



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: January 2, 2007
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Meeting Date: January 16, 2007

TO: Vancouver City Council

FROM: General Manager of Olympic and Paralympic Operations

SUBJECT: Vancouver's Participation in the Beijing 2008 Olympic and Paralympic Summer Games

RECOMMENDATION

- A. *THAT the General Manager of Olympic and Paralympic Operations be authorized to negotiate with the Provincial Government to develop a partnership for the City of Vancouver's participation in the British Columbia - Canada Pavilion in Beijing during the Beijing 2008 Olympic and Paralympic Summer Games;*
- B. *THAT a stakeholder committee with representatives of local business and cultural organizations be convened to assist in planning Vancouver's involvement in the British Columbia - Canada Pavilion and other activities related to the Beijing 2008 Olympic and Paralympic Summer Games;*
- C. *THAT the General Manager of Olympic and Paralympic Operations report back to Council with details and a proposed funding source of the British Columbia - Canada Pavilion partnership, and with a City of Vancouver participation plan for the Beijing 2008 Olympic and Paralympic Summer Games.*

CITY MANAGER'S COMMENTS

The City Manager RECOMMENDS approval of the foregoing.

COUNCIL POLICY

There is no applicable Council Policy.

PURPOSE

The purpose of this report is to recommend a strategy for Vancouver's participation in the Beijing 2008 Olympic and Paralympic Summer Games.

BACKGROUND

The Vancouver 2010 Olympic and Paralympic Winter Games (Vancouver 2010 Winter Games) will be held in February and March 2010. The Beijing 2008 Olympic and Paralympic Summer games (Beijing 2008 Summer Games) will be held in August and September 2008; the Olympics August 8 to 24, and the Paralympics September 6 to 17.

On April 18, 2006, the General Manager of Olympic and Paralympic Operations reported to Council on the City's 2010 Olympic and Paralympic Winter Games Draft Strategic Plan, Version 1. The Draft Strategic Plan laid out the City's plans for hosting the Vancouver 2010 Winter Games as well as the Vancouver's objectives in hosting the games. Vancouver's objectives include achieving economic, environmental sustainability, inclusivity and accessibility benefits, maximizing tourism, enhancing culture and sport and fitness, collaborating with partners and stakeholders to maximize benefits, and engaging the community. As part of the City's overall strategy, the Strategic Plan includes an action to participate in the Beijing 2008 Summer Games to help promote Vancouver.

In February and March of 2006 a number of City staff visited Torino to observe the Torino 2006 Olympic and Paralympic Games. In addition, the City hosted a successful reception in Torino at B.C. - Canada Place. Attending the Games was successful from a number of perspectives; staff took away valuable lessons on the role that the host city plays in the Games as well as the possibilities and challenges associated with hosting the Games.

DISCUSSION

Vancouver has strong business, cultural and family relationships with the People's Republic of China. Vancouver is a sister city with Guangzhou, and Vancouver and Beijing are both host Olympic and Paralympic cities. City staff have initiated a planning process with a number of partners to develop a strategy for participating in the Beijing 2008 Summer Games.

Vancouver partnered with the Asia Pacific Foundation to produce a report titled "Report on Community Consultation - Role of Vancouver at the Upcoming 2008 Beijing Olympic and Paralympic Games". The Asia Pacific Foundation surveyed Vancouver based businesses and

cultural groups regarding Vancouver's participation in the Beijing 2008 Summer Games. Additionally, the Asia Pacific Foundation, jointly with the City, conducted a focus group with key stakeholders to solicit suggestions on how Vancouver should participate in the Beijing 2008 Summer Games. The report is available through the City Clerk's Office and the Olympic and Paralympic Operations Office.

In general the Asia Pacific Foundation report concludes that there would be significant benefits to Vancouver in participating in the Beijing 2008 Summer Games. The report recommends that by working with partners Vancouver can use both the Beijing 2008 Summer Games and Vancouver 2010 Winter Games to achieve long term economic, social and sustainability benefits. Specific findings of the report include:

- Vancouver communities are strongly interested in both the 2008 Beijing and 2010 Vancouver Olympics.
- Vancouver communities believe that the Olympics can bring opportunities and benefits to Vancouver as a host city not only in an economic sense but in also social and cultural aspects, such as:
 - Greater international exposure and awareness of Vancouver;
 - A higher profile for Vancouver, leading to more tourists visiting the city;
 - Improvements to the city's infrastructure, and legacy projects;
 - Attract more investors to the city;
 - More cultural exchange between Vancouver/BC and the rest of the world;
 - Exposure of the city to new opportunities.
- It is widely believed that the COV should use the Beijing and Vancouver Olympics as catalysts or vehicles to pursue long-term sustainable economic development and social legacies as well as improved Canada-China ties.

Vancouver has a number of goals with respect to the Beijing 2008 Summer Games. Vancouver's goals include:

- improve Vancouver's relationship with China and in particular Beijing
- engage Vancouver residents in both the Beijing 2008 Summer Games and Vancouver 2010 Winter Games
- enhance Vancouver's reputation as a tourism destination both to Chinese citizens and other international tourists attending the Beijing 2008 Summer Games
- enhance Vancouver reputation as an accessible, inclusive and environmentally sustainable City
- assist Vancouver residents and businesses in achieving economic benefits through both the Beijing 2008 Summer Games and Vancouver 2010 Winter Games
- develop partnerships to enhance the cultural and sport experience for residents and visitors attending the Vancouver 2010 Winter Games
- explore opportunities to showcase and complement the planning and development of cultural areas of Vancouver such as Chinatown.

The Province of British Columbia is developing a "British Columbia - Canada Pavilion" in Beijing. The British Columbia - Canada Pavilion will be in an existing building in Beijing close to the city centre. There is an opportunity for Vancouver to enter into a partnership with the Provincial Government to have a presence in the British Columbia - Canada Pavilion. We envision that Vancouver's participation will involve installing a display highlighting Vancouver's role as the 2010 Winter Games Host City, accessing meeting rooms and work areas, and potentially hosting one or more events at the building. Vancouver could also partner with the Provincial and Federal Government on initiatives at the building such as an

accessibility or sustainability showcase. The General Manager of Olympic and Paralympic Operations recommends that the City enter into negotiations with the Provincial Government to become a partner in the British Columbia - Canada Pavilion.

To help plan activities at the British Columbia - Canada Pavilion as well as develop ideas for other activities related to the Beijing 2008 Summer Games such as business/sport/cultural programs it is recommended that a small working group composed of representatives from local business and cultural organizations with an interest in China be formed. City staff will work closely with groups such as Asia Pacific Foundation, Vancouver Chinatown Merchants Association, Tourism Vancouver, the Board of Trade, Chinese Cultural Centre and the Vancouver Economic Development Commission to maximize the potential for partnerships in promoting Vancouver at the Beijing 2008 Summer Games.

One of the main reasons that the City sent staff to Torino was to assist Vancouver in planning for the Vancouver 2010 Winter Games. In comparison to Torino, there is less opportunity for Vancouver to use the Beijing 2008 Summer Games as a learning experience. As a result, it is expected that there will be a smaller staff contingent sent to Beijing than to Torino.

Council members could play an important role in achieving City's goals. Council may want to give consideration to sending a City Council delegation to Beijing for the 2008 Summer Games.

FINANCIAL IMPLICATIONS

The cost of participating in the Beijing 2008 Summer Games is uncertain at this time. The General Manager of Olympic and Paralympic Operations will report back to Council with a detailed plan for participating in the Beijing 2008 Summer Games as well as a budget and a proposed funding source.

CONCLUSION

Participating in the Beijing 2008 Summer Games represents an opportunity to promote Vancouver and assist in achieving a number of other City goals associated with the Vancouver 2010 Winter Games. By partnering with the Provincial Government and Whistler along with local business, tourism and cultural organizations, there is an opportunity to achieve much more than Vancouver could achieve acting along. This report therefore recommends working with the Provincial Government to participate in the British Columbia - Canada Pavilion and working with local business and cultural organizations to program Vancouver's activities at the Beijing 2008 Summer Games as well as develop a plan for business/cultural/sport activities related to the Games.

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