



REPORT

Report Date: November 4, 2020
Contact: Michelle Collens
Contact No.: 604-871-6491
RTS No.: 14168
VanRIMS No.: 08-2000-20
Meeting Date: March 31, 2021
[Submit comments to Council](#)

TO: Standing Committee on City Finance and Services

FROM: Deputy City Manager

SUBJECT: Report Back on Council Motion *"Beyond 2010: Consideration for the City of Vancouver to Participate in a Future Olympic Winter Games Bid"*

INFORMATION

The Deputy City Manager submits this report for information.

REPORT SUMMARY

This report is a preliminary report back on the November 4, 2020, Council referred motion: *Beyond 2010: Consideration for the City of Vancouver to Participate in a Future Olympic Winter Games Bid* (hereafter referred to as - *Beyond 2010*).

In this report back, both the Olympic Games and Paralympic Games are considered in relation to exploring the opportunity to bid for another Winter Games, as it is a condition of hosting the Olympic Games that a city/region also host the Paralympic Games. Throughout this report back the term 'Games' should be read to mean both the Olympic and Paralympic Games.

The report summarizes the reformed approach to bidding on an Olympic and Paralympic Games, and updates Council with information provided by the Canadian Olympic Committee as to when an appropriate time will be to engage local governments and key stakeholders in the initial design concept phase of a future Winter Games bid. British Columbia is still in a Provincial State of Emergency and it is advised that this collaborative dialogue with the region and local First Nations continue at a later date when there is more clarity and an informed decision can be made to bid or not.

In light of COVID19, the exploration process of a Winter Games bid will continue the investigation into a possible long-term economic rebuild target, while staff will continue to work with the local tourism, hospitality, events and art sectors to develop short-term actions that respond to the immediate recovery needs of our event community.

COUNCIL AUTHORITY/PREVIOUS DECISIONS

- On Nov 4, 2020: Council referred the motion *Beyond 2010* to staff for consideration, and a preliminary report back to Council in Q1 of 2021 to provide Council with information, and enable members of the public to register to speak to Council, considering the procedural challenges that came with the cancellation of the April 1, 2020, meeting.
- On Mar 9, 2021: Council approved the motion *Opening Up – Enabling Readiness for Post Pandemic Arts, Events, Hospitality & Tourism* and directed staff to report back on Vancouver’s readiness to permit events as restrictions lift, as well as options to streamline current event permit process.

REPORT

Background/context

In 2010, the Vancouver Winter Olympics and Paralympics united and inspired the world in celebration of the power of sport. The Games ignited Canadian pride and was transformative for Vancouver, British Columbia and Canada. It showcased our athletes, volunteers, supporters and communities in celebration of sport and culture. It helped British Columbia create new industry clusters of expertise, and attracted over 600,000 visitors to the region. As a result of the 2010 Olympic and Paralympic Games, residents of Vancouver now have direct access to a network of sporting facilities, better transit, expansive public art, and new thriving neighbourhoods.

The Games also marked the first time in the history of the Olympics that Indigenous peoples have been recognized as official partners. The first-ever equal partnership between VANOC and local Indigenous communities created a lasted legacy of collaboration, increased awareness and celebration of Indigenous cultures in BC.

The Vancouver 2010 Winter Games is seen as one of the most successful Games for a host country in Olympic history.

While 2020 will be remembered for many reasons, it also marked the 10-year anniversary of the Vancouver 2010 Winter Games. A series of community celebrations were hosted throughout February and March to relieve the iconic moments and reflect on its success.

On February 20, 2020, the Greater Vancouver Board of Trade hosted a Vancouver 2010 10th Anniversary Celebration breakfast with keynote speaker John Furlong, CEO of the Vancouver 2010 Olympic and Paralympic Games. The keynote presentation announced the suggestion that now is the time for all levels of government, the community, and stakeholders to consider putting a bid together for the 2030 Winter Games; highlighting these key points as to the reason why:

- British Columbia has the venues and proven track record
- the International Olympic Committee’s (IOC) reformed approach to bidding and hosting – *Olympic Agenda 2020*
- Opportunity to address critical regional needs with an event plan supporting housing and regional transportation

The potential goal and vision is to be the first Winter Olympic and Paralympic bid in history to not require new sport infrastructure by senior governments.

On March 10, 2020, a Council member's motion B.7 was presented *Beyond 2010: Consideration for the City of Vancouver to Participate in a Future Olympic Winter Games Bid*. See Appendix A for reference.

For clarity, the motion was written and submitted pre-pandemic and prior to the public health emergency as declared by the Provincial Health Officer on March 17, 2020. It is relevant to bring attention to the sequence of events that took place following the motion and note that all levels of government are still currently responding to the impacts of COVID19, travel restrictions are still in place, and non-essential events and mass gatherings are still prohibited.

On Mar 10, 2020: Council referred the motion: *Beyond 2010* to the Standing Committee on Finance and Services meeting on April 1, 2020, to hear from speakers.

On Apr 1, 2020: The Standing Committee on Finance and Services meeting was cancelled and the motion *Beyond 2010* was rescheduled on the Standing Committee on Policy and Strategic Priorities meeting on November 4, 2020, in order to hear from speakers.

On Nov 4, 2020: Due to short notice provided to the speakers and the ongoing state of emergency as a result of the pandemic all speakers originally registered to speak withdrew. Council referred the motion *Beyond 2010* to staff for consideration, and a preliminary report back to Council in Q1 of 2021 to provide Council with information, and enable members of the public to register to speak to Council, considering the procedural challenges that came with the cancellation of the April 1, 2020, meeting.

The Government of British Columbia is still in a Provincial State of Emergency, with key focus on the priorities supporting the COVID-19 pandemic response. The Province has acknowledged the interest of a potential Winter Games bid, and noted that any bid needs to begin as a grassroots advocacy initiative. The Province welcomes the opportunity to receive a detailed event proposal.

The local business, tourism and hospitality community has also expressed interest in actively participating in the development of a Games concept that would support the rebuild of the tourism sector, create jobs and help the province rebound from the impacts of the global pandemic.

Strategic Analysis

A new approach to Olympic and Paralympic bids in Canada

The current process of an Olympic Games bid has radically changed since Vancouver last bid to host the 2010 Winter Games.

Overview

The International Olympic Committee (IOC) has altered its bidding process by incorporating a new philosophy, *Olympic Agenda 2020*¹, that invites potential hosts to present projects that best fit their sporting, economic, social and environmental planning needs with sustainability as the driving force of each proposal.

The new approach creates greater opportunities for dialogue between the IOC and interested parties, while allowing for more flexibility with regard to the timing of future selections. In addition, interested parties are not necessarily limited to a single city but can refer to multiple cities, a region or a country. As a result, it is a much different process than what Vancouver 2010 experienced some twenty years ago.



This new process means that any interested party can enter into a non-committal continuous dialogue with the IOC. There is no submission and no presentation by interested parties during the continuous dialogue.

The initial dialogue does not have to target a specific year, thus the strict timelines and deadlines of the past have been eliminated. The goal of this new approach is to unlock greater value for future hosts as well as reducing costs across the board

The introduction of this non-committal dialogue stage, in which Games expertise is provided at the IOC cost with no submission from interested parties, has resulted in significant cost reductions in the candidature expenditure budgets.

The *New Norm initiatives*² announced in February 2018 build on the Olympic Agenda 2020 road map and provided strategic and tactical proposals to redefine the Candidature process, thereby reducing costs for cities/regions and providing them with greater support and more flexibility to develop their Games concepts.

The New Norm also comprises an ambitious set of 118 reforms that reimagines how the Olympic Games are delivered, providing host cities with increased flexibility to design their Games solution to achieve maximum alignment with the long-term plans of the city and region.

¹ https://stillmed.olympic.org/Documents/Olympic_Agenda_2020/Olympic_Agenda_2020-20-20_Recommendations-ENG.pdf

² https://stillmed.olympic.org/media/Document%20Library/OlympicOrg/News/2018/02/Infographic-New-Norm.pdf#_ga=2.129510084.978442720.1616372574-952920130.1614122128

A new candidature process

For a potential 2030 bid, these reforms make possible:

- **A more distributed model:** A Games concept in British Columbia, could involve a regional approach, maximizing the use of existing venues, including those that were developed for the 2010 Winter Games, and/or regional communities that have new infrastructure plans already in place (alignment with the long-term legacy needs of the region).
- **A revised candidature timeline:** The new process encourages a dialogue phase that can begin at anytime, and will be led by the Canadian Olympic Committee.

Canadian Olympic Committee (COC)

The COC is responsible for all aspects of Canada’s involvement in the Olympic Movement, including; Canada’s participation in the Olympic, Pan American and Youth Olympic Games; selecting and supporting Canadian cities in bids to host Olympic, Olympic Winter and Pan American Games; supporting athletes with the most comprehensive services available; and, the promotion of sport as a positive and powerful force for all Canadians.

The IOC charter requires that the COC approve and bring forward a bid on behalf of interested candidate(s). Therefore, the COC will inform and support Canadian cities interested in an Olympic Games bid so that they are adequately prepared to undertake a successful bid against international competition.

Current status of a potential Vancouver 2030 bid

The Canadian Olympic Committee believes in the value of hosting the Olympic and Paralympic Games and have been open about their interest in bringing the Games back to Canada as early as the 2030s. They have been notified that there is interest from stakeholders in Vancouver to explore a 2030 Winter Olympic and Paralympic Games.

Following an analysis of potential Canadian host cities conducted prior to the pandemic, it is their determination that Vancouver (as a region) would be the strongest candidate for a future Winter Olympic Games based on a set of evaluation factors.

However, at this point in time, their focus remains centered on adapting to the challenges of the pandemic and safely preparing Team Canada athletes for success at the Games in Tokyo (2021) and Beijing (2022). As staff understand, the COC will not engage in discussions with interested parties until at least after the Tokyo Olympics. This does not prevent local discussion from occurring, although no group has been sanctioned to act officially on their behalf or lead a bid.

At the appropriate time, the COC and Canadian Paralympic Committee (CPC) would invite the City of Vancouver, local First Nations, regional municipalities, the provincial government, and the federal government to discuss the opportunity of a potential Games bid. The COC has also committed to invest in early phases of Games concept development.

A thoughtful Games plan could catalyze and/or accelerate priority projects resulting in net economic gain for the region. The reformed Olympic Agenda 2020, makes it possible the notion of a more distributed model that could involved ‘hubs’ in multiple cities or regions. This would enable maximum use of existing venues, including those that hosted events in 2010, or use of new venues can be considered where long-term community needs and development plans are completely aligned with Games requirements. As a result, the opportunity to explore the potential of hosting a future Winter Games in British Columbia is a coordinated regional discussion, and will not be lead or the sole decision of the City of Vancouver.

The transformative power of the experience of hosting the Olympic and Paralympic Winter Games can have a range of impacts on a region, and as such, an open and transparent dialogue with the community and region is a critically important component in this process.

Staff therefore advise that Council wait to make an informed decision as to what the potential of a future Olympic and Paralympic Winter Games could mean for Vancouver and the region and staff will report back with an updated timeline on the process and recommendations for City engagement in the event concept development phase.

What City of Vancouver can do now: Supporting our tourism and hospitality sectors

The City of Vancouver is committed to working with local stakeholders to identify both short-term and long-term initiatives that can help to strengthen our local economy and our tourism sector, and contribute to the well-being of our citizens. To this end, staff will continue to advance dialogue with the local arts, events, hospitality and tourism sectors to support Vancouver’s readiness for a restarted live event economy.

Staff have direction from Council’s approved motion (March 9, 2021) *Opening Up – Enabling Readiness for Post Pandemic Arts, Events, Hospitality & Tourism*, to report back on Vancouver’s readiness to restart smart. Staff will report back with a plan for a coordinated reactivation and recovery initiatives.

With respect to the 2030 Winter Games, staff will continue to gather information about the bid process, engaging the local First Nations, regional and provincial partners, and relevant event experts. Once an event concept is developed, staff will report back to City Council with recommendation as to next steps of the Winter Games bid exploration. The event concept phase will not require funding from the City of Vancouver.

Financial Implications

This report has no financial implications.

CONCLUSION

The recent reform agenda of the IOC Olympic Agenda 2020 provides important context for the City of Vancouver when exploring the opportunity to bid for another Winter Games, as it reimagines how the Olympic and Paralympic Games can be delivered, and provides host cities and regions with increased flexibility to design a Games solution to achieve maximum alignment with the long-term plans of the region.

At the appropriate time, the Canadian Olympic Committee and the Canadian Paralympic Committee will invite the City of Vancouver, local First Nations, regional municipalities, the Government of BC, and the Government of Canada to discuss the opportunity of a potential Games bid. Staff will continue to update Council on the timelines, process and opportunities of engagement. The City will not lead the bid process or bid dialogue, it will be a regional approach guided by the COC and CPC.

Alongside the exploration of a 2030 Winter Games bid, City of Vancouver staff will continue to work with local arts, events, hospitality and tourism partners to identify recovery initiatives that can help to rebuild the local economy and tourism sectors, and enhance the well-being of Vancouver citizens. Staff will be reporting back to Council with recommendations to support the live events sector in early summer 2021.

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MARCH 2020 MEMBER MOTION
**“BEYOND 2010: CONSIDERATION FOR THE CITY OF VANCOUVER
TO PARTICIPATE IN A FUTURE OLYMPIC WINTER GAMES BID
VANCOUVER CITY COUNCIL DATA”**

Submitted by: Councillor De Genova

WHEREAS

1. *February 12 to 28, 2010, Vancouver was the host city for the Winter Olympic Games and the Paralympic Games from March 12 to March 21, 2010;*
2. *The Four Host First Nations Protocol Agreement was signed on November 24, 2004, BETWEEN LIL'WAT NATION, MUSQUEAM FIRST NATION, SQUAMISH NATION, TSLEIL-WAUTUTH NATION, this agreement formed the Four Host Nations Secretariat;*
3. *2,566 athletes participated in 86 events at the Games;*
4. *13 Competition Venues hosted the 2010 Olympic Winter Games; this included 6 purpose-built new sports competition venues for the 2010 Winter Games in municipalities including Vancouver, Whistler, Richmond and West Vancouver. The venues in the City of Vancouver included:*
 - *HILLCREST CENTRE: Built to host curling events at the Winter Olympic Games and Paralympic games, and has since served the community as a community centre with an aquatic centre, fitness centre, ice rink, gymnasium, indoor cycling, multi-purpose rooms, games room, dance studio, playgrounds, childcare centre and café, curling club with dedicated space and library;*
 - *ROGERS ARENA: Venue for Ice Hockey during the 2010 Winter Olympic Games;*
 - *PACIFIC COLISEUM: Venue for Figure Skating, Short-Track at the 2010 Olympic Games;*
5. *Beyond sport venues, other Olympic legacies included contributions by the International Olympic Committee and senior levels of government to massive infrastructure projects that benefit the City of Vancouver and connect the city of Vancouver to other municipalities in the Lower Mainland. Including:*
 - *VANCOUVER CONVENTION CENTRE: A state of the art facility with a green roof. This operated at the main media centre during the 2010 Winter Games;*
 - *CREEKSIDE COMMUNITY CENTRE and OLYMPIC VILLAGE;*

- *CAULDRON: Provided by FortisBC through a legacy investment and partnership with the Vancouver Olympic and Paralympic Organizing Committee, this is a permanent landmark at Jack Poole Plaza;*
 - *PUBLIC ART: Including “The Birds” in Olympic Village; and*
 - *INVESTMENT IN TRANSIT: The Canada Line and Sea-to-Sky Highway, linking essential transit in Vancouver and across the Lower Mainland;*
6. *The City of Vancouver and the regional benefited from investment in the economy, including but not limited to:*
- *2,500 new full-time positions in the region;*
 - *100 of the construction jobs in the Olympic Village were given to inner city residents. This was in addition to training;*
 - *Vancouver 2010 Fabrication (FAB) Shop, where indigenous people and local groups, including disadvantaged youth, single mothers and new immigrants were provided training and jobs; and*
 - *\$15 million to local Vancouver businesses during the games;*
7. *The City of Vancouver: Olympic Legacy Reserve Fund- Olympic Sustainability Initiative Projects Final Report 2010 stated that, “Vancouver’s bid developed these unique commitments in order to ensure that the inner city communities of the Downtown Eastside, Downtown South and Mount Pleasant would realize gains from the Olympic experience. It was agreed that resources be invested to assist in achieving the well-being of those communities and to facilitate inclusion, investment in social sustainability and sharing of the 2010 Winter Games’ benefits.”¹;*
8. *According to a PricewaterhouseCoopers report looking at the impact prior to the games, “between 2003 and 2008, 20,780 jobs were produced in BC and another 1,750 jobs across Canada through interprovincial trade; more than 800 new business were created as a result of incremental economic growth stimulated by the Games; and the Games also generated between \$70.2 million and \$91.9 million in federal tax revenues and as much as \$1.05 billion in real GDP.”²;*

1 *Olympic Legacy Reserve Fund- Olympic Sustainability Initiative Projects Final Report, August 2010, City of Vancouver https://vancouver.ca/files/cov/Great-beginnings-OSSFina_Report.pdf*

2 *International Olympic Committee, 2011. FACTSHEET: Vancouver Facts & Figures: Updated February 2011. s.l.:*

https://stillmed.olympic.org/media/Document%20Library/OlympicOrg/Games/Winter-Games/Games-Vancouver-2010-WinterOlympic-Games/Facts-and-Figures/Facts-and-Figures-Vancouver2010.pdf#_ga=2.233894941.241347544.1582269759-738561800.1582269759

9. *Employment in BC was given a bump up in February 2010 according to Statistics Canada, Employment and jobs increased in February 2010. "This amounted to 8,300 positions with average weekly earnings, including overtime, of \$843.91";*
10. *Former VANOC CEO, John Furlong, has made recent comments in the media, urging Vancouver to consider a bid as the host city on the 2030 Olympic Games;*
11. *Premier John Horgan is quoted by Global as saying "It needs to come from the community. It needs to come from Vancouver. This is not something we will be initiating; and*
12. *Mayor Stewart issued a statement saying, "the very first thing that would need to happen, however, is that residents of Vancouver get to express their support through a referendum much like the first bid";*

THEREFORE BE IT RESOLVED

- A. *THAT Council request the Mayor to send a letter on behalf of Council to the Canadian Olympic Committee (COC), and copy the Canadian Paralympic Committee (CPC), to request their input on the potential of Vancouver considering a bid as the host city for the Winter Olympic Games in the next 10 years.*
- B. *THAT Council request the Mayor to send a letter on behalf of Council to the Four Host First Nations of the 2010 Winter Olympic Games, including the Musqueam, Squamish and Tsleil-Waututh Nations and also the Lil'wat First Nation, and request their input on the potential of Vancouver considering a bid as the host city for the Winter Olympic Games in the next ten (10) years.*
- C. *THAT Council request the Mayor send letters to Prime Minister Trudeau and Premier Horgan, on behalf of Council, requesting they each provide a response addressing if the federal government and provincial government will contribute necessary funding for Vancouver to participate in a competitive Olympic Winter Games bid in 2030, including funding for potential infrastructure projects in the City of Vancouver and throughout the region.*
- D. *THAT, if both senior levels of government confirm consideration for funding, Council direct staff to engage with the Canadian Olympic Committee (COC), and other relevant partners, to explore and consider the impact a future Olympic bid may have on the City of Vancouver, including the impact on affordability for businesses and residents, and report back to Council with recommendations, including considerations for a referendum to poll the support of Vancouver residents and property owners.*