



2010 Legacy Initiatives

Background

- In 2001, the Government of Canada agreed to support the Vancouver bid to host the 2010 Olympic and Paralympic Winter Games in order to:
 - advance national policy objectives;
 - bring significant sport, economic, social, and cultural benefits to Canadians; and
 - ensure significant legacies for Canadian businesses, communities, and citizens.
- The Government of Canada has contributed to 2010 Winter Games legacies in the following areas:
 - venue construction and operation; sport development; ceremonies; torch relays; celebration sites; Aboriginal participation; and official languages.
- In addition, the Government of Canada is making use of the profile of hosting the 2010 Winter Games to attract global investment and innovation to Canada. In key markets abroad, the Government is engaging in business and media outreach activities to heighten awareness of Canada's many advantages as a destination and partner for global business.
- The Government of Canada also recognizes the 2010 Winter Games' potential to promote "intangible" legacies, such as enhancing national pride and promoting our shared identity as Canadians. By creating a presence in all regions of the country, the Government of Canada is striving to ensure that all Canadians have an opportunity to share in the excitement of Canada's Games!

Venue construction and operation

- The Government of Canada and the Province of British Columbia are equal contributors to VANOC's capital plan to support the construction and renovation of core 2010 Winter Games venues, including seven new state-of-the-art venues. Both governments have each made an investment of \$290 million towards the capital plan.
- In accordance with the Multi-Party Agreement (MPA), the Government of Canada and the Province of British Columbia each contributed \$55 million to the Legacy Endowment Fund which is managed by the 2010 Games Operating Trust. The Legacy Endowment Fund supports the maintenance and operating expenses of specific 2010 Winter Games sporting venues and charitable and not-for-profit organizations conducting high-performance amateur sport and coach-development programming at those venues and elsewhere in Canada.





- The three legacy facilities receiving the funds are the Richmond Olympic Oval, the Whistler Olympic Park, and the Whistler Sliding Centre. This commitment by the Government of Canada and the Province of British Columbia ensures that Canadians will continue to use the venues and benefit from sport programming well beyond 2010.

Sport development

- The Government of Canada is contributing \$66 million (of the total \$110 million in funding) to Own the Podium, a national initiative with the objective of placing first among all nations in terms of total medals won at the 2010 Winter Olympic Games and in the top three countries in terms of gold medals won at the 2010 Winter Paralympic Games.
- The Government of Canada is also committed to increasing awareness of the Paralympic movement. To that end, the 2010 Paralympic Winter Games is being leveraged to ensure an unprecedented high profile for the event.

Ceremonies

- The Opening Ceremony for the 2010 Olympic Winter Games presents Canada with a unique opportunity to tell a story that inspires a world audience of 3 billion people. The Government of Canada is contributing \$20 million to ensure the Opening Ceremony of the 2010 Olympic Winter Games exceeds Canadians' expectations.
- The Government of Canada is collaborating with VANOC to ensure that the Opening Ceremony is truly representative of Canada's cultural diversity and linguistic duality by highlighting the excellence and richness of the performances of leading Canadian artists.

Torch relays

- In 2010, Canada will have a once-in-a-generation opportunity to strengthen the fabric of the nation and recognize Canadian heroes by bringing communities together to celebrate the 2010 Winter Games. For approximately 100 days, 12 000 torchbearers will carry the Olympic flame across every province and territory and bring the 2010 Winter Games to more than 90 percent of the Canadian population, making it the largest domestic torch relay in Games history.
- The Government of Canada has committed \$24.5 million to support the torch relays and associated community celebrations and to make them a symbol of national pride.





Celebration sites

- Included in the Government of Canada's commitment to the 2010 Winter Games is a \$20 million contribution for celebration sites in both Vancouver and Whistler. Located away from the Games venues, celebration sites are family-friendly areas with large outdoor screens, a stage and an open plaza where people can watch the Games and ceremonies—at no cost.
- Celebration sites in Vancouver and Whistler are expected to:
 - establish lasting, post-Games legacies in the form of improved and newly created community gathering spaces;
 - enhance spectator experiences through increased accessibility and free participation of local residents and foreign visitors to celebrate and share the 2010 Winter Games experience; and
 - result in a highly visible recognition of the Government of Canada's contribution.

Aboriginal participation

- The Lil'wat, Musqueam, Tsleil-Waututh, and Squamish Nations are the four First Nations that will host the 2010 Winter Games on their traditional territories (Four Host First Nations). In November 2004, these four First Nations signed a historic protocol agreement to fully participate in all aspects of the Games. The Government of Canada has committed \$2 million in funding over five years to support the operations of the Four Host First Nations Society.
- The 2010 Winter Games are providing an opportunity for Aboriginal people to showcase their cultures to Canada and the world. In addition, the Games have provided economic opportunities to Aboriginal communities, through skills development, job creation, and business development.
- Through Olympic Legacy Agreements with the Musqueam and Tsleil-Waututh First Nations, the Government of Canada is contributing \$34.55 million in funding to ensure that Aboriginal people share in the economic, social, and cultural benefits of the 2010 Winter Games.

Official languages

- Since the bid phase for the hosting of the 2010 Winter Games, the Government of Canada has been committed to ensuring that all aspects of the Games reflect Canada's linguistic duality. In 2002, the Government of Canada spearheaded the negotiation of a comprehensive MPA between key stakeholders. From the outset, stringent official languages requirements were built into the MPA.
- The Government of Canada recognizes Canada's unique opportunity to promote its linguistic duality through the 2010 Winter Games and is strongly committed to ensuring that our two official languages are fully incorporated in the organizing and hosting of the Games.

