



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: July 3, 2007
Author: Paul Henderson
Phone No.: 604.296.2862
RTS No.: 06743
VanRIMS No.: 08-8000-01
Meeting Date: July 12, 2007

TO: Standing Committee on City Services and Budgets

FROM: General Manager of Olympic and Paralympic Operations

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

RECOMMENDATION

THAT City Council approve the proposed program for participation in the Beijing 2008 Summer Olympic and Paralympic Games at an estimated cost of \$254,000, with the source of funding to be the Olympic Legacy Reserve, once the Reserve is funded. Interim funding of \$54,000 for 2007 to be borrowed from the Olympic and Paralympic Operations budget and repaid once the Olympic Legacy Reserve is funded.

GENERAL MANAGER'S COMMENTS

The General Manager of Olympic and Paralympic Operations supports the proposed program as part of Vancouver's effort to leverage benefits from hosting the 2010 Olympic and Paralympic Winter Games (Vancouver 2010 Winter Games) and as part of preparing for the Games.

COUNCIL POLICY

Funding from reserves must be approved by Council.

PURPOSE

The purpose of this report is to seek Council authorization for Vancouver to participate in the British Columbia - Canada Pavilion in Beijing, and to provide details of Vancouver's participation plan for the Beijing 2008 Olympic and Paralympic Summer Games.

BACKGROUND

On January 16, 2007, Council approved the following recommendations from the General Manager of Olympic and Paralympic Operations to participate in the Beijing 2008 Olympic and Paralympic Games (Beijing 2008 Summer Games):

- 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 and Councillor Lee, as the Council Liaison, 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.

The Olympics are being held August 8 to 24 and the Paralympics are being held September 6 to 17, 2008.

The report laid out a number of objectives for Vancouver with respect to the Beijing 2008 Summer Games:

- 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's 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.

This report provides details of a proposed participation plan.

DISCUSSION

The proposed Beijing participation plan contains a number of elements. These elements are primarily based on recommendations from the cultural and business stakeholder committee. The committee members have been generous with their time and ideas assisting City staff plan the City's involvement in Beijing.

Media and Communications

Vancouver will work with local broadcasters, other levels of government, VANOC, Tourism Vancouver and Tourism B.C to cooperate with China Central Television (CCTV) and other Chinese media to produce items aimed at showcasing Vancouver, British Columbia and Canada as well as the Vancouver 2010 Winter Games. At the beginning of May, CCTV filmed various activities in Vancouver as part of a larger documentary on the Vancouver 2010 Winter Games. CCTV is also proposing to develop an Olympic themed celebration show in September in cooperation with the Canadian Broadcasting Corporation (CBC). The show would be recorded in Vancouver. Vancouver's role in these activities is as a facilitator and any contributions would be in-kind support. Working with CCTV offers an opportunity to showcase Vancouver to an estimated audience of 0.6 billion people in China as well as CBC's Canadian audience.

Partnerships, Staff and Council Involvement

A British Columbia - Canada Pavilion will be in place in Beijing from May to September 2008. The Pavilion will showcase British Columbia and Canada with particular focus on industry, tourism and culture.

As a component of Vancouver's participation in the Vancouver 2010 Winter Games partnership, Vancouver proposes providing a staff person to work at the Pavilion. A staff person would be assigned to the Pavilion on a rotational basis for the duration of the Pavilion's activation. The person would work along with other government staff at the Pavilion and would provide a conduit for information and contacts in Vancouver. Staff assigned to the Pavilion would be bilingual in English and Mandarin. Staff assigned to the Pavilion would have an opportunity to work with individuals from across Canada and the world, and would be ambassadors for the City of Vancouver. These individuals would become part of Vancouver's growing complement of staff engaged in the Olympics and Paralympics as we build up to 2010.

In exchange for providing staff for the Pavilion, Vancouver will work with the Province of B.C. to ensure that Vancouver can:

- distribute both economic and tourism information about the City of Vancouver
- access work stations and meeting rooms in the Pavilion
- contribute to communications information disseminated from the Pavilion
- host a reception at the Pavilion.

The proposed reception at the B.C. Canada Pavilion would help raise Vancouver's profile in Beijing. There may be an opportunity to jointly host the reception with the Resort Municipality of Whistler and/or Tourism Vancouver.

During the Beijing 2008 Summer Games, it is proposed that approximately eight City staff (six for the Olympics and two for the Paralympics) visit Beijing for a few days to participate in an observer program organized through VANOC. The number of staff attending Beijing will be less than half the number that attended Torino. City staff that participated in the Torino observer program found the program valuable in assisting in planning for 2010. The individuals selected to attend Beijing as observers have specific information needs such as understanding impacts on the Olympic Village through games time use, understanding the split of responsibilities between the organizing committee and the host government for a range of services associated with the Games, host City media/broadcasting requirements and more.

It is proposed that Council approve sending one Councillor to each of the Beijing 2008 Olympics and Paralympics to participate in the observer program and represent Vancouver at various events. The Mayor is also expected to attend one or both of the Olympics and Paralympics in Beijing. Funding for the Mayor's trip will come from the Mayor's travel budget.

The City is working with the Vancouver Economic Development Commission (VEDC) on a number of initiatives with respect to economic development activities related to both the Vancouver 2010 Winter Games and the Beijing 2008 Summer Games. VEDC is proposing to develop resource materials that will be used both in Beijing and for other purposes, and VEDC is proposing to organize both industry seminars and a trade and investment mission to Beijing. It may be possible to coordinate the Mayor's visit to Beijing with the trade and investment mission. The Mayor's participation in the mission will be used to both attract local business leaders to the mission as well as increase the profile of the mission in China. The proposed trade and investment mission and industry seminars will focus on areas that align with Vancouver's image as a sustainable, accessible and inclusive community. The details of the VEDC proposed activities as well as a budget are contained in a separate report titled "Vancouver Economic Development Commission's 2007-2010 Strategic Plan for the 2010 Olympic and Paralympic Winter Games".

City staff are also working closely with Tourism Vancouver, and will ensure that the City's activities complement Tourism Vancouver's activities in Beijing.

Community Engagement

On June 26, Council passed a motion to express interest in hosting the Beijing 2008 Paralympic Torch Relay. City staff are engaging VANOC, the Provincial Government, the Four Host First Nations and the Federal Government in preparing a plan to host the Beijing 2008 Paralympic Torch Relay, and should a formal invitation to participate in the torch relay be received will report back to Council with a detailed plan and budget.

It is proposed that Vancouver work with local non-profit associations to assist in developing a Beijing 2008 Summer Games event to be held in Chinatown in August 2008. The event could showcase Chinatown as well as profile Olympic and Paralympic sports. Vancouver's contribution to the event would be logistical support as well as some financial support (estimated at \$15,000). The City of Vancouver is considering options for facilitating community based celebrations for the Vancouver 2010 Winter Games. Facilitating a community based celebration in 2008 will provide a model for 2010 celebrations, and assist in building excitement for 2010.

Staff will continue to work with the cultural and business stakeholder committee struck to assist in planning Vancouver's participation in Beijing. Areas that the stakeholder committee can assist in ensuring community involvement and support include:

- assisting in planning and recruiting members for business delegations proposed for Beijing in 2008
- supporting local celebrations such as the proposed 2008 Chinatown Olympic celebration
- maximizing the benefits of participating in the B.C. Canada Pavilion in Beijing through providing contacts in Beijing
- distributing both business and tourism information created through the City's partnerships with VEDC, Tourism Vancouver and others. Many of the groups represented on the stakeholder committee regularly host delegations from around the world
- acting as informal ambassadors for Vancouver if they are in Beijing during the Olympics and Paralympics
- identifying opportunities for cultural and sport exchanges and celebrations.

FINANCIAL IMPLICATIONS

The estimated costs of Vancouver's involvement in Beijing are as follows:

Long Term Staff Assignment	\$94,000
Olympic and Paralympic Observers	\$82,000
Council Representatives	\$23,000
Vancouver Chinatown 2008 Olympic Event	\$15,000
Reception, Media Support and Miscellaneous	\$40,000
Total Estimated Cost	\$254,000

It is proposed that the source of funding for the \$254,000 will be from the Olympic Legacy Reserve, once the Reserve is funded. Expenditures for Vancouver's participation in Beijing will mostly occur in 2008, but flights and accommodation must be secured in the near future. It is proposed that interim funding of \$54,000 be provided as a loan from the existing 2007 Olympic and Paralympic Operating Budget to be repaid from the Olympic Legacy Reserve once the Reserve is funded. In the event that the Olympic Legacy Reserve is not funded, staff would report back to Council with options on how to proceed.

CONCLUSION

The activities proposed in this Council report will help Vancouver leverage benefits from the relationship between Vancouver and Beijing as host Olympic and Paralympic cities as well as assist Vancouver in preparing to host the Vancouver 2010 Winter Games. Community participation and engagement through activities such as community celebrations and working with the cultural and business stakeholder committee will assist in creating excitement leading up to the 2010 Olympic and Paralympic Winter Games.

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