

VANCOUVER 2010

DRIVING FORCES

WITH VENUE CONSTRUCTION IN FULL SWING AND ANTICIPATION STARTING TO BUILD, IT'S FULL SPEED AHEAD FOR THE **2010 OLYMPIC WINTER GAMES** IN VANCOUVER, WRITES **KATE ZIMMERMAN**



Ilnaaq, the solid, friendly little figure that serves as Vancouver 2010's welcome to the world, is starting to pop up everywhere. The 2010 Olympic Winter Games logo is an inukshuk, a traditional Inuit stone sculpture that in Ilnaaq's case has bright green, blue, red and yellow components, to symbolise Canada's coastal forests, mountain ranges, maple leaves and sunrises. It's a cheerful symbol with arms spread wide, and the Vancouver Organising

Committee for the 2010 Olympic Winter Games (VANOC) can't be blamed for seeming equally upbeat at the outset of 2007.

Its spirits received a boost last year from the country's best Olympic Winter Games showing ever, in Turin, where its athletes took 24 medals. Those impressive results came 18 years after Calgary hosted the Olympic Winter Games in venues that have produced Canadian champions ever since.

Below

The view across Vancouver with GM Place, BC Place and the Olympic Village site visible in the foreground

"The success of the Turin 2006 Olympic Games in so many areas was inspiring for us," says John Furlong, the Chief Executive Officer of VANOC. "We have a vision for our Games, and the Turin Olympic experience served to reinforce the wisdom of certain plans and the general direction we are taking."

The strong showing and its clear connection to Calgary's Olympic legacy bode well for Vancouver, which will host the XXI Olympic Winter Games from %





12 to 28 February 2010, and the X Paralympic Winter Games from 12 to 21 March. Considering the Canadian team will get to compete on its home turf at those Games, optimism is warranted. And with the prospective legacy of Vancouver's 2010 facilities, the future looks rosy for grooming athletes from the ground up as well.

Such positive developments are always welcome to Olympic Organising Committees, which invariably have obstacles to overcome on their way to staging a successful Games. VANOC has had to contend with a province-wide rise in construction costs that demanded an increased budget. In January of 2007, the Organising Committee also had to deal with the news that the largest air-supported stadium roof in North America, which covered the 55,000-seat venue slated to host the Opening Ceremony, had collapsed.

"B.C. Place has a highly experienced team of professionals and we have every confidence in the ability of their engineers to rectify the situation," says Guy Lodge, VANOC's Vice-President of Services and Overlay. "It's a terrific facility that has a rich history of hosting some of B.C. and Canada's most memorable moments and we look forward to hosting our

ceremonies in B.C. Place for the 2010 Olympic and Paralympic Games."

That challenge in hand, Vancouver is gearing up for a bustling 2007 as the 2010 Games draw nearer. Preparations are well underway, as is evidenced by the pervasive buzz and hum of heavy machinery, as well as the traffic slowdowns along the road from Vancouver to Whistler as the Sea-to-Sky Highway is widened in anticipation of 2010 traffic.

VENUES

VANOC's goal is to finish all of the sports venues two years before the Games begin. By late 2006, construction had begun on all the 2010 Olympic venues, and the ground had been broken on both the Vancouver and Whistler Olympic and Paralympic Villages. Even the most expensive and complicated venues, the speed skating oval in the suburb of Richmond and the bobsled and Nordic facilities in and near Whistler, were proceeding as planned and on budget.

The Oval is pencilled in to host up to 12 medal events, including long-track speed skating, which requires a 400-metre track. The 33,650 square

metre Oval will require 1.1 million cubic feet of concrete, 5.6 million kilograms of steel rebar, and one million board feet of lumber. It is scheduled to open in autumn 2008.

VANOC plans to complete seven venues by the end of 2007 – the Whistler Nordic competition venue, which will host biathlon, ski jumping and cross-country events; the Whistler sliding centre; the Cypress snowboard venue; the Whistler Alpine venue; and the Hastings Park skating venue. In 2006, the freestyle ski courses at an existing resort, Cypress Mountain, were finished, which is one of the earliest recorded completions in Olympic Winter Games history.

By winter 2007/2008, the Games venues are expected to be available to athletes for training. Test events will start to be held in winter 2008/2009.

"Early completion of our competition sites is a cornerstone of the Vancouver 2010 venue development programme," says Furlong, who in his youth competed at international level in three sports. "The sooner our venues are ready, the sooner our athletes will have access to the sites to enhance their chances of podium success in 2010."

CULTURAL OLYMPIAD

With plans for the sports events going swimmingly, VANOC has also begun designing its arts and culture programme, which will showcase Canadian artists' and performers' wide-ranging talents starting unofficially in 2008. B.C. itself is a cultural hotbed; its natural beauty has inspired some of Canada's most famous visual artists, musicians, dancers, authors, poets and filmmakers. It is also broadly multicultural and the many facets of its heritage will be reflected in the Cultural Olympiad's programming.

Burke Taylor is Vice-President of Culture and Ceremonies for VANOC, and while it's too early for him to announce the festival line-up, he is certainly clear on his mandate.

"The history and contemporary practice of arts and culture in B.C. and Canada is rich and diverse," Taylor says. "Our goal is to partner with the local and national arts community in the coming year to continue to develop our plans to host an extraordinary event and to create a celebration of Canadian and international arts and culture that will capture the imagination of the world."

The Olympic Arts Festival will run for five weeks, starting on 22 January 2010, and winding up on the final day of the Games. The Paralympic Arts Festival will run throughout the Paralympic Winter Games (12-21 March).

The Cultural Olympiad programmes will reach more than 1.5 million spectators and will feature aboriginal, classical and contemporary music, theatre, dance, film, literary and visual arts in 30 venues in Vancouver and Whistler, as well as street entertainment.

Above
VANOC CEO
John Furlong
Below Turin ice
hockey gold
medallist
Danielle
Goyette





Above
John Furlong
with Vancouver
Mayor Sam
Sullivan and
a young fan

MEDAL PLAZAS

In addition to hosting the Opening and Closing Ceremonies, B.C. Place will be the site of the Olympic Games' nightly Medal Ceremonies, which will take place simultaneously with celebrations at a site in Whistler. This is where the medals will be awarded, with those won in Whistler presented there and those won in the Greater Vancouver area presented at B.C. Place. Large video screens and a TV feed will allow spectators and athletes at each site to watch the festivities taking place at the other site. Concerts by well-known Canadian performers will follow the Medal Ceremonies every night.

In March, when the Paralympic Games take place, the medals will be awarded at the venues of each of the sports competitions in Whistler and Vancouver. In Whistler, a celebration plaza will provide a spot for publicly toasting athletes during the Paralympic Games, and medal recognition events will be staged to honour the daily winners in the Alpine and Nordic events.

National awareness that the 2010 Olympic Winter Games will take place in Vancouver has already been raised, with 83 per cent of Canadians now clear on that fact – an improvement over the 69 per cent of

2005. Speaking engagements and tours by VANOC spokespeople and the organisation's partners helped, as did media coverage. The Vancouver 2010 site has already been visited close to two million times, by people from more than 200 countries and every province and territory in Canada. Fostering awareness of 2010 is crucial at this point. In 2008, VANOC will

begin recruiting volunteers, with an estimated 25,000 people required.

Further to spreading the word, in 2007 the Organising Committee will roll out one element of its education programme, Schools 2010, for children in kindergarten through to grade 12. An online, interactive, bilingual monthly e-magazine will inform one million Canadian students as well as teachers and the public worldwide about Vancouver 2010, the Olympic and Paralympic Movements, and the three pillars of Sport, Culture and Sustainability. VANOC will introduce Schools 2010 to teachers in February and March of this year, with the magazine launching in September and winding up in June of 2010.

At the same time as VANOC is getting its messages across, the Committee is aware that there is plenty more for it to learn about hosting an Olympic Games. It sent an observation team to both the Olympic and Paralympic Winter Games in Turin and participated in 40 observer tours there. It will also send observation teams to the Beijing Olympic and Paralympic Summer Games in 2008. One challenge that VANOC is on its way to meeting is that of accommodating guests and media along the Whistler-Vancouver corridor, where hotel rooms are limited. Various ideas have been proposed, including that of mooring a cruise ship in Squamish, possibly for security personnel or other workers.

TARGETS HIT

In financial terms, VANOC has already exceeded its own target of raising \$100 million in sponsorships in 2006 by \$5 million, which brings its total thus far to almost \$600 million. In 2007, it will need to find another \$65-75 million in order to meet its objective of \$725 million by 2010. In 2007, VANOC will release its business plan, which will reveal how it plans to use its Games operating budget. "Our performance will be measured by how we achieve our goals," Furlong says. "We're well aware that the eyes of the world are on us. So I can tell you that we're now a full year ahead of anyone else who's done this." 1

VANCOUVER 2010 TIMELINE

1 Summer 2007: Construction to begin on the Vancouver Olympic Village and the Whistler Olympic and Paralympic Village.

1 2007: Vancouver 2010 Winter Games mascot to be selected.

1 Winter 2007/2008: Games venues to be available for athlete training.

1 2008: VANOC to begin volunteer recruitment. An estimated 25,000 volunteers are required to

stage the Games.

1 8-24 August 2008: 2008 Olympic Summer Games in Beijing, China. VANOC sends an observation team.

1 6-17 September 2008: 2008 Paralympic Summer Games in Beijing. VANOC sends an observation team.

1 Autumn 2008: Vancouver 2010 Winter Games ticket sales.

1 Winter 2008/2009: Official test

events for the 2010 Winter Games.

1 2008: Media accreditation for the 2010 Winter Games. An estimated 10,000 media representatives expected to be accredited.

1 Autumn 2009: 2010 Winter Games Olympic Torch Relay.

1 12-28 February 2010: XXI Olympic Winter Games.

1 12-21 March 2010: X Paralympic Winter Games.



VENUES

THE **2010 OLYMPIC WINTER GAMES** WILL TAKE PLACE IN TWO HUBS – VANCOUVER AND THE WHISTLER MOUNTAINS – LINKED BY THE SEA-TO-SKY HIGHWAY



VANCOUVER

GENERAL MOTORS PLACE

Location: Downtown Vancouver

Distance from Vancouver Olympic Village: 2km

Venue Capacity: 18,630

Sport: Ice Hockey

Post-Games Use: This world-class facility is home of the National Hockey League (NHL) Vancouver Canucks, and hosts major sport and entertainment events throughout the year.

HILLCREST/NAT BAILEY STADIUM PARK

Location: Hillcrest/Nat Bailey Stadium Park

Distance from Vancouver Olympic Village: 4km

Venue Capacity: 6,000

Sport: Curling

Post-Games Use: After the 2010 Games, the curling venue will become a multi-purpose community recreation centre that will include an ice hockey rink, gymnasium, library and six to eight sheets of curling ice. Attached to and being constructed with the new curling venue/community centre is a new aquatic centre with a 50-metre pool and leisure pool.

PACIFIC COLISEUM

Location: Hastings Park

Distance from Vancouver Olympic Village: 7km

Venue Capacity: 15,586

Sport: Figure Skating

Post-Games Use: As the largest building within the Hastings Park complex, the Pacific Coliseum will continue to serve as a venue for diverse events such as ice shows, boxing, basketball, hockey, concerts, large assemblies and trade and consumer shows.

UBC WINTER SPORTS CENTRE

Location: University of British Columbia

Distance from Vancouver Olympic Village: 13km

Venue Capacity: 7,000

Post-Games Use: Following the Games, the venue will become a recreational and high-performance multi-sport legacy facility. The new training arena will be easily convertible to ice sledge hockey training and competition.

WHISTLER

WHISTLER CREEKSIDE

Location: Whistler Mountain

Distance from Whistler Olympic and Paralympic Village: 5km

Venue Capacity: 7,600

Sport: Alpine Skiing

Post-Games Use: Whistler Creekside will continue to offer a world-class ski area to recreational skiers and will be a site for future international competitions and Canadian team training.

WHISTLER NORDIC VENUE

Location: Callaghan Valley

Distance from Whistler Olympic and Paralympic Village: 14km

Venue Capacity: 12,000 in each of three stadiums

Sports: Biathlon, Cross-Country Skiing, Nordic Combined, Ski Jumping

Post-Games Use: The Nordic venue will serve as a legacy for the enjoyment of local residents, visitors and athletes in a variety of ways from recreational uses to high performance sport.

WHISTLER SLIDING CENTRE

Location: Blackcomb Mountain

Distance from Whistler Olympic and Paralympic Village: 10km

Venue Capacity: 12,000

Sports: Bobsleigh, Luge, Skeleton

Post-Games Use: The Centre will be operated under the direction of the Whistler Legacy Society, supported by an endowment trust that was established by the federal and provincial governments as part of their 2010 Winter Games venues investment. This high-performance competition centre, located in the heart of the Whistler/Blackcomb resort, will introduce sliding sports to the area's many visitors.

RICHMOND

RICHMOND OVAL

Location: Richmond

Distance from Vancouver Olympic Village: 15km

Venue Capacity: 8,000

Sport: Speed Skating

Post-Games Use: After the Games, the oval will become an international centre of excellence for sports and wellness. The oval's flexible design will allow it to be used for a variety of sport and community functions. The oval will be the centrepiece of a major new urban waterfront neighbourhood featuring a mix of residential, commercial and public amenity developments.

CYPRESS MOUNTAIN

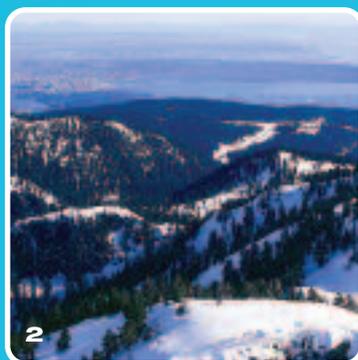
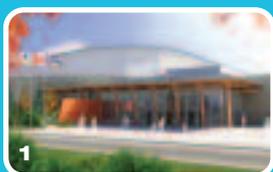
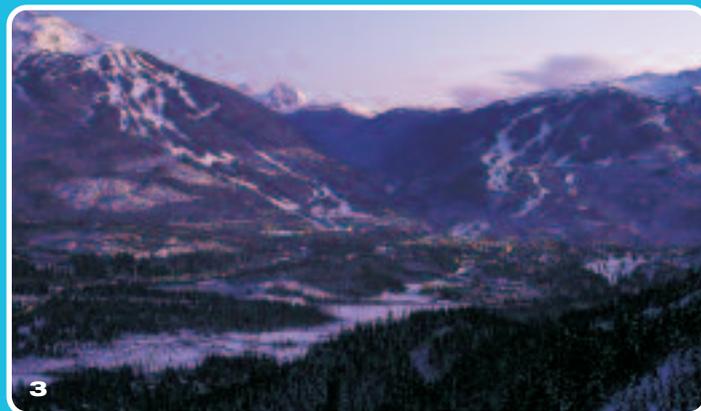
Location: West Vancouver

Distance from Vancouver Olympic Village: 31km

Venue Capacity: 12,000 in each of two temporary stadiums

Sports: Freestyle Skiing, Snowboard

Post-Games Use: Cypress Mountain is one of the most popular skiing areas in British Columbia, attracting hundreds of thousands of visitors each year. The 2010 Winter Games upgrades will enhance the Cypress experience for recreational and competitive users.



WHISTLER (3)

Squamish

CYPRESS MOUNTAIN (2)

English Bay

VANCOUVER (1)

RICHMOND

Howe Sound

SPORTS VENUES

SITES SPORTIFS

Alpine Skiing		Ski alpin
Biathlon		Biathlon
Bobsleigh		Bobsleigh
Cross Country Skiing		Ski de fond
Curling		Curling
Figure Skating		Patinage artistique
Freestyle Skiing		Ski acrobatique
Ice Hockey		Hockey sur glace
Luge		Luge
Nordic Combined		Combiné nordique
Short Track Speed Skating		Patinage de vitesse sur courte piste
Skeleton		Skeleton
Ski Jumping		Saut à ski
Ice Sledge Hockey		Hockey sur luge
Snowboard		Surf des neiges
Speed Skating		Patinage de vitesses
Wheelchair Curling		Curling en fauteuil roulant

GAMES INFRASTRUCTURE

INFRASTRUCTURE DES JEUX

Opening Ceremonies		Cérémonies d'ouverture
Medal Ceremonies		Cérémonies de remise des médailles
Olympic Village		Village olympique
Paralympic Village		Village paralympique
Olympic Closing Ceremony		Cérémonie de clôture olympique
Paralympic Closing Ceremony		Cérémonies de clôture paralympique
Press Centre		Centre de presse
International Broadcast Centre		Centre international de radio et télévision
Airport		Aéroport
Main Hotel Area		Zone de principaux hôtels