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Partnership Nets Whistler Firm Olympic Experience

Your company wants to bid on a design project, but you're a smaller firm focused on resort planning. What do you do? Paul Mathews, President of Ecosign Mountain Resorts Planners, formed partnerships that offered services ranging from planning to development, and it was a crucial component in helping his Whistler firm win venue design contracts for the 2010 Olympic and Paralympic Winter Games. "We specialize in mountain resort design but we aren't engineers," Mathews explains, "Forming partnerships that supplied services we didn't have resulted in a Request for Proposal that was much stronger."

Ecosign Mountain Resorts Planners was part of the British Columbia-based design team led by Sandwell Engineering of Vancouver that successfully bid to design the new Whistler Nordic Centre for the 2010 Winter Games. The facility will be the site of cross-country skiing, ski jumping, biathlon and Nordic combined competitions.

"The time constraints in building the Nordic centre are so tight that the project is a Design-Engineering proposal, meaning there won't be a tender phase for detailed engineering for roads, sewers, etc.," Mathews says. "As part of a consortium, we are able to work with individuals with Olympic experience who know the ropes. This will enable us to move from design to construction as efficiently as possible."

Mathews credits Ecosign's first Olympic experience with the 1988 Calgary Winter Games in helping to establish his firm's reputation on resort projects worldwide. Ecosign designed the master plan for Nakiska, site of the 1988 alpine skiing events.

The Nakiska project brought the firm to the attention of a Japanese resort owner, who commissioned Ecosign for its master planning services. Today, Ecosign has worked on more than 40 ski area projects in Japan.

For those interested in Olympic opportunities, Mathews also recommends developing value-added features that will enhance a company's

submitted proposal, such as access to an established site office.

Through partnerships and advanced planning, Ecosign has turned its original Olympic experience into an area of expertise. "Ecosign might be a small firm," Mathews says. "Yet partnerships have proven that size doesn't matter."



Whistler Nordic Centre Rendering

Connecting BC Businesses to Olympic Opportunities

The 2010 Commerce Centre Web site is your portal to information, resources and procurement opportunities related to the Games. Businesses large and small can benefit from the 2010 Winter Games — from supplying meals to building facilities, and the 2010 Commerce Centre is your one stop business centre to assist your company in realizing its Olympic and Paralympic strategy.

To get your business connected to the Games, visit the 2010 Commerce Centre online at www.2010CommerceCentre.gov.bc.ca.

2010 COMMERCE CENTRE Your one stop 2010 business centre

www.2010CommerceCentre.gov.bc.ca



Five-year Countdown to Games Starts with *Spirit of BC* Week

Across the province, Spirit of BC Community Committees are preparing for the launch of *Spirit of BC* week (February 12-19, 2005). From a basketball game in Prince Rupert to a parade with past and future Olympians and Paralympians in Delta, communities are planning innovative community events to mark the official five-year countdown to the 2010 Olympic and Paralympic Winter Games.

2010 LegaciesNow and the BC Secretariat are collaborating with communities across the province to ensure the week will energize and engage all BC residents in events that capture the real Spirit of BC. Events are currently scheduled in more than 60 communities throughout the province.

Show the World Your Community

www.2010CommerceCentre.gov.bc.ca continues to publish photos that capture the beauty and diversity of British Columbia and showcase them to the world. So send us images that reflect the uniqueness of your community, or your favourite nature haunts. Each time a new page loads on the 2010 Commerce Centre web site, a new image appears. The photos will also be downloadable as part of our image library — giving you the opportunity to share your pictures in places you never imagined.

E-mail your jpeg images to info@2010CommerceCentre.gov.bc.ca.

Winter Games Legacy

For those companies interested in securing Olympic-related business, advance planning, sticking to a schedule and being ready to respond to an opportunity are key. In fact, it is similar to the training an elite athlete does prior to a big event.

“First you create a training program, then you train, and then you compete. Don't assume that because you're here, you're ready,” says Cannon Design Vice-President David Roach. “The best prepared and best trained athlete who competes every day at a level that equals their personal best will win — and it's the same for business.”

And Cannon Design's training program has paid off. The company recently won a contract from the City of Richmond to design the long track speed skating facility for the 2010 Olympic and Paralympic Winter Games. Cannon Design will lead a team of architectural and engineering specialists in designing the Richmond Olympic Oval, which will become a landmark multi-purpose sports, recreation and community facility on Richmond's waterfront, along with the new City Centre Waterfront Park and public plaza surrounding the building. The project cost is \$155 million.

The firm's selection adds to Cannon Design's already impressive Olympic

résumé. Bob Johnston, Cannon Design principal and lead project architect, is considered Canada's Olympic Oval expert. His experience includes work on the long track speed skating venues for both the 1988 Calgary and 2002 Salt Lake City Winter Games. The 2010 win was also the result of early planning and a focused six-year strategic business plan that began in 1998.

“Once you've obtained Games experience, it creates a profile for your company and the opportunity to leverage that expertise in markets where you have a specialty,” says Roach. “And while the Olympics are the pinnacle event, there are other world-level events as well, since a sport's technical requirements are the same.”

During the period between the Calgary and Salt Lake City Games, for instance, Cannon Design was involved in the Commonwealth Games, Pan American Games and World Championships.

Roach stresses the importance of relationships when a company is forming its Olympic business strategy. Getting to know the people involved throughout the organization is essential, as decisions are made at many levels. Take the time to fully understand the requirements of both client and project. Once you understand where your product or service fits into the organizing

2010
Winter Games
Quick Facts

Source: VANOC

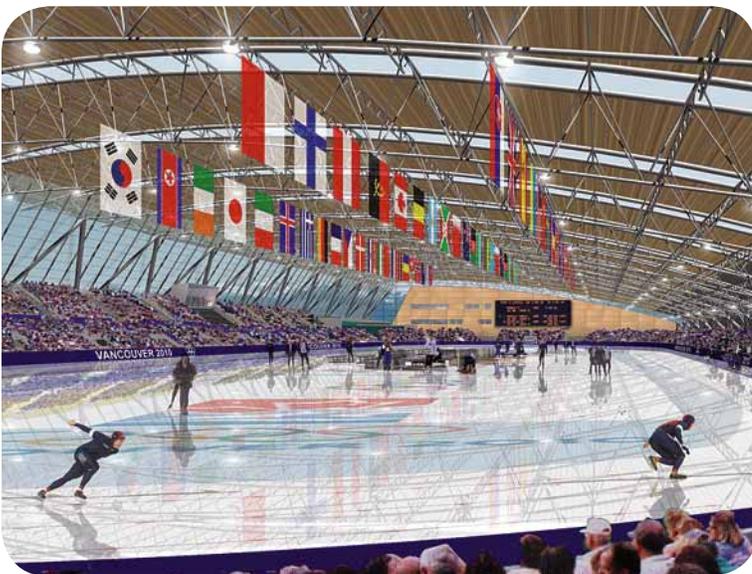
5,000
Olympic athletes/officials

80+

Countries in Olympic Winter Games

1,700
Paralympic athletes/officials

for Cannon Design



committee's mandate and where the "buy" decision is made, you are then in a better position to present the value your company brings to the Games.

For other businesses looking for Winter Games opportunities, Cannon Design's experience shows that advance planning and strategic thinking are required to achieve Olympic success. In turn, this creates a legacy that can be capitalized on post-Games.

Richmond Olympic Oval At A Glance

Construction Start
2005

Construction Finish
2007

Seating Capacity
8,000

Facility Size
33,000 square metres

Project Cost
\$155 million Cdn (2006 dollars)

Prince George Latest Community to Host Winter Opportunities Summit

Following the success of Winter Opportunities Summits in Sechelt and Nanaimo, the City of Prince George will host their first Winter Opportunities Summit (WOS) from February 9-12, 2005.

Expected to draw government, business, community, tourism and sports leaders to explore opportunities for Prince George and Northern BC, the Summit takes place as British Columbia celebrates the five-year countdown on February 12 to the 2010 Olympic Winter Games Opening Ceremonies.

The Summit will bring together Prince George and Northern BC communities to discover and learn first hand how to leverage their best features for lasting gains over the next 10 years. Conference segments include:

- Winter Cities Association Biennial Conference
- Commerce and Procurement Conference
- Sport Hosting and Legacies Conference
- Athlete Development: SportMap Primer

"The Winter Opportunities Summit is a sign that Prince George is ready to help BC welcome the world," said Mayor Colin Kinsley. "Our city has extensive international relationships, a winter culture and environment, is a thriving centre of commerce, sport and education, and has played host to many conferences and high calibre sporting events."

VANOC CEO John Furlong plans to attend the WOS on February 11 to provide a snapshot of preparations for the 2010 Winter Games.

Register online at www.wintersummit.ca.

40+
Countries in Paralympic Winter Games

10,000
media

250,000
Olympic visitors

1.8 million
2010 Games tickets

25,000
Games volunteers



News from the BC Olympic and Paralympic Winter Games Secretariat

\$20M Live Sites Program to Fund Community-based Olympic and Paralympic Legacies

The provincial government has committed \$20 million in funding through the Olympic/Paralympic Live Sites program to ensure that all communities have an opportunity to benefit from the Games.

Applications may be submitted by communities (individuals are not eligible) at any time as funding decisions will be made throughout 2005. The program will fund up to 50 per cent of the cost of an eligible project to a maximum of \$330,000. Projects must be completed by March 31, 2006.

Application packages are available at the Ministry of Small Business and Economic Development web site at: www.cse.gov.bc.ca/programsandservices/olympiclivesites/OLS%20App%20form.pdf.

Spirit of BC Arts Fund to Leave Cultural Legacy in Province

The Spirit of BC Arts Fund is providing assistance to organizations contributing to the development of arts and culture in BC.

Funding is slated for two programs: the Spirit of BC Opportunities Program and Spirit of BC Commissioning Program. Eligible associations are non-profit professional art organizations, public museums and art galleries, and community arts and cultural organizations.

While the first deadline for 2005 applications is January 28, 2005, funding will be ongoing, so cultural organizations are encouraged to apply throughout the year. Applications and information on program guidelines and eligibility criteria can be obtained from the Cultural Services Branch at (250) 356-1718. Application forms are available online at: www.cse.gov.bc.ca/2010Secretariat/ArtsFund/spirit_of_bc_arts_fund.htm.

BC Secretariat Supporting Communities to Move from Planning to Action

With the Games just over five years away, communities are being encouraged to ignite their 2010 planning efforts and move to implementation — and the BC Olympic and Paralympic Winter Games Secretariat has been, and will continue to be, there to help.

“The background work communities have been doing has been an important first step,” says Director Gordon Goodman, “And now the time has come to move past discussions of what the opportunities could be, get down to making some concrete strategic decisions, and move from planning to implementation.”

Both the BC Secretariat and 2010 LegaciesNow will be working with communities to provide technical assistance, support and resources to move them through the implementation process. To learn more about how your community can participate, contact Scott Allen at: sallen@2010legaciesnow.com.

BC Secretariat Releases Progress Report

The BC Olympic and Paralympic Winter Games Secretariat has released a report charting government's progress in achieving its financial, cultural, sports and other objectives for the 2010 Olympic and Paralympic Winter Games.

The report provides a breakdown of each component of the province's \$600 million funding commitment, as well as the risk management measures the BC Secretariat is taking to protect British Columbia's investment in the 2010 Winter Games. The report is available online at: www.cse.gov.bc.ca/2010secretariat/Downloads/olympic_report_nov.pdf.

Contact us

This newsletter is published monthly by the BC Olympic and Paralympic Winter Games Secretariat. Please let us know what else you'd like to see in this newsletter or on the 2010 Commerce Centre web site by contacting us at:

BC Olympic and Paralympic Winter Games Secretariat

Suite 860 - 1095 West Pender Street
Vancouver, BC V6E 2M6

 (604) 660-0432  (604) 660-3437  bcsecretariat@gov.bc.ca

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