



Yoho National Park



Near Osoyoos

The BC Olympic and Paralympic Winter Games Secretariat

The BC Olympic and Paralympic Winter Games Secretariat is the provincial agency responsible for overseeing the \$600 million in funds dedicated by the Province to the 2010 Games. An agency under the Ministry of Economic Development portfolio, it is committed to ensuring businesses around the province are aware of and prepared to take advantage of the once-in-a-lifetime opportunities presented by the Games.

Successful Olympic and Paralympic Winter Games are an opportunity for lasting economic, sport, cultural and social legacies that will benefit communities throughout BC. To achieve this vision, the BC Secretariat is creating programs to support business participation and maximize the return on investment made by all British Columbians. With an estimated economic benefit to BC and Canada in the range of \$10 billion in GDP resulting from Games, the ROI holds great promise.

The BC Secretariat is initiating programs to ensure British Columbians are best prepared to take advantage of, and enjoy maximum benefits from, 2010 economic opportunities.

2010 Commerce Centre

The 2010 Commerce Centre is BC's connection to Games-related business opportunities. With an estimated \$2 billion in goods and services required to plan and stage the Games, there are a range of ways to get involved as a supplier to the Games, or to related events leading up to 2010.

The 2010 Commerce Centre provides workshops, information and key online resources for getting BC businesses 2010-ready.

International Trade and Investment Strategy

The BC Secretariat and the Ministry of Economic Development are initiating trade and investment programs to ensure British Columbians benefit from the wealth of international opportunities that can flow from hosting the Games. From outbound business missions to local awards

programs, the creation of a Business Ambassadors Network, and a special emphasis on BC's position as a Gateway to the Asia-Pacific, the Secretariat's trade and investment programs will lead to a greater recognition of BC as a place to invest and do business.

Showcasing British Columbia

The 2010 Olympic and Paralympic Winter Games provide excellent opportunities to showcase BC locally and internationally. At home, the BC Secretariat will engage businesses and communities through outreach programs, speakers bureaus, special networks and media programs to ensure participation and opportunities extend to all areas of the province. The BC Secretariat will also maximize marketing potential abroad by hosting media and media events, providing a centre for media to work and gather and promoting BC stories to international media. Further, they will showcase BC businesses, destinations and opportunities at international events around the world through projects such as the BC Canada House in Torino.

SEPTEMBER /
OCTOBER
2005

Olympic opportunity workshops

Free sessions teach BC businesses how to get involved with the Games

With construction activity for the 2010 Winter Games centred in the Lower Mainland and Whistler, entrepreneurs from the rest of the province may think they're too distant — or too small — to get a piece of the action. But with a little imagination and a few lessons in technique, businesses from any community in BC can put together a bid for Olympic opportunities.

"We want to see as much of the business from the Games as possible go to BC companies," says Brian Krieger, Director of the 2010 Commerce Centre at the BC Olympic and Paralympic Winter Games Secretariat. "We want people to know about the opportunities and that they should be getting involved now."

The 2010 Commerce Centre has organized a series of free workshops across the province to help businesses figure out how to seek opportunities and financial rewards from the Games. The sessions offer information about how to bid for contracts to provide products and services, as well as ideas for working in partnerships or as subcontractors for companies who win the bigger contracts.

"A lot of people think the Olympics is about building enormous speed skating ovals. That's part of it, but there are also smaller opportunities and they can lead to business after 2010," Krieger says.

A dozen workshops are planned for the fall, and the BC Secretariat will organize more for any community that makes a request. The workshops will also be offered across the country to encourage Canadian businesses to get involved.

Vancouver project consultant Tim Reeve, who developed the two-and-a-half hour workshops for the BC Secretariat, says participants were initially unsure about how they could benefit from the Games, but by the end, they were considering the possibilities.

"At first, they had a lot of questions about what piece of 2010 there could be for them. They think it's a Vancouver-centric event," Reeve says. "But there's a lot more to 2010 than just getting a contract with the Vancouver Organizing Committee — there's a huge range of opportunities."

The workshops explain the business opportunities offered by the Games and how to find them. They also teach participants how to prepare their bids and tricks on how to win the bid — and everyone leaves with a reference guide. In every region he visits, Reeve also teaches local economic development officers how to deliver the workshop so they can further spread the information.

"The big theme is subcontracting," he says. "It's really the major international companies with Olympic experience that

will get the big contracts, but those large companies will turn around and subcontract to local companies to help provide goods and services."

For more information about the workshop schedule and bid opportunities, check the 2010 Commerce Centre website at www.2010CommerceCentre.gov.bc.ca.



SCHEDULED WORKSHOPS

- September 16 – Kamloops
- September 21 – Victoria
- September 22 – Courtenay
- September 26 – Powell River
- September 28 – Vancouver
- October 18 – Quesnel
- October 20 – Fort St. John
- October 28 – Whistler

WORKSHOPS TO BE SCHEDULED

- | | |
|-----------|---------------|
| Castlegar | Port Alberni |
| Golden | Prince Rupert |
| Kelowna | Salmon Arm |
| Penticton | Terrace |
| | Vancouver |

Contact us

This newsletter is published by the BC Olympic and Paralympic Winter Games Secretariat. If you have suggestions about what else you'd like to see in this newsletter or on the 2010 Commerce Centre website, contact us at:

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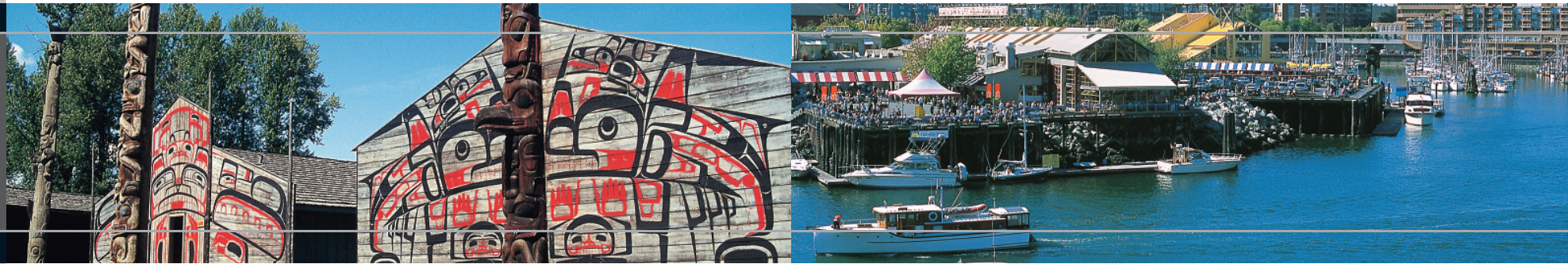
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Be a part of 2010



As I travel the province speaking to business people, whether I'm in Dawson Creek or Delta, the question is the same – "Is 2010 a real opportunity for my business?" The answer is yes!

Businesses across BC are getting 2010-ready and some have already won contracts to supply the Games.

Opportunities exist in almost every sector. Look at the 2010 Commerce Centre website, and you'll see that requests are already being made for everything from seating to signage, and concrete to consulting. These requests will only grow over the next four and a half years.

Games-related opportunities aren't just for large companies. They extend from small contracts to large ongoing projects and many offer the potential to form partnerships with other businesses, or get involved as a subcontractor to a bid winner.

And 2010-related opportunities are available to businesses in every region of BC. As a result of the Games, many new projects are being planned across the province, from local cultural events to national and international sporting events.

The 2010 Commerce Centre website is your connection to these business opportunities. Visit it at www.2010CommerceCentre.gov.bc.ca

— Honourable Colin Hansen,
Minister of Economic Development and Minister Responsible for the 2010 Olympic Games

Olympic opportunities reach BC's interior

Sovereign Lake Nordic Centre prepares to host international visitors, media and competitors in 2005.

Excitement is brewing as more than 400 volunteers complete the two-year transformation of their local cross-country ski area to a world-class racecourse. The course will be the second in North America to be built to international competition standards, as Sovereign Lake prepares to host the 2005 World Cup.

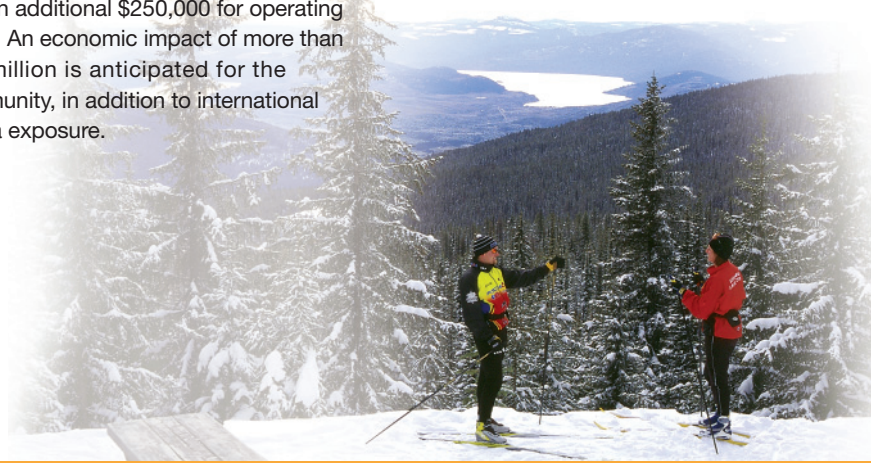
The Sovereign Lake Nordic Centre in Silver Star Provincial Park outside Vernon, BC has hosted races since 1991. But winning the World Cup bid has required the centre to bring its course up to competition standards and prepare for thousands of spectators and international media.

The World Cup event budget is \$4 million, with \$1.35 million provided by the Government of British Columbia for trail expansion and infrastructure development, and an additional \$250,000 for operating costs. An economic impact of more than \$10 million is anticipated for the community, in addition to international media exposure.

"It's overwhelming when you start and you have no idea what you're getting in to," says Rob Bernhardt, President of the non-profit Sovereign Lake Nordic Club. "But now people are pumped – not just for the club, but for the community. We're doing it for the sport legacy, that's what we're about. It will bring in money, but it will also attract future events."

World Cup celebrations kick off in Vernon on December 3, 2005, with races on December 10 and 11. The event will draw more than 160 of the world's top cross-country ski athletes from 26 countries to compete in the last qualifying race for the 2006 Winter Games in Torino, Italy.

For more information about World Cup events at Sovereign Lake, visit www.sovereignlake2005.ca



Size not a factor for a BC Olympic supplier

Mills Basics, a private, family-owned business in east Vancouver, jumped at the chance to bid on a contract opportunity listed with the 2010 Commerce Centre.

Even with a small staff of 70, the 100-per-cent BC-owned-and-operated Mills Basics felt confident in competing with major U.S. chains.

The company had the important ingredients for success – experience in major sporting events and expertise in office supplies – but it was the small type buried deep in the pages of the guidelines that prompted Mills Basics to go after the bid.

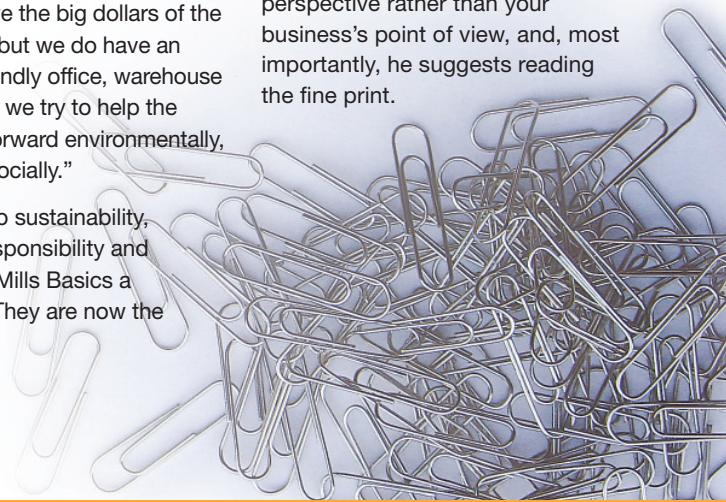
"The words were in Appendix C – a very light reference to a commitment to sustainability – and I knew we had what they were looking for," says Brad Mills. "The community is where Mills Basics leads. We don't have the big dollars of the large corporations, but we do have an environmentally-friendly office, warehouse and print shop, and we try to help the community move forward environmentally, economically and socially."

That commitment to sustainability, corporate social responsibility and social values gave Mills Basics a competitive edge. They are now the

proud provider of office supplies to the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC).

"Small, independent, Canadian, family-owned companies can provide services to one of the most exciting events in the country. If we can do it, so can others," says Brad Mills.

To guide other BC businesses looking at Games-related opportunities, Brad Mills recommends doing research. He suggests talking to people in the organization and to suppliers who are already working with VANOC. Consider your proposal from the customers' perspective rather than your business's point of view, and, most importantly, he suggests reading the fine print.



Upcoming major sporting events in BC

The 2010 Olympic and Paralympic Winter Games are making BC a popular destination to host other national and international sporting events leading up to and beyond 2010. These events present additional opportunities for BC businesses and communities. Some of the major events already on the books include:

- 2005 World Nordic Cup**
Sovereign Lake/Vernon
- 2006 World Junior Hockey Championships**
Vancouver, Kamloops, Kelowna
- 2006 Pan Pacific Swimming Championships**
Vancouver
- 2007 World Youth Soccer Championships**
Vancouver/Victoria
- 2007 World BMX Championships**
Victoria
- 2007–2009 Olympic and Paralympic training and test events**
- 2008 Women's Field Hockey Olympic Qualifier**
Vancouver
- 2008 North American Indigenous Games**
Cowichan Valley
- 2009 World Police and Firefighter Games**
Burnaby
- 2011 Western Canada Summer Games**
BC Host



6,000 digital radios **3** Olympic villages **14** media centres **4,500** desktop computers **3,100** athletes
14 competition venues **1,000** buses + **3,000** vehicles **12,000** land-based telephone lines

Source: TOROC