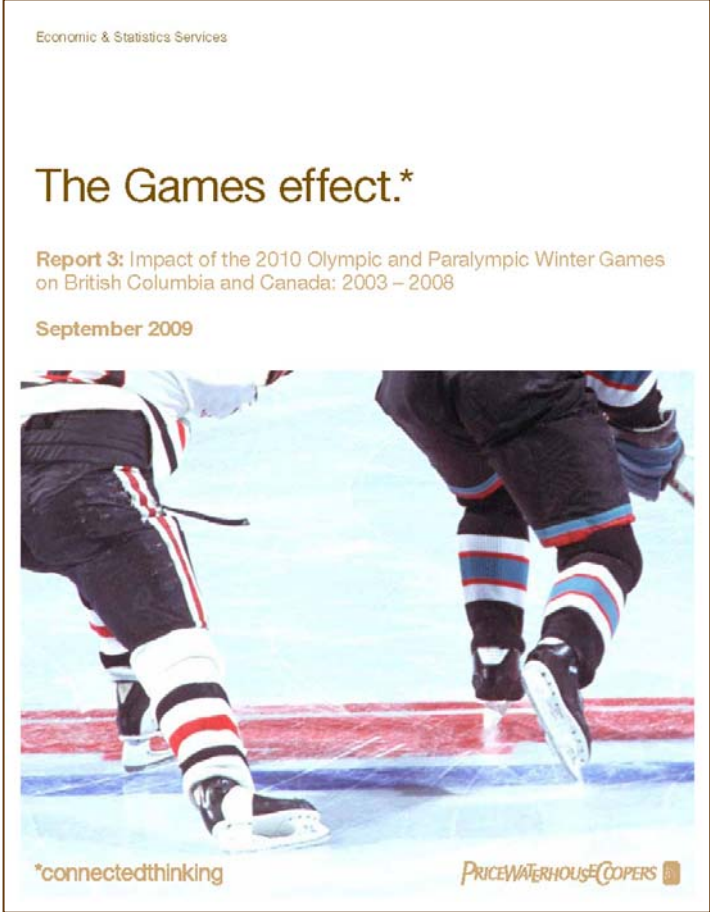


Impact of the 2010 Olympic and Paralympic Winter Games on British Columbia and Canada

Technical Briefing Session

November 5, 2009



Agenda

1. Introductions
2. Report Overview
3. Project Methodology
4. Key Findings
5. Questions and Answers

Introductions

- Ed Mansfield – Project Leader
- Scott Fitzsimmons
- Frank Martens
- Benjamin Miller
- Brendon Ogmundson
- Janice Plumstead
- Kirsty Smith
- Sandra Thomson

Report Overview

This Report:

- Identifies and analyzes impacts from the time of the award of the Games in 2003 to December 2008
- Considers impacts in eight topic areas
- Includes a supplemental topic area on Aboriginal Participation
- Considers historical impacts
 - It does not make projections about the future

This Report Does Not:

- Conduct a cost/benefit analysis of the 2010 Winter Games
- Evaluate activities undertaken by VANOC or its partners
- Consider expenditures not directly related to the 2010 Winter Games
 - Sea-to-Sky Highway
 - Vancouver Convention and Exhibition Centre
 - Canada Line rapid transit project

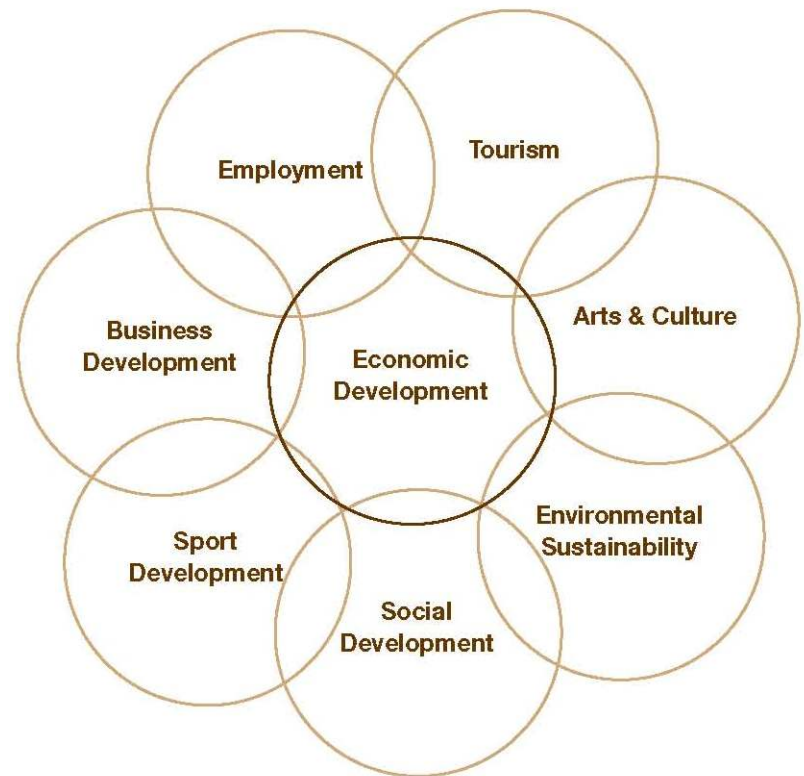
Project Methodology

- This report classifies impacts into two categories:
 - Games Hosting Activity Impacts
 - Arise from activities that are necessary for hosting the 2010 Winter Games
 - Activities that were necessary for winning the bid for the Games
 - Activities that result as a consequence of hosting the Games
 - Federal and Provincial Government Leveraging Impacts
 - Arise from federal and provincial government activities, investments and programs that have been implemented, enhanced or accelerated
- This report considers and reports all impacts – positive and negative

Project Methodology

Our approach:

- Focuses on constituencies
 - Represent many different individuals, groups, and organizations expected to be impacted by the event or program
- Identifies 26 separate constituencies
- Considers over 75 measures tied to the 8 topic areas and 26 constituencies
- Isolates, to the extent possible, the incremental impact of the Games
- Focuses on analyzing data and considers the underlying link to the Games

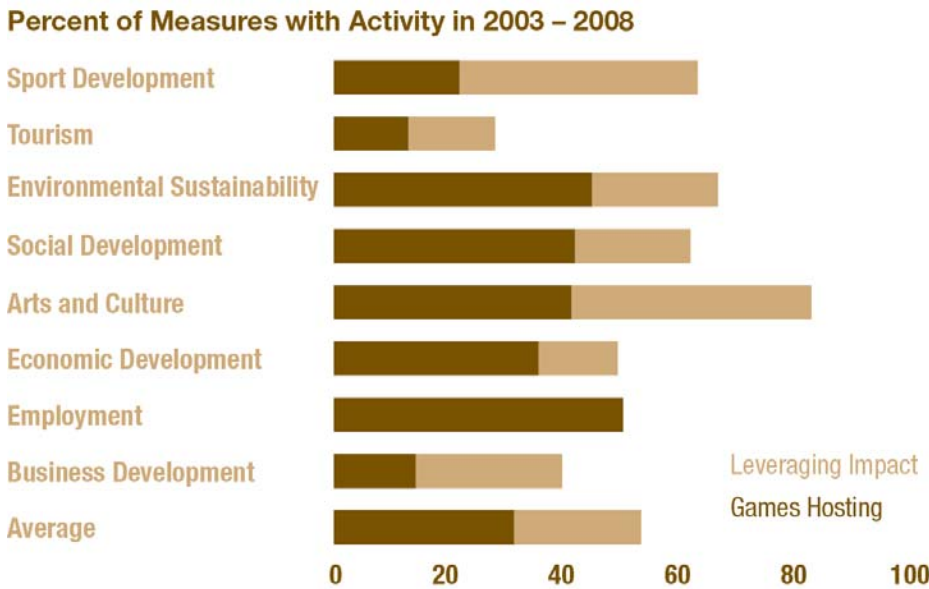


Key Findings

- Considerable breadth of impacts
- Positive impacts in all 8 areas
- Government leveraging efforts have produced impacts
- Sponsor initiatives led to impacts
- Greater Aboriginal participation

Key Findings

- Catalyst for sport development at both elite and participant levels
- Significant increase in media interest in the Games
- Greater attention being given to environmental sustainability
- Development of social programs to assist inner city individuals and organizations
- Canadian arts and culture being showcased
- Venue construction and VANOC expenditures generated employment and economic benefits



Economic Impact of the 2010 Olympic and Paralympic Winter Games on British Columbia and Canada

This report:

- Estimates the economic impacts of the Games through 2008
- Compares estimates to economic impacts projected prior to the award of the Games
- The primary source for the projections is *The Economic Impact of the 2010 Winter Olympic and Paralympic Games – An Update* prepared by InterVISTAS Consulting Inc. in 2002



Key Findings

- The economic impact estimates produced by PwC are broadly similar to the projections contained in the IVC report, after making adjustments for differences between assumed types of spending
- The midpoint of the range of GDP impacts from 2003 to 2008 estimated by PwC is \$788 million compared with a midpoint of \$762 million projected in the IVC study
- The midpoint for employment impacts for the PwC study is 18,362 person years compared with approximately 16,800 person years projected by IVC
- One of the most important differences between the PwC estimates of actual economic impacts and the projected impacts contained in the IVC report occurs in the area of 2010 Winter Games induced tourism spending
- Estimates of economic impacts generated by the 2010 Winter Games through 2008 are roughly similar to those experienced by other Winter Games Host Cities

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