



FALL
2009



Selkirk Mountains near New Denver, B.C.

Get Your Game On 2010

Your business is nowhere near a 2010 Winter Games venue and you can avoid downtown Vancouver for weeks without affecting the bottom line, yet it may not be enough to ensure your organization is prepared for the short-term changes the region will undergo in a few months.

“Games time is going to be very unusual in terms of pulling off regular business activity,” said Mark Startup, president and CEO of Retail BC.

The 2010 Commerce Centre has created a special section on its website called Game On 2010 to help businesses consider how the Games might impact them and what they can do to prepare. It offers a collection of resources that companies can use to evaluate potential issues now so they can make plans to take advantage of Games-related opportunities — and avoid surprises next February.

The Game On 2010 program deals with issues such as transportation, security measures, staffing and communications. The link not only provides information, it also suggests how it can be used by businesses no matter their size.

“Some business owners think the Games are still a ways off,” said Craig Williams, vice president of the Canadian Manufacturers and Exporters of B.C. “If you’re located next to GM Place, you’re thinking about it, but there are going to be indirect things that are going to be affected too.

“This is a good time to run through your operations and find potential issues and start working on them now.”

For example, businesses expecting more walk-in customers than usual may have to be prepared to hire temporary staff. Companies that ship or receive products by air cargo may see changes to service due to increased security measures. And while your business may not be in downtown Vancouver or the heart of Whistler Village, one of your suppliers may be and that could affect daily operations.

“Even if you don’t think you’re close to the venues, your customers will be following different patterns for those 17 days,” Williams said. “Game On 2010 is the resource for businesses to go to.”

Game On 2010 provides up-to-date information and tools specifically for businesses that know the value of planning ahead, from links to event schedules to the latest transportation plan for the Vancouver 2010 Winter Games. With new details added whenever they become available, it’s the site to check to develop your Games-time strategy.

Check out the Game On 2010 program online by visiting: www.2010CommerceCentre.com and clicking on the Game On 2010 link.



The streets of Turin during the Torino 2006 Winter Games

www.2010CommerceCentre.gov.bc.ca



Downtown Vancouver landscape

Minister's Column



We're just six months away from staging the most successful Olympic and Paralympic Winter Games in history. Our competition venues are ready and field-tested. Our domestic and international sponsorships are on track. Our ticket sales are exceeding expectations, and B.C. companies and communities are reaping the incredible economic benefits.

As the new Minister of State for the Olympics and ActNow BC, I'm excited to be joining the team of inspired and committed organizers, athletes and citizens who have been working on this project since we won the bid back in 2003. We didn't know back then how different our world would be, but we're rising to the challenge.

I'd like to pay tribute to my colleague, Finance Minister Colin Hansen, who worked so hard to get us where we are today. As Olympic Games Minister, he provided outstanding leadership and financial oversight for this project, and we're building on that strong foundation.

I share his enthusiasm for the Olympic and Paralympic Games. As a lifelong resident of Vancouver and MLA for a riding at the heart of these Games, I know just how much we have at stake.

As we draw closer to Games, we're building momentum. In June, one of my first duties was to take part in the Paralympic Torch unveiling. I met with some amazing athletes and organizers with a world-changing vision to keep B.C. at the forefront of athletic achievement and accessibility.

In just a few months we'll be welcoming the Olympic torch to B.C., opening the GE Plaza at Robson Square in downtown Vancouver and hosting thousands of journalists at the B.C. International Media Centre. Our team at the 2010 Commerce Centre will be leveraging years of committed effort to showcase B.C.'s best to the world.

These are indeed exciting times. I look forward working with you and all our partners to make the 2010 Winter Games the most successful, accessible and economically sustainable Games ever.

Games Benefit B.C. Communities

The Vancouver 2010 Winter Games are still months away, but several B.C. communities are already seeing economic benefits from hosting Games-related events. Mount Washington hosted the 2009 Cross Country and Biathlon World Cup Finals in March, with teams from Europe, North America and Asia competing in the International Paralympic Committee (IPC) event.

The races are part of a strategy to establish Mount Washington and Vancouver Island as an international centre of excellence for mountain snow sports. The event involved more than 100 athletes and generated an estimated \$260,000 in economic benefits for the community.

John Watson, executive director for economic development, said the IPC event brought increased media awareness and promoted the region as a destination for elite level athletes and world cup-level sporting events.

Prince George has also taken advantage of hosting 2010-related sporting events. The "Road to the Roar", a curling pre-trials event, will be held November 10 to 14, 2009 at the 6,000-seat CN Centre in Prince George. The economic benefits are estimated at \$1.3 million.

In November, VANOC will host a four-day international workshop called "Fairness in Sport" in Kamloops. The event will bring 200 anti-doping volunteers plus

conference staff to the city, providing an opportunity to showcase the city's \$50 million investment in recreation and sporting facilities.

"People involved in sport from all over the world will see our facilities," said Jeff Putnam, sport development and business operations manager for the City of Kamloops.

The city has also been the training centre for the Chinese short-track speed-skating team. They spent \$100,000 during one five-week stay, and the group may return in January, Putnam said. "We've built the infrastructure; now we're reaping the benefits."

B.C. Community	National Team
Comox (Mt. Washington)	Sweden Canada
Richmond	UK Norway
Princeton	Slovenia
Kamloops	Austria China
Penticton	Australia Japan Ukraine
Invermere	Germany Italy
Kelowna	Sweden

VANCOUVER 2010
GAME ON 2010

quickfacts

Check out the 2010 Commerce Centre website to learn more about the Game On 2010 program at www.2010CommerceCentre.com:

32

CITY BLOCKS DESIGNATED AS PEDESTRIAN CORRIDORS IN VANCOUVER

\$600m

ESTIMATED REVENUE FROM LICENSED PRODUCT RETAIL SALES



www.2010CommerceCentre.gov.bc.ca

Hospitality Creates International Opportunities

Step into Bridges Restaurant on Granville Island next February, and you may think you've left Vancouver and landed in Switzerland. Walk into Science World and you'll find yourself in Russia. In Richmond, Holland will be in the Minoru Arenas.

For a few weeks during the Vancouver 2010 Winter Games, countries will set up national houses in Vancouver and Whistler to celebrate their athletes' achievements and provide a local meeting place for businesses and citizens. The houses also offer B.C. businesses a place to make international connections, and an opportunity to provide supplies and services during Games-time.

Some international organizations have already confirmed their locations, including the House of Switzerland which will set their official guesthouses at Bridges in Vancouver and at Whistler's Mountain Club.

"They're open houses, not by invitation — we want to celebrate with as many friends as possible," said Walter Deplazes, Switzerland's Consul General in Vancouver.

Both of the Swiss venues will be open to the public from February 5 to 28, 2010 and Deplazes said they will be the sites for several events leading up to the 2010 Winter Games. They will also be a meeting place for businesses, fans, tourism officials, and journalists and will act as the broadcasting centre for Swiss television during the Vancouver 2010 Winter Games.

"We hope the Swiss athletes will come to the House of Switzerland to be interviewed and to meet the public," Deplazes said. "We also want to attract as many Canadians as we can."

At Science World, the Russian Sochi 2014 House will showcase its plans for the Winter Games which it hosts in four years.

The house will be a presentation centre and hospitality venue for Russia and will include an exhibition of the facilities planned for athletes and officials in Sochi. It will be open to local and international visitors and will provide a venue to celebrate the victories of the country's athletes.

"Sochi's presence at the 2010 Winter Games will provide an important opportunity for athletes, members of the Olympic

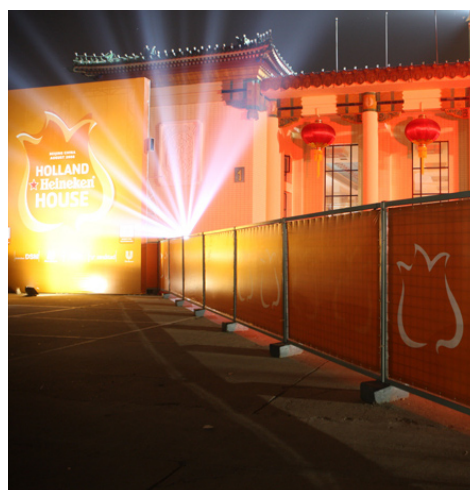
Family and the international media to see our innovative plans for themselves," said Dmitry Chernyshenko, President and CEO of the Sochi 2014 Organizing Committee.

In Richmond, Minoru Arenas will be transformed into Holland Heineken House with the country's national colour, orange, featured prominently in the redecoration.

"The country chose the site for its hospitality venue to be close to the speed skating oval where Dutch athletes are most likely to dominate," said Ineke De Hoog, vice consul of the Consulate General of the Netherlands and project manager for the country's 2010 Winter Games plans.

"Holland Heineken House will be open to everyone during the Games, although fans of the Dutch athletes will be particularly welcome," she said. The house expects to host as many as 50,000 visitors, including high-ranking Dutch officials. Large-screen TVs will allow visitors to follow the sports events from the house; Dutch performers will provide free entertainment and athletes will receive their medals in a huge Medal Ceremony Hall. As well, the house will provide a venue for Dutch businesses to connect with their Canadian counterparts, De Hooge said.

"This is a meeting place for Dutch supporters and athletes — everyone is welcome."



Holland Heineken House, Beijing 2008 Summer Games

50,000

DAILY AVERAGE POPULATION INCREASE IN WHISTLER

50%

REDUCTION IN GHG WITH THE VANCOUVER 2010 STREETCAR

60,000

ANTICIPATED SPECTATORS AT VANCOUVER VENUES PER DAY

10-20%

ANTICIPATED INCREASE IN OVERNIGHT POPULATION IN WHISTLER

20%

REDUCTION IN ROAD NETWORK CAPACITY TO DOWNTOWN VANCOUVER



Vineyard, Okanagan Valley, B.C.

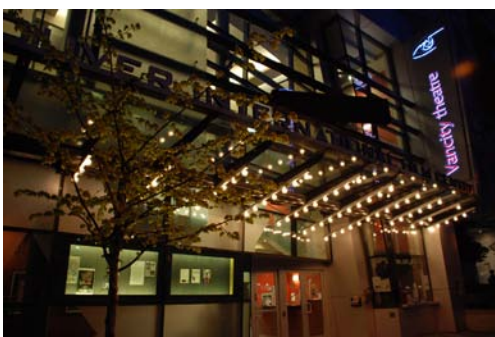
Ethically Sourcing the development of Slovak House

As an event planning contractor who offers services driven by creativity as well as social consciousness, Marc Smith of Amuse Consulting knows how important it is to be flexible. That flexibility is one of the Vancouver-based company's greatest strengths, and it has enabled them to approach Games-related opportunities with an open mind and the ability to adapt to 'business as unusual.'

Amuse Consulting has only two permanent employees but what it lacks in size it makes up for in scope. By subcontracting with a wide range of B.C.-based partners, Amuse provides comprehensive event planning and support services, from the concept stage through to execution.

When Slovakia chose the Vancouver International Film Centre (VIFC) as their site for Slovak House, Amuse was able to secure the Games-related contract as Smith had produced a number of events at the VIFC in the past. Although this arrangement was secured via existing business networks, Smith understands the value of keeping informed about new business avenues. For example, Amuse is currently in the proposal stage for another cultural hospitality venue.

Staying ahead of the wave has included attending business opportunities workshops at the 2010 Commerce Centre. For Smith, the workshops have been a great opportunity to network and to orient him with the qualities



Vancouver International Film Centre at night

buyers are looking for in their search for suppliers.

Amuse's commitment to both environmental and social sustainability is a big plus. With a vast network of partner-suppliers and sponsors, Amuse can provide environmentally ethical sourcing of everything from food and beverages to flowers and décor.

"Wherever possible, we work with suppliers who share our commitment and whose products and services are sensitive to the impact on the environment and the community," says Smith.

The company's smaller gestures, such as avoiding disposable supplies or projecting signage instead of printing on paper, also add up to large environmental contributions.

This philosophy also comes through in Amuse's support of the local community. Smith himself is a founding board member of the BC Ethics in Action Society, which recognizes business leaders engaging in environmentally sustainable corporate practices. His experience chairing the annual Ethics in Action Awards gala equipped him with the tools and network to apply his passion for sustainability to all aspects of his business operations.

Smith urges other small businesses interested in becoming involved in Games-related opportunities to think outside the box when considering how to apply their skills and expertise.

"When an unusual opportunity presents itself, don't think, 'that is *not* how we do business,'" he says. "Rethink it so you can decide how you can best incorporate it into your business. Challenge yourself to be open to new business opportunities."

Want to make the invitation list?

Thousands of business visitors are expected during the Games, providing an unprecedented opportunity to create awareness and recognition of B.C. as a global business destination. Connecting with these visitors during the Games is the way B.C.-based suppliers, partners can work to create potential investment opportunities. The provincial government invites B.C. businesses interested in developing their markets to register for the 2010 Business Network on the 2010 Commerce Centre website: www.2010CommerceCentre.com

CONTACT US

If you have suggestions about what you would like to see in this newsletter or on the 2010 Commerce Centre website, contact us at:

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