



WASHINGTON STATE

DEPARTMENT OF COMMUNITY, TRADE & ECONOMIC DEVELOPMENT

*Governor Gregoire's Task Force  
on the  
2010 Olympics and Paralympics  
Winter Games*



A coordinated initiative  
to maximize the opportunities  
presented by the 2010  
Olympics and build long-term  
benefit for Washington State

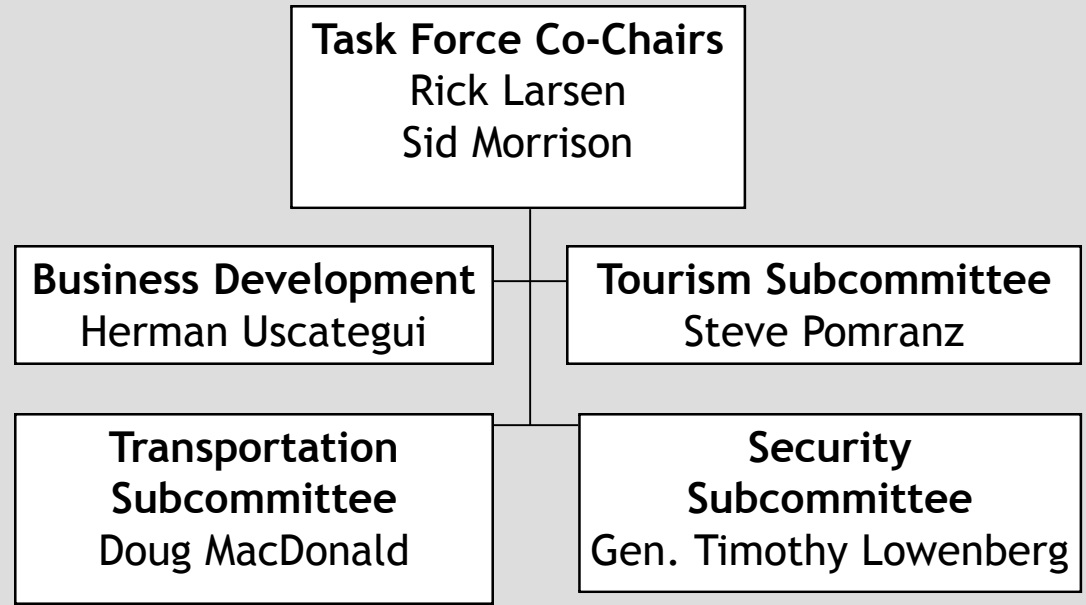


## The Governor's 2010 Olympics Task Force

The lead voice for Washington State  
with VANOC and with the  
BC Provincial Government



# Governor Gregoire's 2010 Olympics Task Force



# ***IMPACT STUDY— Assess Impacts & Opportunities***

- *Business Development*
- *Tourism*
- *Transportation*
- *Security*



## *Build Long-term Benefits*

- *Infrastructure*
- *Tourism*
- *Economic Development*
- *Workforce Development*
- *Cross-border relationships*



## Impact Studies – Tourism & Business Opportunities

- Business Opportunities – Direct and Indirect
- Tourism opportunities
  - Before the games
  - During the games
  - After the games
- Challenges
  - Two nations - border
  - Transportation
  - Visa-passport requirements



## 2010 FACTS

- 2010 Winter Games – February 12-28
- Paralympic Winter Games – March 12-21
- Athletes and Officials – 6,700
- Participating Countries Olympics – 80+
- Participating Countries Paralympics – 40+
- Event tickets available – 1.8 million
- Estimated number of media – 10,000
- Estimated number of volunteers – 25,000



# Security & Transportation

- Issues:
  - WHTI and Visa Impacts
    - Visitors to Canada coming to the US;
    - US citizens going to the games;
    - Canadian citizens wanting to cross back and forth
    - Teams choosing where to train
  - Unpredictability of border crossings – closures and backups
    - Provide alternative routes, methods of travel, and prescreening centers (SeaTac, Anacortes, Bellingham, I-97)



## Security

### – Incident Response

- Synchronizing communications technologies across the border
- Synchronizing communications technologies among first responders on the border
- Medical facilities preparedness
- Closure traffic and evacuation plans

# Business Development Opportunities

Who is spending money?

- VANOC
- Whistler
- City of Richmond & Vancouver
- Media
- Country Teams
- Sponsors
- Contractors
- Vendors
- Tourists & Game Visitors before, during, and after



# WASHINGTON STATE

DEPARTMENT OF COMMUNITY, TRADE & ECONOMIC DEVELOPMENT

<b>Project Name</b>	<b>City</b>	<b>Cost</b>	<b>Start</b>	<b>End</b>
<b>Sea-to-Sky Highway Upgrading</b>	Vancouver	445	<b>Apr-04</b>	<b>Nov-09</b>
<b>Simon Fraser University Indoor Speed Skating Oval</b>	Vancouver	49	<b>Jan-05</b>	<b>Apr-07</b>
<b>Whistler Sliding Center</b>	Whistler	39	<b>Mar-05</b>	<b>May-07</b>
<b>Vancouver Olympic Village</b>	Vancouver	73	<b>Apr-05</b>	<b>Sep-09</b>
<b>Whistler Nordic Center</b>	Whistler	73	<b>Apr-05</b>	<b>Jun-07</b>
<b>Whistler Creekside Resort Modifications</b>	Whistler	12	<b>Jun-05</b>	<b>Nov-07</b>
<b>UBC Winter Sports Center</b>	Vancouver	30	<b>Aug-05</b>	<b>Oct-07</b>
<b>Cypress Mountain Resort Modifications</b>	West Vancouver	8	<b>Apr-06</b>	<b>Oct-09</b>
<b>Hillcrest Park Stadium Park</b>	Vancouver	20	<b>Apr-07</b>	<b>Aug-09</b>
<b>Whistler/Callaghan Valley Olympic Village</b>	Whistler	70	<b>Apr-07</b>	<b>Dec-09</b>



# WASHINGTON STATE

DEPARTMENT OF COMMUNITY, TRADE & ECONOMIC DEVELOPMENT

<b>Hastings Park</b>	Vancouver	17	Sep-07	May-09
<b>E-COMM - Emergency Services and Communications Facility</b>	Vancouver	30	May-08	May-09
<b>B.C. Place Modifications</b>	Vancouver	2	TBD	TBD
<b>General Motors Place Modifications</b>	Vancouver	4	TBD	TBD
<b>Vancouver Arena Renovations</b>	Vancouver	2	TBD	TBD
<b>Whistler Entertainment Center</b>	Whistler	3	TBD	TBD
<b>Whistler Blackcomb Resort Modifications</b>	Whistler	5	TBD	TBD



## Opportunities

- Engineering
- Construction
- Equipment
- Communications
- Security
- Transportation
- Clothing- licensed items
- Interior Decoration
- Fireplaces
- Furniture, Bedding, Lighting
- Entertainment
- Food
- Coffee makers & Coffee
- Printing – Signage
- Waste management
- Medical Equipment
- Exercise – Sports Equipment
- Public Address Systems
- Vending machines
- Training & Services
- Cultural resources
- Jobs



## Special Opportunities

- Sustainability
- First Nations
- Partnerships with Canadian Companies



## Tourism Business Development

- Focus **media attention** on **winter sports** and **competitions** being held in Washington before the Olympics (Snowboard competition, March 25)
- Potential **training sites** catalogued on PNWER site with links from Washington sites
- **Travel packages** for ticket purchasers
- **Alternative modes of travel** and alternative lodging opportunities (Bellingham, San Juan Islands?)
- **Rebound visitor opportunities** – Canadians coming to US to escape congestion in Vancouver and Whistler
- **Eco-tourism** and ethnic affinities with regions



## How to take Advantage of Opportunities

- **CTED Resources**
  - **US Commercial Service Assistance**
  - **Business Development Consultant in Canada**
  - **Seminars**
    - Information seminars on doing business in Canada
  - **Business Development Events:**
    - Establishing relationships with Vancouver Board of Trade and Industry Canada, as well as Canadian Trade Associations -- planning collaborative events for introductions
    - Similar event planning with Canadian Tourism office now in Vancouver
    - Lessons Learned from Torino – May 2006

# Communications

- CTED Website –
  - Links to Key Resource sites ([www.2010commercecentre.com](http://www.2010commercecentre.com); [Experience Washington](#); [PNWER training venue site directory](#))
  - Updates on Task Force activities
    - Meeting schedules and minutes
    - Task Force events
  - Updates on Regional Activities
  - Seminar and Events schedule
  - PR- Media Information
- Email updates on 2010 activities

# Business Development & Resources

- Monitor [www.2010commercecentre.com](http://www.2010commercecentre.com)
  - Bid opportunities
  - Who is being awarded contracts (subcontractor opportunities)
  - Register for emailed updates (register as an individual)
- Other websites
  - [www.hostingbc.com](http://www.hostingbc.com)
  - [www.legaciesnow.com](http://www.legaciesnow.com)
  - [www.whistler.ca](http://www.whistler.ca)
  - [www.cted.wa.gov](http://www.cted.wa.gov) (link to our 2010 site now in development)

## Governor Gregoire & Task Force Focusing Leadership & Planning for Long Term benefit

- Strengthened collaboration and partnership with British Columbia
- Education opportunities – skilled work force
- Tourism – marketing plan for the lead-up to the games carries over for future tourism
- Economic development – increased trade with Canada
- Development of Washington's capacity and leadership in sustainable industries and business practices



WASHINGTON STATE

DEPARTMENT OF COMMUNITY, TRADE & ECONOMIC DEVELOPMENT

[maryr@cted.wa.gov](mailto:maryr@cted.wa.gov)

# Why Export to Canada?

- ✓ Geographical proximity - ease of travel and low transportation costs
- ✓ Similar business practices, culture and language
- ✓ NAFTA - Tariff free benefits for US produced products
- ✓
- ✓ Largest trading partner - two-way trade of goods and services surpassed USD 515 billion (USD 1.4 billion per day!) - larger than our trade with the EU
- ✓ Congruent time zones
- ✓ Straight forward regulatory regime

# Why Export to Canada?

- ✓ About 65% of Canada's population is clustered around four major centers 1)Vancouver; 2)Winnipeg 3)Toronto [the largest, population 4 million]; 4)Montreal
- ✓ In spite of the many similarities between Canada and the US, do not assume that the markets are identical. Important differences exist and must be understood
  - ✓ Canadian Euro-centric tendencies - political system & social programs
  - ✓ Legal & accounting issues - representative agreements, labor laws, taxes.
  - ✓ Bilingual English/French labeling requirements must be met



# Exporting to Canada

Top 5 sectors offering best prospects for US exports in Canada

- ✓ automotive parts and equipment
- ✓ electronic components
- ✓ computers and peripherals
- ✓ aircraft and parts
- ✓ building products.

Opportunities in AGRICULTURE

- ✓ fresh vegetables
- ✓ snack foods
- ✓ organic foods
- ✓ Seafood



# Exporting to Canada

- ✓ Excellent export opportunities exist for most products providing you have a quality product and can be price competitive
- ✓ Market entry vehicles to consider
  - ✓ **Research:** U.S. businesses are encouraged to learn about their specific market of interest as well as Canadian political, economic and cultural differences
  - ✓ **Determine:** what certifications and/or safety tests may apply to your products in the Canadian market
  - ✓ **Attend:** Canadian trade shows in your area of interest

# Exporting to British Columbia

- ✓ The province of British Columbia has a GDP of US\$100 billion, larger than that of many countries
- ✓ The provincial government has initiated an aggressive program to create a business-friendly environment and stimulate economic activities
- ✓ BC population - 4 million, half of which is concentrated in Vancouver - cosmopolitan & multi-ethnic urban center

# Exporting to British Columbia

U.S. exports to BC exceed US \$13 Billion!

BC's major industries include :

- ✓ Forestry
  - ✓ Contributes \$17B to provincial GDP
  - ✓ Softwood lumber dispute major impact on province
  
- ✓ Energy & Mining:
  - ✓ mineral and petroleum production
  - ✓ Northeastern BC major exploration
  - ✓ Mining sector on the rise



# Exporting to British Columbia

## Environmental

- ✓ More than 700 firms, contribute \$1B to GDP
- ✓ Consider participating in GLOBE 2006 (next week!)

## ✓ High Tech

- ✓ Growing faster than overall economy says BC Stats

## ✓ New Media

- ✓ Canada's largest digital-film & video-game center
- ✓ 700 companies- 80% content content creators (authors of video games, animation, web design & visual effects)

## ✓ Bio Tech

- ✓ relatively new sector, rapid growth, imports of over \$34M



# Exporting to British Columbia

## CONSTRUCTION

- ✓ In the Greater Vancouver Regional District, over US\$7B in commercial and residential projects directly or indirectly related to the 2010 Winter Olympics have been identified
- ✓ Housing starts – highest in Canada
- ✓ Major projects underway:
  - ✓ \$1.3 B Rapid Transit System from Airport – Downtown
  - ✓ \$320M Convention Center Expansion
  - ✓ \$1B Vancouver Port Expansion (10 year plan)
  - ✓ \$2.5 B Regional transportation expansion (10 yr plan)
  - ✓ \$1.4 B Vancouver International Airport



# 2010 Winter Olympic Games

## WHAT DOES THIS MEAN FOR U.S. EXPORTERS?

- ✓ VANOC- OPEN FOR BUSINESS
- ✓ GET INVOLVED EARLY- “A RISING TIDE LIFTS ALL BOATS”
- ✓ SOURCING WILL BE DONE AT LOCAL LEVEL WHEN POSSIBLE
- ✓ PARTNER WITH CANADIAN COMPANIES TO ENSURE LOCAL REPRESENTATION

