

Delivering the Dream

WHISTLER – HOST MOUNTAIN RESORT 2010 OLYMPIC AND PARALYMPIC WINTER GAMES

2010 Winter Games Strategic Framework Summary
The Resort Municipality of Whistler | SEPTEMBER 2008





For the first time in Olympic history, the International

Olympic Committee has bestowed the designation

Host Mountain Resort upon a community—recognizing

Whistler's significant role in staging and hosting

the 2010 Olympic and Paralympic Winter Games.

Delivering the Dream



July 2, 2003 – Thousands gather in Village Square for the 2010 Winter Games bid announcement.



There is no other opportunity that draws the attention of the world to the same extent and with such compelling ideals as the Olympic and Paralympic Games. The Games have the capacity to inspire people of all ages, prompt community celebration, foster unity, embrace diversity and instil a genuine spirit of pride. The Games represent excellence and achievement in human endeavour, and are a source of inspiration, empowerment and partnership.

The Games are also a catalyst for Whistler's journey to an economically, socially and environmentally sustainable future as defined in our *Whistler 2020* community vision: to become the premier resort community—as we move toward sustainability.

“The 2010 Winter Games will be among the defining events of our generation.”

— John Furlong, Chief Executive Officer, VANOC

For 27 days in 2010, Whistler will showcase itself to the world, at a level it's never experienced before. The Games will create lasting legacies, and ultimately accelerate our journey to a successful future.

To fully capitalize on the Olympic and Paralympic Winter Games requires thoughtful and strategic planning, coordination and collaboration.

To guide the community in our role as Host Mountain Resort, the municipality prepared *Delivering the Dream – The 2010 Winter Games Strategic Framework* to ensure we leverage Games-related opportunities for long-term legacies, successfully deliver on Games commitments in a fiscally responsible way, and collaborate with and support our partners in the delivery of extraordinary Games.

This document provides a summary of the framework's strategic objectives and key deliverables, and describes how far we have already come on this important journey to 2010.

A companion document, *Investing in the Dream – 2010 Winter Games Budget* outlines the financial overview and return on investment in the Games.



Early days at Whistler Mountain.

WHISTLER – LIVING THE DREAM

In 1960, four Vancouver businessmen who were also ski enthusiasts returned from a trip to the Olympic Winter Games at California's Squaw Valley with a big idea: they would find and develop a site in British Columbia to host the 1968 Winter Games. They developed Whistler Mountain, but it took a few decades to get the Games. Whistler is now literally living the Olympic dream that inspired its creation.

“Our first bid for the Games started in 1961. There was no road. There was nothing developed. But a vision – a dream – was created,” says Gary Watson, former Whistler councillor and Whistler local since 1960.

Once in a Lifetime Opportunity

The 2010 Olympic and Paralympic Winter Games – the biggest winter sporting and cultural event in the world – are a once-in-a-lifetime opportunity for Whistler. To take full advantage, we need to understand the opportunities, assess the risks, and develop and deliver plans that allow us to leverage the Games.

The Games provide great opportunity. And with any great opportunity comes great responsibility.

In planning and preparing for the delivery of the 2010 Winter Games and the ensuing legacies, the Resort Municipality of Whistler identified 11 key strategic objectives that provide the basis for what must be achieved and how it can be achieved.

“The 2002 Winter Games were an economic launch for the state that will be measured in decades, not months or years.”

— Governor Leavitt of Salt Lake City

As Host Mountain Resort, we have the opportunity – and responsibility – to represent all British Columbians and Canadians. We must ensure the Games reflect our values, culture and goals, and celebrate the spectacular beauty and majesty of our natural surroundings.

Whistler’s Guiding Principles for the Games

In July 2001, Whistler council adopted Whistler’s Guiding Principles for Involvement in the Bid for the 2010 Olympic and Paralympic Winter Games. These were the conditions under which Whistler would support the Games, and are used to guide our decisions through the process to help deliver the Games.

- Be consistent with and guided by *Whistler 2020 – Moving Toward a Sustainable Future*, the **Comprehensive Sustainability Plan**.
- Be proactive in integrating **sustainability considerations** throughout the planning and staging of the Games.
- Be **ethical** and transparent.
- Recognize the municipality as a **partner** in the planning and staging of the Games.
- Operate the Games within a **balanced budget**.
- Ensure that an **endowment fund** is created that is sufficient to support the ongoing operation of the Nordic and sliding centres post-Games.
- Ensure **limited financial exposure** to the municipality.
- Respect the **character** of the resort community.
- Create **legacies** that are of lasting value to Whistler residents, businesses and the community.
- Engage in open and timely **communication**.
- Work **collaboratively** to help create successful Games.

BENEFITS FROM OTHER OLYMPIC AND PARALYMPIC GAMES

- During the 1998 Winter Games in Nagano, 6,000 hours of prime-time TV coverage was broadcast around the world presenting Japanese culture, communities and business to the rest of the world.
- Following the 2000 Summer Games, Australia quantified the value of its Games benefits at \$6.1 billion worth of international business exposure and profile for Sydney, New South Wales and Australia.
- During the 2002 Winter Games in Salt Lake City, the city was seen by 2.1 billion TV viewers and, in the five years following the Games, hosted 17 major sporting events and cites a larger and stronger economy, as well as overwhelming civic pride resulting from the experience.
- Beijing has anticipated that the 2008 Summer Games will increase the world’s awareness of the city, in both investment and tourism. The number of headquarters for multi-national companies and other enterprises multiplied from the time the city started its Olympic Games preparations, while GDP has climbed and the city has benefited from new infrastructure, jobs and better living standards.



Whistler’s tourism, arts and event capacity stand to gain substantially from the Games.



Games-inspired Inukshuk on Whistler Mountain.

WHISTLER 2020

The 2010 Olympic and Paralympic Winter Games are not an “end” in themselves but rather a “catalyst” that has the capacity to accelerate Whistler’s journey toward achieving its vision of becoming the premier mountain resort community – as it moves toward sustainability.

The Games will assist Whistler in achieving its five priorities:

- Enriching Community Life
- Enhancing the Resort Experience
- Protecting the Environment
- Ensuring Economic Viability
- Partnering for Success

The 11 strategic objectives contained in *Delivering the Dream – The 2010 Winter Games Strategic Framework* are closely linked to each of these five priorities, and will result in tangible steps forward in achieving them.

1 Strategic Objective Preparing for Extraordinary Games

If a community the size of Whistler can: become Host Mountain Resort for the 2010 Olympic and Paralympic Winter Games; house world-class venues; host athletes, media and visitors from around the globe; host the Paralympic Closing Ceremony and 27 days and nights of Celebration Sites programming; and strive to do it sustainably, inclusively and passionately – we can accomplish almost anything!

“What we have envisioned, the challenges we’ve taken on, and what we’ve accomplished so far is amazing. I am confident that Whistler will help show the world a spectacular Games – in true Whistler style.”

— Bill Barratt, chief administrative officer for the RMOW

Our goal is that, post Games, Whistler will be recognized for its part in hosting extraordinary Winter Games and advancing the sustainability of Olympic and Paralympic events and venues, while having preserved the community’s unique character and natural splendor. Years later, residents will continue to be proud of their community’s ongoing hosting of world-calibre sport, arts, culture and learning events that draw locals and visitors alike.

Extraordinary Games also necessitate extraordinary relationships – between the municipality and the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC), the International Olympic Committee (IOC), the International Paralympic Committee (IPC), other international organizations, First Nations, the Canadian Olympic Committee, the Canadian Paralympic Committee, the City of Vancouver, the City of Richmond, the provincial and federal 2010 Games Secretariats, and our many in-resort partner organizations.

It is up to Whistler and its many partners, businesses and residents to come together to help make the Games extraordinary.

Extraordinary Games...

- Translate into business success, maximizing tourism opportunities, and leveraging the Games to accelerate Whistler’s journey toward economic, social and environmental sustainability as defined in our *Whistler 2020* vision
- Mean using the time in the spotlight to unify and build capacity within the arts, culture and heritage communities, and fully integrating arts, culture and heritage into the fabric of community life
- Mean creating the right environment for athletes from around the world to excel in their chosen sport, and assisting Canadian athletes to reach the podium
- Foster volunteerism, enhance community pride, and engage the Whistler community in the Olympic and Paralympic Winter Games experience
- Result in lasting friendships, lasting partnerships and lasting legacies the resort community can enjoy for years to come

Key Deliverables

- Strategic Framework
- 2010 Winter Games Progress Reporting
- Transfer of Knowledge Programs
- Negotiation of Service Agreements
- Communication and Media Relations Plan
- Master Plan Program
- Municipal Operations Centre
- Critical Incidents Communication Plan

DID YOU KNOW?

“Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.”

— A quotation from the Olympic Charter



The 2010 Winter Games mascots have been a hit.

WHISTLER’S GAMES ROLES

Host – As the Host Mountain Resort for the 2010 Winter Games, Whistler will welcome the world. The Games will be the most significant event in Whistler’s history and will provide the opportunity to showcase Whistler and the people that make it unique.

Service Provider – Whistler, together with its partners, will provide enhanced service levels during the Games. Our guests, the media and residents alike will remember the “Whistler Experience.”

Venue Developer – Whistler, through its wholly owned subsidiary, Whistler 2020 Development Corporation, is developing the Whistler Olympic and Paralympic Athletes Village. Whistler is also developing Whistler Olympic/ Paralympic Celebration Plaza, home of the nightly Olympic Games ceremonies and the Paralympic Games Closing Ceremony.

Regulator – Whistler has responsibility for providing regulatory oversight for many of the activities associated with planning and staging the Games.

WHAT IS VANOC?

The mandate of the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games – or VANOC – is to support and promote the development of sport in Canada by planning, organizing, financing and staging the 2010 Olympic and Paralympic Winter Games.

The committee is guided by a 20-member board of directors including representation by the Government of Canada, the Province of British Columbia, the City of Vancouver, the Resort Municipality of Whistler, the Canadian Olympic Committee, the Canadian Paralympic Committee and the Four Host First Nations.

2 Strategic Objective Maximizing Business Success

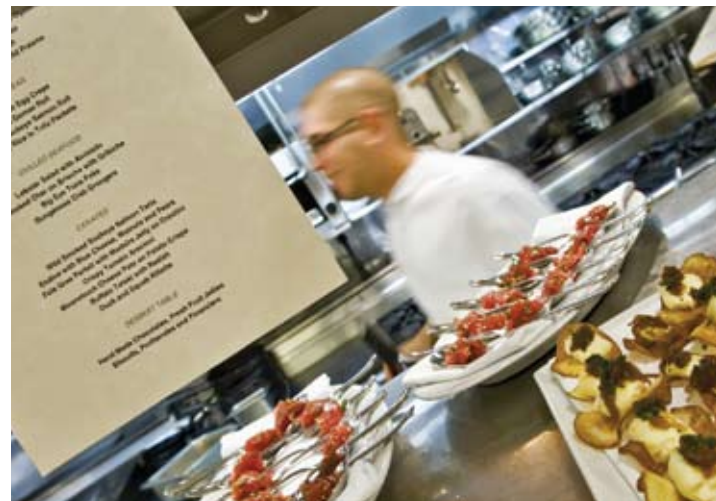
The 2010 Olympic and Paralympic Winter Games offer the opportunity for lasting economic benefits.

The Whistler Chamber of Commerce has assumed a leadership role to ensure Whistler businesses leverage the Games opportunity. The Chamber's mandate is threefold: to maximize business opportunities pre, during and post Games; to ensure that Whistler businesses are strategic and not opportunistic in their approach to the Games; and to prepare businesses for operational opportunities and challenges during the Games.

“It’s not about the 27 days – it’s about the years following the Games.”

— Joey Gibbons, Gibbons Hospitality

The Chamber is providing strategic and operational support, information and education, as well as business connections through 2010 business events, member directories and databases, the Whistler Spirit Program, and the Commercial Space Matching Program.



Whistler’s culinary and hospitality sector will be centre stage in 2010.

DID YOU KNOW?

VANOC’s budget for building new venues and renovating existing facilities to stage the Games is \$580 million and is equally funded by the Government of Canada and the Province of British Columbia.

Many Whistler companies will capitalize on the opportunities provided by the Games. Some are now retailers for VANOC merchandise. Others will provide services to visitors during the Games. Others may rent space to organizations associated with the Games. Others have been involved in multimillion-dollar venue construction projects.

Whistler Excavations

Whistler Excavations has been involved in many Games-related construction projects in the Sea to Sky Corridor. Their fleet of excavation equipment has played a major role in the upgrades to the alpine venue on Whistler Mountain and construction of the Whistler Athletes Village. Construction superintendent Cam Fellows will tell you that the 2010 Winter Games have opened a new world of opportunities for Whistler Excavations.

Doug Bush Survey Services

The Whistler Sliding Centre has a 1,450-metre track, constructed of six-inch concrete with a required precision of within three millimetres. Coming up with precise calculations was a challenge that Doug Bush Survey Services revelled in. The company was given the task of completing survey work for the entire Whistler Sliding Centre project from site layout to intricate curves of the track. Stu Pinkney, project manager, says everyone is proud of their involvement in the three-year project.

Westin Whistler Resort and Spa

The Westin Whistler has been host hotel to several Games-oriented initiatives and events. In 2008, VANOC held a sponsorship conference at the hotel for several hundred delegates. During the Games, the hotel will host members of the “Olympic family.”

Key Deliverables

- 2010 Business Opportunities Resource
- Sport Events Opportunities Plan
- Brand Protection Workshops
- 2010 Business Opportunities Workshops
- Merchandising Information Sessions
- Business Mediation Support
- Commercial Space Matching Program
- Business Readiness Guide
- Whistler Spirit Program – Games Awareness
- Store Front “Games” Theme Program



Many Whistler businesses have had the opportunity to carry popular VANOC logowear since 2006, and will do so through the Games.

GAMES AMPLIFY OPPORTUNITIES FOR ROCKY MOUNTAIN PRODUCTION SERVICES

July 2, 2003, and thousands of people are crowded into Whistler Village Square. All eyes are turned toward a giant screen. The crowd falls quiet as the audio equipment blasts out the words, “The 21st Olympic Winter Games in 2010 are awarded to the City of... Vancouver!”

You could say the 2010 Winter Games has bolstered the success of Whistler’s Rocky Mountain Production Services from day one – as it was their team that brought that bid announcement to life in Village Square with their audio and visual talents. And from that day

forward, Rocky Mountain has been keeping busy providing support to events ranging from the Paralympic Games emblem launch to the 2008 Cultural Olympiad to sport events on the host mountains.

If you ask general manager Scott McPhee, he’ll tell you that the quality and profile of these Olympic-related events has resulted in benefits for the Whistler business community. More companies are booking their corporate events in the resort – and they’re returning more than once, with bigger budgets and more guests.

Sporting and arts events in Whistler are rising to the quality of the Games, and that’s boosting Whistler’s reputation as a world-class host community and destination.

While McPhee is the first one to credit his staff for growing and rising to each new challenge, he also acknowledges the great relationships developed among VANOC, the municipality and the Whistler business community and sees more of the same leading up to the Games.

3 Strategic Objective Capitalizing on Tourism Opportunities



Crankworx, Whistler's annual mountain bike festival, draws thousands of visitors.

Whistler, as a brand and a destination, is becoming recognized around the world. But the Games will take this to a new level. An estimated three billion viewers will watch on television, 70 million Internet subscribers will watch online, and tens of thousands will gather in the resort every day. This kind of exposure is unprecedented and the goal is that it will result in incremental numbers of visitors in the years following the Games.

To ensure Whistler takes full advantage of its time on the world stage, Tourism Whistler is taking the lead in implementing and executing a plan that leverages tourism opportunities and brand awareness for Whistler – regionally, nationally and internationally.

Tourism has become a major partner in promoting the Games. The Canadian Tourism Commission, Tourism British Columbia, Tourism Vancouver and Tourism Whistler have formed a consortium that is working together to build programs and services to capitalize on the Games.

Whistler is keenly aware of the importance of providing an exceptional experience for locals and visitors including the thousands of media anticipated to attend the Games.

And we have the opportunity to test our plans and measure our progress with major pre-Games sport and cultural events leading up to the Games in 2010.

Sustainability-related tourism; sport tourism; arts, culture and heritage; and new venues like Whistler Olympic Park, The Whistler Sliding Centre and the alpine venue at Creekside all contribute to telling a story of unprecedented value, of the beauty of the natural surroundings and our vibrant community.

Key Deliverables

- Marketing Plan
- Tour Operator Plan
- Accredited/Unaccredited Media Centre
- Visitor Information Services
- Value Plan
- Sport Events Plan
- Integrated Arts, Culture and Heritage Awareness Plan
- Sustainability Brand Awareness Plan
- Brand Protection Awareness
- 2006 Torino Opportunities Plan
- 2008 Beijing Opportunities Plan
- Sport Tourism Plan
- Promotion of New 2010 Venues
- Accessibility Rating/Promotion Program
- Pre-Games/Games-Time "Open for Business" Plan

"Not in our wildest dreams could we afford that kind of publicity. We're talking hundreds and hundreds of millions of dollars. It's inestimable."

— Myles Rademan, public affairs director, Park City, speaking about the 2002 Games

SPOTLIGHT ON MEDIA

- VANOC expects Whistler will host 3,300 media during the Games.
- During the Games, the Whistler Media Centre will be located in the Whistler Conference Centre.
- Canada's host broadcaster, CTV, has already established a full-time presence in Whistler in preparation for 2010. During the Games they will broadcast live, day and night.
- Whistler media visit expectations for 2007 were exceeded by 35 per cent – at least in part due to incremental interest from the Games.
- Sport events aren't only good for athletes and venue organizers. The 2008 Alpine World Cup event in Whistler drew 200 accredited media – double what was expected.
- Media have been particularly interested in how VANOC is working towards a "sustainable Games," which has opened the door to tell the story of Whistler's achievements around economic, social and environmental sustainability, accessibility and progressive community development.
- Having more media in Whistler more often is broadening the perception of Whistler. The reputation of our mountains and snow is well-known, but the people of the community, who are the heart and soul, will help draw those visitors back year after year.
- Although it's the winter sports of the Games that might initially draw media to Whistler, they're eager to learn about the "four-season" experience, and are returning to attend more of the arts, culture and summer sporting events as well as the culinary and wellness experiences.



Chelsey Walker of the Whistler Adaptive Sports Program and para-alpine athlete Brad Lennea speak to CTV about the road to 2010 during a live broadcast in February 2008.

4 Strategic Objective Enhancing Arts, Culture and Heritage

Culture is one of the three pillars of the Olympic movement, along with sport and the environment. This provides Whistler with the opportunity to use the Games as a catalyst to unify and build capacity within our arts, culture and heritage communities, and to fully integrate them into the fabric of the broader community. It would be impossible to imagine an opportunity like this again.

“The entertainment will reflect mind, body, spirit and place, in an exciting celebration of excellence, creativity and passion from local, national and international performers.”

— Doti Niedermayer, executive director of the Whistler Arts Council

The Cultural Olympiad was launched in 2008 and will build up to the Closing Ceremony for the Paralympic Winter Games, to be held in Whistler.

The Whistler Arts Council is leading Whistler’s Games cultural initiative, which defines arts, culture and heritage broadly and inclusively.

Collectively, the robust arts, culture and heritage program will build community capacity, while presenting Whistler on the world stage.

During the Games, this inspiring celebration of arts, culture and heritage will be showcased on stages and large screens throughout Whistler Village in a network of Celebration Sites.

Programming will showcase Canada, feature international talent, celebrate Whistler’s own unique culture and talent, and integrate it all into a seamless overarching experience.

One of the Celebration Sites will be the new Whistler Olympic/Paralympic Celebration Plaza. It will feature

nightly celebrations as well as the Closing Ceremony for the Paralympic Games.

Post Games, the Plaza will be a Games legacy – a permanent gathering place for the community and Whistler’s two million annual visitors. The plaza will provide new capacity as an outdoor event venue and will commemorate the 2010 Winter Games.

By celebrating Canada’s Games and by showcasing, engaging and connecting Canadians from across the country, the Celebration Sites program will instil pride in Canada’s rich diversity of culture, ethnicity, language and geography. Celebration Sites will deliver a unique and compelling experience that ensures a positive perception of Canada, British Columbia, Vancouver and Whistler for years to come.

Key Deliverables

- Whistler Cultural Vision for 2010 and Beyond
- Whistler Winter Arts Festival
- Whistler Torch Relay Community Event
- Pre-Games Sports Events Participation
- Original Art
- School Media Arts Program
- History of Whistler’s Journey to 2010
- Integrated Arts, Culture and Heritage Awareness Plan
- Celebration Sites Games-time Program
- Celebration 2011

LOCAL ARTISTS AND LEADERS GROW VISION FOR ARTS

In 2003, prior to being awarded the 2010 Winter Games, the arts community in Whistler was just beginning to formally mobilize, bringing together the efforts of local artists and leaders to help grow their vision, presence and programs. The strong emphasis on arts and culture in the 2010 Winter Games offered the newly formed Whistler Arts Council the additional momentum to realize its goals.

According to Doti Niedermayer, executive director of the Whistler Arts Council, at that time, Whistler was maturing as a community, but still needed to broaden its cultural activities to become well-rounded. The Games have enabled the Arts Council to focus its efforts.

Niedermayer says the Arts Council has been proactive in working with VANOC and other partners to ensure the Games contribute to building Whistler’s capacity in the long term.

Recently, the Arts Council received funding to commission the development of a performance to be incorporated into Whistler’s Celebration Sites program in 2010. As part of the performance, the Whistler Children’s Chorus is developing a commissioned piece to be performed both in 2009 as part of the Cultural Olympiad and in 2010 during the Games.

At the Whistler Museum, plans are in motion for a new exhibit that will illustrate the journey of Whistler, from its first ski lift in 1966, to becoming the Olympic and Paralympic Games Host Mountain Resort in 2010. Whistler was also recently named one of Canada’s Cultural Capitals for 2009, receiving \$500,000 in funding from the Government of Canada.



Aeriosa will perform as part of the Cultural Olympiad during the 2010 Winter Games in Whistler, with a preview show in February 2009.

5 Strategic Objective Community Engagement

For the 2010 Olympic and Paralympic Winter Games to be truly extraordinary, the Whistler community must be highly engaged. Involving the community is something that is being integrated into many areas of Games planning and execution.

Through countdown celebrations, volunteer programs, information sessions and outreach, or involvement in the Master Planning Program, community engagement takes various forms and involves many groups.

For many residents, engagement can begin well before the Games start, with programs like the 2010 Legacies Now ActNow health promotion program, volunteer opportunities with sport events leading up to the Games, and the venue tour program launched in the summer of 2008.



From parades to cakes and major events, every milestone on the road to 2010 has been an opportunity for Whistler to celebrate.

Programs for Whistler residents include a ticket packaging program for Games events and a program for 15- to 19-year-old students to get involved in the Games. A Winter Games Resident Guide will provide information about Games-time activities, programming and scheduling.

The 2010 Information Centre in Whistler Village has been the hub of Games information, events and volunteerism – residents and visitors are encouraged to stop by with all Games inquiries.

Community engagement also includes use and enjoyment of Games venues.

Whistler Olympic Park

Whistler Olympic Park opened in December 2007, with trails for skiers of all ages and skill levels, and amenities including cross-country ski rentals, lessons, and food concession. Located in the Callaghan Valley, 20 kilometres south of Whistler Village, Whistler Olympic



Since Whistler Olympic Park opened in December 2007, it's been home to Nordic enthusiasts of every level – from grassroots events to international races.

Park will host the biathlon, cross-country skiing, Nordic combined and ski jumping events during the 2010 Winter Games.

The venue's compact, two-square-kilometre Olympic Games core area includes three stadiums and 14 kilometres of competition trails. Also in the core area is Canada's first Paralympic competition course, created for athletes with physical disabilities. Surrounding the core facility are another 25 kilometres of recreational trails and the two Olympic ski jumps.

In its first winter season, the park had 32,000 skier visits and attracted between 2,000 and 3,000 spectators to 11 events, including the Nordic Combined North

American Junior Championships and the Canadian National Ski Jumping Championships. As well, about 100 local and visiting organizations have used the park for group events.

Key Deliverables

- Games Resident Guide
- Resident Communication Plan
- Mountain Ticket Program
- ActNow Participation
- Paralympic Games School Attendance Program
- Venue Tour Program
- Torch Relay

EXPERIENCE THE NEW WHISTLER VENUES

The 2010 Winter Games were the first ever to have all mountain competition venues completed two full years before the event. This allows for a long season of pre-Games international sport events for the athletes, and a chance for the community to participate as spectators and volunteers, to tour the venues and to get to know the sports.

Whistler Creekside

World Cup Alpine Skiing – February 2008

IPC Alpine Skiing World Cup Finals – March 2009

Whistler Olympic Park

Whistler Olympic Park opened for public Nordic skiing and sport events in December 2007 and averaged 5,000 visitors per month; and it opened for summer tours in July 2008.

FIS Cross-Country Skiing World Cup – January 2009

FIS Nordic Combined World Cup – January 2009

FIS Ski Jumping World Cup – January 2009

IBU Biathlon World Cup – March 2009

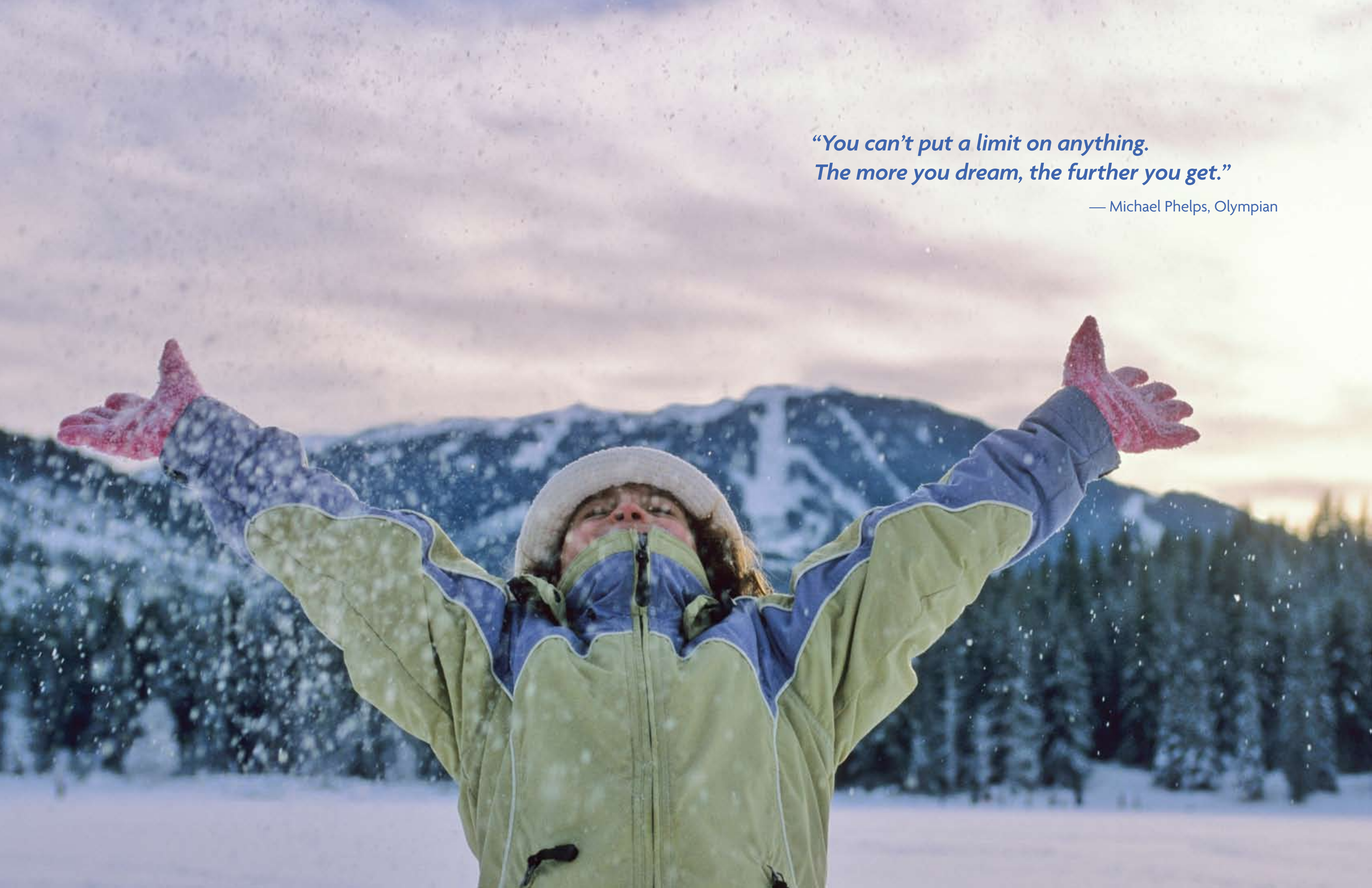
IPC Biathlon and Cross-Country World Cup – March 2009

The Whistler Sliding Centre

The Whistler Sliding Centre opened for summer tours in July 2008.

FIBT Bobsleigh and Skeleton World Cup – February 2009

FIL Luge World Cup – February 2009

A person wearing a light green and blue winter jacket and a white knit hat stands in a snowy mountain landscape. Their arms are raised in the air, and they are wearing red gloves. Snow is falling around them, and the background shows snow-covered evergreen trees and mountains under a soft, hazy sky. The overall mood is one of joy and freedom in nature.

*“You can’t put a limit on anything.
The more you dream, the further you get.”*

— Michael Phelps, Olympian

6 Strategic Objective Supporting Canadian Athletes



2010 medal hopeful, Whistler's Britt Janyk, has two World Cup medals.

Across Canada, talented athletes are driven by the inspirational Olympic motto of "faster, higher, stronger." Whether their dream is to compete in the Olympic or Paralympic Games or simply to be their best, this strategic objective is about providing support to help make those dreams come true. In doing so, Whistler will also be helping Canadian athletes reach the podium in 2010 and in years to come.

The municipality is developing a program in partnership with PacificSport to support emerging Canadian athletes by expanding access to Whistler training facilities beyond carded athletes.

Flexible high-school programs are designed for athletes who want to train in Whistler while continuing their studies. Whistler will show Canada's athletes that our community is solidly behind them through several programs: recognizing and celebrating local athletes and coaches; and an "Adopt an Athlete" program that supports Canadian athletes.

Because the competition venues were completed more than two years before the Games, Canadian athletes will be able to train extensively on the tracks and slopes on which they will ultimately compete for a medal.

The Whistler Sliding Centre – which will host the bobsleigh, luge and skeleton events – will see more than 10,000 training runs on the track before the Olympic Games. As one of only four sliding centres in North America, and one of only 15 in the world, this access will provide Canadian athletes with a significant "home-field advantage."

"We have the best of both worlds because the track is fast and technical. We had the best athletes in the sport trying it out to make sure it meets international standards. So far it's received high praise," says Meaghan Simister, Canadian luge athlete.

Post Games, the track will become an attraction for resort visitors in summer and winter, and a facility for sport development and world-calibre events. It will be operated by the Whistler Legacies Society.

Key Deliverables

- Athlete Access to Municipal Training Facilities
- Expanded "Flexible School" Program
- Program to Recognize Whistler Athletes/Coaches
- Adopt a Canadian Athlete Program
- Plan to Host a Canadian Coach Training Summit
- Familiarization Plan for Canadian Athletes
- Canadian Olympic Committee – Games-time Hosting Venue
- Canadian Olympic/Paralympic Committee Logistics Plan

"It is just phenomenal to be able to train and race in your hometown. Everyone is really excited to see how they can enjoy the venue, from the local Nordics Club to national athletes."

— Tyler Mosher, Whistler resident and member of the Canadian Para-Nordic Cross-Country Team

LINDSAY ALCOCK, TWO-TIME CANADIAN OLYMPIAN, SKELETON

"Standing at the top of the Whistler sliding track for the first time, I felt like a pioneer. I was going to be the second woman down this track and it filled me with a tremendous sense of pride – pride in myself, my country and all the organizations that actually made this facility a reality.

"I walked up the track, carefully examining the 16 curves that were already being called some of the toughest in world. Although I was a little intimidated, I knew that being here in March 2008 meant I could potentially get in 300 practice runs ahead of my 2010 competitors.

"Standing at the top of the Whistler sliding track for the first time, I felt like a pioneer."

— Lindsay Alcock, Olympian

"And then I was in flight, hurtling down this monstrous track at over 130 kilometres per hour – striving to set an unofficial speed record. I could only imagine how fast I would travel when the track is in peak condition for the Games.

"I arrived at the bottom with a few new bruises – but with increased confidence. I looked back up at the 1,450 metres of track with a big smile, knowing what this will mean for my skills and my career – and recognizing the critical legacy that has been created for future athletes."



Lindsay Alcock, two-time Canadian Olympian, skeleton.

7 Strategic Objective Creating the Right Environment for Athletes

While we focus our attention on Canadian athletes, Whistler wants to welcome and support athletes from around the world during the Games and beyond.

With the competition venues completed so early, there are opportunities to train and compete in Whistler well in advance of the Games. Nine sport events before 2010 bring international athletes to Whistler, providing them the opportunity to get to know the community, participate in home stays and prepare for the Games.

The municipality is a partner in the Whistler Legacies Society (WLS), which will own, manage and operate Whistler Olympic Park, The Whistler Sliding Centre, and the Whistler Athletes Centre.



The Meadow Park Sport Centre hosts the annual Vancouver Canucks Training Camp.



All three venues will aid Whistler in becoming a centre of excellence for the development of sport and international-level competition.

“The opportunity to use the Whistler Athletes Centre post Games means the club will be able to bring Whistler’s gymnasts to the next level.”

— Catou Crookshank, coach, Whistler gymnastics club

While VANOC has built the three venues and will operate them through the Games, WLS will be responsible for post-Games operations. Helping to ensure WLS can meet its mandate is the \$110-million Games Operating Trust, an endowment funded equally by the Government of Canada and the Province of British Columbia. Earnings from the trust will be an important source of revenue to help offset operating costs at Whistler Olympic Park and The Whistler Sliding Centre (as well as the Richmond Oval).

The WLS is working closely with VANOC to develop business plans for the venues. In addition, the municipality is working closely with WLS and VANOC in the planning and delivery of the Whistler Athletes Centre, located in the Whistler Athletes Village.

During the Games, the Whistler Athletes Centre will be a training facility for Olympic and Paralympic athletes. Post Games, the 18,000-square-foot facility will include a gymnasium, weight-training area, change rooms, offices and a classroom.

DID YOU KNOW?

According to the Olympic charter, established by Pierre de Coubertin, the goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport practiced without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.

As a legacy for athletic development, the Athletes Centre will be used for everything from elite athlete training to a public fitness facility, including use by the community gymnastics club.

The municipality contributed \$3.65 million to the gymnastics facility and landscaping for this project, to contribute to the community legacy.

Catou Crookshank is coach of the Whistler gymnastics club, which has 250 members and continues to grow. She says, “The opportunity to use the Whistler Athletes Centre post Games means the club will be able to bring Whistler’s gymnasts to the next level and offer enough hours to attract elite coaches. Currently, Whistler’s competitive gymnasts compete against athletes with twice the number of training hours in the gym.”

Key Deliverables

- Whistler Legacies Society Participation
- WLS Business Plans for Whistler Legacy Venues
- Whistler Athletes Centre Participation
- Pre-Games Sport Event Engagement

WHAT IS THE WHISTLER LEGACIES SOCIETY?

The Whistler Legacies Society (WLS) will own, manage and operate Whistler Olympic Park, The Whistler Sliding Centre and the Whistler Athletes Centre post Games. VANOC built the three venues and will operate them through the Games, after which ownership will be transferred to WLS.

The WLS board of directors is comprised of:

- Resort Municipality of Whistler
- Province of British Columbia
- Lil’wat Nation
- Squamish Nation
- Canadian Olympic Committee
- Canadian Paralympic Committee
- VANOC

The goal of the WLS is to help the venues become economically sustainable and ultimately to aid Whistler in becoming a centre for excellence for sport development and competition.

The venues will be available to the full spectrum of athletic endeavours – from recreational sport groups to high-performance athletes – throughout B.C., across Canada and around the world.

8 Strategic Objective Volunteerism and Community Pride

As a community we have every reason to be proud – our number-one ranking among mountain resorts, our history, our commitment to *Whistler 2020*, our hometown heroes. And we're certainly proud to be hosting the 2010 Olympic and Paralympic Winter Games. By any measure, Whistler residents are "Living the Dream" every day.

During the Games, Whistler residents will be Canada's ambassadors to the world. That's a major responsibility, and we're well on our way. Whistler already has a

genuine welcoming nature and a commitment to excellence. We also have a long-standing tradition of community participation and volunteerism including Village Hosts, Mountain Hosts, event volunteers, community service volunteers and the Whistler Weasel Workers, to name but a few.

To fulfil our role as Canada's ambassadors, and to fully leverage the unprecedented opportunity to showcase our community to the world, Whistler is working with VANOC to develop and implement an integrated volunteer initiative designed to ensure that every resident has the opportunity to contribute to success during the Games... and beyond.

Enhanced Games-related initiatives include: building on the success of the Village Host program and recruiting more volunteers; expanding the Home Stay program – tested during the 2008 Alpine World Cup – to provide accommodation for non-resident volunteers; and a plan to develop a local volunteer bureau to meet the needs of community groups after the Games.

In addition, residents from the Sea to Sky corridor are being trained as specialized technical volunteers for bobsleigh, luge, skeleton and all Nordic sports. These

volunteers have already demonstrated their expertise and commitment during national and international sport events and will play a major role at Games time.

"All Canadians must feel these Games are theirs. This is not about a few of us but about all of us."

— John Furlong, Chief Executive Officer, VANOC

For alpine races, the Whistler Weasel Workers are among the most highly skilled and passionate alpine race crew volunteers in the world. The Weasels have played a major role in building and maintaining courses at Olympic Games, World Championships, World Cups, NorAm races and National Championships, including the 2008 FIS Alpine World Cup in Whistler.

Volunteers are the cornerstone of the Games. Whether providing technical support at sport venues, lending a helping hand in the Village, or inviting a volunteer into your home, it's all about welcoming the world to Whistler. The rewards are immeasurable: an unforgettable experience, immense community pride and lifelong memories.

Key Deliverables

- Enhanced Whistler Village Host Program
- Integrated 2010 Volunteer Program
- Whistler Volunteer Opportunities Plan
- 2010 Winter Games Volunteer Guide
- Volunteer Home Stay Program
- Volunteer Bureau

APPLY YOUR PASSION TO VOLUNTEERING

So you didn't quite make it as an athlete, but you're as passionate as ever to leave your mark. Volunteering is your ticket to the 2010 Olympic and Paralympic Winter Games.

By becoming a volunteer, you will be joining a team of 25,000 who'll be welcoming the world to Canada. VANOC, in collaboration with the municipality, is looking for enthusiasm, dedication and a commitment to its values of teamwork, trust, excellence, sustainability and creativity. From press operations to celebrations, from translation to technology, ticketing and accreditation, there are many shoes to fill and VANOC needs talented people to fill them – one of them could be you. Opportunities are available before and during the Games.

Visit www.vancouver2010.com to learn more about what it takes to be a volunteer and to apply online. Aspiring volunteers without Internet access at home are encouraged to visit the Whistler Public Library, the 2010 Information Centre in Whistler or Internet cafés.

Unique opportunities to become sport officials or venue experts are also available at Whistler Olympic Park (www.boldtracks.com) and The Whistler Sliding Centre (www.bcsliding.com).



Weasel Workers in action at the 2008 Alpine World Cup in Whistler.



Whistler Village Host at work.

9 Strategic Objective Delivery of Municipal Services

The 2010 Winter Games provide Whistler with a once-in-a-lifetime opportunity to showcase our resort to an unprecedented number of guests, including thousands of athletes, spectators, international media – and a worldwide TV audience of three billion viewers.

The municipality already provides services that contribute to a vibrant, functional and well-maintained resort community for residents and two million guests annually. These municipal services enrich community life and enable the resort to provide a positive guest experience, thereby contributing to Whistler’s reputation as a world-class destination.

To fully capitalize on the unparalleled opportunity provided by the Games, the delivery of municipal services must be enhanced and coordinated with Games-time functions to ensure an extraordinary resort experience.

To this end, all municipal departments are involved in planning and delivering enhanced services:

- Resort Experience is developing a “Look and Feel” program with banners and signage using the “Look of the Games” as well as lighting and other Village enhancements.

- In collaboration with the local RCMP, the Integrated Security Unit will develop and implement a Games-time policing plan to maintain public safety and security.
- Legislative Services and the Communications department are working with partners in-resort and externally – including VANOC, the federal and provincial governments, the Canadian Olympic Committee, and the Canadian Paralympic Committee – to host national and international dignitaries.
- The Environmental Services department is working with VANOC to develop transportation plans

The delivery of municipal services is a critical component of the Master Planning Program – a comprehensive and collaborative initiative which coordinates and integrates municipal services with Games operations. Master Planning includes all municipal departments, all relevant VANOC functional areas, and many in-resort partners including Tourism Whistler, the Whistler Arts Council, Whistler Blackcomb and the Whistler Chamber of Commerce.

During the Games, municipal services will be comprehensive, collaborative and delivered at a level to ensure an extraordinary Games experience for visitors and the community alike.



Whistler will have hydrogen buses as part of its fleet, offering enhanced transit services during the Games.



The RCMP will play a key role in 2010.

Key Deliverables

- Public Safety Plan
 - Policing
 - Fire and Rescue
 - Emergency Preparedness
- Environmental Services Plan
 - Transportation
 - Waste Management
 - Water and Sewer Plan
 - Snow Clearing/Street Maintenance
 - Goods and Services Delivery
- Resort Experience Plan
 - Look and Way-finding Plan
 - Streetscape and Village Enhancement Plan
 - Village Maintenance Plan
 - Whistler Olympic/Paralympic Celebration Development
- Bylaw and Regulatory Oversight
- Bylaw Enforcement Plan
- Hosting, Protocol and Dignitaries Plan
- Staff Engagement Plan

10 Strategic Objective Partnerships

When Pierre de Coubertin founded the modern Olympic Movement in 1884, he turned to the games of ancient Olympia as a model of international co-operation. De Coubertin envisioned an Olympic movement that would bring the peoples of the world together in partnership. Coubertin's philosophy on partnership remains fundamental to Games planning.

Since its inception, Whistler has recognized that effective community partnerships are essential to achieve a shared vision.

“Whether working with local business, National Olympic Committees or various levels of government, Games planning is truly about working in partnership – partnering for success.”

— Jim Godfrey, executive director, Whistler 2010 Winter Games Office

As Host Mountain Resort, Whistler has a unique opportunity to establish partnerships that deliver extraordinary Games and accelerate our journey to the shared community vision identified in *Whistler 2020*.

In planning, staging and hosting the Games, our partners include the Government of Canada, the Province of British Columbia, the City of Vancouver, the Canadian Olympic Committee, the Canadian Paralympic Committee, Four Host First Nations, the City of Richmond, Games sponsors and partners, and VANOC.

Whistler has special relationships with the federal and provincial governments through their respective Games Secretariats. The Games, and many of our legacies, would not be possible without them.

The municipality is also working with local and corridor partners including Callaghan Local Organizing Committee, Lil'wat Nation, Squamish Nation, the Weasel Workers, Tourism Whistler, the Whistler Arts Council, Whistler Blackcomb, the Whistler Chamber of Commerce, Whistler Legacies Society and many others.

Beyond the Sea to Sky corridor, Whistler is developing relationships with National Olympic Committees, International Sport Federations and numerous other Games-related organizations and corporations.

As we plan for the 2010 Winter Games – and strive to achieve the vision identified in *Whistler 2020* – partnerships will be the cornerstone of our success.

Key Deliverables

- Sponsorship Strategy
- Partnership Agreement with Vancouver
- Memorandum of Understanding with Canadian Olympic Committee
- Nation House Support
- Letter of Intent with First Nations
- Networking Plan
- VANOC Asset Disposal Plan
- Sport Event Support
- Celebration Sites Agreements

DID YOU KNOW?

Firsts for the 2010 Winter Games...

- 1st with two official host communities: Vancouver – Host City, and Whistler – Host Mountain Resort
- 1st with two separate Celebration Sites programs: Vancouver and Whistler
- 1st to hold the Paralympic Games Closing Ceremony outside of the Host City
- 1st where the mountain venues have been completed two years before the Games



The RMOW signed a 2010 partnership agreement with the City of Vancouver in 2007.

CELEBRATING PARTNERSHIPS

Celebration Sites are an initiative of the Government of Canada to bring Canadians from coast to coast to coast together to celebrate the 2010 Winter Games. The Government of Canada has contributed \$10 million to Whistler Celebration Sites – \$5 million for programming and \$5 million for legacy infrastructure.

During the Games, Whistler Village will embrace, engage and entertain the world in one integrated Celebration Sites network. Performers, athletes and spectators will share an imaginative, unforgettable experience.

People from across Canada and around the world will intermingle and enjoy performances by musicians, dancers and artists of many genres.

Three organizations are collaborating on Whistler Celebration Sites: the municipality, VANOC and the Whistler Arts Council. These partners are combining resources and expertise to create a unified and engaging spectator experience while achieving the objectives of each partner. The ongoing work among these three partners has defined the development of Whistler Celebration Sites.

For example, the municipality is working closely with the Whistler Arts Council and VANOC to ensure the integration of official ceremonies with Celebration Sites and VANOC Cultural Olympiad has been involved throughout the process as a principal programming resource.

The result of this partnership will be a program regarded by participants and spectators from around the world as one of the most inspiring and engaging elements of their 2010 Games experience.

11 Strategic Objective Accelerating Our Journey Toward Sustainability



Protecting Whistler's environment is a priority of our community sustainability plan.



For a long time, Whistler residents have understood that sustainability is neither optional nor an add-on. It is fundamental to who we are as a community and to the responsibility we feel as global citizens. This has been reflected in our community's vision, *Whistler 2020*, which directs community decisions. The 2010 Winter Games provide the opportunity to create lasting legacies, and accelerate our progress toward sustainability – and *Whistler 2020* – a legacy of considerable proportions.

The Whistler Athletes Village – both a fulfilment for the Games and an eventual new residential neighbourhood for the community – promotes sustainability principles and practices during the design, construction and deconstruction phases, while new resident housing is the ultimate in building social sustainability.

Venues – Sustainability and accessibility principles and practices have been in the forefront in the development and operation planning of Games venues, including The Whistler Sliding Centre, Whistler Olympic Park,

Whistler Creekside and Whistler Olympic/Paralympic Celebration Plaza. The Whistler venues have a smaller footprint and capacity than those of other Games, and green construction practices and principles have been applied and monitored for all sites.

The Whistler Centre for Sustainability – As a lasting legacy for local residents and international visitors, the Whistler Centre for Sustainability will foster discussion and dialogue – and accelerate local and global progress toward sustainability. With a focus on sustainability for communities, tourism and events, the Centre, launched in 2008, will deliver consulting services and learning opportunities and become the focal point for sustainability in Whistler and a centre of excellence within and beyond the region.

By supporting the development and implementation of an environmentally and socially responsible procurement program for products and services used in the 2010 Winter Games, we help tell the story on an international stage, while supporting local initiatives and involvement.

Carbon management programs, the Hydrogen Highway initiative and use of energy-efficient vehicles will all contribute to reducing our environmental footprint, and being inclusive and accessible furthers our social sustainability goals.

DID YOU KNOW?

2010 Winter Games sustainability performance objectives include:

- Accountability
- Environmental Stewardship and Impact Reduction
- Social Inclusion and Responsibility
- Aboriginal Participation and Collaboration
- Economic Benefits
- Sport for Sustainable Living

“The Games are a stepping stone to improving our social fabric locally, provincially and nationally through the examples we set and legacies we leave in sport, cultural development and economic growth.”

— Terry Wright, VANOC executive vice president, services and Games operations

Key Deliverables

- Collaborate with Vancouver and VANOC in Promoting Sustainability and Sustainable Games
- Sustainability/Innovation Practices in the Whistler Athletes Village
- 2010 Venue Sustainability and Accessibility Support
- Whistler Centre for Sustainability
- Sustainable Procurement Support
- Energy-efficient Vehicles Pilot Program
- Hydrogen Highway Support
- 2010 Winter Games Carbon Management Program
- Support VANOC Sport and Sustainability Conference
- Sustainable Events Support
- Physical Accessibility Plan
- Expansion of Recycling Opportunities

WHISTLER ATHLETES VILLAGE FAST-TRACKS SUSTAINABLE LIVING

Hosting the 2010 Winter Games has given Whistler an opportunity to meet the community's housing goals. Initially, the Athletes Village was planned as a temporary village – instead, the development of the permanent village is providing a means to meet housing needs in a way that is socially, environmentally and economically sustainable.

During the Games, Whistler's Olympic and Paralympic Athletes Village will serve Olympians and Paralympians and their support teams. Post Games, the area will be turned into a new Whistler neighbourhood – Cheakamus Crossing – providing approximately 250 resident-restricted residences, with a mixture

of housing types, indoor and outdoor recreational facilities, convenience retail and other services.

This legacy project will serve to house permanent Whistler residents, providing an affordable opportunity to live, work and play in the resort – and help maintain our goal to house at least 75 per cent of our workforce in Whistler.

Most of the townhomes and condominiums will be sold prior to the Games to Whistler residents on the Whistler Housing Authority wait list, and will be price-restricted. The remaining residences will provide a mix of affordable rental units, hostel units and a small percentage of non-resident-restricted homes.

As one of only 20 Canadian developments designated as a pilot project for the Leadership in Energy and Environmental Design – Neighbourhood Development (LEED-ND), this new neighbourhood will feature high standards in green neighbourhood design practices and be a model of sustainable living.

The project is managed by the municipality's wholly-owned subsidiary, Whistler 2020 Development Corporation, and made possible by the support of the provincial and federal governments and VANOC.

More information about the new neighbourhood is available at cheakamuscrossing.ca

Our Lasting Legacies

So much planning, energy, commitment and investment is going into making the 27 days of the 2010 Olympic and Paralympic Winter Games successful. Throughout the time leading up to 2010, the municipality will continue to forge alliances and develop programs and events to best leverage the tremendous power and resources associated with the Games. The goal – to partner in producing extraordinary Games, while working to achieve our long-term community vision.

In planning for the Games, the municipality has identified more than 25 legacies for the benefit of the community. Some will provide direct benefits; others will be indirect. Some are yet to be realized, while others are already providing tangible benefits. All provide lasting legacies of value for Whistler residents, businesses and our entire resort community.



The Whistler Sliding Centre will be home to training, international competition and tourism.

- **Community Land Bank** will provide 300 acres of gifted Crown land for the legacy resident neighbourhood, Cheakamus Crossing, and for further development of resident housing if required by the community in the future.
- The **Whistler Olympic & Paralympic Athletes Village** will be transformed post Games into a legacy resident neighbourhood, Cheakamus Crossing, and be a model for sustainable living. It will provide a mixture of housing types to meet the accommodation needs for Whistler residents, and include a trail system, indoor and outdoor recreation facilities, the Athletes Centre and Lodge, and convenience retail and other services.
- **The Whistler Athletes Centre** will provide a training and accommodation venue for Olympic and Paralympic athletes, a legacy for athletic development post Games and a new community sports amenity.
- **Whistler Olympic/Paralympic Celebration Plaza** will host performances and celebrations during the Games, including the Paralympic Closing Ceremony. Post Games, it will serve as an outdoor gathering and event space and an Olympic and Paralympic Games landmark legacy for visitors and residents.
- **The Whistler Conference Centre** received \$3 million toward renovations, providing an improved



Whistler Olympic Park is a centre for Nordic recreation, training and competition.

- meetings and events experience, which will help Whistler build this important business sector.
- **Financial tools**, that is, incremental revenue from the hotel tax (previously two per cent of the provincial hotel tax came to resort communities, this increased to six per cent) from the provincial government that will contribute an estimated \$7 million annually to the resort and will help Whistler achieve its goal of financial sustainability.
- **Boundary expansion**, approved in 2007, gives the municipality jurisdiction and better capability to manage its watersheds and growth management policies along its boundaries. The total area of Whistler increased to 24,300 hectares from 16,500.
- Representation on the **Whistler Legacies Society**, the not-for-profit agency that will own, manage and operate Whistler Olympic Park, The Whistler Sliding Centre and the Whistler Athletes Centre post Games will give the community the opportunity to affect future use of these venues.
- Representation on the board for the **2010 Games Operating Trust**, which will provide funding to help maintain and operate Whistler Olympic Park and

The Whistler Sliding Centre, will allow Whistler to assist with the continued development of high-performance amateur sport.

- **Whistler Olympic/Paralympic Park** will be the competition venue for biathlon, ski jumping, Nordic combined and cross-country ski events during the Games. Post Games, it will be a legacy for the enjoyment of local residents, visitors and athletes in a variety of uses ranging from recreational to high-performance.
- **The Whistler Sliding Centre** will host the bobsleigh, luge and skeleton events during the Olympic Games, and will provide a visitor, athlete and event hosting legacy post Games, in both summer and winter.
- **Enhanced snow-making** will be available on Whistler Mountain post Games.
- Accelerated completion of safety upgrades and capacity improvements to the **Sea to Sky Highway** will leave a lasting legacy for visitors, residents and businesses alike.

“The 2010 Winter Games will be a time in our history not to be repeated. I look forward to experiencing it with you.”

— Whistler Mayor Ken Melamed

- The Sea to Sky Corridor received a \$1.4 million Olympic legacy from a GE donation of a new 64-slice **CT scanner** to be located in the Whistler Health Care Centre before the Games. The scanner will be used to diagnose athletes during the Games and will be a legacy to be used by the region in perpetuity.

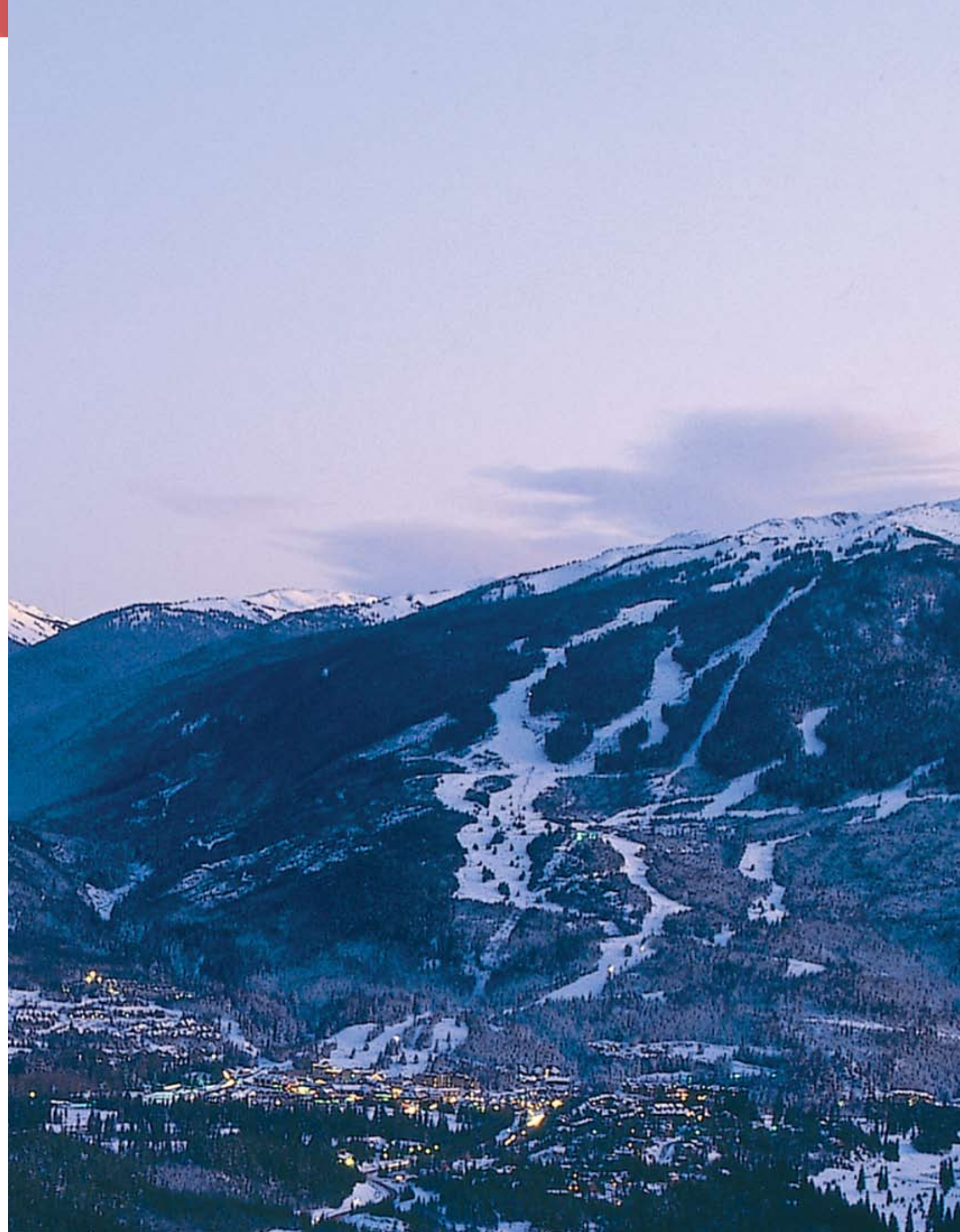
continued next page

Our Lasting Legacies (continued)

- **Hydrogen buses** resulting from the Province of British Columbia investing in the world's first hydrogen bus fleet, and fuelling stations for Whistler and Victoria will make Whistler part of a larger hydrogen highway running from here to San Diego, with 20 new buses on Whistler roads by 2009.
- **A new natural gas pipeline** will be constructed by Terasen Gas in March 2009. The community will experience an immediate 15-per-cent reduction of greenhouse gas emissions with the conversion from propane to natural gas.
- More power will result from BC Hydro's installation of a **new substation** in 2006 in Function Junction, increasing the overall capacity and reliability of service to the community.
- Environment Canada is setting up three **state-of-the-art weather stations**: at the 1,650-metre mark of Whistler Mountain; at the top of the Garbanzo Chair; and on Mount Waddington on the British Columbia coast – upstream in the weather flow to the Whistler area to help improve mountain weather forecasts.
- More **telecommunication services** will result from Bell installing 286 kilometres of fibre-optic cable from Vancouver to Whistler, ensuring a legacy of improved telephone, TV and digital services for Whistler residents. Additional fibre-optic cable is being installed in the village to add permanent capacity for broadcast and event services.
- **Strong tourism brand** and destination awareness will result from being on the world stage, for three billion TV viewers and many thousands of international visitors.
- **Local business success** will be achieved through: the many local contracts secured to build competition and non-competition venues; the scores of retailers carrying VANOC merchandise; and the others involved in Games-time contracts for catering, commercial space rentals and accommodations.
- **Increased public art** will celebrate local and international talent and Whistler's growing arts, culture and heritage sector.
- **Cultural opportunities** will be supported through Games sponsor funding toward the Squamish Lil'wat Cultural Centre, and the Cultural Capitals designation and funding Whistler secured for 2009.
- Whistler will provide **enhanced accessibility** for people with disabilities, making it one of the most accessible resort communities in the world.
- **Skills, capacity and learning development** will result from Whistler residents' involvement and volunteering with the Games, and will be transferable to other elements of community-building and economic opportunities.
- **Lasting partnerships** with Canada, the Province, Vancouver, First Nations and others will help Whistler continue to build a stronger resort community.
- Working together to execute the 2010 Winter Games Strategic Framework, Whistler's key stakeholders will continue to build **stronger relationships** as they move closer to the concept of "Whistler Incorporated."
- **Community-wide knowledge and pride** that Whistler residents' entrepreneurial spirit, diverse skill-set and "can-do" attitude will help enable the community to achieve anything that it sets out to accomplish.



Printed in British Columbia using vegetable-based inks.





Resort Municipality of Whistler

Host Mountain Resort
2010 Olympic and Paralympic
Winter Games

4325 Blackcomb Way
Whistler, British Columbia
Canada V0N 1B4

TEL 604 932 5535
TF 1 866 932 5535
www.whistler.ca