not just benefit the Vancouver-Whistler corridor. The level of investment is large enough that it generates opportunities for businesses throughout British Columbia. The 2010 Commerce Centre helps businesses maximize their connection to these new opportunities.

2. What type of business opportunities do the 2010 Winter Games bring?

These Games bring a wide variety of opportunities for business and industry. Games-related opportunities generally fit into four categories:

- **Direct** – a BC business can become a supplier or licensee to the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC), a supplier on a competition venue construction project or on some other aspect of 2010 Winter Games operations.
- **Olympic Family** – being a supplier to a member of the Olympic Family, such as sponsors, National Olympic Committees, the BC Olympic and Paralympic Winter Games Secretariat, 2010 Legacies Now or one of the official partner or sponsor organizations.
- **Major Infrastructure Projects** – being a supplier or subcontractor on a major infrastructure project, such as the Sea-to-Sky Highway, Vancouver Convention and Exhibition Centre Expansion Project or the Kicking Horse Canyon.
- **Major Events** – being a supplier or subcontractor for one of the many related sporting or cultural events, such as the 2008 North American Indigenous Games or the 2009 World Police and Fire Games.

3. How can I get myself and my business involved locally and learn more about potential opportunities that the 2010 Winter Games may bring?

In order to take full advantage of local 2010 opportunities, consider:

- Connecting with your local Spirit of BC Community Committee
- Sponsoring the Spirit of BC Community Committee or other local community events
- Volunteering your time and knowledge
- Joining your Chamber and/or Industry Association

4. Where can I go to get up-to-date information about 2010 business opportunities?

Much of the information is available at no charge and you are able to get some information emailed directly to your office. There are many ways to be updated on Games-related opportunities:

- Visit the 2010 Commerce Centre website at www.2010CommerceCentre.gov.bc.ca for:
 - A listing and full description of business opportunities
 - The latest 2010 business news stories
 - Tools and resources (how to prepare for opportunities)
 - A calendar of events and information workshops
- Sign up for the 2010 Commerce Centre newsletter at: www.2010CommerceCentre.gov.bc.ca
- Sign up for the Email Notification of 2010 Business Opportunities service at: www.2010CommerceCentre.gov.bc.ca
- Contact your local Spirit of BC Community Committee to ask about Games-related local activities and additional resources. For contact information, please visit: www.2010legaciesnow.com
- Visit the Vancouver Olympic Organizing Committee's website at: www.vancouver2010.com

5. What will the 2010 Winter Games or other related major projects mean for local businesses?

Each company needs to evaluate its opportunity, determine the appropriate level of participation and whether the allocation of resources needed to pursue it compliments its long-term business goals.

The 2010 Winter Games offer companies the opportunity to:

- Become an officially licensed product provider and:
 - Leverage the experience to gain access to other major contracts
 - Gain access to the unique networking possibilities with the Olympic Family (sponsors, suppliers, VANOC, etc.)
 - Develop a network of subcontractors that could be utilized in the future
- Become a subcontractor to:
 - Leverage the experience gained while working on 2010 projects (while being mindful of VANOC's guidelines and use of Official Marks)
 - Develop a working relationship with main contractors - gain their confidence and position yourself for future subcontracts with them
 - Develop the ability to evaluate subcontracts from main contracts
- Develop awareness of and access to new business opportunities/bidding processes:
 - Learn about business opportunities, methodologies and strategies by attending the 2010 Business Opportunities Workshop
 - Attend other workshops

Note: Visit the 2010 Commerce Centre website for 2010 business opportunities information. Also, a 2010 Business Opportunities Workshop Manual is available in SECTION 2 (Attachment 2-D).

6. Can I or my company use the Vancouver 2010 Olympic and Paralympic Winter Games name, Official Marks and/or Rings?

All names, marks and the rings associated with or representing the Olympic Movement are the exclusive property of the International Olympic Committee (IOC) and cannot be used without the IOC's prior written consent. VANOC is the IOC's Canadian representative until 2012. Please contact them for further details.

Note: A copy of VANOC's "Respect the Rings and Support the Games" information sheet can be found at the end of SECTION 3 (Attachment 3-A). The following website provides additional information about Brand and Logo Guidelines: www.2010CommerceCentre.gov.bc.ca

7. What is a procurement opportunity?

A procurement opportunity is a business opportunity. Many, but not all, of the business opportunities related to the Games will be decided based on a formal tendering process. Organizations, such as VANOC, the BC Olympic and Paralympic Winter Games Secretariat and the various municipalities will put out a Request for Proposal (RFP) or Expression of Interest (EOI) to determine a supplier.

- For more information about the business opportunities process, visit: www.2010CommerceCentre.gov.bc.ca

8. Where can I get more information on preparing a response to a Request for Proposal?

The 2010 Commerce Centre has developed a 2010 Business Opportunities Workshop to help the business community learn more about getting involved with the 2010 Winter Games and participating in the formal tendering processes. You can attend a Workshop and receive valuable information and materials. For upcoming workshop dates and locations, visit the 2010 Commerce Centre's Calendar of Events at www.2010CommerceCentre.gov.bc.ca.

In addition to the above, the 2010 Commerce Centre website offers a number of resources to help businesses respond to Requests for Proposal (RFP), including a detailed guide and a sample RFP. Please visit www.2010CommerceCentre.gov.bc.ca for more details.

9. Is there a source that lists current opportunities?

For easy access, visit the 2010 Commerce Centre website to view opportunities that are currently open and bids that have already been awarded. Detailed information on bids which have been awarded, provides website visitors with potential leads on becoming a subcontractor to a supplier that has already secured a Games-related opportunity.

To see open bids or to review awarded contracts and bid results, visit the 2010 Commerce Centre website: www.2010CommerceCentre.gov.bc.ca

10. Where can I find information on the various 2010 venues?

The 2010 Commerce Centre website provides information on the 2010 venues as well as venue-related opportunities that are open to bidding. For a complete listing of all the venues that will be built or renovated for the 2010 Winter Games, visit the website of the Vancouver Organizing Committee at www.vancouver2010.com. A list is also available in SECTION 9.

SECTION 3 – ADDITIONAL RESOURCES

- The Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games “Respect the Rings and Support the Games” (Attachment 3-A)

RESPECT THE RINGS AND SUPPORT THE GAMES

Protecting the Olympic™ Brand



YOUR SUPPORT. YOUR OPPORTUNITIES. YOUR GAMES.

Broad support throughout British Columbia and across the country was key to Vancouver's successful bid to host the 2010 Olympic™ and Paralympic™ Winter Games (the "2010 Winter Games™"). Ongoing support from all Canadians will be essential for a well-organized and financially successful Winter Games™ in 2010.

The Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games ("VANOC™") is responsible for organizing, financing and staging the 2010 Winter Games. Every day, VANOC receives requests from corporations, small businesses, community groups and individuals, all of them asking the same thing:

How can we support the 2010 Winter Games?

VANOC greatly appreciates and will need ongoing support from all Canadians. Numerous initiatives are being developed and will be announced in the coming months. In the meantime, your support can begin by understanding and respecting the Olympic Brand.

WHAT IS THE OLYMPIC BRAND?

All of the names, phrases, marks, logos and designs related to the 2010 Winter Games and the Olympic Movement, collectively referred to as the "Olympic Brand", are official marks or trademarks owned or licensed by VANOC. Use of the Olympic Brand is carefully controlled.

WHY IS THE OLYMPIC BRAND SO VALUABLE?

Canadian and international organizations are prepared to make significant financial investments to become an official sponsor of the 2010 Winter Games and acquire the exclusive right to use the Olympic Brand in their promotional campaigns. VANOC and the International Olympic Committee (IOC) are responsible for negotiating those exclusive agreements, and will use the proceeds to stage the 2010 Winter Games. An estimated 40% of VANOC's operating budget will come from sponsorship agreements.

WHY MUST VANOC LIMIT ACCESS TO THE OLYMPIC BRAND?

Organizations participating in the 2010 Winter Games marketing program must be confident they are investing in something that is not available for free. Any unauthorized use of the Olympic Brand threatens VANOC's ability to establish a successful sponsorship program and raise the funds necessary to host and stage the 2010 Winter Games.

This is important for all Canadians: any surplus generated by VANOC will go towards amateur sports development in Canada, but any deficit will be the responsibility of the Province of British Columbia.

WHAT EXACTLY IS THE OLYMPIC BRAND?

The following are some of the items that comprise the Olympic Brand:

Olympics	2010	Team Canada 2010
Olympiad	Vancouver 2010	Winter Games
Olympian	Canada 2010	Countdown to 2010
The Olympic Rings	Whistler 2010	Sea to Sky Games
The Olympic Torch	Vancouver Whistler 2010	Vancouver2010.com
The Olympic Flame	2010 Games	Spirit of 2010
The Olympic motto "Citius Altius Fortius"	The Vancouver 2010 Bid Logo	Vancouver '10

The official Emblem of the 2010 Winter Games

The listed items are examples only. As the sponsorship program is developed, new items will be added to the Olympic Brand.

WHAT IS PROHIBITED?

The unauthorized use of any of the items that comprise the Olympic Brand, or any other marks that are confusingly similar to, or likely to be mistaken for, the Olympic Brand is strictly prohibited. For example, without VANOC's written consent, it is unlawful to post the Olympic logo, the Vancouver 2010 logo or the mark "Vancouver 2010" on websites, signage, written materials or merchandise.

It is also unlawful, whether through the use of the Olympic Brand or otherwise, to falsely represent any association, affiliation, endorsement, sponsorship or similar relationship with VANOC, the Canadian Olympic Committee (COC), the IOC, the 2010 Winter Games or the Olympic Movement.

WHAT IF SOMEBODY USES THE OLYMPIC BRAND WITHOUT CONSENT?

VANOC is obligated to protect the Olympic Brand in order to raise the funds needed to host the 2010 Winter Games. Unauthorized use of the Olympic Brand is against the law. VANOC expects that all Canadians will refrain from unauthorized use of the Olympic Brand. If necessary, however, VANOC is prepared to take legal action in order to protect the Olympic Brand. This could include court orders for the seizure of unauthorized merchandise and the payment of damages.

WHO WILL BE ALLOWED TO USE THE OLYMPIC BRAND?

- **Official Sponsors, Suppliers and Licensees** will be allowed to use the Olympic Brand in accordance with the terms and conditions of their agreement with VANOC or the IOC.
- **Inquiries about authorized usage and approvals** can be made to info@vancouver2010.com

I DON'T FIT INTO THOSE GROUPS BUT I STILL WANT TO SUPPORT THE GAMES. WHAT CAN I DO?

You can support the 2010 Winter Games by **NOT** engaging in the unauthorized use of the Olympic Brand or purchasing unauthorized merchandise.

VANOC is very grateful for Canadians' support and enthusiasm for the 2010 Winter Games, and will be announcing many initiatives which will enable organizations and individuals to get directly involved; for example, by selling official Olympic merchandise, joining the VANOC team, or volunteering at the 2010 Games.

We invite you to stay tuned and stay enthused as Vancouver and Whistler prepare to host the largest, international winter sporting event in the world.