



Vancouver 2010 Olympic Bid

Olympic and Paralympic Cultural Programs

Backgrounder to Theme 17 – January, 2003

Burke Taylor
Executive Director

Marti Kulich
Consulting Producer

Beth Freeman
Cultural Programs Manager

Contents:

1. Introduction
 2. Overview
 3. Mandate & Vision
 4. Preparing the Bid
 5. Program Highlights
 - 5.1. Cultural Events Prior to Olympic Games
 - 5.1.1. Torino Closing Ceremony
 - 5.1.2. Olympiad Cultural Program 2006 – 2009
 - 5.1.3. Torch Relays
 - 5.2. 2010 Cultural Programs
 - 5.2.1. Olympic Arts Festival
 - 5.2.2. Olympic National Team Artists
 - 5.2.3. Olympic Museum Exhibition
 - 5.3. Ceremonies
 - 5.3.1. Opening Ceremonies of the IOC and IPC Congresses
 - 5.3.2. Athletes' Welcoming Ceremonies
 - 5.3.3. Olympic Games Opening and Closing Ceremonies
 - 5.3.4. Olympic Games Medal Ceremonies
 - 5.3.5. Whistler Celebration Venue
 - 5.3.6. Paralympic Games Opening and Closing Ceremonies
 - 5.3.7. Paralympic Games Medal Ceremonies
 - 5.4. Communications and Educational Programs
 - 5.4.1. Olympic Learning
 - 5.4.2. Youth & Sport
 - 5.4.3. Global Perspectives
 - 5.4.4. Youth Camp
 6. Budget
 7. Implementing the Programs
 8. Legacies
 - 8.1. Olympic Arts Fund
 - 8.2. Community Enrichment
 - 8.3. Story Sharing – Internet Cache
 - 8.4. Education Portal
- APPENDIX A: Appreciation
APPENDIX B: Inclusive Intent Statement
APPENDIX C: IOC Bid Book Theme 17 Questions

1. INTRODUCTION

This document is intended to expand on Theme 17, the *Olympism and Culture* section of the Vancouver 2010 Olympic Bid submission. The Bid Book answers specific questions asked by the IOC within set space restrictions (see Appendix C). While the Bid Book responds fully to the IOC's questions, Bid staff understands the keen interest of the cultural community in the model on which the Bid arts and cultural programs are based.

2. OVERVIEW

Culture is enshrined as the second pillar of the Olympic Movement, with the Olympic Charter mandating a "...blending of sport, culture, and education." The Olympic spirit "... is a philosophy of life, exalting and combining in a blended balanced whole the qualities of body, will and mind." The Olympic motto and challenge "Citius, Altius, Fortius" (Faster, Higher, Stronger) can apply to many expressions of human spirit, from sport to art – from athletic performance to creative performance.

The Charter requires Bid Cities to propose, and the Organizing Committee of the Olympic Games (OCOG) to produce, a wide range of cultural programs in conjunction with the Olympic and Paralympic Games, including: ceremonies; arts and cultural festivals; and education and youth programs. The programs must focus on the culture and traditions of the host nation, involve international participation and be of the highest calibre.

3. MANDATE & VISION

The Cultural Programs mandate is to create exceptional cultural programs that promote Olympic values and intercultural exchange, celebrate sport, and showcase Canada's creative capacity and cultural diversity. Our aim is to inspire Olympism, intercultural understanding, and creative excellence.

The Vancouver 2010 Team has worked with the community to distinguish the Vancouver 2010 Bid through innovative programs that can engage the global community in a celebration of physical and creative ability.

Unique among 2010 Olympic Winter Games Candidate Cities, Vancouver, British Columbia, Canada enjoys a rich combination of First Nations cultures, a vast heritage of cultural traditions that reflect our diversity and a dynamic creative community. This remarkable fusion is what makes us who we are and gives us our competitive edge. Each will be prominently featured in the Vancouver 2010 Programs for the world to see.

4. PREPARING THE BID

Bid planning is about engaging the creativity of the host community to develop programs that meet IOC requirements while exceeding expectations. With the guidance of the Cultural Programs Resource Group and other advisors listed in Appendix A, as well as creative input from all corners of the cultural community, the Vancouver 2010 Bid Book meets that challenge.

Since the Bid process takes place many years in advance of the Games, planning does not include detailed programming of particular artists or cultural organizations. Concepts and themes are developed and model programs are created on which to estimate talent, logistical, human resource, venue and technical requirements. These form the basis for developing a budget, which is in turn the basis for the Bid's financial commitments.

A bid submission is prepared in response to the IOC questionnaire, addressing each of the required program areas for both the Olympic and Paralympic Games.

Programs include:

| Olympic | Paralympic |
|---|--|
| <ul style="list-style-type: none">• Olympic Flame (Torch) Relay• IOC Welcoming Ceremonies• Team Welcoming Ceremonies• Opening / Closing Ceremonies• Medal Ceremonies & Celebrations• Olympic Arts Festival• Olympiad Cultural Festivals• Education and Youth Programmes• Youth Camp | <ul style="list-style-type: none">• Paralympic Flame (Torch) Relay• IPC Welcoming Ceremonies• Team Welcoming Ceremonies• Opening / Closing Ceremonies• Medal Ceremonies & Celebrations- included with Olympic Program- included with Olympic Program- included with Olympic Program- Included with Olympic Program |

The Program Highlights section (below) provides a more detailed picture of how these required programs are designed to unfold.

While all but the Youth Camp program are required, their concepts, themes and content mix are at the discretion of the Bid City. The Vancouver 2010 programs emerge from a broad interpretation of culture and education; respond to a variety of needs and interests; and are intended to celebrate the full spectrum of global creative endeavour. Our Cultural Programs were developed to:

- Reflect the values of the Olympic and Paralympic movements
- Showcase the excellence and originality of Canadian creativity, with a 21st century focus
- Reflect the cultural diversity and harmony of Vancouver / BC / Canada
- Reflect a strong First Nations and Indigenous peoples presence
- Create opportunity and legacies via commissions, partnerships and new works
- Share the Olympic Programs nationally through collaborations, touring, media, Internet, etc.
- Ensure broad-based participation
- Respect our heritage and traditions
- Present a broad interpretation of culture and provide something for everyone
- Invite the World and promote intercultural exchanges
- Ensure depth and breadth of choice through a “Festival of Festivals” approach
- Undertake an extensive use of digital / new media / Internet
- Select and include some of the world’s finest creative offerings

Key guiding principles have been that:

Model programs be feasible and affordable and reflect due diligence regarding program design, concept development, venue and logistical assessments, human resource and budget requirements.

Wherever appropriate and feasible, the OCOG will work with and through the local creative community in the development and delivery of its cultural programs.

5. PROGRAM HIGHLIGHTS

5.1. Cultural Events Prior to 2010 Olympic Games

5.1.1. Torino Closing Ceremony

Vancouver's Olympiad cultural programs will begin in 2006 with a segment in the Closing Ceremony of the XX Olympic Winter Games in Torino. This is the time for the Vancouver OCOG to accept the Olympic Flag and with it the responsibility for being the next host city. It is also an opportunity for Vancouver to introduce itself on a global stage and to invite the world to join us in 2010. It may also be a time to honour the people of Torino with a symbolic gift, perhaps a giant Inukshuk to point the way to the Vancouver and the XXI Olympic Winter Games.

5.1.2. Olympiad Cultural Program 2006 – 2009

In the four years of the Olympiad the Vancouver OCOG would partner with a diverse range of internationally respected local and national creators and cultural institutions to present an unsurpassed selection of cultural activities and festivals. These Olympiad programs will contribute to the enrichment and growth of the local cultural sector and reflect its highest achievements. The Olympic showcase would feature the best of our cosmopolitan community's creative, historic, cultural and intellectual endeavours together with the finest works of international counterparts from other IOC nations. Special initiatives to engage and involve youth would begin at the earliest stages of program planning and decision-making.

2006

In 2006 the Vancouver OCOG will inaugurate new educational and cultural programs in the host cities of Vancouver and Whistler. Cultural Festival programmers will create the foundations for an extraordinary celebration building up to and including the Olympic Arts Festival and the Games. These activities will reflect an inclusive interpretation of culture that encourages broad public participation.

2007–2008

In the second and third years, in addition to continuing programs in British Columbia, the Cultural Festival will extend its reach across the country to involve the full breadth of Canada's creative communities and national cultural organizations and institutions. Canada's National Gallery, National Arts Centre and National Library, the Canadian Museum of Civilization, the Canada Council for the Arts and the Banff Centre for the Arts, could each participate in national initiatives with local organizations. Productions and exhibitions created in conjunction with the Olympic cultural program could be toured nationally.

2009

In the year prior to the Games the Vancouver OCOG would extend our Cultural Festival by taking Canada's creative talents on international tour. These cultural ambassadors would also carry an invitation to the people of the world to join us in Vancouver the following year for an unsurpassed celebration.

5.1.3. Torch Relays

Olympic Flame (Torch) Relay

The Torch Relay is an opportunity for Canadians to share the Olympic Spirit from Coast to Coast to Coast. Following the lighting of the Olympic Flame in Olympia, Greece, it will be flown over the North Pole and land first in the Canadian North. There, an environmentally sensitive

Torch Relay will begin. Based on the Calgary experience of 1988, it will be a unifying national project.

From high in the Arctic, over a period of 114 days – one for each year of the Modern Era of the Olympic Games – the Olympic Flame will traverse the entire length and breadth of Canada in a specially commissioned Torch. Thousands of volunteer Torch Bearers will make their way by foot, bicycle, dogsled, canoe, kayak, horse, plane and most every other means of transport known to Canadians. The course will zigzag from Nunavut to Newfoundland and Labrador. From there, the Olympic Flame and the message of Olympism will be carried across southern Canada from the Atlantic to the Pacific Ocean, and around the Province of British Columbia. It will arrive in Vancouver for the Opening Ceremony, February 5.

The Torch Relay will be a people's event. More than 7,000 Canadians of all ages, regions, cultures and walks of life will carry the Flame. It will visit every province and territory, and pass within two hours drive of more than 80 percent of the population. The relay presents excellent opportunities for local cultural celebrations in each community as the Torch passes through. In the Host City, at the appointed moment, the Olympic Flame will light the specially commissioned Olympic Cauldron that will burn throughout the Games.

Paralympic Flame (Torch) Relay

Immediately following the conclusion of the 2010 Olympic Games Closing Ceremony, the Paralympic Flame will set out on a two-week journey throughout British Columbia. The Paralympic Torch will be a special commission and it will be proudly carried by hundreds of Canadians as it tours to many communities not visited by the Olympic Flame. On March 5 the Torch will ignite the Paralympic Games cauldron in a spectacular ceremonies in Vancouver's BC Place Stadium.

5.2. 2010 Cultural Programs

Beginning with a New Year's Celebration dedicated to Canada's Olympic Year, our cultural programs will effectively build and focus the nation's attention on Vancouver and the 2010 Olympic Winter Games. Anticipation and excitement will grow as the Olympic Flame Relay makes its way across the country, tours the Province of British Columbia, and approaches its home in Vancouver and Whistler. Olympic arts and cultural activities leading up to the Games will achieve their highest visibility in key venues throughout the nation, on broadcast media and on the Internet. And then, on January 15, 2010, the *Olympic Arts Festival* begins!

5.2.1. Olympic Arts Festival

Three weeks prior to the Opening Ceremony of the XXI Olympic Winter Games, the *Olympic Arts Festival* will open a five-week celebration of physical and creative ability. It will launch with a live televised Gala, with a possible Internet webcast for international audiences.

In a "Festival of Festivals" format, and in partnership with a broad spectrum of aboriginal, local and national organizations, the Vancouver OCOG will produce an unsurpassed showcase of Canadian art and culture.

A strong commitment to international participation will also be reflected throughout the *Olympic Arts Festival*. In addition to the Olympic National Team Artists program (see below) invitations will be extended to artists and cultural organizations from a number of IOC nations. The Vancouver OCOG will foster relationships between local and invited institutions and create legacies of personal and professional relationships through this shared experience.

Olympic Arts Festival events will take place wherever people gather around the Games. In more than 30 existing fine arts and cultural venues the *Olympic Arts Festival* will present an unprecedented choice of free and ticketed, traditional and contemporary arts and cultural experiences. Through the period of the Games the *Olympic Arts Festival* will expand outdoors, onto the sidewalks, streets and civic plazas, out to the Sport Venues, and into the Athletes' Villages. An air of celebration will prevail throughout the communities of Vancouver and Whistler with bands, buskers and street entertainers to animate both communities.

5.2.2. Olympic National Team Artists

Through songs and music, paintings and sculpture, writings and performance, artists record history, honour effort, provide insight into experience and celebrate triumph. In celebration of the 21st Winter Olympiad, the Vancouver OCOG will highlight this traditional role and invite each National Olympic Committee (NOC) to include a nationally recognized artist in their Team Mission. These artists will be given accredited access to the Games, with the goal of sharing their nation's participation in the Games with their fellow citizens and the world. National Team Artists will also be invited to contribute to, and participate in, a variety of arts and cultural exhibits, performances, conferences and other exchanges of the *Olympic Arts Festival*. Following the Games these artists could continue to network with local colleagues. Some may be invited to return and share their new works with local organizations and audiences. Legacy collections could be produced.

5.2.3. Olympic Museum Exhibition

In addition to the honour of placing an exhibition in the Olympic Museum in Lausanne, the Vancouver OCOG will seek to host an exhibition from the Olympic Museum at the Vancouver Museum, Canada's largest municipal museum. To maximize the educational benefit, the OCOG will also co-ordinate extensive public programming through related institutions such as schools, municipal libraries and community centres, as well as create virtual tours and education programs on the Internet.

5.3. Ceremonies

5.3.1. Opening Ceremony of the IOC and IPC Congresses

The International Olympic Committee and the International Paralympic Committee will each hold a Congress in conjunction with their respective Games. The Congresses will include an Opening Ceremony featuring protocol elements as well as an inter-cultural production designed to welcome and entertain the IOC/IPC members.

5.3.2. Athletes' Welcoming Ceremonies

Specially created Ceremonies will welcome each team to Vancouver/Whistler, in the case of the Olympic Games, and to Whistler in the case of the Paralympic Games. As each national Olympic or Paralympic team arrives at the Athlete's Village it will be met by their Canadian hosts, including representatives of the First Nations on whose traditional lands the games will be taking place, who will welcome and honour our guests according to tradition. The team will be escorted by Canadian youth, whose cultural heritage matches that of the team. Following the Welcome Ceremony, each Team's national flag will fly prominently in the Village. Protocol will be respected and warm Canadian hospitality will prevail.

5.3.3. Olympic Games Opening and Closing Ceremonies

The Opening and Closing Ceremonies of the Olympic Games are of both personal and historic importance. They call upon the best in us and illuminate our common humanity. Vancouver 2010 will create events that honour the importance of gathering the world's peoples and cultures

together in peace, that respect IOC protocols, and that celebrate the Olympic Movement and the presence of the world's finest athletes.

The ceremonies are also a singular opportunity for us to speak to a global audience. As many as three billion people will be watching each television broadcast and by 2010 we can only imagine how many will be accessing through the Internet. What do we want to say? What do we want our global neighbours to think of Vancouver and Canada once they've seen the show? No doubt we will want to present some things that will reinforce what others already think or know about us – and you can be sure we will provide some surprises as well!

The Olympic Opening Ceremony will take place February 5, with the Closing following on February 21. The productions will be spectacular celebrations that feature a distinctly West Coast Canadian perspective and that highlight Canadian creativity. The Opening will welcome the Olympic Family and our guests from around the world, and will showcase who we are as British Columbians and Canadians. The Opening will also present an unprecedented lighting of the Olympic Flame. The Cauldron itself will be a unique artistic commission reflecting both Canadian and Olympic aesthetic values and traditions. The Closing will celebrate the achievements of the athletes, volunteers and host community.

For both ceremonies athletes will be paraded into BC Place Stadium, with its 55,500 seats, at the start of each Ceremony. The athletes will be present to enjoy the entire program produced to honour them and will be able to do so protected from the elements. For the first time in Olympic history athletes, IOC members, media, broadcasters, performers and spectators will enjoy the Ceremonies in the comfort of an indoor venue.

The completely enclosed venue offers many other advantages. It presents an opportunity to stretch the boundaries of spectacle using state of the art lighting, projection, sound and special effects technology. The Ceremonies productions will be designed to enhance live performances by surrounding the audience and visually transporting them from setting to setting, providing a previously unattainable dimension to the shows. Ceremonies will also be developed in close collaboration with the Host Broadcaster to ensure the experience of the global television audience equals that of the spectators and athletes inside the stadium.

5.3.4. Olympic Games Medal Ceremonies

Medal ceremonies are an opportunity to recognize extraordinary accomplishment and celebrate the indomitable human spirit. Following the Opening Ceremony, BC Place Stadium will be dramatically transformed overnight from the Opening Ceremony venue it was just hours before to the site of the Olympic Medal presentations. Medal Award Ceremonies will be produced nightly from February 6 to February 20, with a capacity of 40,000 spectators, plus athletes and Olympic family. Each evening's presentation will be followed by a celebratory concert featuring renowned Canadian entertainers to honour the athletes who succeed in winning Olympic gold, silver and bronze that day. The nightly Medal Award Ceremony will be crowned with a spectacular open-air pyrotechnic event for the entire community to share.

5.3.5. Whistler Celebration Venue

While BC Place Stadium will be the primary venue for Medal presentations, Whistler will also share in the celebrations. A temporary venue with a capacity of approximately 10,000 will be constructed in an area central to Whistler. The venue will feature large video screens and a direct television feed from BC Place Stadium in order to bring the nightly Medal Award Ceremony to Whistler-based athletes and allow both communities to participate in the celebrations. Following the live television broadcast, the Whistler Celebration Site will, like BC Place Stadium, feature a concert performance by top-ranked Canadian artists.

5.3.6 Paralympic Games Opening and Closing Ceremonies

The Paralympic Ceremonies will be of the highest order, reflecting Canada's respect for the Paralympic movement and our desire to honour the Paralympic athletes. These ceremonies also provide opportunities to communicate our values, perspectives or our dreams for the global community. The Opening Ceremony could well reflect inspiration and ability, and the Closing Ceremony could celebrate accomplishment.

On March 5 the Opening Ceremony will be staged in BC Place stadium, taking advantage of the scale of the venue to present a world-class spectacle. At the Opening, internationally renowned artists, joined by thousands of community performers will welcome the Paralympic athletes with a combination of pageantry, protocol and colourful performance. This unique production will involve all of the advanced technical and support equipment applied to the Olympic ceremonies.

Since all Paralympic events will be held in Whistler, the Paralympic Closing will be staged at the Whistler outdoor Medals Celebration Site (see following) on March 14. As with the Olympic Closing, the Paralympic ceremony will recognize and honour the achievements of both the athletes and host community.

5.3.7. Paralympic Games Medal Ceremonies

With the exception of its Opening Ceremony, the 2010 Paralympic Winter Games will be staged entirely in Whistler. The Celebration Site used for the Whistler component of the nightly Olympic Medal Awards will also be used for all Paralympic Medal presentations, March 6 to 13. A concert will immediately follow the nightly Paralympic Medal presentations. This venue will also host the Paralympic Closing Ceremony, March 14.

5.4. Communications and Educational Programs

5.4.1. Olympic Learning

The objectives of developing the whole human being - body, mind, and spirit; the commitment to inter-cultural understanding and environmental sustainability; and the practise of bringing the peoples of the world together in peace - in short, the values of the Olympic Movement - are all in keeping with Canadian values and objectives. Education programs promoting awareness and understanding of these tenets of the Olympic movement are among the most important responsibilities entrusted to the OCOG. To this end, Vancouver 2010 is proposing that, throughout British Columbia, every school child will have the opportunity to learn of the history and true meaning of Olympism and its three key themes.

Vancouver will undertake a number of programs beginning in 2006, the first year of its Olympiad. Vancouver 2010's programs will be local, national and international in scope and will extend to all members of society, especially youth. The programs will take the messages of the Olympic movement to people where they are: in their cultural centres, schools and homes through print and broadcast media and, in an unprecedented manner, over the Internet.

A national and international Education program based on the Canadian Olympic Committee school kit will be developed for an online learning centre, the **Education Portal**, available to students, teachers and the public. This Education Portal, modelled after Education2010.ca, an innovative on-line education site prototype initiated by the Bid and realized by LegaciesNow, will provide the opportunity to interact with content on Olympism, the Games, sport, culture, First Nations and other aspects of Canada, through classroom materials, web-based activities, publications and television.

A comprehensive program will be developed to meet the heightened interest in the Olympics that will be generated by the Olympic Flame Relay. **Touched by the Flame** will be a special information/education program connecting people to the Flame Relay through Internet and school programs that parallel the route of the relay. Special features may facilitate direct interaction with torchbearers and athletes.

Many other youth and school-based programs have been suggested, including **Canadian Youth Art Challenge – Dream 2010**. In partnership with local organizations the Vancouver OCOG could challenge students to write, compose or create art works that reflect their personal relationship to the essential Olympic themes of sport, culture and the environment. Schools and community groups can work with professional artists to create finished works for display throughout the Games sites.

5.4.2. Youth & Sport

Encouraging participation and learning through sport will be a primary focus of Vancouver 2010. Programs to engage, educate, encourage and facilitate participation in Olympic-related activities and discussions will be key. Olympians will be invited to help share their first-hand experiences of Olympism and the benefits of sport through a national program bringing athletes into the classrooms.

Vancouver OCOG will also organize a program to maximize the personal experiences of the Olympic Games and pre-Games events for children and youth. Approximately 50,000 tickets will be available at no cost.

Sport Channel, a national sport evaluation and information resource, will provide an interactive connection for youth seeking to know more about recreational and competitive sports, about their own physical capabilities and how they compare with others. In addition, the site will provide information and advice to coaches assisting in sport development at the community level.

Additionally, the Vancouver 2010 Bid will introduce **Can-Do**, a communications network project in partnership with the Canadian Olympic Committee, which will link Olympic Youth Leadership Academy delegates, graduates and organizers and provide information to the public. Olympic Youth Leadership Academies are a national initiative that provides leadership development programs based on the values and spirit of the Olympic Movement. The purpose of the Can-Do program will be to promote access to the Academies and provide a communications forum for delegates and administrators.

5.4.3. Global Perspectives

Expanding the opportunities to interact, share and exchange globally is the second key to the Youth and Education programs. Extending the reach of the Olympic Games to engage and inform youth and the public will be facilitated through Internet programs that maximize access and interactivity and international exposure to events in Vancouver.

World-Youth-Link will be a partnership of international agencies and organizations beginning three years prior to the Games. Youth from around the world will create images, video, audio and text that tell the stories of their communities and cultures. Essays on Olympic dreams, interviews with athletes and community celebrations will create a library of images, audio and cultural texts around Olympic themes. The stories will be showcased through educational programs and the online Olympic Arts Festival. Special consideration will be given to youth participants in communities with limited access and less developed technological capabilities.

Intellectual Muscle – Dialogues for the 21st Olympiad. Vancouver 2010 is interested in the future and in sharing brave new ideas that can make it better for all. To foster this global exchange, the OCOG will sponsor a conference series to explore and debate key issues related to Olympic and Paralympic themes: sport, culture and the environment. Delegates, including students and established leaders from educational institutions, sport federations, art colleges and scientific and cultural institutions, will be invited to engage each other and the public through a variety of forums and the Internet.

Over the course of the Olympiad, the OCOG would also invite a number of international organizations to meet in Vancouver under the sponsorship of the Olympic Arts Festival and the Olympiad Cultural Program.

5.4.4. Youth Camp

Friendship and inter-cultural understanding in a global community are the underlying themes of the Olympic Movement. The Games present a unique opportunity to bring together youth from around the globe to share and learn about each other and the cultures of the world.

As an extension of Canada's existing Olympic Youth Leadership Academies and the proposed 2010 Education and Youth Programs, Vancouver 2010 proposes to work with local sports, arts, and cultural organizations to organize an International Youth Camp and Global Network. The OCOG will invite each National Olympic Committee to send two youth delegates to Vancouver/Whistler from February 4 - 18 2010 - term that includes the period of the Games. One year prior to the Camp, the OCOG proposes to engage the prospective delegates in an Internet-based global network of their own. Through the network, they will participate in a preparatory program about Olympism and Canada and work on various projects in the key theme areas of sport, culture and sustainability.

At the Youth Camp itself, the OCOG expects to host approximately 440 youth, including two from each Province and territory, and 22 host delegates from British Columbia. All delegates - male and female, able-bodied and physically challenged - will experience Canadian hospitality from both an urban and a rural perspective. The delegates will also attend select sporting events and cultural programs. The OCOG will provide for a number of bursaries to countries and individuals to ensure full participation.

6. BUDGET

The budget figures in the Bid Book are all in U.S. dollars and separate the OCOG core budgets for Olympic workforce and administration. Theme 17 also does not include budget for the Paralympic cultural programs which are reported on pages 182 -183 in Theme 9, Volume 2 of the Bid Book.

The Vancouver 2010 overall budget for Cultural Programs for the Olympic and Paralympic Winter Games, in Canadian Dollars, is approximately \$106 million, the largest of the 3 Candidate Cities.

7. IMPLEMENTING THE PROGRAMS

Vancouver 2010 staff understands that how programs are developed and delivered is of crucial importance. The Bid Corporation's core values and guiding principles include: lasting community legacies, fiscal responsibility, sustainability, open communication and inclusive representation.

The Bid member partners' commitment to an inclusive and sustainable planning process ensures that the Games will "create benefits for all British Columbians."

Extensive consultation with members of the creative community, cultural sector stakeholders, advisors, professional and community groups, consultants and Bid colleagues has led to development of these model programs. More detailed and extensive consultation will be undertaken to refine and produce them when we win the right to host the Games.

In addition to a thoroughly consultative program development process, the Bid is committed to maximizing opportunities for local creative organizations to participate and benefit. The Bid intends that, wherever appropriate and feasible, the OCOG will work with and through the local creative community in the development and delivery of its cultural programs. This will take many forms including collaborations, partnerships and co-productions, supplier relationships, commissions of new work, venue sharing, organizational development, local, national and international marketing and cultural tourism market development.

Youth are a 2010 priority and the Bid has worked to ensure their meaningful involvement. Bid staff consulted the City of Vancouver's Civic Youth Strategy group and other youth advisors to explore how youth could be most effectively involved in the Bid Phase and beyond. This resulted in development of guiding principles and a framework for youth engagement to augment the Bid's Inclusive Intent Statement. The Framework provides a practical guide and planning process for youth engagement that is inclusive, encourages diversity, is youth-driven, well supported and empowering.

8. LEGACIES

The Vancouver 2010 Bid is committed to legacies now and in the future.

8.1 Olympic Arts Fund

The Olympic Arts Fund legislated by the Province of British Columbia is the first cultural legacy of the Bid. By 2004, the Province will have created a lasting endowment of \$20 million dollars, the proceeds of which will contribute to arts and cultural activities in support of the Bid, the Games and beyond. The initial beneficiary of the Fund is Celebrations 2010 – a programming and marketing initiative that includes 375 events in 43 BC and 25 national and international communities in February and March of 2003. The Bid is now seeking a Bid/OCOG contribution as well as a Government of Canada commitment to match the Provincial Endowment.

8.2 Community Enrichment

Most importantly, the experience of hosting an Olympic Games changes a community – particularly those who participated in making it happen. Tens of millions of dollars will be invested in the local creative sector and in opportunities to showcase our work. Many of the legacies of the Cultural Olympiad and the Arts and Cultural showcases will relate to growth of the sector, as well as audiences and markets.

- The full spectrum of Vancouver, BC and Canadian artists and cultural organizations will have had unsurpassed opportunities to develop and showcase their culturally diverse talents before local, national and international audiences over the 4 years of the Olympiad.
- Local arts and cultural organizations' involvement in the development and implementation of arts programs will ensure enduring benefits to local participants.
- Co-production, co-presentation and co-marketing arrangements with local arts and cultural organizations will ensure that benefits of market development extend to the years following the Games.

- Opening and Closing Ceremonies' broadcasts and webcasts will share our creativity and key messages with between four and six billion people globally: that Vancouver, Canada is a centre of creativity and innovation; is welcoming and harmoniously culturally diverse; and is a place to visit for unique artistic and cultural experiences.
- National and international participation in Olympic cultural programs will provide for intercultural exchanges, creative collaborations and friendships.
- Olympic Commissions will create a legacy of new art works.
- First Nations / Indigenous peoples will participate fully and their art and culture will have a prominent and respected place.
- The Olympic Arts Festival will reflect the full range of artistic disciplines in a festival of festivals format to ensure maximum participation and broad-based benefits.
- Public art works featured in both the Olympic Arts Festival program and in related construction, such as the Olympic and Paralympic Plaza(s) and Villages in Vancouver and Whistler, will remain in the communities as legacies of the Games.

Other legacies too are possible - we need only imagine them and make them happen.

8.3 Education Portal

As leaders in distance learning, BC experts will contribute to an innovative project in on-line education. This education, or E-portal, modeled after the Education2010.ca prototype site would expand to engage nationally and globally. It would continue to reflect a combination of the Olympic experience and Olympic values with a wide range of curriculum-based projects, media, and information resources to create an exciting learning environment for teachers, students and the public.

8.4 Story Sharing - Internet Cache

On the technology and new media front, Vancouver 2010 proposes another unique legacy. Through the Vancouver 2010 Education and Culture programs, individuals, groups and organizations around the world will create stories between 2006 and 2010. These stories will be shared on a local and global scale. Vancouver's role will be to facilitate creation and sharing to give storytellers an opportunity to be seen and heard on a global stage. During the Olympiad, stories will be shared through a variety of means including the cultural festivals, ceremonies, education programs and cultural publications.

After the Games, the stories and cultural artifacts created will form an important legacy: a robust, searchable media storage center in Vancouver. This 'hub' of content will be a central component of the cultural programs of the Games, and will also be an interactive communication tool that extends and continues to build relationships among youth and various art and sport organizations around the world long after the games are over.

APPENDIX A

APPRECIATION

The Vancouver 2010 Olympic Bid staff would very much like to thank all of the members of the community who volunteered their time, energy and creative ideas to the bid development process – as well as those who cheered us on. While we cannot recognize you all individually, you have all contributed to making it a better Bid. We would be remiss, however, if we did not acknowledge some key contributors:

Resource Group – Vancouver

| | |
|----------------|---|
| Lori Baxter | Alliance for Arts and Culture |
| Lorna Brown | ArtSpeak Gallery |
| Camyar Chai | Theatre Director and Producer |
| Sal Ferreras | Musician, Composer, Conductor |
| Alan Franey | Vancouver International Film Festival |
| Dolly Hopkins | Public Dreams Society |
| Howard Jang | Arts Club Theatre |
| Robert Kerr | Coastal Jazz and Blues |
| Alma Lee | Vancouver International Writer's Festival |
| Geoff McMurchy | KickStart, Disability Arts Festival |
| Pierre Rivard | Festival d' Ete |
| Myrna Zagar | The Dance Centre |

Community Advisors – Whistler

| | |
|------------------|--|
| Ron Alberton | Myrtle Philip Community School |
| Bob Daly | Myrtle Philip Community School |
| Ken Davies | Whistler Secondary School |
| Pat Gemmil | Whistler Museum |
| Robert J. Hallam | Maurice Young Millennium Place |
| John Hewson | Whistler Community Arts Council |
| Bob Kusch | Resort Municipality of Whistler |
| Sheila Mozes | Resort Municipality of Whistler - Youth Programs |
| Doti Niedermayer | Whistler Community Arts Council |
| Ann Popma | Whistler Centre for Business & the Arts |
| Joan Richoz | Whistler Library |
| Linda Rosler | School District Superintendent SD48 |
| Gayle Rybar | Whistler Secondary School |

Internet Resource Contacts

| | |
|-----------------------|--|
| Don Black | Open Learning Agency |
| Ken Black | NIKE |
| Michael Boucher | Open Learning Agency |
| Christie Breakingbury | Educational Consultant |
| Sarah Diamond | Banff Centre for the Arts |
| Robert Ouimet | Journalist and Producer |
| Don Mattrick | Electronic Arts' Worldwide Studios |
| Emma Smith | at large media ltd. |
| Rob Turner | Circle Productions |
| Ron Wakkary | Simon Fraser University, Information Technology & Interactive Arts |
| Catherine Warren | Management Strategist |
| Ashela Webb | Merge Communications |

Stakeholders' Committee

Cultural representatives of the 2010 Bid partnership:

| | |
|------------------|---|
| Linda Johnston | Department of Canadian Heritage – BC Region |
| Laurel March | Department of Canadian Heritage – BC Region |
| David Y. H. Lui | Canada Council for the Arts – Board Director |
| Richard Brownsey | BC Arts Council / BC Cultural Services Branch |
| Jeremy Long | BC Arts Council / BC Cultural Services Branch |
| Bob Kusch | Resort Municipality of Whistler |
| Burke Taylor | City of Vancouver |

Stakeholder / Agency Liaisons

Aboriginal Participation Advisory Committee
Paralympic Advisory Committee
Federal Bid Secretariat
Provincial Bid Secretariat
Squamish Lil'wat 2010 Aboriginal Secretariat
Greater Vancouver – Regional Cultural Plan Steering Committee

Special Thanks To

| | |
|------------------|--|
| Charmaine Crooks | Canadian Olympic Committee, Vancouver 2010 Board |
| Max Wyman | Vancouver 2010 Board |
| Don Rosenbloom | Vancouver 2010 Board and Executive Committee |
| Sue Harvey | City of Vancouver |

City of Vancouver - Staff of the Office of Cultural Affairs, Vancouver Civic Theatres, Civic Youth Strategy

Celebration 2010 - Duncan Low, Beth Freeman, Wendy Soobis, Emma Lancaster, Caroline Proctor

IOC Evaluation Visit Showcase - Marti Kulich

APPENDIX B

INCLUSIVE INTENT STATEMENT 2010 Olympic Winter Games and Paralympic Winter Games

The Inclusive Intent Statement is an integral part of the Vancouver's 2010 Bid Corporation's core values and guiding principles that include: lasting community legacies, fiscal responsibility, sustainability, open communication, and inclusive representation.

The Vancouver Bid is committed to incorporating sustainable and inclusive practices in the planning and operating of the 2010 Winter Games. Sustainability refers to social, economic and environmental best practices with inclusivity encompassing participation and equity. Participation means that all people – including those of diverse ethnic and cultural backgrounds have the opportunity to be involved in the Games. Equity relates to the integration and improvement of conditions of the disadvantaged, including low and moderate-income people.

The Bid Corporation and its Member Partners are committed to hosting a winter games that create benefits for all British Columbians. A number of issues have been identified including affordable housing, employment, economic opportunities, governance, civil liberties, and accessibility that will be addressed in a number of ways as part of the planning throughout BC and Canada for the 2010 Winter Games by the Bid Corporation, the Organizing Committee of the Olympic Games (OCOG) and its Member Partners. In particular, special efforts will be taken by the Bid Corporation, OCOG and its Member Partners to ensure the interests of those living in Vancouver's inner-city neighbourhoods are addressed.

To implement the Inclusive Intent Statement, the Bid Corporation and its Member Partners will work with communities to identify goals and objectives for the Organizing Phase. Should the Bid be successful, the Member Partners are committed to working with the OCOG to develop specific programs and policies as part of the planning for the 2010 Winter Games.

APPENDIX C

BID BOOK THEME 17 QUESTIONS

17.1 Communications and Educational Programs

Briefly describe the communications and educational programmes you intend to set up during the years leading up to the Olympic Winter Games in order to promote the Olympic ideal.

17.2 Olympic Games Cultural Programs

Briefly describe the program of cultural events during the Games.

17.3 Budget

What is your overall budget for the cultural program mentioned above? What is the budget for the Opening and Closing Ceremonies?

17.4 Opening and Closing Ceremonies Venue

Describe the intended venue for the Opening and Closing Ceremonies of the Games (situation, dimensions, seating capacity, etc.). Provide a map giving the location of the venue and indicate whether the venue already exists or has yet to be built

17.5 Youth Camp

Will you organize a youth camp? If so, specify the following:

- Site and location (on a map of the region)
- Type of accommodation (chalets, student lodging, hotel, etc.) and current status (existing or not)
- Capacity
- Duration/dates
- Origin and selection of participants (number of countries, etc.)
- Planned share of the costs (per person in USD) / OCOG contribution
- Planned services and activities (a broad outline).