

COUNCIL AGENDA/INFORMATION

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Director	Municipal Manager

6.1

DISTRICT OF WEST VANCOUVER
750 - 17TH STREET, WEST VANCOUVER, BC V7V 3T3

COMMITTEE REPORT TO COUNCIL

Date: May 10, 2005 File: 0116-20-WVOC1
From: Mayor Ron Wood, Chair, West Vancouver 2010 Olympic/Paralympic Committee
Subject: 2010 Olympic/Paralympic Committee Recommendations

RECOMMENDED THAT:

1. The 2010 Olympic Committee's report dated May 10, 2005 be received;
2. The legacy suggestions recommended in the report be supported;
3. The Committee's mandate be extended to June 30, 2005 to enable it to do further work with respect to the appropriate organizational and committee structure required to move forward on the legacy suggestions and future Olympic related activities, and
4. That the community be advised of the legacy suggestions selected for further investigation.

Purpose

The purpose of this report is to:

- inform Council of the 2010 Olympic/Paralympic Committee's work to date;
- obtain Council's support in principle for the suggested theme and specific legacy opportunities, and
- obtain Council's approval to extend the Committee's term to enable the Committee to develop recommendations on the appropriate organizational and committee structure needed to investigate the feasibility of the legacy suggestions and deal with future Olympic activities and initiatives.

1.0 Background

In July 2003, Council agreed to appoint a West Vancouver 2010 Olympic/Paralympic Committee. In September 2003, Council approved the Terms of Reference for the Committee and then in February 2004, amended the Terms of Reference and appointed members representing:

- Squamish Nation
- Cypress Ski Area
- West Vancouver Chamber of Commerce
- Business
- Sports Organizations
- Arts and Culture
- Community-at-Large
- Seniors
- Youth
- People with Disabilities
- Sustainability
- Education
- Communications

The 2010 Olympic/Paralympic Select Committee has been meeting since March 2004 to determine how to maximize potential benefits and identify challenges for West Vancouver for the coming 2010 Winter Games.

As part of the Committee's review of the potential community opportunities and challenges, the Committee has been seeking community input from a wide variety of community organizations and District residents. Committee members have communicated with and *provided information* to the community through a variety of ways, from presenting information at community meetings, providing information and soliciting feedback at community events such as the Harmony Arts and Coho Festivals, *providing the option to fill out a electronic comment form on our website*, to hosting a Community Forum for community organizations and residents, and holding Open Houses at Park Royal and the Gleneagles Community Centre. A summary of the opportunities identified is attached.

The Committee has met several times this year to discuss the feedback they have heard from the community, identify a theme or branding strategy and to narrow down the legacy opportunities to be pursued.

2.0 Policy

The Committee operated under the District's Procedure Policy for Committees.

3.0 Analysis

3.1 Discussion

The award of the 2010 Winter Olympic Games to Vancouver/Whistler and the scheduling of the free-style skiing and snowboarding events at Black Mountain in Cypress Provincial Park in West Vancouver will create many opportunities for our community and the region. During the consultation process, Olympic Committee

members heard many ideas, which can be broken down into the following broad categories:

- o Programs and projects;
- o Possible legacies;
- o Issues which will impact the community and requiring management, and
- o Suggestions which fall under the jurisdiction of other organizations.

2010 LegaciesNow has indicated that limited funding may be available to assist communities, providing that they can come up with a list of priorities. In their presentations, Legacy representatives have stressed the need for communities to build on their strengths rather than try to create something new.

Identifying a West Vancouver Theme

The Committee has spent some time considering the key components of a "branding strategy" for West Vancouver that could be used in various communication pieces and provide both local and international visitors with a clear and consistent message about West Vancouver. Some of the elements identified included a strong sense of volunteerism and giving back to the community, the intimacy and friendliness associated with being a smaller community in a large metropolitan area and the aspiration and commitment to excellence. While more thought is needed in this area, consensus was reached around inviting others to "*Discover West Vancouver*" and "*Be our guest*"

Of the hundreds of suggestions received and considered by the Committee, the following ten legacy suggestions were identified by the Committee for Council's consideration:

1. Create a gathering place with a giant screen so people can follow and celebrate the Olympics and experience live entertainment
2. Hold a Winter Festival that includes visual and performing arts that celebrates our diversity
3. Create an inventory of community volunteers/ambassadors
4. Create a strategy to better manage the tourism potential in West Vancouver
5. Ensure that the Games leave a legacy for the community on Cypress Mountain (ie outdoor amphitheatre)
6. Build on the theme of west Vancouver being the gateway to the

Olympics and use this for banners, posters and planning for the entrance to West Vancouver/Ambleside revitalization

7. Collaborate with TransLink and other transportation providers to establish new modes of transportation to and from and within West Vancouver (eg. Harbour Ferry service, rail linkages to whistler and shuttle services between the District's business areas)
8. On a North Shore basis, identify opportunities for Olympic athletes and teams to train and live in our communities
9. Recognize our mountain skiing heritage (restore Hollyburn Mountain Lodge)
10. Identify environmentally sustainable projects and then showcase them (ie Park Interpretive Centre)

In reducing the list of suggestions to 10, Committee members felt it was important to ensure that the group charged with responsibility for developing an implementation plan did not overlook suggestions that did not make the top 10 list and to ensure that suggestions relating to other organizations (i.e. schools) were forwarded to them for consideration. It was also felt that collaboration with the other North Shore municipalities and First Nation communities should be explored further, as did opportunities associated with the Paralympics and sustainability in general.

Implementation

It is recognized by the Committee that more work needs to be done on the scope, feasibility and costs associated with the legacy suggestions. The last point is important, as there may be federal and/or provincial funding available.

It is suggested by the Committee, that for purposes of continuity, the current Olympic Committee remain in place until the end of June to do further work on the theme and provide recommendations on the kind of structure and resources that will be needed to investigate the feasibility of the legacy suggestions, as well as deal with the many other activities arising out of the Olympics. It is likely that a new structure will be needed involving an Olympic coordinating function and a number of small working groups that will work with the community to provide more clarity and detail on the legacy suggestions, examine their feasibility, develop implementations plans and identify possible federal/provincial funding sources. The intention would be to provide Council with implementation recommendations by the end of the year for projects and programs, some of which might commence as early as 2006, subject to funding availability. It is also anticipated that for a variety reasons a number of additional suggestions and opportunities will present themselves and some type of structure is needed to assist Council in assessing the new ideas.

Environmental, Social and Financial Implications

One of the key themes of the 2010 Olympics is sustainability. The legacy suggestions are consistent with this theme, in that they identify opportunities to ensure that the Olympic event is leveraged into lasting environmental, social and economic benefits for our community, while minimizing the impacts that could undermine community sustainability.

3.2 Consultation

Although there has been a fair amount of consultation with the community and stakeholders to date, Council may wish to solicit feedback on the top 10 legacy suggestions. It will also be important to close the feedback loop by informing participants and the public about the legacy suggestions that have been selected for further work.

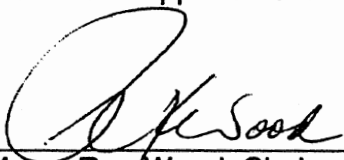
4.0 Options

With respect to the legacy suggestions themselves, Council may choose to decline to support the Committee's recommendations, request further information from the Committee or amend the legacy suggestions.

With respect to the development of a West Vancouver Olympics theme, Council may choose to support the recommended theme and direct staff and the Committee to continue their work or ask staff for an alternative process to develop a new theme.

With respect to completing further work on the legacy suggestions, Council may extend and amend the Committee's mandate and allow the Olympic Committee to provide recommendations on the structure needed to move forward or ask staff for alternative approaches.

Author:



Mayor Ron Wood, Chair

Concurrence
(optional)

Appendices (2): 2010 Olympic/Paralympic Select Committee Terms of Reference
List of Community Identified Olympic Opportunities

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District of West Vancouver

2010 Olympic/Paralympic Committee Terms of Reference

Introduction

Throughout the life span of every community, opportunities become available that provide gateways for economic, environment and social development. The opportunity to host the 2010 Olympic Winter Games and Paralympic Winter Games provides exactly that – a gateway or open door that can lead to opportunity. The 2010 Winter Games are more than Olympic/Paralympic sport – it's about opportunities.

The recent award of the 2010 Winter Games to Vancouver will create many opportunities for West Vancouver, the Greater Vancouver region, British Columbia and Canada.

There are tremendous opportunities within the community of West Vancouver that should be explored to maximize the benefits and opportunities of this major worldwide event. What is done locally to capitalize on those opportunities will determine the level of exposure the community gets and in turn the level of benefits received. As always, success comes with careful planning, entrepreneurial thinking, and the development of strategies that will present a community and its businesses in a light that draws positive and favourable attention. It will also be important that West Vancouver joins together with its community to present a united strategy.

From the beginning of the bidding process, the staff at the District of West Vancouver have participated in the Cypress Venue Work Group and have been very involved from the early stages in the planning for the events to be held at Cypress Ski Area and in determining the legacies for our community.

The District of West Vancouver is in a unique position to assist the Vancouver Organizing Committee of the Olympic Games (VOCOG) in hosting the most exciting and environmentally conscious Winter Games ever held. West Vancouver believes that the 2010 Winter Games will offer its community many exciting opportunities and long-term benefits, before, during, and after the games.

West Vancouver as a Venue Community will need to work closely with the VOCOG to ensure that every opportunity is capitalized on regarding the promotion of West Vancouver along with minimizing the impacts.

To seize this opportunity, a West Vancouver 2010 Olympic/Paralympic Committee has been established and the membership will be from a cross section of our community; youth, seniors, businesses, first nations, sport, and culture to name a few.¹ This Committee will work to determine how to best maximize these benefits for our community and in turn, how we can add value in the lead up and during the 2010 Winter Games.

¹ Pursuant to section 238 of the Local Government Act and created by Council resolution the West Vancouver 2010 Olympic Committee will be a select committee.

Purpose of the Committee:

Along with liaising with VCOG, this Committee would be envisaged to work jointly with other agencies on the North Shore to promote the many benefits that may be developed from this once-in-a-lifetime experience. Involving the community, from volunteers to business representatives, in this experience will provide an opportunity to bring the community together in developing united long-term visions for many future opportunities.

Initially, but not limited to, the committee would explore the following areas of opportunity:

- Commerce/Business and Tourism
- Education and Sports Skill Development
- Community Resources
- Arts and Culture
- Heritage and History
- Capital Improvements within the Community/Legacies
- Enhancement of Cypress Ski Facilities
- Partnering/Building/Strengthening Relationships with Neighbours/Groups/Stakeholders
 - First Nations
 - Federal & Provincial Government
- Youth
- Seniors
- People with Disabilities/Paralympics
- Sustainability

Committee Membership:

Selection of the membership strives to reflect the diversity of the community, with experience, knowledge, and expertise in the sphere of interest of the committee being the primary consideration. It is important that the Committee provide a broad representation from the public and various community groups that can provide meaningful contribution in developing and implementing a strategy for West Vancouver's participation in and around the Games.

In the absence of a process to elect these representatives, the Committee members have been selected based on their expertise, their community involvement (and thus the depth of representation they bring), their past leadership in the community, their interest in participating in the Winter Games, and their ability to make a positive contribution.

Although the group cannot represent every issue, the group does represent a broad spectrum of activities and knowledge. The unifying thread is the common approach agreed upon by all members: to work towards maximizing all opportunities and minimizing all potential negative impacts associated with the Games on the District of West Vancouver.

The Mayor of West Vancouver will chair the Committee. Other representatives will include two members of Council and various members of the public and organizations within the community.

The Committee will have an executive membership of 22 and possibly a number of sub-committees, comprised of members of the public that are task specific and accountable to the Committee.

The following identifies the membership:

	<u>Number of Representatives</u>
Mayor, Chair	1
West Vancouver Councillors	2
Cypress Ski Area	1
West Vancouver Chamber of Commerce	1
Business Leaders ²	2
Squamish First Nations	1
Sport Organizations/Athletes ³ (preferably winter Olympians/Paralympians)	2
Arts and Culture (visual & performing)	2
Community-At-Large	2
Seniors	1
Youth	1
People with disabilities ⁴	1
Sustainability ⁵	1
VOCOG Advisory Board Member	1
Education (private, public and independent)	1
Communications	2

Objectives:

The primary objective of this Committee is to build a unified vision and plan to ensure that the District of West Vancouver can capitalize on how to best maximize the benefits for West Vancouver community and in turn, how West Vancouver can add value in the lead up and during the 2010 Winter Games while minimizing the impact of the various phases of the Winter Games on the community.

The Committee will accomplish this by:

1. Identifying potential short, medium, and long-term opportunities and benefits for West Vancouver arising from hosting the 2010 Winter Games.
2. Identifying any potential short, medium, and long-term adverse implications of the hosting the 2010 Winter Games for West Vancouver.
3. Developing and providing recommendations for strategies to maximize Winter Games related-opportunities and benefits while minimizing and managing any potential adverse impacts.
4. Develop a Communications Strategy to ensure that the community of West Vancouver is aware of the benefits and legacies of hosting the Olympic Winter Games and Paralympic Winter Games and of being a Venue City. This Communications Strategy should ensure that the community is actively involved and participates in developing these benefits and legacies.
5. Report the Committee's findings and recommendations to the District of West Vancouver Council.

² Must reside in the District of West Vancouver

³ Preferably resides in the District of West Vancouver or is a Freestyler or Snowboarder as these are the sports that will be competing at Cypress during the 2010 Winter Games

⁴ Recommend representative from North Shore Disability Centre

⁵ Preference would be a representative from the Cypress Environment Steering Committee (Liaison Group)

Working Guidelines:

The Committee:

- Will function under the General Council Committee Policy #1 (General Terms of Reference) from the District of West Vancouver's Corporate Policy Manual.
- Initial meeting will determine the Vice Chair, process for decision-making, set meeting schedule, and determine leads for areas of concentration.
- May decide, through consensus, to increase membership should gaps in knowledge or representation become apparent.
- Will have the authority and budget to use consultants and specialists as required.
- Will prioritize recommendations and forward the recommendations to Council. Council will make the final decision on which ones to proceed with and implement.
- Will have the authority to, and will build relationships and liaise with other advisory groups, sub-committees and task forces to ensure that the full scope of information and participation has been captured.
- May undertake additional research or community consultation as necessary. It may also receive submissions directly from community members or organizations.
- Will facilitate communication between VOCOG, province, district, region, NGOs, and other organizations.
- Will ensure that the three pillars (culture, sport & environment) of the Olympic Movement are encompassed in decisions.
- Will ensure that the three components of Sustainability (environment, social & economic) are strongly considered when making any recommendations or decisions.
- Will have staff support from the staff at the District of West Vancouver.

Sub-Committees:

The following identifies possible areas of concentration where sub-committees may be useful:

- Commerce/Business and Tourism
- Education and Sports Skill Development
- Community Resources
- Arts and Culture
- Heritage and History
- Capital Improvements within the Community/Legacies
- Enhancement of Cypress Ski Facilities
- Partnering/Building/Strengthening Relationships with Neighbours/Groups/Stakeholders
 - First Nations
 - Federal & Provincial Government
- Youth
- Seniors
- People with Disabilities/Paralympics
- Sustainability

Budget

A budget starting in 2004 will be developed.

Approved by: Item 5.8 Regular Meeting of Council, October 6, 2003	Amended by: Item 4.3 Regular Meeting of Council, February 16, 2004