



# **2010 Winter Olympic and Paralympic Games**

## **Richmond – The Games Begin Here**

### **Richmond 2010 Bid Community Opportunities Task Force**

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**2010 Winter Olympic and Paralympic Games**

*Guidelines for a Richmond Opportunity Working Strategy*

*“The Games must be seen as an opportunity, a catalyst, a focus and foundation for opportunity in Richmond. At the same time, it should shape existing initiatives and defined policy priorities. More generally, the Games should be seen as contributing towards a new image for the area and encouraging diversity, civic pride and celebration”*

This brief explores some of the cultural, business and tourism opportunities that are open to the Richmond community and companies in the 2010 Vancouver Winter and Paralympic Games and discusses how Richmond can take a proactive role in determining a successful and profitable opportunity.

The focus should not just been about generating jobs alone, but what the event can do for the broader and longer-term process. Early into our discussions it became apparent to the committee, that our efforts would be driven by key segments to ensure that the development opportunities provided by the games are achieved.

- The games provide a mechanism for uniting a coalition of interests including the private sector, municipal, provincial and federal government
- It induces investment in infrastructure and facilities of regional importance
- It provides a basis to engage with people, businesses and initiatives - it sparks their interest and imagination and gets them involved

An adopted approach by the City of Richmond and its partners should continue to focus on how the processes are being developed to enhance the impact of the Games and together with regional interests combining to promote:

- Making the best use of available opportunities for the legacy
- Creating new business opportunities for local and regional companies
- Building connections between different areas, within Richmond and throughout the lower mainland
- Raising the profile of Richmond nationally and internationally
- Involving local communities in the games and the associated activities to promote cultural awareness and diversity, participation in sports and healthier outcomes

## **Identifying the Opportunities**

Olympic projects are defined to include those activities related to the preparations for and staging of the Games, and also include those activities related to the utilization of structures and facilities thereafter.

### **Direct-Investment Projects**

Direct-investment projects for facilities directly required for hosting and operating the Olympic Games included construction of competition sites and the modification and maintenance of training sites. Investments were also made in projects related to cultural and public information such as the establishment of the International Broadcasting Center, in Richmond.

The Olympic-related projects should be attractive as they are likely to see good financial returns. Leveraging their experience, Richmond investors are in a good position to form partnerships with international companies to bid for the infrastructure work.

The construction of the Richmond Trade and Exhibition Centre is an example of one such project.

### **Indirect-Investment Projects**

Indirect investment projects are those not directly required for hosting the Olympic Games, but completed ahead of schedule so that the facilities could be used during the Games.

Currently, the Rapid Transit line between Richmond and Vancouver is an example of one such project.

### **Development of Olympics-Related Industries**

In addition to the direct results of investments in Olympics-related projects, the Games have the potential to bring about remarkable growth in the tourist industry, encourage technological developments in electronics, telecommunications and sporting goods, and improved Richmond's credibility in international markets.

Moreover, the Richmond Municipal Government needs to lay the ground work for a partnership with the Vancouver OCOG to work together to speed up the development of its service sectors, including transportation, IT services and tourism.

### **Community**

Create a unique community identity that focuses on the diversity and history of the City of Richmond. Strengthen the sense of community identity and interaction through the development of partnership projects that include all ethnic organizations, within Richmond.

Many Olympic-related programs will have a positive effect on the quality of life within the community. Although the success of many of these programs will be difficult to measure in economic terms, their impact on individuals, groups and the community at large will be an important legacy of the 2010 Games. These programs should include initiatives as well as cooperative efforts involving community groups and provincial and federal agencies.

The Olympics has the opportunity to inspire several job training programs. In 1996 at the Atlanta Summer Games a collaborative effort between Clark-Atlanta University and Atlanta Olympic Broadcasting (AOB), known as the Host Broadcast Training Program, provided college students with an opportunity to participate in the broadcast of the Games. With the 2010 Winter Games broadcast centre to be located in Richmond, we are well situated to develop and promote a similar program. Additionally, the Olympics stand to generate a wide range of cultural and youth-oriented programs.

The Olympics will provide community benefits including local volunteerism, job creation and training, youth and education programs, funding for community development projects, and cultural programs.

### **Tourism Industry**

Tourism Richmond has been working with the 2010 Bid Corporation's Tourism Marketing Committee to develop an all-encompassing business plan. Tourism BC has coordinated this plan encompassing human resources, land issues, aboriginal / first nations input, infrastructure development and marketing. Other participants include: The Canadian Tourism Commission, Tourism Vancouver, Tourism Victoria, Whistler and the six Provincial Regional Tourism Associations. The plan and budget allocations will be presented to the provincial government this fall. Upon competition of the Tourism Committee Business Plan Tourism Richmond will provide a copy to be included with this submission.

The following statements provide a summary of what Tourism Richmond believes will be derived from the Olympic Games and contribute significantly to Tourism and our organization.

Tourism Richmond has high expectations for the economic returns that will be derived from the Olympics. The large increases in visitor numbers and revenue that were realized from the Olympics in Calgary, Salt Lake and Sydney have proven that the Tourism Industry is the biggest benefactor from the games.

Although the Tourism Industry is currently experiencing a severe downturn, we believe that over the next few years the western economy will rejuvenate. The effects of SARS, the Iraq War and the economic downturn will diminish. The Olympic games will be a catalyst for economic development thereby generating new attractions, more accommodation together with tourism supplier development.

The significant increase in publicity awareness for Richmond will bring increased business to the city and all attractions. With hundreds of millions of dollars in non-paid media publicity the increase in visits to Richmond will be substantial.

Tourism Richmond will be in a position to cooperatively participate in new marketing opportunities with other destination marketing organizations and Olympic Sponsors, thereby increasing the effectiveness of our programs and leveraging our marketing expenditures. This will provide hundreds of thousands of dollars in incremental promotion for our Richmond and our organization. We have been fortunate to play a lead role in the provincial tourism planning for the Olympic Games and have worked with Tourism Vancouver, Tourism Whistler, Tourism Victoria and Tourism BC to establish marketing planning around the games.

Our members will have a first hand opportunity to provide products and services to the Olympic Organizing Committee and related games infrastructure. With the help of the Richmond Chamber of Commerce, the City of Richmond and other stakeholder groups within the city we intend to ensure that our members obtain the best opportunity to offer accommodation, event services, media relations, souvenirs, displays & exhibits and the myriad of products and services that the games organizers, participants and visitors will require.

As most members of the business community are aware, the Richmond Trade & Exhibition Centre has been identified as the preferred site for the International Broad Cast Centre for the 2010 games. We will work with the organizers to confirm and obtain their financial support to construct the Centre. This facility will bring thousands of room nights to Richmond hotels and will ultimately bring hundreds of millions of dollars in economic benefit to the city. It is our intent to ensure that the games provide us with the leverage to ensure the Centre is completed.

The Games will provide an opportunity to build several world-class tourist hotels as well as international travel agencies. Support for the tourist industry, which is highly value-added and will have a tremendous impact on employment, stimulating economic growth.

Richmond's tourism industry, including the hotel sector and tourist operators, will benefit from the enormous opportunities generated by this global event, opening the doors for future sporting competitions.

The experience of previous Olympic cities has been that hosting an Olympic Games brings more MICE business before and particularly after the games. The games could be used to position Richmond as a highly sophisticated destination that is capable to host any kind of meeting, incentive, convention or exhibition.

Using the Sydney games as an example, Sydney has become the number one conference and convention destination in the world. Between the time Sydney won the bid and December 1999, Sydney has won 22 bids for MICE business. The bids constitute 251,280 delegates and over 1.3 million room nights. Although marketing a destination like Vancouver/Whistler stand an international appeal, a city like Richmond with

its proximity to the International Airport, could profit from a proactive positioning strategy when it comes to promoting Richmond as a destination.

Many local travel agencies that have not previously marketed Richmond as a destination will now be going global with promotional campaigns. It is important that necessary promotional material is readily available for distribution.

A city wide promotional campaign that reaches out to the world, with a catch slogan like “The Games Begin Here” a slogan adopted by the 2010 Richmond Opportunities Task force, will market Richmond in a greater international exposure.

## **Craftworks Industry and Licensing**

Officially-licensed Olympic products are allowed to carry the emblems and mascots of the Games or teams and are designed to create a collection of commemorative souvenirs and memorabilia - such as t-shirts, pins, and caps of the Winter Olympic Games and teams. Due to the popularity of the Winter Olympic Games, sales of the licensed products are historically good and generate attractive business opportunities for manufacturers and distributors.

The Richmond craftworks industry originated and developed as a regional specialty with products manufactured near areas where cultural diversity flourished. As a result, the industry has been operated more like a home handicraft operation runs by craftsmen rather than a form of enterprise. The craftworks industry has helped greatly in drawing attention to the fishing industry, reflecting Richmond’s multicultural heritage.

There are three tiers of licensing: the IOC (International Olympic Committee), NOC (National Olympic Committee) and OCOG. Traditionally, companies have been licensed by NOCs and OCOGs to create souvenirs relating to the national Olympic teams or the Games. These companies pay a percentage royalty, usually between 10% and 15% for the right to use the National or Games emblem on their merchandise for a short-term period.

The Sydney experience is instructive. By June 30, 1998, two years before the Sydney Olympics, SOCOG (the Sydney Organizing Committee) had contracted 57 companies to produce a full range of apparel, collectibles and other merchandise, including mascot products, which were on sale throughout Australia. In view of the success of this licensing program in the local markets, the IOC and SOCOG agreed to extend the program to international markets, making these products available in more than 100 countries. The Olympic Store was a unique feature of the SOCOG licensing program. Several Olympic Stores, which sell the Sydney 2000 merchandise range, opened in major cities and airports throughout Australia. This program gave manufacturers and retailers open access to the retail business.

With the larger expected portion of the travelers to the games arriving through YVR in the city of Richmond, the opportunity for local retailers to capitalize

## **Sports and Leisure Industry**

There is no doubt that the Olympic Games, and the adoption of a sports-led development strategy for Richmond could help place the area at the forefront of initiatives both regionally and nationally. A strategy combining maximized opportunities and leveraged resources within a framework that focuses on education and the impact of the games on our local economy needs to be further explored. The committee’s resources to fully undertake such a project were not available. We recommend that when the newly formed Richmond 2010 Olympic Opportunities Task Force is formed that they pursue additional information in order to identify any opportunities.

## **Disabilities**

With the growing success and interest in the Paralympics, people with disabilities and their successes are gaining a higher profile. This leads to greater respect generally and specifically. One of the many challenges traditionally of having a disability is the assumption by the able-bodied that having a disability makes one somehow less intelligent. Sometimes even to the point of asking what they can do to assist as if the disabled person is not in the room. So, back to the main point, opportunities like the Paralympics by providing greater profiles for people with disabilities enable the general public to have a greater comfort zone in the day-to-day relationships to people with disabilities.

Entrepreneurship and self-employment opportunities for people with disabilities are likely to develop from events of the Olympics/Paralympics. Events of the magnitude of the 2010 Games call up business creativity to develop and meet the needs of visitors and locals alike.

Greater societal participation leads to greater citizenship. These rallying words of the Independent Living movement encourage people with disabilities to volunteer and realize other paths of participation through the events of 2010. Participation in the events can lead to long-term community participation, something not thought of previously. Personally, for some this will lead to greater self-esteem, leading to improved health, and more community participation.

## **Education**

Similar to the 2002 Salt Lake City Winter Games, the Richmond School Board should encourage an Olympics and Paralympic Education web site. This site would be designed with the expertise of many Richmond teachers, curriculum designers, and Olympic and Paralympic organizers. We see the Olympics and Paralympics as a wonderful opportunity to seize the teaching moment with students. In the spirit of the Vancouver/Whistler 2010 Winter Games social studies, mathematics, humanities, fine arts, health, physical education, science, and interpersonal communication activities programs would be designed to take advantage of the excitement and momentum of the Olympic and Paralympic Games in 2010.

This Internet resource would be developed by the Richmond School Board in partnership with the City of Richmond and the Vancouver/Whistler Organizing Committee for the Olympic Winter Games of 2010.

Olympic activities for the classroom. Why not take advantage of your students' interest in the Olympic Games? Capitalize on students' interest! Using the Olympic Games movement as a tool for math, geography, reading, writing development and art.

A forum on 'Education through Sport' organized by the Commission for Culture and Olympic Education of the International Olympic Committee (IOC), together with the National Olympic Committee of Germany and the city of Wiesbaden, was held on 24 August 2002 in Wiesbaden, Germany, to further explore how the Olympic movement and education can partner.

Just as the Olympic Family has itself restated a belief in the educational role of Olympism, so too, all National Olympic Committees in partnership with educational institutions should now develop initiatives which will take this message to those involved in sporting pursuits.

In particular, the educational role of sport can be promoted through:

- Regular participation in physical activity, either individually or as a team;
- 'Sport for All' initiatives at local and national levels;

School-based sport structures which encourage life-long participation in physical activity, with teachers adding value to the curriculum through Olympic related topics;

- Community-based programs involving local sport clubs which address issues such as drug abuse, fair play, etc.
- Athletes sharing their Olympic experiences;

Economic opportunities attached to education can for the most part be an island in the middle of the ocean, with a ship passing ever so often, not sure whether or not to stop and take a look. Call it corporate partnerships, cooperative alliances or contributors, the 2010 Winter Games as most international events bring with them a wealth of value. Creating programs that generate revenue need to be given a more a look that encompasses current and future curriculum expectations. Developing overseas academic partnerships with countries, such as China where the demand for higher learning is increasing daily, is a source that should be given serious considerations.

## **Real Estate**

The infrastructure boom and increasing business for sectors as diverse as real estate development, based on previous Olympic Games could add some 1.8 to 3.2 percentage points to economic growth in Richmond each year in the run-up to 2010 games. At the same time, foreign investment will be stimulated, as foreign companies strive to bid for Olympics-related projects to promote their products and services in the whole market.

## **Advertising**

This sector stands to gain in the lead-up to 2010 games, as there will be strong marketing program to publicize the Vancouver/Whistler Olympics. Promotional partnership campaigns with the Olympic Committee, YVR, Richmond Chamber of Commerce and Tourism Richmond will profile Richmond to the World. Moreover, marketing campaigns by official (local) sponsors and other commercial participants will also increase demands on the advertising industry. Aside from conventional advertising, the Internet will also be an important channel for advertising. Develop a city wide campaign internet campaign within a unified visual medium, utilizing all local communication resources.

## **Business Development**

The financial impact will be the result of funding that would not normally be made available by the different levels of government and the private sector that will build, profile, market and extend economic development opportunities. The legacies left behind will be a landmark identifying that the Olympic Games were held here. International media coverage will introduce British Columbia to the world and the tourism trade will not only benefit for the Olympic event but for years following.

Opportunities will be readily available to each and every business that would like to participate by marketing their uniqueness to the international traveler and the media. The possibility does not begin and end with the opening and closure of the Olympic Games; it is a new opportunity to promote business, investment, networking, tourism and memories.

The City of Richmond has the ability and the vision to be a leader as clearly demonstrated by the 2010 Olympic Bid Task Force. The Richmond Chamber of Commerce will lead the way for the business community by educating the business owners and by promoting businesses in Richmond. Through workshops and networking events, literature and instruction will be provided to enable businesses in Richmond to tender on all required products purchased for an Olympic event.

Financial institutions would be brought together to develop an "unusual" business plan opportunity to compliment an "unusual" circumstance. A media campaign to market and educate the believer and convert the non-believer. The development of a partnership amongst the many business associations to share research, ideas, material and opportunities that will continue after the Olympic Games. In developing a

strategic plan early, putting security in place will discourage “fly-by-night” opportunists from moving into the community. By working as a team the ideas are endless when developing a marketing plan that will showcase Richmond as a City, our tourist attractions, restaurants, shopping centers and easy access transportation to many destinations.

Richmond is known for having the best facilities for paraplegic visitors. Richmond is five minutes to deep water, five minutes from an international airport, seventeen minutes to downtown Vancouver and twenty minutes to the American border.

Every Richmond Company can use the Olympic Games as an opportunity to improve its corporate image and expand its volume of exports through export consultations and factory tours for foreign businessmen visiting Vancouver/Whistler for the games.

### **Increased Economic Cooperative Development**

Promote economic development, investment and exports. Winning the 2010 Olympic and Paralympic Games and has increased the international profile of Vancouver, Whistler and certainly the GVRD as a whole. Identify Richmond as an international tourist destination, enhance opportunities for public / private sector partnerships and promote Richmond as the international gateway for business interaction and confidence.

### **Create and promote the use of a viable public transportation system**

The transport improvements (RAV) are expected to improve accessibility to the Games venues and Vancouver. However, the impact of a RAV line to Richmond should be calculated within a pre and post Olympic and Paralympic Games timetable.

### **Promote environmental awareness and sustainable use of natural resources**

The Games offer an opportunity to promote environmental awareness and measures to limit human impact on the natural environment. The city of Richmond could act as a showcase for environmentally friendly technologies.

### **Resource Development and Joint Investment**

Resource development and joint investment plans also help consolidate economic ties with foreign countries. As a result of the increased trade, Richmond firms, including general trading companies, could explore the possibility of developing resources in other countries.

### **Electronics Industry**

The electronics industry also has a wide variety of applications for almost all kinds of industries with limitless potential for new demand through innovations.

### **International Relationship Building**

International relationship building programs have delivered economic benefits at the firm level. The benefits are broad ranging through these alliances.

Amongst the most recognized are establishing business contacts, providing a gateway into new markets and product lines, enhancing the overseas reputation of both individual organizations, and Richmond as a whole, giving businesses a competitive edge, reducing transactions and search costs in business negotiations, attracting foreign-fee-paying students, facilitating knowledge and technology sharing and increasing tourism.

There is substantial potential for extracting further economic benefits from multiple international relationships. If Councils and businesses wish to experience greater economic gains from their international relationships, they need to better take advantage of the opportunities that such links provide. The 2010 Olympic Winter Games are such an opportunity.

## **Other Industries**

Every Richmond Company can use the Olympic Games as an opportunity to improve its corporate image and expand its volume of exports through export consultations and factory tours for foreign businessmen visiting Vancouver/Whistler for the games.

## **Key Focus Summarized**

- Promote economic development, investment, and exports
- Create jobs; promote empowerment, human resource development
- Tangible and intangible legacies
- Increase multicultural awareness on an international level
- Generated a wide range of cultural and youth-oriented programs.
- Provide for basic needs
- Create and promote the use of a viable public transportation system
- Promote environmental awareness and sustainable use of natural resources

## **Summation**

Investment Programs and Business Opportunities will be attractive as they stimulate the local economy and add weight to the profitability of local enterprise. To a very large extent the dynamics of business will drive these aspects and the City of Richmond will continue to play the role of guardian. A greater concern for the City will be that it takes on the role of ensuring that there is an efficient bridge between the successes realized in Commerce and the benefits to be derived by the Community as a whole. City = Commerce + Community.

We have found during the short life span of the Task Force that the Community has taken a proactive and enthusiastic role which can be seen by the make up of the Task Force. However, we note that there is little cohesion between the elements in terms of realizing the benefits that the 2010 Games may create. The City is ideally placed to ensure that a vacuum does not occur between Commerce and the Community. If this vacuum does happen the likely result will be that Commerce will prosper and, sometime between now and 2010, the elements in the Community will awaken, discontented and looking for avenues to voice their displeasure at having not been considered!

In short, the Olympics will showcase the province. The opportunity to foster long-term business relationships for the City of Richmond will be enormous. The long-term beneficial effects on decisions regarding investment, trade, corporate relocation, government spending, convention sites, the location of major sporting events, and vacation plans will likely be among the most enduring legacies of the 2010 Games. Raising the Profile of Richmond nationally and internationally, will achieve a longstanding measure of our success as an Olympic community.

## **Recommended Online Reading**

**<http://www.paralympic.org/>**

The International Paralympic Committee is the international representative organization of elite sports for athletes with disabilities. IPC organizes, supervises and co-ordinates the Paralympic Games and other multi-disability competitions on elite sports level, of which the most important are world and regional championships.

### **2002 Marketing fact file**

**[http://multimedia.olympic.org/pdf/en\\_report\\_66.pdf](http://multimedia.olympic.org/pdf/en_report_66.pdf)**

Extensive report published by the IOC covering current and past Olympic marketing programmes, Olympic revenue generation and distribution and the Salt Lake 2002 Winter Olympic Games marketing, sponsorship and broadcasting fact.

### **AT&T win official race with sprint**

**[http://www.researchsponsorship.com/olympic\\_sponsorship\\_barcelona.htm](http://www.researchsponsorship.com/olympic_sponsorship_barcelona.htm)**

Research study undertaken by Performance Research on Olympic sponsorship for the 1992 Barcelona Olympic Games. Survey was done before and after the Games.

### **Leveraging the Sydney Olympics for tourism**

**By Laurence Chalip**

**[http://blues.uab.es/olympic.studies/pdf/OD008\\_eng.pdf](http://blues.uab.es/olympic.studies/pdf/OD008_eng.pdf)**

Paper presented at the 2000 seminar of the International Chair in Olympism. Key issues of the seminar included references to the concern for legacy in terms of tourism, benefits and challenges of the Olympic Games and strategic needs, among others.

### **Olympic marketing**

**<http://www.olympics.org.uk/thisistheboa/olympicmarketing.asp>**

Document produced by the British Olympic Association on marketing and sponsorship issues relating to the Olympic Games.

### **Olympic ticketing**

**By Holger Preuss**

**<http://www.sport.uni-mainz.de/Preuss/Ticketing.zip>**

Article published in the Journal of Sport Management (no. 8, 2001). Aims to set an optimum price for Olympic tickets taking into consideration the objectives of the IOC, OCOG and host city using marketing science techniques, consumer behavior models and rationale choice theory.

### **Olympics, what Olympics? Sponsors, what sponsors?**

**[http://www.researchsponsorship.com/olympic\\_sponsorship\\_lillehammer.htm](http://www.researchsponsorship.com/olympic_sponsorship_lillehammer.htm)**

Research study undertaken by Performance Research on Olympic sponsorship for the 1994 Lillehammer Winter Olympic Games. The research was done before the Games.

### **Polysemy and Olympic Audiences: lessons for sport marketing**

**By Laurence Chalip**

**[http://blues.uab.es/olympic.studies/pdf/OD010\\_eng.pdf](http://blues.uab.es/olympic.studies/pdf/OD010_eng.pdf)**

Paper presented at the 2000 seminar of the International Chair in Olympism. Key topics of the seminar included references to the multiple narratives, embedded genres and layered symbols that are possible in an Olympic context.

### **Winter Olympic viewers "can't beat the feeling"**

**[http://www.researchsponsorship.com/olympic\\_sponsorship\\_albertville.htm](http://www.researchsponsorship.com/olympic_sponsorship_albertville.htm)**

Research study on the 1992 Albertville Game Olympic sponsorship. Interviews were done before and after the Games and analyze the impact that sponsoring and broadcasting had on spectators.

#### **Marketing matters**

[http://www.olympic.org/uk/utilities/reports/level2\\_uk.asp?HEAD2=27&HEAD1=8](http://www.olympic.org/uk/utilities/reports/level2_uk.asp?HEAD2=27&HEAD1=8)

Newsletter published by the IOC covering marketing issues related to the Olympic Games and the Olympic Movement, including data on Olympic broadcasting. Issues published since August 1997 is available at the IOC web/eng site.

#### **1956 Melbourne Olympics: finance**

<http://www.statelibrary.vic.gov.au/slv/exhibitions/olympics/preps/finances.html>

Section on the 1956 Melbourne Olympic created by State Library of Victoria on the financing of the Games. Includes a table with the operation and construction costs of the Games.

#### **Olympic marketing**

[http://www.olympic.org/uk/organisation/facts/introduction/index\\_uk.asp](http://www.olympic.org/uk/organisation/facts/introduction/index_uk.asp)

Section at the IOC web/eng site providing an overview of the history of marketing and the Olympic Games and Olympic Movement, including data on Olympic broadcasting, as well as detailed information on the IOC and OCOGs marketing, sponsoring and licensing programs.

#### **What are the Olympic Movement's sources of revenue? How is the money distributed?**

[http://www.olympic.org/uk/organisation/facts/introduction/index\\_uk.asp](http://www.olympic.org/uk/organisation/facts/introduction/index_uk.asp)

Section at the IOC web/eng site providing information on the financing of the IOC. Includes the Final Report for the Olympiad 1997-2000 that includes audit and activity reports.

#### **IOC Marketing Department**

[http://www.olympic.org/uk/organisation/facts/structure/index\\_uk.asp](http://www.olympic.org/uk/organisation/facts/structure/index_uk.asp)

Page of the IOC Department created in 1989 providing contact details and staff information.

