

REPORT BACK

Beyond 2010:

Consideration for the City of Vancouver to Participate in a Future Olympic Winter Games Bid

March 31, 2021



AGENDA



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2. Background and Context
3. Research – Olympic Agenda 2020
4. 2030 Bid Exploration Process
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1. Council Direction

Beyond 2010 Motion



On Nov. 4, 2020:

Council referred the motion *Beyond 2010: Consideration for the City of Vancouver to participate in a Future Olympic Winter Games Bid* to staff for consideration, and a preliminary report back to Council in Q1 of 2021.

2. Background & Context

2010 Anniversary Celebration



- February 2020 community celebrations were hosted to mark the 10-year anniversary of the Vancouver 2010 Games.
- Celebrations honoured the legacies:
 - First time in history Indigenous people recognized as official partners of the Olympics and Paralympics – Four Host First Nations
 - First Pride House at an Olympic and Paralympic Games
 - Network of new sport facilities
 - Investment in transit – Canada Line, Sea to Sky Highway
 - Expanded public art
 - Increased tourism and capacity to host live events
 - Most successful games for a host country – historical Canadian athlete performance

- Greater Vancouver Board of Trade 10th Anniversary Breakfast

Keynote presented why Vancouver and British Columbia should consider hosting the Games again

- BC has venues and proven track record
- IOCs reformed approached to bidding and hosting – Olympic Agenda 2020
- Opportunity to address critical **regional** needs with a **regional** event plan

Timeline of Motion



- **March 10, 2020** Beyond 2010 motion presented and referred to April 1, 2020 to hear from speakers.
- **April 1, 2020** Standing Committee on Finance and Services meeting was cancelled due to COVID gathering restrictions and transition to virtual Council meetings. Beyond 2010 Motion rescheduled to Nov 4, 2020.
- **Nov 4, 2020** Council refer motion Beyond 2010 to staff for consideration and preliminary report back to Council in Q1 of 2021.

** Provincial State of Emergency declared March 18, 2020 and still in effect until Mar 30, 2021*

3. Research – Olympic Agenda 2020

- Current process of an Olympic and Paralympic Games bid has radically changed since Vancouver 2010
- IOC reformed approach - *Olympic Agenda 2020*



- For a potential 2030 bid, these reforms make possible:

- **A MORE DISTRIBUTED MODEL**

A regional approach to achieve maximum alignment with long-term plans of the host city or host region.

- **A 'DIALOGUE' PHASE**

An interested party can enter into a non-committal continuous dialogue with the International Olympic Committee.

4. 2030 Bid Exploration Process

COC Role in Bid Exploration



- The Canadian Olympic Committee (COC) must approve and bring forward a bid on behalf of an interested candidate to the International Olympic Committee.
- COC confirms Vancouver and the region would be the strongest candidate for a future Winter Olympic Games in Canada.
- COC will lead and invest in early phases of Games concept development.
- At the appropriate time, the COC and the Canadian Paralympic Committee will invite key stakeholders to discuss a potential 2030 Games bid.

City of Vancouver Role in Bid Exploration



- The City of Vancouver will not lead a bid discussion.
- City staff will participate in regional discussions with key stakeholders to further explore potential regional event plan.
- As more information becomes available, staff will keep Council informed re: timelines and progress of a regional event plan.
- If/when an event concept is developed, staff will report back with recommendations regarding the City of Vancouver's participation in a future bid.
- The event concept phase will not require funding from the City of Vancouver.

5. City of Vancouver Short-Term Actions

What the City Can Do Now



- The City recognizes that a valued legacy of hosting the 2010 Games was increased tourism and the community's capacity to host live events.
- The arts, events, hospitality, and tourism industry are some of the hardest hit sectors as a result of the COVID19 pandemic.
- The City of Vancouver is committed to working with local stakeholders to identify both short-term and long-term initiatives that can help strengthen our local economy and tourism sector and contribute to the well-being of our citizens.

On Mar. 9, 2021:

Council approved motion *Opening Up – Enabling Readiness for Post Pandemic Arts, Events, Hospitality & Tourism.*

RESTART SMART:

Staff will report back with a plan for a coordinated reactivation and recovery initiatives to support the tourism and live events economy in early Summer 2021.

Questions?

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