

————— BBABC —————
BLACK BUSINESS ASSOCIATION OF BC
Unity - Excellence - Legacy

September 27, 2022

The Honourable Melanie Mark
Minister of Tourism, Arts, Culture and Sport
Parliament Buildings
Victoria, British Columbia V8V 1X4

Dear Minister Mark:

On behalf of the Black Business Association of BC, I would like to express my full support of the Liłwat (Lil'wat), xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliwətał (Tsleil-Waututh) Nations in their efforts to lead an Indigenous bid to host the 2030 Olympic and Paralympic Winter Games in British Columbia.

The experience of the Vancouver 2010 Games brought tremendous benefits and lasting legacies to our communities. As a policy coordinator working on a government project team, and as a member of the public who went to local events, I personally saw the benefit to both local economy, and Canadian pride as a direct result of the 2010 games. As our province emerges from this global pandemic, we need another inspirational goal that will unite all British Columbians and help us to address the economic, environmental, housing, reconciliation, and health challenges that continue to concern us. The leadership of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations, and their vision of harnessing the Games as a significant step toward reconciliation, provide us with the opportunity to make progress in ways that can impact generations to come.

Working in the Non-profit business sector in support of the Black business community, we are facing our own set of challenges. I strongly believe that a clear plan for hosting the 2030 Games that incorporates the feedback of various communities and sectors can vastly accelerate our ability to achieve our priorities. These games will help to build back the small business community that was severely hurt by the pandemic, and we the Black Business Association of BC will provide our support to ensure an inclusive games.

Therefore, I wholeheartedly endorse an Indigenous-led 2030 Winter Games bid and urge the Government of British Columbia to fully support the efforts of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations to bring the Olympic and Paralympic Games back to our province.

Thank you for your support.

Sincerely,

A handwritten signature in black ink, appearing to read "Nerissa Allen", with a stylized flourish at the end.

Nerissa Allen B.Sc

President and CEO

nallen@blackbusinessbc.ca

www.blackbusinessbc.ca

September 12, 2022

The Honourable Lisa Beare
Minister of Tourism, Arts, Culture and Sport
Parliament Buildings
Victoria, British Columbia V8V 1X4

Dear Minister Beare:

On behalf of Gibbons Whistler, I would like to express my full support of the Líl'wat (Lil'wat), x̱m̱əθḵw̱əy̱əm (Musqueam), Sḵw̱x̱w̱ú7mesh (Squamish) and səliłwətał (Tsleil-Waututh) Nations in their efforts to lead an Indigenous bid to host the 2030 Olympic and Paralympic Winter Games in British Columbia.

The experience of the Vancouver 2010 Games brought tremendous benefits and lasting legacies to our communities. I was honoured to have been selected as a torch bearer and the vibrancy it brought to the restaurants, pubs and retail stores in Whistler is something I'll never forget. As our province emerges from this global pandemic, we need another inspirational goal that will unite all British Columbians and help us to address the economic, environmental, housing, reconciliation, and health challenges that continue to concern us. The leadership of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations, and their vision of harnessing the Games as a significant step toward reconciliation, provide us with the opportunity to make progress in ways that can impact generations to come.

Working in the restaurant, pub and nightclub sector, we are facing our own set of challenges. I strongly believe that a clear plan for hosting the 2030 Games that incorporates the feedback of various communities and sectors can vastly accelerate our ability to achieve our priorities. Specifically in Whistler, the potential for upgraded infrastructure and new athlete accommodation that can turn into local housing is something that would greatly support and strengthen our community and its future plans. As well as having more global visitors come experience Whistler. As much as we feel like we're a global resort currently, there's still an opportunity to put us further on the map as a resort destination. Through the planning and building for the 2010 Vancouver games, our community came together and rallied behind it and became better. The 2030 games is something we could pull together for, like we have in the past, to showcase what wonderful experiences we are able to provide our community and the global traveller.

Therefore, I wholeheartedly endorse an Indigenous-led 2030 Winter Games bid and urge the Government of British Columbia to fully support the efforts of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations to bring the Olympic and Paralympic Games back to our province.

Thank you for your support.

Sincerely,
Joseph Gibbons



**GREATER VANCOUVER
BOARD OF TRADE**

Greater Vancouver Board of Trade
World Trade Centre
400 – 999 Canada Place
Vancouver, B.C. Canada V6C 3E1
T. 604-681-2111 F. 604-681-0437
E. contactus@boardoftrade.com
boardoftrade.com

CEO
Bridgitte Anderson, ICD.D

2021-22
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| Walter Pela | Vice-Chair |
| Juggy Sihota-Chahil | Vice-Chair |
| Todd Shewfelt | Secretary-Treasurer |
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| 2009 - 10 | Sue Paish, Q.C. |
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| 2006 - 07 | Frank Borowicz, Q.C. |
| 2005 - 06 | Daniel F. Muzyka |
| 2003 - 04 | Jeff Dowle |
| 2002 - 03 | Peter Legge, O.B.C. |
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| 1998 - 99 | A. Allan Skidmore |
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| 1996 - 97 | Brandt C. Louie, O.B.C. |
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| 1992 - 93 | David G. McLean, O.B.C., U.D., F.I.C.D. |
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| 1987 - 88 | R. E. Kadlec |
| 1986 - 87 | G. P. Clarke |
| 1985 - 86 | A. S. Hara, O.C. |
| 1984 - 85 | A. M. Fowles |
| 1978 | D. C. Selman |

18 March 2022

Premier John Horgan
Parliament Buildings
Victoria, BC V8V 1X4
Via E-mail

RE: 2030 Winter Olympic Games

Dear Premier Horgan,

On behalf of the Greater Vancouver Board of Trade and our over 5,500 members, I write to express the strong support of our region's business community for an Indigenous-led bid to bring the 2030 Winter Olympic and Paralympic Games to British Columbia. As the Líl'wat, Musqueam, Squamish and Tsleil-Waututh Nations explore the possibility of a 2030 Olympic Bid, we offer the following considerations in support of these efforts.

As demonstrated by the successful 2010 Winter Olympic and Paralympic Games in Vancouver and Whistler, British Columbia has a unique capacity to welcome the world to Canada, promoting the economic and social benefits of sport, advancing international dialogue across cultures and national boundaries, and re-energizing the importance of the Olympic Games for younger generations.

In 2030, the opportunity for British Columbia is even more significant – this is the chance for Canada and B.C. to be the first nation to advance a uniquely Indigenous-led Olympic Games that amplifies the experiences, contributions and global leadership of First Nations and Indigenous peoples.

By supporting an Indigenous-led bid for our region to host the 2030 Olympics, B.C. and Canada can demonstrate international leadership on truth and reconciliation. This is a meaningful step toward advancing the goals of setting forth a new model for government-to-government, nation-to-nation relations with Indigenous peoples.

As our province attempts to recover from the COVID-19 pandemic and chart out a strategy for long-term economic growth, hosting the 2030 Games represents an opportunity to deliver significant economic benefits province-wide. The influx of tourists and events adjacent to the Olympic games in 2010 resulted in millions of dollars of economic activity, small business growth, wealth creation and long-term development for our region. By hosting the 2030 Winter Olympics, B.C. can repeat that success. Prior to the pandemic, our region's tourism sector had continued its long-term trend of growth after the 2010 Games increased the global recognition of Vancouver and Whistler as travel destinations.

New tourism and the small business activity it supports also leads to more tax revenue for all levels of government.

British Columbia is well-positioned to host the 2030 Winter Olympics. Our province has a significant advantage due to the legacy infrastructure that remains in place following the 2010 Olympic Games. These venues have remained largely in use after the 2010 Olympics and with minimal investment will be ready for a second round of Olympic Games. Such minimal investment would deliver significant economic and social benefits for our province, as the initial investments in 2010 have demonstrably done.

Since its inception in 1887, the Greater Vancouver Board of Trade has sought to lead, unite and champion business to ensure Greater Vancouver is thriving and our region is the best place to live and work. This objective leads us to strongly support the Líl'wat, Musqueam, Squamish and Tsleil-Waututh Nations as they explore the possibility of this Olympic bid, and we urge the province to support them as well. GVBOT stands ready to lend our material collaboration and support for this bid in any appropriate way that we can.

Sincerely,

A handwritten signature in black ink, appearing to read "Bridgitte", with a long, sweeping horizontal line extending to the right.

Bridgitte Anderson
President and CEO

Copy:

Melanie Mark, Minister of Tourism Arts, Culture and Sport
Ravi Kahlon, Minister of Jobs, Economic Recovery and Innovation

October 5, 2022

The Honourable Lisa Beare
Minister of Tourism, Arts, Culture and Sport
Room 151 Parliament Buildings
Victoria, British Columbia V8V 1X4

Re. Support for Indigenous bid to host 2030 Olympic and Paralympic Games in BC

Dear Minister Beare:

The Greater Victoria Chamber of Commerce supports the proposal put forward by the Lií'wat (Lil'wat), x̣ẉməθḳẉəỵəm (Musqueam), Sḳẉx̣ẉú7mesh (Squamish) and səilwətał (Tsleil-Waututh) to lead an Indigenous bid to host the 2030 Olympic and Paralympic Winter Games in British Columbia.

Greater Victoria, like much of the province, experienced tremendous benefits from the 2010 Games in Vancouver and Whistler. For example, the international media exposure provided a boost to businesses that service our visitor economy.

With the last few years dominated by so much global uncertainty, the time is right to welcome the world once again to B.C. Hosting the 2030 Winter Olympics is a change to address ongoing economic, environmental, housing, reconciliation and health challenges. The Chamber supports First Nations in our region and their discussions with the leadership of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations. The vision of an Olympic Games as a significant step toward reconciliation is an opportunity to benefit current and future generations.

On behalf of The Chamber, I fully support an Indigenous-led 2030 Winter Games bid and urge the Government of British Columbia to back the efforts of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations to bring the Olympic and Paralympic Games back to our province.

Sincerely,



Bruce Williams
CEO, Greater Victoria Chamber of Commerce



September 26, 2022

The Honourable Melanie Mark
Minister of Tourism, Arts, Culture and Sport
Parliament Buildings
Victoria, British Columbia V8V 1X4

Dear Minister Mark:

On behalf of the Victoria Forum and the Gustavson School of Business at the University of Victoria, I would like to express my full support for the Lil'wat (Lil'wat), xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətał (Tsleil-Waututh) Nations in their efforts to lead an Indigenous bid to host the 2030 Olympic and Paralympic Winter Games in British Columbia.

The experience of the Vancouver 2010 Games brought tremendous benefits and lasting legacies to our communities. It played a significant role in putting Vancouver and BC on the world map as a leading centre for sport, tourism and sustainable development. As our province emerges from this global pandemic, we need another inspirational goal that will unite all British Columbians and help us to address the economic, environmental, housing, reconciliation, and health challenges that continue to concern us. The leadership of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations, and their vision of harnessing the Games as a significant step toward reconciliation, provide us with the opportunity to make progress in ways that can impact generations to come.

Working in the education sector, we are facing our own set of challenges. I strongly believe that a clear plan for hosting the 2030 Games that incorporates the feedback of various communities and sectors can vastly accelerate our ability to achieve our priorities. Our world is at an inflection point, with a myriad of challenges, and is becoming increasingly divided. It is important that we showcase alternatives that work, and sport offers a powerful context in which to demonstrate and communicate a more positive alternative. We are proud to have recently played a role in developing a Commonwealth Games statement on the power of sport for reconciliation and hosting these Games in BC would reinforce BC's global leadership in this area.



Gustavson
School of Business
University of Victoria

University of Victoria
PO Box 1700 STN CSC
Victoria BC V8W 2Y2

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Therefore, I wholeheartedly endorse an Indigenous-led 2030 Winter Games bid and urge the Government of British Columbia to fully support the efforts of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations to bring the Olympic and Paralympic Games back to our province.

Thank you for your support.

Sincerely,

Saul Klein
Dean
Chair, Victoria Forum



KAMLOOPS & DISTRICT CHAMBER OF COMMERCE

September 30, 2022

The Honourable Lisa Beare
Minister of Tourism, Arts, Culture and Sport
Parliament Buildings
Victoria, British Columbia V8V 1X4

Dear Minister Beare:

On behalf of the Kamloops & District Chamber of Commerce, I would like to express my full support of the Lil'wat (Lil'wat), x̱m̱əθḵw̱əy̱əm (Musqueam), Sḵwx̱w̱ú7mesh (Squamish) and səlilwətaʔ (Tsleil-Waututh) Nations in their efforts to lead an Indigenous bid to host the 2030 Olympic and Paralympic Winter Games in British Columbia.

Moreover, Kamloops & District Chamber of Commerce is committed to Indigenous reconciliation and partnership, and is supportive of the decision by the Tk'emlúps te Secwépemc, Neskonlith, Adams Lake and Little Shuswap Lake First Nations to support the bid.

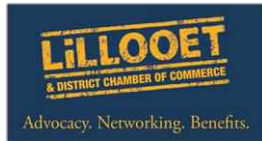
The experience of the Vancouver 2010 Games brought tremendous benefits and lasting legacies to our communities. As our province emerges from this global pandemic, we need another inspirational goal that will unite all British Columbians and help us to address the economic, environmental, housing, reconciliation, and health challenges that continue to concern us. The leadership of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations, and their vision of harnessing the Games as a significant step toward reconciliation, provide us with the opportunity to make progress in ways that can impact generations to come.

Working in the business sector in the Kamloops region, we are facing our own set of challenges. I strongly believe that a clear plan for hosting the 2030 Games that incorporates the feedback of various communities and sectors can vastly accelerate our ability to achieve our priorities. The approach to use existing facilities, while spreading the workload of the events across multiple communities is a welcomed one. The 2030 Games present much opportunity to showcase the Sun Peaks and Kamloops region on an international stage while generating economic benefit for our business community and region.

Therefore, I wholeheartedly endorse an Indigenous-led 2030 Winter Games bid and urge the Government of British Columbia to fully support the efforts of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations to bring the Olympic and Paralympic Games back to our province.

Thank you for your support.

Acacia Pangilinan
Executive Director
Kamloops & District Chamber of Commerce



Lillooet & District Chamber of Commerce

Contact:
Phone:
Email:
Website:

PO Box 650, Lillooet, BC V0K 1V0
604-849-2549
info@lillooetchamber.ca
<https://lillooetchamber.ca/>

October 5, 2022

The Honourable Melanie Mark
Minister of Tourism, Arts, Culture and Sport
Parliament Buildings
Victoria, British Columbia V8V 1X4

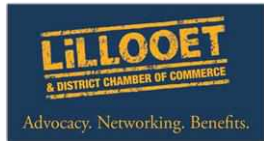
Dear Minister Mark,

On behalf of the Lillooet & District Chamber of Commerce, I would like to express our support for the Indigenous bid by the Líl'wat (Lil'wat), x̱məθḵw̱əy̱əm (Musqueam), Sḵwx̱wú7mesh (Squamish) and səliłwətał (Tsleil-Waututh) Nations to host the 2030 Olympic and Paralympic Winter Games in British Columbia. The Lillooet Chamber represents businesses along a possible Olympic route from Whistler to Sun Peaks, and would see the benefits and challenges associated with a successful 2030 Olympic Bid.

The Canadian Olympic Committee has done a series of public engagement sessions with various stakeholders to discuss the possibility for an official bid. The Lillooet Chamber was part of those sessions and was impressed with the ideas presented by the organizers and some of the discussion that ensued. We are pleased to see a robust public engagement process with this bid and believe that the COC is doing their due diligence when it comes to this Bid and planning for the Games.

The September 2030 Project Update lays out some of the shared opportunities and concerns across the Province, and the Lillooet Chamber would like to echo those findings. The top three findings were discussions on affordable housing, necessary transportation improvements, and true indigenous inclusion in the Games. In the community of Lillooet, we strongly share these findings and hope that a 2030 Olympic bid can help meaningfully address some of these challenges. For example upgrades to Highways 99 and 12 to improve transportation, the construction of additional affordable housing units to stem property speculation ahead of the Games, and the partnering with neighbouring Nations, all would improve the experience with the 2030 Games.

The 2010 Olympic Games brought some benefits to BC and highlighted some shortcomings in our Province. With this opportunity of hosting the 2030 Olympic bid we hope to make meaningful progress on the issues and use the exposure from the Games to improve each of our communities for the long run. The Olympic Games have obvious benefits to many businesses and communities from the immense global exposure and increased business activity, but we must ensure that this exposure translates into long-term benefit rather than short term gain.



Lillooet & District Chamber of Commerce

Contact: PO Box 650, Lillooet, BC V0K 1V0
Phone: 604-849-2549
Email: info@lillooetchamber.ca
Website: <https://lillooetchamber.ca/>

Keeping in mind the improvement of our own communities in the long-term, the Lillooet Chamber is happy to endorse an Indigenous-led 2030 Winter Games bid and urge the Government of British Columbia to fully support the efforts of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations to bring the Olympic and Paralympic Games back to our province.

Sincerely,

A handwritten signature in black ink, appearing to be "JH", written over the printed name.

Johannes Bodendorfer
Lillooet Chamber of Commerce

October 3, 2022

The Honourable Lisa Beare
Minister of Tourism, Arts, Culture and Sport
Parliament Buildings
Victoria, British Columbia V8V 1X4

Dear Minister Beare:

On behalf of Mink Chocolates I would like to express my full support of the Líl'wat (Lil'wat), x̣ṃəθḳẉəỵəm (Musqueam), Sḳẉx̣ẉú7mesh (Squamish) and səliwətał (Tsleil-Waututh) Nations in their efforts to lead an Indigenous bid to host the 2030 Olympic and Paralympic Winter Games in British Columbia.

The experience of the Vancouver 2010 Games brought tremendous benefits and lasting legacies to my community. As our province emerges from this global pandemic, we need another inspirational goal that will unite all British Columbians and help us to address the economic, environmental, housing, reconciliation, and health challenges that continue to concern us.

The leadership of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations, and their vision of harnessing the Games as a significant step toward reconciliation, provide us with the opportunity to make progress in ways that can impact generations to come.

Working in the hospitality sector, we are facing our own set of challenges. I strongly believe that a clear plan for hosting the 2030 Games that incorporates the feedback of various communities and sectors can vastly accelerate our ability to achieve our priorities. We rely on people going home and ordering our products online. When someone is here from abroad for something as monumental as an Olympic Games, they are of a different mindset than the average tourist coming to board a cruise to Alaska. The focus is on Vancouver and British Columbia. They are here for longer. They spend more money. They have many more memorable experiences with everything supernatural BC has to offer, and with respect to my business, are so impressed by our award-winning handmade product that they continue to support us by shopping online.

Therefore, I wholeheartedly endorse an Indigenous-led 2030 Winter Games bid and urge the Government of British Columbia to fully support the efforts of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations to bring the Olympic and Paralympic Games back to our province.

Thank you for supporting our Made-in-BC independent craft business.

Sincerely,



Marc Lieberman
President & Founder
Mink Chocolates
marc@minkchocolates.com

Mink[®]
CHOCOLATES



INTERIOR BC

pacificsportinteriorbc.com

COMMUNITY

CHAMPION



INTERIOR BC

pacificsportinteriorbc.com

Boone

COMMUNITY

CHAMPION

October 5, 2022

The Honourable Lisa Beare
Minister of Tourism, Arts, Culture and Sport
Parliament Buildings
Victoria, British Columbia V8V 1X4

Dear Minister Beare:

On behalf of PEG Nanaimo Investors, LLC , the ownership group for the Nanaimo Courtyard by Marriott I would like to express my full support of the Lil'wat (Lil'wat), x̱məθḵwəy̱əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətał (Tsleil-Waututh) Nations in their efforts to lead an Indigenous bid to host the 2030 Olympic and Paralympic Winter Games in British Columbia.

The experience of the Vancouver 2010 Games brought tremendous benefits and lasting legacies to our communities. As our province emerges from this global pandemic, we need another inspirational goal that will unite all British Columbians and help us to address the economic, environmental, housing, reconciliation, and health challenges that continue to concern us. The leadership of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations, and their vision of harnessing the Games as a significant step toward reconciliation, provide us with the opportunity to make progress in ways that can impact generations to come.

Working in the Hospitality sector, we are facing our own set of challenges. I strongly believe that a clear plan for hosting the 2030 Games that incorporates the feedback of various communities and sectors can vastly accelerate our ability to achieve our priorities. The Pandemic that we are only now emerging from set back the hospitality industry several years and having a world wide event will help offset the challenges of the last several years. The Olympics not only brings business during the games, but also creates a ongoing interest in the community for generations to come. British Columbia is well suited to capitalize on such an event with its natural beauty and welcoming community. As the newest hotel in British Columbia (due to open early 2023) we have invested significant capital and partnered with the local first nation and would consider it a privilege to share our culture and spirit of service with the Olympic visitors.

Therefore, I wholeheartedly endorse an Indigenous-led 2030 Winter Games bid and urge the Government of British Columbia to fully support the efforts of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations to bring the Olympic and Paralympic Games back to our province.

Thank you for your support.

Sincerely,
Cameron Gunter, Founder and President of PEG Companies



July 19, 2022

Tricia Smith
President
Canadian Olympic Committee



Dear Tricia,

RE: Opportunity for BC 2030 Olympic & Paralympic Winter Games

On behalf of the Board of Directors of the Richmond Olympic Oval Corporation, I would like to pass on the Board's enthusiasm for the Canadian Olympic Committee's intention to bid on the 2030 Olympic and Paralympic Games for British Columbia.

The Richmond Olympic Oval was the signature competition venue of the 2010 Olympic Games. Millions of people from all over the world witnessed greatness under the Oval's incredible, *Made-in-BC* wood wave roof, culminating in Canadian gold from not only our Men's Team Pursuit, but from former world record holder (and now Oval Board member), Christine Nesbitt. In the 12 years since the Games, the Oval has become an extraordinary example of a sustainable Olympic legacy that continues to deliver the very best of recreation, sport and fitness to the community while supporting the pursuits of top Canadian athletes.

I would be remiss if I did not commend the City of Richmond for their vision of the Richmond Olympic Oval. That vision paved the way for a sustainable and highly valued community legacy, all the while retaining the structural and mechanical capability for converting the 400m long track speed skating configuration. The venue is in excellent operating order as a result of the on-going investments and care given over the last several years. As such, all mechanical systems required to create a 400m oval remain in tact.

We encourage your team to continue to engage our senior staff to negotiate acceptable terms for the use of the Richmond Olympic Oval. In the meantime, we wish you the best of luck in this most exciting pursuit.

Sincerely,

A handwritten signature in black ink, appearing to read "Dennis Skulsky".

Dennis Skulsky
Chair, Board of Directors
Richmond Olympic Oval Corporation

September 12, 2022

The Honourable Lisa Beare
Minister of Tourism, Arts, Culture and Sport
Parliament Buildings
Victoria, British Columbia V8V 1X4

Dear Minister Beare:

On behalf of Roxxy Bomb's Pet Food + Supplies, I would like to express my full support of the Lil'wat (Lil'wat), xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliwətał (Tsleil-Waututh) Nations in their efforts to lead an Indigenous bid to host the 2030 Olympic and Paralympic Winter Games in British Columbia.

The experience of the Vancouver 2010 Games brought tremendous benefits and lasting legacies to our communities. It put a spotlight on our communities to share with the world. As our province emerges from this global pandemic, we need another inspirational goal that will unite all British Columbians and help us to address the economic, environmental, housing, reconciliation, and health challenges that continue to concern us. The leadership of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations, and their vision of harnessing the Games as a significant step toward reconciliation, provide us with the opportunity to make progress in ways that can impact generations to come.

Working in the retail sector, we are facing our own set of challenges. I strongly believe that a clear plan for hosting the 2030 Games that incorporates the feedback of various communities and sectors can vastly accelerate our ability to achieve our priorities. The Games will assist in further establishing valuable infrastructure for our community and provide additional employment opportunities as it will help drive visitation and tourism to our area post-event.

Therefore, I wholeheartedly endorse an Indigenous-led 2030 Winter Games bid and urge the Government of British Columbia to fully support the efforts of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations to bring the Olympic and Paralympic Games back to our province.

Thank you for your support.

Sincerely,
James Bingham
Owner/Operator
Roxxy Bomb's Pet Food + Supplies

28 September 2022

The Honourable Lisa Beare
Minister of Tourism, Arts, Culture and Sport
Minister of Citizens' Services
Parliament Buildings
Victoria BC V8V 1X4

Dear Minister Beare:

On behalf of the University of Victoria, I would like to express my full support of the Lil'wat (Lil'wat), x̱məθkʷəy̱əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwatał (Tsleil-Waututh) Nations in their efforts to lead an Indigenous bid to host the 2030 Olympic and Paralympic Winter Games in British Columbia.

The experience of the Vancouver 2010 Games brought tremendous benefits and lasting legacies to our communities and the energy in the region leading up to and during the 2010 games was exciting to experience. Many infrastructure benefits such as the improved sea to sky highway, new world-class venues for locals and athletes to enjoy, and Indigenous signage improved the province's cultural understanding and provided for an enduring legacy. As our province emerges from this global pandemic and looks to a more inclusive future, the opportunity to establish a similar inspirational goal will unite all British Columbians and help move us forward in addressing economic, environmental, housing, reconciliation, and health challenges that unfortunately continue to endure. The leadership of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations, and their vision of harnessing the Games as a significant step toward reconciliation, provide us with the opportunity to make progress in ways that can impact generations to come.

I encourage the development of a clear plan for hosting the 2030 Games that incorporates the feedback of various communities and sectors, through which we can accelerate our ability to achieve our collective priorities.

The University of Victoria is working to connect with community partners to realize our shared goals. With our innovative and impactful research, motivated students, and reputation as a leader in sustainability and Indigenous governance, we believe that the bid for the 2030 Winter Games is timely and will be

We acknowledge and respect the lək̓ʷəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and W̱SÁNEĆ peoples whose historical relationships with the land continue to this day.

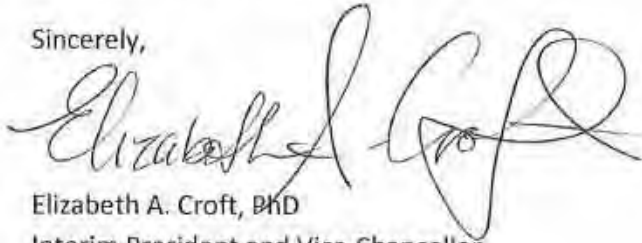


mutually beneficial for highlighting the work that has already been accomplished, as well as act as a catalyst for further innovation and growth.

Therefore, we wholeheartedly endorse an Indigenous-led 2030 Winter Games bid and urge the Government of British Columbia to support the efforts of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations to bring the Olympic and Paralympic Games back to our province.

Thank you for your support.

Sincerely,

A handwritten signature in black ink, appearing to read 'Elizabeth A. Croft', with a large, stylized flourish at the end.

Elizabeth A. Croft, PhD

Interim President and Vice-Chancellor

Vice-President Academic and Provost

for Kevin Hall, President and Vice-Chancellor



September 26, 2022

The Honourable Melanie Mark
Minister of Tourism, Arts, Culture and Sport
Parliament Buildings
Victoria, British Columbia V8V 1X4

Dear Minister Mark:

On behalf of Vancouver Fraser Port Authority, I would like to express my full support of the Lil'wat (Lil'wat), xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətał (Tsleil-Waututh) Nations in their efforts to lead an Indigenous bid to host the 2030 Olympic and Paralympic Winter Games in British Columbia.

The experience of the Vancouver 2010 Games brought tremendous benefits and lasting legacies to our communities. Creating job opportunities and growing the tourism industry. As our province emerges from this global pandemic, we need another inspirational goal that will unite all British Columbians and help us to address the economic, environmental, housing, reconciliation, and health challenges that continue to concern us. The leadership of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations, and their vision of harnessing the Games as a significant step toward reconciliation, provide us with the opportunity to make progress in ways that can impact generations to come.

Working in the Events sector, we are facing our own set of challenges. I strongly believe that a clear plan for hosting the 2030 Games that incorporates the feedback of various communities and sectors can vastly accelerate our ability to achieve our priorities. After 2 years of the events industry being completely paralyzed, this would regenerate and reinvigorate the industry and economy.

Therefore, I wholeheartedly endorse an Indigenous-led 2030 Winter Games bid and urge the Government of British Columbia to fully support the efforts of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations to bring the Olympic and Paralympic Games back to our province.

Thank you for your support.

Sincerely,
Frans Hancke



October 5, 2022

The Honourable Lisa Beare
Minister of Tourism, Arts, Culture and Sport
Parliament Buildings
Victoria, British Columbia V8V 1X4

Dear Minister Beare:

On behalf of VMF, I would like to express my full support of the Líl'wat (Lil'wat), xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səlilwətał (Tsleil-Waututh) Nations in their efforts to lead an Indigenous bid to host the 2030 Olympic and Paralympic Winter Games in British Columbia.

As young cities on territories whose original descendants have long been fighting for recognition and restitution, an Indigenous led bid is a unique opportunity for global leadership in centring Indigenous Nations. If the 2010 Olympics brought economic prosperity, increased housing stock, innovation and investment to our region, the 2030 games will do this for the benefit of Host Nations first and foremost.

Historically, opportunities like hosting the Olympic games have left Indigenous and marginalized people behind. We learned much in our Olympic hosting experience in 2010, and much has changed in that time. From global movements that have shifted us to a more inclusive and equitable way of thinking, to facing the realities and calls to action of the 2015 Truth and Reconciliation report.

Through VMF, we work to ensure that public space is serving its highest and best uses, and we do this through public art and celebration. We seek to build a society that deeply values arts and culture, and these values are no more firmly held than amongst Indigenous Nations. Through our Blanketing the City program, we work under the leadership of Debra Sparrow (Musqueam) to "blanket" our region in traditional Coast Salish designs. I look forward to watching the Host Nations wrap the Olympic games in traditions, art, song, and story in a way never seen before.



I trust that the Provincial Government is taking leadership from the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations, and their vision of harnessing the Games as a significant step toward reconciliation. My team and I stand behind the 2030 bid for the Olympic Games, and will work hard to hold ourselves and our peers accountable to a Games that will set a new standard for the IOC globally.

Thank you for your support.

Sincerely,

A handwritten signature in black ink, appearing to read 'Andrea Curtis'.

Andrea Curtis
Executive Director
306.516.0219
vanmurfest.ca





The Honourable Lisa Beare
Minister of Tourism, Arts, Culture and Sport
Parliament Buildings
Victoria, British Columbia V8V 1X4

October 5th, 2022

Dear Minister Beare:

On behalf of the Whistler Mountain ski club, I would like to express our full support of the Líl'wat (Lil'wat), x̱məθḵəy̱əm (Musqueam), Sḵwx̱wú7mesh (Squamish) and səlilwətał (Tsleil-Waututh) Nations in their efforts to lead an Indigenous bid to host the 2030 Olympic and Paralympic Winter Games in British Columbia.

The experience of the Vancouver 2010 Games brought tremendous benefits and lasting legacies to our community of Whistler. Those Games secured the Dave Murray National Training Center located on Whistler Mountain which allows our club to have guaranteed training space and a world class venue to host local, national, and international events and races. This has proven instrumental in sustain the viability and health of Alpine skiing in this country. While the training center is a physical example, for an inspirational one, there are a host of local athletes who were in their early teenage years during the 2010 Games who are now winning medals and competing on the World, Olympic and Para Olympic stage. Most notably, Marrielle Thompson who has medals in Ski Cross, Jack Crawford who won Bronze in Alpine Combine in Beijing and Mollie Jepsen who is a multiple Para Olympic medalist and Canada's flag bearer in the Beijing closing ceremonies. On top of this, the leadership of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations, and their vision of harnessing the Games as a significant step toward reconciliation, provide us with the opportunity to make progress in ways that can impact generations to come.

Therefore, I wholeheartedly endorse an Indigenous-led 2030 Winter Games bid and urge the Government of British Columbia to fully support the efforts of the Lil'wat, Musqueam, Squamish and Tsleil-Waututh Nations to bring the Olympic and Paralympic Games back to our province.

Thank you for your support.
Sincerely,

Michael Janyk
Executive Director - Whistler Mountain Ski Club

2028 Rob Boyd Way, Whistler, BC, V8E 0B6
Tel: 604-932-4644 | Fax: 604-932-1180 | info@wmisc.info | www.wmisc.info

The socio-economic impact of the 2030 Olympic and Paralympic Winter Games

**Report prepared by PwC for The Canadian Olympic
Committee**

October 7, 2022



Notice to Reader

This report "The socio-economic impact of the 2030 Olympic Winter Games" is intended solely for use by the management of Canadian Olympic Committee ("COC"), and is not intended or authorized for any other use or party. If any unauthorized party obtains this report, such party agrees that any use of the report, in whole or in part, is their sole responsibility and at their sole and exclusive risk; that they may not rely on the report; that they do not acquire any rights as a result of such access and that PricewaterhouseCoopers LLP ("PwC") does not assume any duty, obligation, responsibility or liability to them.

This Report was developed in accordance with our engagement letter dated August 23, 2022 and is subject to the terms and conditions included therein.

Our work was limited to the specific procedures and analysis described herein and was based only on the information made available at the time we prepared the report. Accordingly, changes in circumstances after the date of this Report could affect the findings outlined herein.

We are providing no opinion, attestation or other form of assurance with respect to our work and we did not verify or audit any information provided to us.

This information has been prepared solely for the use and benefit of and pursuant to a client relationship exclusively with COC. We understand that our report will be shared among the COC's staff and could also be shared with the COC's stakeholders (e.g. government) and further that you may also wish to make our deliverable public. You may share our report with any third party and the public at large, provided that the deliverable is published in its entirety, including relevant disclaimers.

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The analysis and observations presented in this document are based on information provided to us by COC, which has not been verified by PwC.

All dollar values are in 2022 Canadian undiscounted dollars ("C\$"), unless otherwise specified.

Limitations associated with this report are found in Appendix B and form an integral part of this report.

Background

Working under the leadership of Lilwat (Lilwat), xwməθkwəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish) and səlilwətał (Tsleil-Waututh) Nations, the Canadian Olympic Committee 2030 Feasibility Team ("Feasibility Team") is exploring the possibility of hosting the 2030 Olympic and Paralympic Winter Games ("the Games" or "Games") in British Columbia ("BC").

As part of this process, the Feasibility Team has prepared preliminary financial estimates associated with both capital and operating expenditures necessary to host the Games. The broad categories of anticipated expenditures identified by the Feasibility Team include:

- Sporting event venue ("Venue") capital upgrades;
- Olympic Village ("Village") new construction projects;
- Organizing Committee operations; and
- Public Safety and Security while hosting the Games.

Within this context, the COC commissioned PricewaterhouseCoopers LLP ("PwC", "we", or "us"), to conduct a socio-economic analysis of the potential impacts associated with hosting the Games in BC.

As estimated by the Feasibility Team, the anticipated cumulative public and private expenditures associated with hosting the Games ranges from \$4.6 to \$4.9 billion.¹




Hosting the Games would create a significant economic footprint in BC and the rest of Canada through its impacts on GDP, employment and tax revenues in the years leading to and during the Games. In addition, the Games also have the potential to generate a diverse range of wider socio-economic benefits for the province before, during and after the Games.

For the purposes of estimating the economic footprint, we have modelled the economic impacts associated with each expenditure category separately. The economic footprint associated with these expenditures has been estimated between 2022 and 2030, which spans expenditures incurred leading up to and while hosting the Games.

The wider socio-economic benefits were assessed by us based on our understanding of the plans for the Games, experience from the 2010 Winter Olympics in Vancouver, and literature review on the benefits of sport events.

Proposed Games Expenditures

The table below provides a breakdown of the proposed expenditure categories associated with hosting the Games. This includes estimates of total spend, summary descriptions and projected timelines for each expenditure category.

| Expenditure Category | Proposed Cumulative Spend (\$ M)* | Details | Timing of expenditure |
|---|-----------------------------------|--|-----------------------|
|  Venue capital upgrades | \$660 - \$700 | Venue upgrades include significant capital improvements to modernize existing multi-sport facilities across BC within Vancouver, Whistler and Sun Peaks regions. Part of these expenditures also include broadcast centres, medals plazas and training facilities. | 2025 - 2030 |
|  Village construction | \$850** | Village construction includes the development of new Olympic Villages within Vancouver, Whistler and Sun Peaks as well as community and First Nation housing legacies. Following the Games, the Vancouver and Whistler Villages will support affordable housing initiatives within their respective regions. | 2026 - 2029 |
|  Organizing Committee operations | \$2,500 - \$2,800 | The Organizing Committee is responsible for the development of the Games concepts including cultural engagement, ceremony and torch relay planning, logistics as well as delivery of the Games. | 2022 - 2030 |
|  Public Safety and Security | \$560 - \$583 | Public Safety and Security includes the provision of additional security and surveillance services within Venues across the Vancouver, Whistler and the Sun Peaks regions during the Games. | 2030 |

*Estimated by the Feasibility Team. We note that proposed Venue upgrades and Village construction cumulative spend figures include both owner investments and publicly funded capital upgrade and construction options.

**Expenditures associated with new Village construction are presented as a standalone figure as the Feasibility Team has identified these projects will not include additional construction options. Refer to endnote ² and endnote ⁵ for further details.

Overview of modelling approach

In order to conduct our socio-economic impact analysis of the Games within BC and the rest of Canada, we have relied on information provided by the Feasibility Team including the following:

- A description of all proposed Venue capital upgrades and new Village construction projects currently considered as part of the 2030 Hosting Concept prepared by the Feasibility Team.
- Estimated ranges of cumulative capital expenditures associated with Venue capital upgrades including investments made by owners as well as publicly funded investment options.
- Estimated capital expenditures associated with new Village construction projects which comprise of investments made by Village owners.
- Estimated ranges of cumulative operating data related to the Games Organizing Committee including major expenditures incurred leading up to and while hosting the Games.
- Estimated ranges of Public Safety and Security operating expenditures and associated employment needs while hosting the Games.
- Discussions with Feasibility Team representatives on the potential wider socio-economic impacts of the Games as well research on the socio-economic benefits of large sport event and in particular the 2010 Vancouver Olympic Games.

Input-Output modelling framework: The economic footprint of each proposed expenditure type has been estimated at the direct, indirect and induced impact levels using an Input-Output ("IO") modelling approach. These impacts, individually and collectively, represent how the proposed activities associated with estimated capital and operating expenditures related to hosting the Games would ripple throughout the BC and Canadian economy. The fundamental philosophy behind Input-Output analysis is that spending on goods and services has attendant impacts throughout the economy. For instance, capital upgrades to existing Venues within Vancouver would generate demand for the inputs to this process, such as labour and raw materials, which in turn generates additional demand that extends beyond the initial spending.

For the purposes of this analysis, we have modelled the economic footprint of capital and operating expenditures that would be incurred in order to host the Games. To this extent, revenue generated through ticket sales, broadcasting and sponsorship have not been included in our economic modelling framework but are instead addressed as part of a separate wider socio-economic impact analysis discussion. We also note that a significant portion of existing infrastructure built for the 2010 Vancouver Olympic Games will be leveraged and modernized via capital upgrades as opposed to completely new builds. While leveraging existing infrastructure reduces the total cost of hosting the Games, this also reduces the total economic footprint associated with hosting the Games.

Economic footprints associated with each expenditure category were estimated for the following measures of economic activity: GDP, Employment, Labour income, Taxes on production and products, Personal income tax ("PIT") and Corporate income tax ("CIT"). For definitions on each of the above estimated measures of economic activity and further discussion on modelling methodology and key assumptions, refer to **Appendix A**.

Expenditure categories: The estimated economic footprint for each expenditure category, aside from new Village construction projects, is presented as a range and on a cumulative basis between 2022 and 2030, with each based on proposed expenditures and timings provided by the Feasibility Team. The economic footprints presented encompass the following:

1. Capital Expenditures

- a. Capital upgrades to existing Venues throughout BC (i.e. between 2025 and 2030)
- b. New construction of Villages throughout BC (i.e. between 2026 and 2029)

2. Operating Expenditures

- a. Organizing Committee operations leading up to and during the Games (i.e. between 2022 and 2030)
- b. Public Safety and Security (i.e. while hosting the Games in 2030)

Estimating capital expenditure impacts: To model the economic footprint of proposed capital expenditures associated with hosting the Games, we have relied on information provided by the Feasibility Team related to the proposed total capital outlays required to upgrade existing Venues and construct new Villages between 2025 and 2030.

As part of these capital outlays, the Feasibility Team has provided both the anticipated investments made by each Venue owner as well as a range of publicly funded investment options. The range of publicly funded investment options consider different capital upgrade and new construction scenarios for each Venue and Village. To this extent, the estimated economic footprint associated with capital expenditures consider total spend on Venue capital upgrades regardless of where the funds are sourced from. For the construction of new Villages, the Feasibility Team has provided anticipated investments made by each Village owner. Expenditures associated with new Village construction are standalone figures that do not include additional construction options as identified by the Feasibility Team. Refer to endnote ² and endnote ⁵ for further details.

We note that the proposed capital expenditures presented by the Feasibility Team include other anticipated costs such as marketing or tax costs which have been excluded from our economic analysis in order to capture only expenditures directly associated with construction.

Estimating operating expenditure impacts: To model the economic footprint of proposed operating expenditures associated with hosting the Games, we have relied on information provided by the Feasibility Team related to Organizing Committee operations leading up to and while hosting the Games between 2022 and 2030 as well Public Safety and Security expenditures while hosting the Games. The operating expenditures provided by the Feasibility Team have been presented as a range based on anticipated financial outlays.

Summary economic footprint of the 2030 Olympic and Paralympic Winter Games in BC

The proposed total capital and operating expenditures assumed for the purpose of this analysis range from \$4.6 to \$4.9 billion cumulatively between 2022 to 2030 and include Venue capital upgrades, new Village construction projects, Organizing Committee operations as well as Public Safety and Security while hosting the Games.³ The resulting cumulative economic footprint associated with BC-based expenditure* for each category is presented below on a range basis according to required investments anticipated by the Feasibility Team leading up to and during the Games.

We estimate that between 2022 and 2030, the proposed BC-based capital expenditures associated with hosting the Games could generate a total economic footprint in BC of between \$1.25 and \$1.28 billion in GDP, employment of between 10,732 and 10,965 individuals, between \$711 and \$727 million in associated labour income and between \$190 and \$194 million in tax revenue collected by BC provincial and local governments.

We estimate that between 2022 and 2030, the proposed BC-based operating expenditures associated with hosting the Games could generate a total economic footprint in BC of between \$2.3 and \$2.6 billion in GDP, the employment of between 27,380 and 30,041 individuals, between \$1.3 and \$1.5 billion in associated labour income and between \$276 and \$304 million in tax revenue collected by BC provincial and local governments,

Combined, the total economic footprint of the anticipated BC-based capital and operating expenditures associated with hosting the Games could generate a total economic footprint in BC equal to between \$3.6 and \$3.8 billion in GDP, the employment of between 38,112 and 41,006 individuals, between \$2.1 and \$2.2 billion in labour income and between \$466 and \$498 million in BC provincial and local taxes between 2022 and 2030.

For estimates of the total contributions to the Canadian economy associated with the Games as well as a breakdown of each expenditure category by direct, indirect and induced Canadian impacts, refer to **Appendices C and D**.

Total economic footprint of the 2030 Olympic and Paralympic Winter Games by expenditure category - BC

In 2022 \$CAD, cumulative between 2022 and 2030**

| | GDP (\$ millions) | Labour income (\$ millions) | Employment (Headcount) | Tax revenue*** (\$ millions) |
|---|--------------------------|--------------------------------|---------------------------|---------------------------------|
| Venue Capital Upgrades | \$555 - \$582 | \$324 - \$340 | 4,709 - 4,942 | \$82 - \$86 |
| Village Construction | \$696 | \$387 | 6,023 | \$108 |
| <i>Subtotal, Capital expenditures</i> | <i>\$1,251 - \$1,278</i> | <i>\$711 - \$727</i> | <i>10,732 - 10,965</i> | <i>\$190 - \$194</i> |
| Organizing Committee | \$1,723 - \$1,933 | \$972 - \$1,091 | 19,053 - 21,372 | \$207 - \$232 |
| Public Safety and Security | \$607 - \$632 | \$364 - \$379 | 8,327 - 8,669 | \$69 - \$72 |
| <i>Subtotal, Operating expenditures</i> | <i>\$2,330 - \$2,564</i> | <i>\$1,336 - \$1,469</i> | <i>27,380 - 30,041</i> | <i>\$276 - \$304</i> |
| Total impact | \$3,581 - \$3,842 | \$2,047 - \$2,196 | 38,112 - 41,006 | \$466 - \$498 |

*Total capital and operating expenditures are based on data provided by the Feasibility Team. It was estimated by the Feasibility Team that for each expenditure category, a proportion of total spend would occur within the province of BC and the remainder would occur either throughout the rest of Canada or internationally.

**Due to rounding, the totals may not always add up to the sum of the items. Employment impacts associated with each expenditure category detail the number of jobs created or supported based on the proposed expenditures. Proposed project timelines are based on preliminary projections and subject to change.

***Tax revenue figures presented are BC-based only and include the sum of corporate income tax, personal income tax as well as taxes on production and products.



Economic footprint of Venue capital upgrades

The total anticipated capital upgrades necessary to modernize Venues assumed for the purpose of this analysis range from \$660 to \$700 million between 2025 and 2030 and include investments made by select Venue owners in addition to publicly funded upgrade options. The resulting cumulative economic footprint associated with BC-based expenditure is presented below on a range basis according to required investments anticipated by the Feasibility Team leading up to and during the Games.⁴

We estimate the proposed BC-based expenditures related to Venue capital upgrades could generate a total economic footprint in BC of between \$555 and \$582 million in GDP, the employment of between 4,709 and 4,942 individuals, between \$324 and \$340 in associated labour income and between \$82 and \$86 million in tax revenue collected by BC provincial and local governments.

Total economic footprint of Venue capital upgrades - BC

In 2022 \$CAD, cumulative between 2025 and 2030*

| | GDP (\$ millions) | Labour income (\$ millions) | Employment (headcount) | Tax revenue** (\$ millions) |
|-----------------|----------------------|--------------------------------|---------------------------|--------------------------------|
| Direct | \$269 - \$282 | \$181 - \$189 | 2,393 - 2,510 | \$40 - \$43 |
| Indirect | \$149 - \$157 | \$94 - \$99 | 1,327 - 1,394 | \$15 - \$16 |
| Induced | \$137 - \$143 | \$49 - \$52 | 988 - 1,037 | \$27 - \$28 |
| Total | \$555 - \$582 | \$324 - \$340 | 4,709 - 4,942 | \$82 - \$86 |



Economic footprint of Village construction

The anticipated capital expenditures necessary to develop new Villages assumed for the purpose of this analysis total \$850 million between 2026 and 2029 which comprise of investments made by each Village owner.² The resulting cumulative economic footprint associated with BC-based expenditures is presented below according to required investments anticipated by the Feasibility Team leading up to and during the Games.⁵

We estimate the proposed BC-based expenditures related to new Village construction could generate a total economic footprint in BC of approximately \$696 million in GDP, the employment of 6,023 individuals, \$387 in associated labour income and approximately \$108 million in tax revenue collected by BC provincial and local governments.

Total economic footprint of Village construction - BC⁶

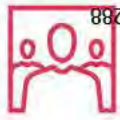
In 2022 \$CAD, cumulative between 2026 and 2029*

| | GDP (\$ millions) | Labour income (\$ millions) | Employment (headcount) | Tax revenue** (\$ millions) |
|-----------------|----------------------|--------------------------------|---------------------------|--------------------------------|
| Direct | \$362 | \$218 | 3,197 | \$60 |
| Indirect | \$180 | \$113 | 1,713 | \$19 |
| Induced | \$154 | \$55 | 1,114 | \$30 |
| Total | \$696 | \$387 | 6,023 | \$108 |

For a breakdown of the total tax impacts at both the provincial and federal levels, including corporate income tax, personal income tax as well as taxes on production and products, refer to **Appendices E and F**.

*Due to rounding, the totals may not always add up to the sum of the items. Employment impacts associated with each expenditure category detail the number of jobs created or supported based on the proposed expenditures. Proposed project timelines are based on preliminary projections and subject to change.

**Tax revenue figures presented are BC-based only and include the sum of corporate income tax, personal income tax as well as taxes on production and products.



Economic footprint of Organizing Committee operations

The total anticipated Organizing Committee operating expenditures assumed for the purpose of this analysis range from \$2.5 to \$2.8 billion cumulatively between 2022 and 2030. The resulting cumulative economic footprint associated with BC-based Organizing Committee operating expenditure is presented below on a range basis leading up to and during the Games.⁷

We estimate that BC-based Organizing Committee operations could generate a total economic footprint in BC of between \$1.7 and \$1.9 billion in GDP, the employment of between 19,053 and 21,372 individuals, between \$972 million and \$1.1 billion in associated labour income and between \$207 and \$232 million in tax revenue collected by BC provincial and local governments.

Total economic footprint of Organizing Committee operations - BC

In 2022 \$CAD, cumulative between 2022 and 2030*

| | GDP (\$ millions) | Labour income (\$ millions) | Employment (headcount) | Tax revenue** (\$ millions) |
|-----------------|--------------------------|--------------------------------|---------------------------|--------------------------------|
| Direct | \$1,019 - \$1,143 | \$645 - \$723 | 12,783 - 14,339 | \$96 - \$108 |
| Indirect | \$308 - \$345 | \$186 - \$208 | 3,411 - 3,827 | \$34 - \$38 |
| Induced | \$396 - \$444 | \$142 - \$159 | 2,859 - 3,207 | \$77 - \$86 |
| Total | \$1,723 - \$1,933 | \$972 - \$1091 | 19,053 - 21,372 | \$207 - \$232 |



Economic footprint of Public Safety and Security

The total anticipated expenditures associated with Public Safety and Security assumed for the purpose of this analysis range from \$560 to \$583 million. The resulting economic footprint presented below is associated with BC-based Public Safety and Security anticipated spend incurred in 2030 during the Games.⁸

We estimate that BC-based Public Safety and Security expenditures could generate a total economic footprint in BC of between \$607 and \$632 million in GDP, the employment of between 8,327 and 8,669 individuals, between \$364 million and \$379 million in associated labour income and between \$69 and \$72 million in tax revenue collected by BC provincial and local governments.

Total economic footprint of Public Safety and Security - BC

In 2022 \$CAD, during the Games in 2030*

| | GDP (\$ millions) | Labour income (\$ millions) | Employment (headcount) | Tax revenue** (\$ millions) |
|-----------------|----------------------|--------------------------------|---------------------------|--------------------------------|
| Direct | \$338 - \$352 | \$248 - \$258 | 6,079 - 6,329 | \$24 - \$25 |
| Indirect | \$82 - \$86 | \$49 - \$52 | 902 - 939 | \$9 - \$9 |
| Induced | \$186 - \$194 | \$67 - \$69 | 1,346 - 1,401 | \$37 - \$38 |
| Total | \$607 - \$632 | \$364 - \$379 | 8,327 - 8,669 | \$69 - \$72 |

For a breakdown of the total tax impacts at both the provincial and federal levels, including corporate income tax, personal income tax as well as taxes on production and products, refer to **Appendices E and F**.

*Due to rounding, the totals may not always add up to the sum of the items. Employment impacts associated with each expenditure category detail the number of jobs created or supported based on the proposed expenditures. Public Safety and Security expenditures are incurred in 2030 only.

**Tax revenue figures presented are BC-based only and include the sum of corporate income tax, personal income tax as well as taxes on production and products.

In addition to the economic impacts previous outlined, there are a number of wider socio-economic opportunities associated with hosting the games that should be considered.



Wider socio-economic benefits associated with hosting the Games

The Games have the potential to generate a diverse range of wider socio-economic benefits for Vancouver and BC. These wider socio-economic benefits can materialize during the hosting of the Games (and the period leading up to hosting) or are longer term in nature, materializing post-completion of the Games. These benefits are grouped as such below and expanded upon in following pages.

Hosting the Games could generate the following socio-economic benefits for Vancouver and BC:

| | | |
|--|---|---|
| | Indigenous-led governance and planning | Host First Nations will have an equal voice at the table with respect to activities taking place on their traditional, ancestral territories, facilitating progress with respect to BC's <i>Declaration on the Rights of Indigenous Peoples Action Plan</i> . |
| | Climate and Sustainability leadership | The Games will be the first Climate Positive Games and will compensate both its direct and indirect carbon emissions, and implement lasting zero-carbon solutions (e.g. clean transportation and renewable energy solutions), supporting BC's <i>CleanBC Roadmap to 2030</i> . |
| | Local Tourism | Local tourism markets are expected to witness a boost from a mix of domestic and international visitors that visit the region to attend the Games and make associated local visitation expenditures. This can also support long-term tourism (see City brand and profile below). |
| | Regional economic development | The Games will provide training, skills and experience for youth and under-employed residents. There will be an effort to prioritize the use of local businesses and experts to supply the Games products and services. This has the potential to increase the BC economic footprint estimated in this report and to create new businesses in BC. |
| | Community cohesion | The volunteering efforts associated with Games, in conjunction with the the community spirit and civic pride associated with hosting the Games, could contribute to enhancing cohesion across the broader community. |
| | Inclusivity and diversity | Provides an opportunity to deliver an inclusive event that connects communities and increases awareness of a range of cultures, ages, genders, and abilities to celebrate diversity and share it with others. |
| | Liveability and housing | These Games have the potential to improve liveability within the city by creating affordable and accessible housing legacies from Games' accommodation, which aligns with Provincial housing priorities focused on increased affordable and middle-income housing. |
| | City brand and profile | Hosting the Games can enhance Vancouver and BC's international profile and position it as a desirable place to live, work, study, and visit, building on the City and Province's existing brand that was enhanced by the 2010 games. |
| | Transportation infrastructure | As witnessed in the wake of the 2010, the Games could accelerate desired investments in transportation infrastructure including roadways, active transportation (e.g. bike lanes), and public transit. |
| | Elite sporting pathways | The availability and marketing of world-class facilities and the prestige of the Games will continue the provision of elite training centres and coaching locally to create an environment for high performing emerging athletes and facilitate community sport participation. |
| | Impact and Legacy | Providing legacy endowment fund(s) for future generations, beyond legacy elements that are included in the capital program. |

During Games

Post-Games



Indigenous-led governance and planning: Host First Nations will have an equal voice at the table with respect to activities taking place on their traditional, ancestral territories, facilitating progress with respect to BC's Declaration on the Rights of Indigenous Peoples Action Plan.



As the first Indigenous-led bid exploration, the Games can represent a unique opportunity for First Nations to lead everything from governance to planning to hosting the Games. The work would involve Indigenous processes and protocols and adhere to the global human and family values, propelling meaningful reconciliation for all people from all cultures.

At the core of the concept of the 2030 Games is the reinforcement of fundamental Indigenous values of respect and a sense of community. This is in line with The United Nations Declaration of the Rights of Indigenous Peoples ("UNDRIP") and allows for a concrete step for the province of BC in the direction

of purposeful reconciliation and eradicating barriers to sport as well as increasing accessibility through inclusion. According to the Feasibility Team, BC was the first province to implement the UNDRIP through legislation and aims to create an understanding of the importance of reconciliation and the pivotal role it plays in helping the province uncover its economic, cultural and social potential. The 2030 Games can open avenues for Indigenous and non-Indigenous people to work together and contribute to its success. The Feasibility Team is seeking that the Games would exhibit a global model of reconciliation, community and inclusivity. Meaningful steps towards reconciliation are embedded within each objective as outlined in the 2030 Initial Hosting Concept.

- **Social Inclusion and Accessibility:** Entails increasing understanding about reconciliation between Indigenous and non-Indigenous people in Canada; reducing barriers to increase accessibility to community programs and working together as a community for a common goal
- **Economic prosperity:** Leveraging local businesses for goods and services; transferring skills to youth and under-employed people and strengthening tourism including Indigenous tourism
- **Environmental Stewardship and Action:** The Games' sustainability framework for the Climate Positive games includes taking purposeful action towards reconciliation. Steps would include investing in clean transportation, restoring natural resources and land and enabling the sport sector to take climate action.
- **Community resilience and affordability:** Use the Games as a catalyst to invest in affordable housing which is a priority of the government and First Nations.
- **Sport Participation and Development:** Expand accessibility and participation to more people, creating an inclusive environment based on Indigenous principles. Supporting more diverse teams and creating legacies to promote an active and healthy lifestyle.
- **Cultural Enrichment:** Indigenous culture would be the highlight of the Games, embedded in every benefit area and celebrated throughout the Games between Indigenous and non-Indigenous peoples.

In addition, formal propositions as part of the Games Master Plan include the 2030 Culture and Education Program Concept, which focus on aiding Canadian understanding of the reconciliation journey. The goals of this program are:

- Help Canadians become more well-informed on reconciliation through increased visibility of Indigenous peoples in BC and Canada
- Expand activities of the Host First Nations to clearly illustrate where the Games are taking place
- Infuse Indigenous culture into every element of the Games and for all people who visit and participate in person or remotely
- Celebrate the diversity of the Indigenous peoples and all Canadians to strength a resilient community, share learnings and create a more inclusive Canada.



Climate and Sustainability leadership: The Games will be the first Climate Positive Games and will compensate both its direct and indirect carbon emissions, and implement lasting zero-carbon solutions (e.g., clean transportation and renewable energy solutions), supporting BC's CleanBC Roadmap to 2030.

The 2030 Olympic and Paralympic Winter Games will be the first climate positive Games. The Games present the opportunity to engage in significant economic activity with net-zero impact and model BC as a global leader in climate action. Objectives for the Games include investing in clean and active transportation and renewable energy solutions such as alternative fuels and power for homes; and restoring important natural areas to increase the environment's capacity to absorb carbon. The Feasibility Team's 2030 Climate Positive Concept is detailed below:

2030 Climate Positive Concept

The 2030 Games Organizing Committee has been set up to plan and deliver the 2030 Olympic and Paralympic Winter Games. This committee will build out a Climate Positive concept that incorporates the following principles:

- Deliver Climate Positive Games as required by the International Olympic Committee ("IOC")
- Minimize direct and indirect emissions and compensate (offset) unavoidable emissions to achieve a net-zero emissions result for the Games
- Ensure lasting zero carbon solutions beyond the Games to achieve a Climate Positive outcome
- Align with and accelerate progress on Canada, BC, Host Nations and local climate action plans
- Adopt a "shared responsibility" approach to carbon management – all Games participants, from athletes, sponsors, and spectators, to government agencies, security partners and media, take responsibility for their climate impact within their organizations and communities
- Identify opportunities to use Canadian clean technology and nature-based solutions for emission reductions, compensation/offset projects, long term zero carbon solutions
- Commit to UN Sport for Climate Action framework – engage the Canadian Sport sector to act
- Employ transparent best practices based on recognized standards for carbon management and climate action – footprint calculation, reporting, action, compensation, engagement

Carbon Management Framework

Further to this, the Organizing Committee will follow the IOC Carbon Management Framework (2018) to:

- **Understand:** Define scope, activities and responsibilities; identify baseline quantitative assessment (carbon footprint), range of impacts, and factors that influence it
- **Take Action:** Avoid/substitute/reduce emissions, influence partners, compensate/offset, report
- **Educate and Inspire:** Inform stakeholders/public on climate actions, encourage others to act.

2030 Sustainability Concept

The concept of the Seventh Generation Principle is highlighted as a key tenant underpinning the Feasibility Team's 2030 Sustainability Concept. This principle entails that today's actions will impact seven generations from now in the same way that today's actions are guided by the learnings of seven generations that have come before today. In order to adhere to this principle, the Organizing Committee has stated that it intends to:

- Align with and deliver on UN Sustainable Development Goals with their 2030 targets
- Apply sustainability principles and practices across all aspects of the Games
- Work collaboratively with Host Nations, sport, corporate, community and government partners
- Employ a sustainability management system to assign responsibilities, monitor progress, adjust and report accomplishments over the Games' life cycle
- Communicate and engage with stakeholders to define sustainability outcomes and provide transparent, timely performance reporting



Local Tourism: *Local tourism markets are expected to witness a boost from a mix of domestic and international visitors that visit the region to attend the Games and make associated local visitation expenditures. This can also support long-term tourism (discussed as part of City brand and profile).*

The 2030 Games present a unique opportunity for tourism agencies and the government to strategize on propelling growth of tourism in BC and promoting the attractiveness of the City as a desirable place to visit. As per the Feasibility Team, multiple stakeholders including sponsors, future organizing committees, and territories can set up hospitable accommodations to promote tourism. The media familiarity tours would provide an opportunity to highlight the country and the province to media and offer photo coverage and high-quality footage of the people and venues. They would also shed light on local stories and propose ideas of conveying them to the media. Invitations for the Games can be sent to foreign dignitaries to foster international relations. The 2030 Feasibility Team has met with several surrounding communities, tourism and sport organizations as part of the feasibility work. The 2030 Games provide an opportunity to accelerate BC's economy through tourism, job creation and an increase in opportunities for local businesses.



Regional economic development: *In addition to the economic benefits outlined previously, the Games will provide training, skills and experience for youth and under-employed residents and use local businesses and experts (where possible) to supply Games products and services to support the regional economy.*

PwC's previous analysis on the 2010 Games indicates that the BC economy saw long term benefits from the Games. Statistics Canada data showed that BC GDP per capita in 1981 was 107% that of Canada and since then had been on a declining trend reaching a low of 86% in 2001. Since 2002 the trend reversed and reached 98% in 2020. While there is no doubt other factors were at play, the fact that the trend reversal coincided with the time at which preparations for the 2010 Games started may support the notion that the games had some lasting impact on economic activity in the province.

Once again, the 2030 Games present an opportunity in the path of economic prosperity and development. Building on the 2010 experience, the Games can create employment opportunities where skill training can be provided to youth and underemployed people which would help them gain vital experience to be leveraged post-Games. Youth development programs can connect local Indigenous youth with peers from across Canada presenting a unique opportunity to work and learn together. The use of local businesses and expertise to supply Games products and services is another avenue to support the region's economic growth and gives these businesses a chance to be part of an important multi-sport event and showcase their brand names. Tourism agencies and the government can work together to discuss a strategic plan to promote the culture and history of the region. Business leaders can be invited to hold discussions on business development objectives and strategies. The Games create an excellent platform for connecting with executives from the IOC and International Paralympic Committee ("IPC") sponsors and foster relationships beyond the event. In the presence of various stakeholders and entities, the government can promote BC as a place to live, work and invest.



Community Cohesion: *The volunteering efforts associated with Games, in conjunction with the the community spirit and civic pride associated with hosting the Games, could contribute to enhancing cohesion across the broader community.*

The Games will bring community members together to share a common vision and work together through various stages of the organization of the Games and hosting of the Games. It would lead to increased engagement in volunteering and community building activities and an integration of various community groups. It will also serve as a reminder for the volunteers, and all stakeholders involved that they are all working together in 'one canoe' for a shared purpose. The Games provide an opportunity for a rich cultural exchange and sharing of learnings and experiences as visiting delegations can each share their own talents and history. There can be celebration sites which can be gathering points for people to see live coverage of the Games. Whether it is at the international, national, regional or community level, the Games can be a platform for building relationships, and this civic pride and community strength will serve as a legacy beyond the Games, for generations to come.



Inclusivity and Diversity: *Provides an opportunity to deliver an inclusive event that connects communities and increases awareness of a range of cultures, ages, genders, and abilities to celebrate diversity and share it with others.*

As planned by the Feasibility Team, Indigenous-led values of mutual respect, tolerance and inclusivity can aid the development of a decision-making framework for removing barriers to accessibility and build resilience in the community. Coupled with a number of other wider socio-economic aspects previously outlined, the inclusivity and diversity aspects of the Games will showcase and build on BC's globally respected ESG brand. Through the Feasibility Team's engagement with community-based social agencies, the Games intends to provide an inclusive experience to all people, regardless of their cultural background, gender, age and ability. This can be an integral platform in the process of supporting social change on key issues such as reconciliation, gender equality, LGBTQ+, mental health, disabilities and human rights. The 2030 Games can prove to be a catalyst for the community to follow these practices beyond the Games, creating a much larger legacy impact.



Liveability and housing: *These Games have the potential to increased liveability within the city by creating affordable and accessible housing legacies from Games' accommodation, which aligns with Provincial housing priorities focused on increased affordable and middle-income housing.*

The Games-time workforce accommodation strategy is in line with the Host Nations priority as well as the three orders of the government as outlined in the 2030 Initial Hosting Concept. A key part of the Games' power legacy would be to utilize the Games as an opportunity to invest in affordable and accessible housing projects sooner. To execute this, the Vancouver Village Working Group is developing a proposal which details the number of non-market units as an affordable housing legacy, funding requirements, a development schedule, and additional information. The Whistler Village is building out its proposal to achieve the legacy of affordable workforce housing. Spectator accommodation will be supported by traditional families and friends programs, along with Airbnb, an IOC international sponsor. Additionally, investing in an affordable housing strategy can help the government of BC to curb the housing challenges of affordability and accessibility that the province is currently facing.



City brand and profile: *Hosting the Games can enhance Vancouver and BC's international profile and position it as a desirable place to live, work, study, and visit, building on the City and Province's existing brand that was enhanced by the 2010 games.*

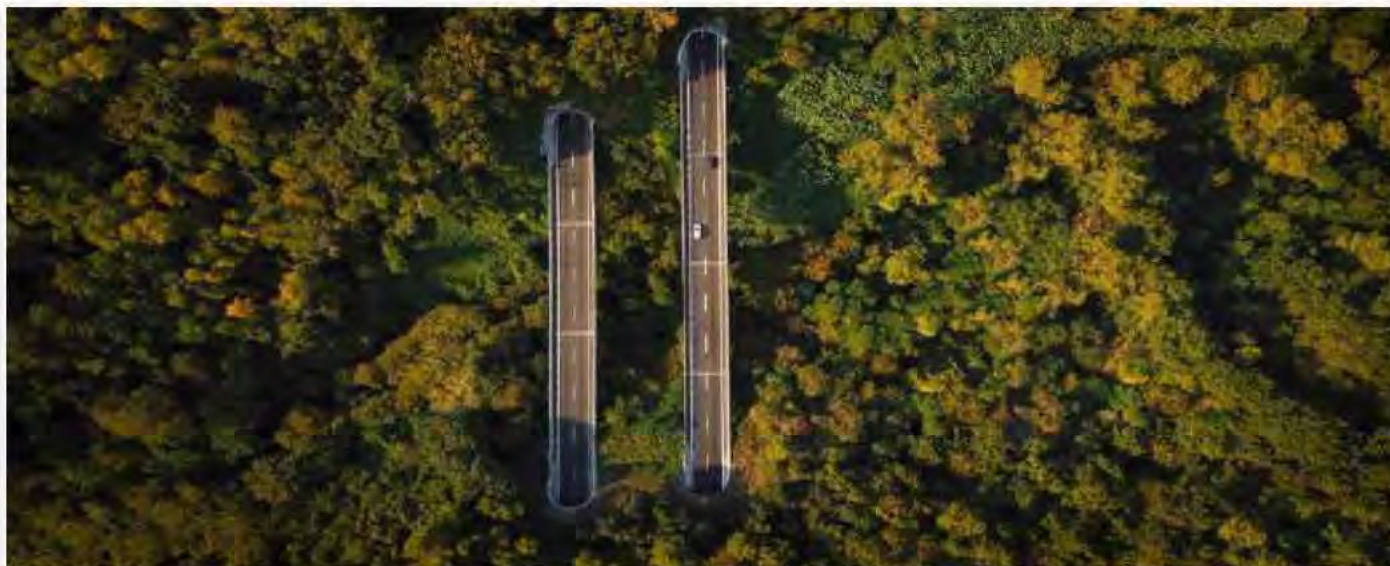
The Olympic Games is one of the most prestigious, well recognized and largest multi-sport events in the world. The host city linked with the Games gets the opportunity to gain global recognition and promote its profile to an international audience. As per the IOC, in 2010, Vancouver was the first to set up a not-for-profit organisation during the bid process to develop long-term legacies for the wider community. Some legacies from the 2010 Vancouver Olympic Games include job creation during a global recession of 2009, increased awareness on environmental sustainability and an enhanced spirit of inclusivity and community. Additionally, the Canadian Tourism Commission's analysis of the 2010 Games suggested that Vancouver's tourism industry experienced a 7.2% increase in the months following the 2010 Games and grew for six years leading up to 2018. The 2010 Games will be remembered as a momentous event, reaching a target audience of 3.8 billion people globally and approximately 1.8 billion viewers, according to IOC.

The 2030 Games provide the opportunity to further build on these legacies and improve the city's already established transportation, social and recreational infrastructure. Similar to 2010, the Games presents a unique opportunity to increase employment opportunities and leverage BC and Canadian businesses for goods and services. The Games can also provide a platform to expedite investments in infrastructure upgrades and build on the existing popularity of BC and Canada as a location to visit and explore. In order to reinforce and extend relationships fostered during the 2010 Games, trade and investment conferences can be arranged for visitors to educate them about programs that encourage working with Indigenous businesses and Nations. Cultural exchanges and workshops can aid connectivity and communication between people and stakeholders and help continue the conversation on the strengths of the region of BC and Canada as a desirable and inclusive place to live.



Transportation Infrastructure: *As witnessed in the wake of the 2010, the Games could accelerate desired investments in transportation infrastructure including roadways, active transportation (e.g. bike lanes), and public transit.*

The precedent set in 2010 indicates that the Games can expedite investment in transportation and infrastructure projects and catalyze the efficiency of public transit. Hosting the 2010 Vancouver Olympic Games acted as a catalyst for TransLink, Vancouver's transit agency. As reported by IOC, an expansion plan was launched, including 48 new SkyTrain cars, a new SeaBus and implementation of 18 new diesel-electric hybrid buses. Along with this, a new route, the Canada Line, was constructed to link Richmond and Downtown Vancouver and upgrades were made in terms of speed and safety to the Sea-to-Sky highway between Vancouver and Whistler which was once considered one of the most dangerous in Canada. The IOC also reported that mass transit ridership increased by 50% during the Games. These infrastructural investments have left legacies that have helped the province lower emissions due to increased efficiency and fewer trips by private transport and have also added to the ease of taking transit for the general public.



Elite Sporting Pathways: *The availability and marketing of world-class facilities and the prestige of the Games will continue the provision of elite training centres and coaching locally to create an environment for high performing emerging athletes.*

Hosting the Games can generate positive legacies by building the international reputation of the region through enhanced sporting success at the elite level and expanding access to sports by removing barriers through social inclusion. The provision of upgraded fitness facilities and sporting infrastructure enhances the training opportunities for elite athletes and increases access to physical activity for all community members (including the young, elderly, minority ethnic groups and disabled). It can lead to increased community participation in training and high-quality sport, specifically among the young community as they continue to feel motivated and inspired by their athletic role models. Elite sporting success can also present an opportunity for BC to attract athletes to establish themselves in the region to provide a Canadian base for key sports, which would bring investment and prestige to the region. The Games can be used as a platform where government initiatives around health and wellness can be highlighted or accelerated, which can also aid people's understanding of an active and healthy lifestyle.





Impact and Legacy: *Providing legacy endowment fund(s) for future generations, beyond legacy elements that are included in the capital program.*

Impact and Legacy is a concept central to the Games which acts as a catalyst to accomplish regional and national objectives so that present and future generations can benefit from its legacies. This notion follows the guiding principles that entail being financially and environmentally responsible and aims at amplifying positive impacts and mitigating negative impacts. The Feasibility Team highlights that the Impact and Legacy plan is strategic with measurable targets and will be built over the coming months while discussions are ongoing with government partners, and other stakeholders.



Legacy funds present the opportunity to seek public funding to leave behind wider economic and social legacies post-Games. As per the 2030 Initial Hosting Concept, these include but are not limited to:

- Building community resilience by modelling reconciliation and inclusivity
- Purposeful action in climate change and increased investment in clean transportation
- Regional economic development through job creation, increase in affordable housing, boost in tourism and upgrades in transportation infrastructure
- Improvement in community wellbeing through social inclusion and increased sport participation at the community level

Example of Legacy funds, as outlined in the 2030 Initial Hosting Concept - Financial Estimates, include:

- **Vancouver 2010 Winter Olympics:** Aboriginal Youth Sport Legacy Fund that supported physical activity, sport and recreation for Indigenous youth, and the Games Operating Trust to support ongoing operations of the Whistler Sliding Centre, Whistler Olympic Park and the Richmond Olympic Oval.
- **Toronto 2015 Pan & Parapan American Games:** Sport Legacy Fund that contributed to the operation and maintenance costs of designated Legacy Facilities.
- **Calgary 2026 Winter Olympics Bid:** Envisioned a fund to support Indigenous youth, disadvantaged youth, sport development and high performance sport (including specific Para Sport priorities) and cultural programs.



Appendix A: Data sources and modelling approach

Data sources

Data on ranges of anticipated capital and operating expenditures associated with the Games between 2022 and 2030 as well as Public Safety and Security employment were provided by the Feasibility Team. PwC allocated capital and operating spend to industry categories based on line item descriptions provided by the Feasibility Team.

We did not verify or audit the above data or the assumptions associated with it (refer to **Appendix B**).

Input output analysis

To estimate the economic footprint of hosting the Games, we have conducted an economic impact analysis that applied Statistics Canada's Input-Output multipliers to expenditure data provided by the Feasibility Team.

The fundamental philosophy behind Input-Output analysis is that spending on goods and services has attendant impacts throughout the economy. For instance, capital upgrades to existing Venues within Vancouver would generate demand for the inputs to this process, such as labour and raw materials, which in turn generates additional demand that extends beyond the initial spending. Our analysis permits the estimation of this cascading effect by using the Input-Output model of the Canadian economy.

The Input-Output model used for the purpose of this report estimates the relationship between economic activity for a given good or service and the resulting impacts throughout the economy (including demand for other goods and services and tax revenues). For the purpose of this report, economic impacts were estimated for the following measures of economic activity:

- **GDP (also known as value added)** – the value added to the economy, or the output valued at basic prices less intermediate consumption⁹ valued at market prices. GDP includes only final goods to avoid the double counting of products sold during a certain accounting period.
- **Employment** – the number of jobs created or supported.
- **Labour income** – the amount earned by the employment expected to be generated (including social benefits such as employer contributions towards pensions and employment insurance).
- **Taxes on Production and Products** – the amount of tax revenues generated from taxes on products and production (e.g. gas tax, sales taxes, and excise taxes) at the federal and provincial levels
- **Personal Income Tax** – the amount of federal and provincial tax revenues generated from taxes on the income of employees and self-employed individuals.
- **Corporate Income Tax** – the amount of federal and provincial tax revenues generated from taxes on the profits of corporations.

An economic footprint is typically estimated at the direct, indirect, and induced levels:

- **Direct impacts** result directly from a company's expenditures on labour and capital as well as gross operating profits.
- **Indirect impacts** arise from the activities of the firms providing inputs to the company's suppliers (in other words, the suppliers of its suppliers).
- **Induced impacts** are the result of consumer spending by employees of the businesses stimulated by direct and indirect expenditures.

In applying the Input-Output analysis, we made the following key assumptions:

- Note that revenue generated as a result of hosting the Games including ticket sales, broadcasting and sponsorships have not been included in our analysis.
- We have relied on Canada-wide multipliers to assess the economic footprint of the rest of Canada capital and operating expenditures. Furthermore, due to data limitations, we have assumed that all indirect and induced impacts associated with rest of Canada and outside of Canada initial expenditures would have no impact on the BC economy. In practice, we expect some indirect and induced impacts of such spending to occur within BC and consequently, the estimated BC economic impacts may be understated.
- We have relied on the Feasibility Team's estimates for procurement sourcing. Of the total anticipated capital and operating spend, the following splits were applied:
 - **Venues (\$660 - \$700 million):** 90% is expected to be spent within BC, 5% in the rest of Canada and 5% internationally;
 - **Villages (\$850 million):** 90% is expected to be spent within BC, 5% in the rest of Canada and 5% internationally;
 - **Organizing Committee (\$2.5 - \$2.8 billion):** 70% is expected to be spent within BC, 20% in the rest of Canada and 10% internationally;
 - **Public Safety and Security (\$560 - \$583 million):** *Human resources* - 87% is expected to be spent within BC, 13% in the rest of Canada; and *Technology* - 100% is expected to be spent within BC.
- Anticipated capital and operating expenditures associated with the Games are expected to be sourced both privately and publicly. For the purposes of our analysis, the source of funds is not considered.
- Note that the Games will be held in 2030, however, we have modelled all impacts based on the Feasibility Team's anticipated expenditures in 2022 \$CAD given inflation forecasts for extended time horizons are unable to fully capture future economic uncertainties.

Refer to **Appendix B** for further information on Report limitations.

Appendix B: Limitations

Limitations

Data limitations and verification: PwC has relied on the information provided by the Feasibility Team regarding the estimates and allocations of capital and operating expenditures associated with hosting the Games.

PwC has relied upon the completeness, accuracy, and fair presentation of all information and data obtained from the Feasibility Team and the various sources set out in our report, which were not audited or otherwise verified.

The findings in this report are conditional upon such completeness, accuracy, and fair presentation, which have not been verified independently by PwC. Accordingly, we provide no opinion, attestation, or other form of assurance with respect to the results of this study.

Receipt of new data or facts: PwC reserves the right at its discretion to withdraw or revise this report, should we receive additional data or be made aware of facts existing at the date of the report that were not known to us when we prepared this report. The findings are as of September 2022, and PwC is under no obligation to advise any person of any change or matter brought to its attention after such date, which would affect our findings.

Input-Output analysis: Input-Output analysis does not address whether the inputs have been used in the most productive manner or whether the use of these inputs in this industry promotes economic growth more than their use in another industry or economic activity. Nor does Input-Output analysis evaluate whether these inputs might be employed elsewhere in the economy if they were not employed in this industry at the time of the analysis. Input-Output analysis calculates the direct, indirect, and induced economic impacts that can reasonably be expected to affect the economy based on historical relationships within the economy. This analysis does not take into account fundamental shifts in the relationships within the economy that may have taken place since the last estimation of multipliers by Statistics Canada in 2018, nor shifts that may take place in the future.

Use limitations: This report has been prepared solely for the use and benefit of, and pursuant to a client relationship exclusively with COC.

We understand that our deliverable will be shared among the COC's staff and could also be shared with the COC's stakeholders (e.g. government) and further that you may also wish to make our deliverable public. You may make our deliverable public, provided that the deliverable is published in its entirety, including relevant disclaimers. Further, if you seek to make this report public, you will let us know of your intention to do so at least a month prior to your planned release to enable PwC to conduct an independence review. We note that while we do not expect this under the circumstances, the results of the independence review may disallow such release. Should you want to use excerpts from our deliverable or post your own statements describing our deliverable, you would need to concurrently provide a clear link to our entire deliverable and get PwC's consent to release such excerpts or statements, which consent shall not be unreasonably withheld, delayed or conditioned. In that context, PwC will provide its comments to a draft statement produced by you within five working days of receiving such draft statement.

PwC accepts no duty of care, obligation or liability, if any, suffered by any third party that reads our deliverable, any excerpts from our deliverable or statements describing our deliverable. Further, no person or entity, other than COC, shall place any reliance upon the accuracy or completeness of the statements made in our deliverable.

This report and related analysis must be considered as a whole: Selecting only portions of the analysis or the factors considered by us, without considering all factors and analysis together, could create a misleading view of our findings. The preparation of our analysis is a complex process and is not necessarily susceptible to partial analysis or summary description. Any attempt to do so could lead to undue emphasis on any particular factor or analysis.

We note that significant deviations from the above-listed major assumptions may result in a significant change to our analysis findings.

Appendix C: Total economic footprint of the 2030 Winter Games, Canada-wide impacts

This appendix presents the total estimated economic footprint throughout Canada associated with Venue capital upgrades, new Village construction projects, Organizing Committee operations as well as Public Safety and Security while hosting the Games.

The figures presented include the estimated economic footprint associated with both BC-based expenditure as well as expenditures throughout the rest of Canada. Taken together, the impacts associated with each expenditure category represent the cumulative economic footprint in Canada of the 2030 Winter Games between 2022 and 2030.

Total economic footprint of the 2030 Olympic and Paralympic Winter Games by expenditure category - Canada

In 2022 \$CAD, cumulative between 2022 and 2030*

| | GDP (\$ millions) | Labour income (\$ millions) | Employment (Headcount) | Tax revenue** (\$ millions) |
|---|--------------------------|--------------------------------|---------------------------|--------------------------------|
| Venue Capital Upgrades | \$701 - \$736 | \$405 - \$425 | 5,955 - 6,252 | \$178 - \$187 |
| Village Construction | \$887 | \$491 | 7,635 | \$230 |
| <i>Subtotal, Capital expenditures</i> | <i>\$1,588 - \$1,623</i> | <i>\$896 - \$916</i> | <i>13,590 - 13,887</i> | <i>\$408 - \$417</i> |
| Organizing Committee | \$2,529 - \$2,836 | \$1,440 - \$1,615 | 27,582 - 30,939 | \$542 - \$608 |
| Public Safety and Security | \$774 - \$806 | \$471 - \$490 | 10,254 - 10,675 | \$168 - \$175 |
| <i>Subtotal, Operating expenditures</i> | <i>\$3,303 - \$3,642</i> | <i>\$1,911 - \$2,105</i> | <i>37,836 - 41,614</i> | <i>\$710 - \$783</i> |
| Total impact | \$4,891 - \$5,265 | \$2,807 - \$3,021 | 51,426 - 55,501 | \$1,118 - \$1,200 |

*Due to rounding, the totals may not always add up to the sum of the items. Employment impacts associated with each expenditure category detail the number of jobs created or supported based on the proposed expenditures. Proposed Venue and Village timelines are based on preliminary projections and subject to change. Public Safety and Security expenditures are incurred in 2030 only.

**Tax revenue figures presented include the sum of corporate income tax, personal income tax as well as taxes on production and products at both the federal and provincial levels.

Appendix D: Breakdown of 2030 Winter Games expenditure impacts, Canada-wide impacts

This appendix presents a breakdown of the estimated economic footprint throughout Canada associated with Venue capital upgrades, new Village construction projects, Organizing Committee operations as well as Public Safety and Security while hosting the Games.

The figures presented include the estimated economic footprint associated with both BC-based expenditure as well as expenditure throughout the rest of Canada. Taken together, the impacts associated with each expenditure category represent the cumulative economic footprint in Canada of the 2030 Winter Games between 2022 and 2030.

Total economic footprint of Venue capital upgrades - Canada

In 2022 \$CAD, cumulative between 2025 and 2030*

| | GDP (\$ millions) | Labour income (\$ millions) | Employment (headcount) |
|--------------|----------------------|--------------------------------|---------------------------|
| Direct | \$284 - \$298 | \$192 - \$201 | 2,540 - 2,663 |
| Indirect | \$222 - \$233 | \$138 - \$145 | 1,956 - 2,056 |
| Induced | \$195 - \$204 | \$76 - \$80 | 1,460 - 1,532 |
| Total | \$701 - \$736 | \$405 - \$425 | 5,955 - 6,252 |

Total economic footprint of Village capital expenditures - Canada

In 2022 \$CAD, cumulative between 2026 and 2029*

| | GDP (\$ millions) | Labour income (\$ millions) | Employment (headcount) |
|--------------|----------------------|--------------------------------|---------------------------|
| Direct | \$383 | \$231 | 3,396 |
| Indirect | \$280 | \$172 | 2,556 |
| Induced | \$224 | \$88 | 1,683 |
| Total | \$887 | \$491 | 7,635 |

Total economic footprint of Organizing Committee operations - Canada

In 2022 \$CAD, cumulative between 2022 and 2030*

| | GDP (\$ millions) | Labour income (\$ millions) | Employment (headcount) |
|--------------|--------------------------|--------------------------------|---------------------------|
| Direct | \$1,302 - \$1,460 | \$845 - \$948 | 16,649 - 18,675 |
| Indirect | \$563 - \$631 | \$334 - \$374 | 5,897 - 6,615 |
| Induced | \$664 - \$745 | \$261 - \$292 | 5,036 - 5,649 |
| Total | \$2,529 - \$2,836 | \$1,440 - \$1,615 | 27,582 - 30,939 |

Total economic footprint of Public Safety and Security - Canada

In 2022 \$CAD, during the Games in 2030*

| | GDP (\$ millions) | Labour income (\$ millions) | Employment (headcount) |
|--------------|----------------------|--------------------------------|---------------------------|
| Direct | \$381 - \$397 | \$291 - \$303 | 6,919 - 7,204 |
| Indirect | \$130 - \$135 | \$77 - \$81 | 1,357 - 1,413 |
| Induced | \$264 - \$274 | \$103 - \$107 | 1,977 - 2,059 |
| Total | \$774 - \$806 | \$471 - \$490 | 10,254 - 10,675 |

*Due to rounding, the totals may not always add up to the sum of the items. Employment impacts associated with each expenditure category detail the number of jobs created or supported based on the proposed expenditures. Proposed Venue and Village timelines are based on preliminary projections and subject to change. Public Safety and Security expenditures are incurred in 2030 only.

Appendix E: Tax impacts of 2030 Winter Games expenditures, provincial

This appendix presents a breakdown of estimated BC provincial and local government tax impacts associated with Venue capital upgrades, new Village construction projects, Organizing Committee operations as well as Public Safety and Security while hosting the Games.

Total tax impacts of Venue capital upgrades - BC (provincial)

In 2022 \$CAD, cumulative between 2025 and 2030*

| | Corporate Income Taxes (\$ millions) | Personal Income Taxes (\$ millions) | Taxes on Production & Products (\$ millions) | Total Tax revenue (\$ millions) |
|--------------|---|--|---|------------------------------------|
| Direct | \$3.3 - \$3.5 | \$12.9 - \$13.6 | \$23.9 - \$25.4 | \$40.2 - \$42.5 |
| Indirect | \$2.9 - \$3.1 | \$6.8 - \$7.1 | \$5.2 - \$5.4 | \$14.8 - \$15.6 |
| Induced | \$3.7 - \$3.9 | \$3.5 - \$3.7 | \$19.5 - \$20.5 | \$26.7 - \$28.0 |
| Total | \$9.9 - \$10.4 | \$23.2 - \$24.4 | \$48.6 - \$51.3 | \$81.7 - \$86.1 |

Total tax impacts of Village capital expenditures - BC (provincial)

In 2022 \$CAD, cumulative between 2026 and 2029*

| | Corporate Income Taxes (\$ millions) | Personal Income Taxes (\$ millions) | Taxes on Production & Products (\$ millions) | Total Tax revenue (\$ millions) |
|--------------|---|--|---|------------------------------------|
| Direct | \$5.5 | \$15.6 | \$38.9 | \$60.0 |
| Indirect | \$3.4 | \$8.1 | \$7.0 | \$18.5 |
| Induced | \$4.2 | \$4.0 | \$21.7 | \$29.8 |
| Total | \$13.0 | \$27.7 | \$67.6 | \$108.3 |

Total tax impacts of Organizing Committee operations - BC (provincial)

In 2022 \$CAD, cumulative between 2022 and 2030*

| | Corporate Income Taxes (\$ millions) | Personal Income Taxes (\$ millions) | Taxes on Production & Products (\$ millions) | Total Tax revenue (\$ millions) |
|--------------|---|--|---|------------------------------------|
| Direct | \$19.7 - \$22.1 | \$46.2 - \$51.8 | \$30 - \$33.7 | \$95.9 - \$107.5 |
| Indirect | \$6.1 - \$6.9 | \$13.3 - \$14.9 | \$14.4 - \$16.2 | \$33.8 - \$37.9 |
| Induced | \$10.7 - \$12 | \$10.2 - \$11.4 | \$56.2 - \$63 | \$77.0 - \$86.4 |
| Total | \$36.5 - \$40.9 | \$69.6 - \$78.1 | \$100.6 - \$112.8 | \$206.7 - \$231.9 |

Total tax impacts of Public Safety and Security - BC (provincial)

In 2022 \$CAD, during the Games in 2030*

| | Corporate Income Taxes (\$ millions) | Personal Income Taxes (\$ millions) | Taxes on Production & Products (\$ millions) | Total Tax revenue (\$ millions) |
|--------------|---|--|---|------------------------------------|
| Direct | \$1.5 - \$1.6 | \$17.7 - \$18.5 | \$4.3 - \$4.4 | \$23.5 - \$24.5 |
| Indirect | \$1.7 - \$1.7 | \$3.5 - \$3.7 | \$3.7 - \$3.9 | \$8.9 - \$9.3 |
| Induced | \$5 - \$5.3 | \$4.8 - \$5 | \$26.8 - \$27.9 | \$36.6 - \$38.1 |
| Total | \$8.2 - \$8.5 | \$26.1 - \$27.1 | \$34.8 - \$36.2 | \$69.0 - \$71.9 |

*Due to rounding, the totals may not always add up to the sum of the items. Proposed Venue and Village timelines are based on preliminary projections and subject to change. Public Safety and Security expenditures are incurred in 2030 only.

Appendix F: Tax impacts of 2030 Winter Games expenditures, federal

This appendix presents a breakdown of the estimated Canadian federal tax impacts associated with Venue capital upgrades, new Village construction projects, Organizing Committee operations as well as Public Safety and Security while hosting the Games.

Total tax impacts of Venue capital upgrades - Canada (federal)

In 2022 \$CAD, cumulative between 2025 and 2030*

| | Corporate Income Taxes (\$ millions) | Personal Income Taxes (\$ millions) | Taxes on Production & Products (\$ millions) | Total Tax revenue (\$ millions) |
|--------------|---|--|---|------------------------------------|
| Direct | \$5.3 - \$5.6 | \$28 - \$29.4 | \$7.3 - \$7.8 | \$40.6 - \$42.7 |
| Indirect | \$6.8 - \$7.1 | \$20.1 - \$21.2 | \$2.3 - \$2.4 | \$29.2 - \$30.6 |
| Induced | \$7.7 - \$8.1 | \$11.1 - \$11.7 | \$7.6 - \$8 | \$26.4 - \$27.7 |
| Total | \$19.8 - \$20.8 | \$59.2 - \$62.2 | \$17.1 - \$18.1 | \$96.2 - \$101.0 |

Total tax impacts of Village capital expenditures - Canada (federal)

In 2022 \$CAD, cumulative between 2026 and 2029*

| | Corporate Income Taxes (\$ millions) | Personal Income Taxes (\$ millions) | Taxes on Production & Products (\$ millions) | Total Tax revenue (\$ millions) |
|--------------|---|--|---|------------------------------------|
| Direct | \$8.7 | \$33.8 | \$12.0 | \$54.5 |
| Indirect | \$8.5 | \$25.1 | \$3.1 | \$36.7 |
| Induced | \$8.8 | \$12.8 | \$8.7 | \$30.4 |
| Total | \$26.0 | \$71.7 | \$23.9 | \$121.6 |

Total tax impacts of Organizing Committee operations - Canada (federal)

In 2022 \$CAD, cumulative between 2022 and 2030*

| | Corporate Income Taxes (\$ millions) | Personal Income Taxes (\$ millions) | Taxes on Production & Products (\$ millions) | Total Tax revenue (\$ millions) |
|--------------|---|--|---|------------------------------------|
| Direct | \$36.4 - \$40.9 | \$123.6 - \$138.6 | \$11.2 - \$12.6 | \$171.2 - \$192.1 |
| Indirect | \$17.7 - \$19.9 | \$48.8 - \$54.7 | \$7.3 - \$8.2 | \$73.8 - \$82.8 |
| Induced | \$25.8 - \$29 | \$38.1 - \$42.7 | \$26.4 - \$29.6 | \$90.3 - \$101.3 |
| Total | \$80.0 - \$89.8 | \$210.4 - \$236.0 | \$44.9 - \$50.4 | \$335.3 - \$376.2 |

Total tax impacts of Public Safety and Security - Canada (federal)

In 2022 \$CAD, during the Games in 2030*

| | Corporate Income Taxes (\$ millions) | Personal Income Taxes (\$ millions) | Taxes on Production & Products (\$ millions) | Total Tax revenue (\$ millions) |
|--------------|---|--|---|------------------------------------|
| Direct | \$2.7 - \$2.8 | \$42.5 - \$44.2 | \$1.5 - \$1.5 | \$46.6 - \$48.5 |
| Indirect | \$4 - \$4.2 | \$11.3 - \$11.8 | \$1.6 - \$1.7 | \$16.9 - \$17.6 |
| Induced | \$10.4 - \$10.8 | \$15 - \$15.6 | \$10.3 - \$10.7 | \$35.7 - \$37.2 |
| Total | \$17.1 - \$17.8 | \$68.8 - \$71.6 | \$13.3 - \$13.9 | \$99.3 - \$103.3 |

*Due to rounding, the totals may not always add up to the sum of the items. Proposed Venue and Village timelines are based on preliminary projections and subject to change. Public Safety and Security expenditures are incurred in 2030 only.

Endnotes

¹ A range of anticipated capital and operating expenditures is presented based on preliminary projections of total costs and timelines as well as different construction options for Venues and Villages as prepared by the Feasibility Team.

² We note that for community and First Nation housing legacies associated with Village construction projects, the Feasibility Team, due to relative uncertainty associated with estimating construction costs, has provided estimates which may not fully reflect total capital expenditures associated with these projects. To this extent, the resulting estimated economic footprint associated with new Village construction may be conservative.

³ Anticipated capital and operating expenditures associated with the Games are expected to be sourced both from private and public sources. For the purposes of our analysis, the source of funds is not considered.

⁴ Expenditures related to Venue capital upgrades between 2025 and 2030 are based on data provided by the Feasibility Team. It was estimated by the Feasibility Team that 90% of capital expenditures would occur within the province of BC, 5% would occur throughout the rest of Canada and the remainder would be spent internationally.

⁵ Expenditures related to new Village construction projects between 2026 and 2029 are based on data provided by the Feasibility Team. These estimates have been provided as standalone figures as the Feasibility Team did not include investment optionality for these estimates. It was estimated by the Feasibility Team that 90% of capital expenditures would occur within the province of BC, 5% would occur throughout the rest of Canada and the remainder would be spent internationally.

⁶ Based on discussions with the Feasibility Team we note that the Vancouver Village may be built regardless of whether the Games are hosted within BC. However, for the purpose of this analysis, capital expenditures associated with the construction of all Villages included as part of the 2030 Initial Hosting Concept have been considered.

⁷ Expenditures related to Organizing Committee operations between 2022 and 2030 are based on data provided by the Feasibility Team. It was estimated by the Feasibility Team that 70% of operating expenditures would occur within the province of BC, 20% would occur throughout the rest of Canada and the remainder would be spent internationally.

⁸ Expenditures related to Public Safety and Security during the Games in 2030 are based on data provided by the Feasibility Team. It was estimated by the Feasibility Team that 87% of human resources-related operating expenditures would occur within the province of BC and 13% would occur throughout the rest of Canada. All technology-related expenditures were assumed to occur within BC.

⁹ Defined as the value of goods and services used or transformed as inputs by a process of production.



The tourism potential of the 2030 Olympic and Paralympic Winter Games

**Summary report prepared by PwC for The Canadian
Olympic Committee**

October 11, 2022



Notice to Reader

This report "The tourism potential of the 2030 Olympic Winter Games" is intended solely for use by the management of Canadian Olympic Committee ("COC"), and is not intended or authorized for any other use or party. If any unauthorized party obtains this report, such party agrees that any use of the report, in whole or in part, is their sole responsibility and at their sole and exclusive risk; that they may not rely on the report; that they do not acquire any rights as a result of such access and that PricewaterhouseCoopers LLP ("PwC") does not assume any duty, obligation, responsibility or liability to them.

This Report was developed in accordance with our engagement letter dated August 23, 2022 and is subject to the terms and conditions included therein.

Our work was limited to the specific procedures and analysis described herein and was based only on the information made available at the time we prepared the report. Accordingly, changes in circumstances after the date of this Report could affect the findings outlined herein.

We are providing no opinion, attestation or other form of assurance with respect to our work and we did not verify or audit any information provided to us.

This information has been prepared solely for the use and benefit of and pursuant to a client relationship exclusively with COC. We understand that our report will be shared among the COC's staff and could also be shared with the COC's stakeholders (e.g. government) and further that you may also wish to make our deliverable public. You may share our report with any third party and the public at large, provided that the deliverable is published in its entirety, including relevant disclaimers.

PwC accepts no duty of care, obligation or liability, if any, suffered by any third party that reads our deliverable, any excerpts from our deliverable or statements describing our deliverable. Further, no person or entity, other than COC, shall place any reliance upon the accuracy or completeness of the statements made in our deliverable.

Any person who is not an addressee of this report or who has not signed and returned to PwC a Release Letter is not authorized to have access to this report. Any unauthorized party who obtains this report agrees that any use of the report, in whole or in part, is their sole responsibility and at their sole and exclusive risk; that they may not rely on the report; that they do not acquire any rights as a result of such access and that PwC does not assume any duty, obligation, responsibility or liability to them.

The analysis and observations presented in this document are based on information provided to us by COC, as well as from a variety sources cited in the report. This information has not been verified by PwC.

All dollar values are in current Canadian undiscounted dollars ("C\$"), unless otherwise specified.

Limitations associated with this report are found in Appendix A and form an integral part of this report.

Background

Working under the leadership of Lilwat (Lilwat), xwməθkwəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish) and selilwetat̓ (Tsleil-Waututh) Nations, the Canadian Olympic Committee 2030 Feasibility Team ("Feasibility Team") is exploring the possibility of hosting the 2030 Olympic and Paralympic Winter Games ("the Games" or "Games") in British Columbia ("BC").

Within this context, the COC commissioned PricewaterhouseCoopers LLP ("PwC", "we", or "us"), to conduct a high-level analysis to assist them in understanding the tourism potential of the Games.

We have conducted a high-level analysis of the potential tourism visitation uplift associated with the 2030 Games, assuming that the number of tourists associated with the BC 2010 Vancouver Olympic Games ("2010 Games") would be the same in the 2030 Games.

Note that our findings are subject to a number of simplifying assumptions and limitations and should be interpreted as indicative only. Refer to Appendix A for further information on the limitations underpinning our high-level analysis.



Summary approach

For the purposes of completing this high-analysis analysis, we undertook the following steps to calculate the potential international tourism visitation uplift and tourism expenditure associated with the 2030 Games:

- Conducted a historical analysis of international overnight visitors ("visitors") to BC drawing on Statistics Canada data;
- Calculated the associated uplift in international visitors to BC that may have occurred during the 2010 Games by comparing visitation during the 2010 games to historical average visitor levels during the month of February;
- Developed expenditure profile for visitors to BC based on pre-Covid Statistics Canada and Destination BC data;
- Calculated a range of associated tourism expenditure based on the calculated uplift in international visitors and the above noted expenditure profile; and
- Based on the above, calculated the short-term international tourism expenditure uplifts that could occur as a result of the 2030 Games.

The results of this high-level analysis are outlined in Section 1 of this summary report.

Note that PwC previously estimated tourism impacts associated with the 2010 Games as part of a larger socio-economic impact modelling exercise undertaken in relation to the 2010 Vancouver Olympic Games ("previous analysis").

With regards to estimating tourism impact, the previous analysis used a different methodology and sources to estimate the impact over a multi-year time horizon leading up to and including the 2010 Games. As a result, the previous analysis estimated cumulative (2003-2010) GDP and jobs impacts associated with games-related tourism whereas the focus of this analysis is on short-term international tourism expenditure uplifts that could have occurred as a result of the 2010 Games.

The key findings of the previous analysis are included in this summary report in Section 2, for reference purposes only. Given the difference in approach, sources, and outputs generated, the results of this previous analysis should not be compared to the findings in Section 1.

1. Estimating the potential tourism uplift in 2030 based on the 2010 experience

The table below details the total number of visitors to BC during February 2010 as well as comparable monthly periods prior to the 2010 Games including February 2009 as well as 3 and 5 year February visitor averages. These figures are broken down by both US residents and all other international visitors to BC.

Based on the approach previously outlined, and subject to the simplifying assumptions and limitations associated with it, we estimate that the total uplift in visitors to BC during the 2010 Games ranged from between 29,600 and 61,977 which was comprised of between 22,037 and 50,803 US residents and between 6,381 and 11,174 international residents from all other countries.

Estimated international visitor uplift - by place of residence**

| Source of visitation (country of residence) | Feb. 2010 visitation | Feb. 2009 | 3 year Feb. average (2007-2009) | 5 year Feb. average (2004-2009) | Games visitation uplift range (Feb. 2010 less historical) |
|---|----------------------|----------------|---------------------------------|---------------------------------|---|
| US residents | 187,263 | 136,460 | 156,669 | 165,226 | 22,037 - 50,803 |
| International residents* | 81,785 | 70,611 | 75,404 | 74,222 | 6,381 - 11,174 |
| Total | 269,048 | 207,071 | 232,073 | 239,448 | 29,600 - 61,977 |

Source: PwC Analysis, Statistics Canada

Using the estimated visitor uplifts associated with the 2010 Games, we have estimated the tourism expenditure uplifts that could occur during the Games in 2030 based on a range of expenditure profiles for both US and other international visitors to BC.** These estimates are presented below on a range basis according to the observed uplift in visitors to BC leading up to the 2010 Games (in comparable monthly periods).

Based on the approach previously outlined, and subject to the simplifying assumptions and limitations associated with it, we calculated that the total international tourism expenditure uplift that could occur during the Games in 2030 ranges between \$28 and \$61 million. This range is comprised of between \$16 and \$41 million attributable to US residents and between \$10 and \$21 million attributable to international residents from all other countries.

Estimated international tourism expenditure uplift (\$M, 2022 CAD) - by place of residence***

| Source of visitation (country of residence) | Feb. 2010 visitation | Feb. 2010 expenditure (\$M) | Calculated uplift during 2010 Games | |
|---|----------------------|-----------------------------|---|--------------------------------|
| | | | Visitation uplift range (Feb. 2010 less historical) | Expenditure uplift range (\$M) |
| US residents | 187,263 | \$159 - \$174 | 22,037 - 50,803 | \$16 - \$41 |
| International residents* | 81,785 | \$148 - \$174 | 6,381 - 11,174 | \$10 - \$21 |
| Total | 269,048 | \$307 - \$347 | 29,600 - 61,977 | \$28 - \$61 |

Source: PwC Analysis, Statistics Canada & Destination BC

For details on the expenditure profile ranges used to calculate tourism expenditure uplifts, refer to **Appendix B**.

*International residents refer to all overnight visitors to BC that are not US residents.

**We note that the ranges of estimated tourism expenditure uplift are based on historical uplifts in international overnight visitors during the 2010 Games as well as historical average spend per visitor.

***Due to rounding, the totals may not always add up to the sum of the items. We note that estimated international tourism expenditure uplifts are based on 2019 overnight visitor expenditure profiles which are assumed to more accurately reflect typical tourism expenditure patterns prior to the global COVID-19 pandemic. These estimates are expressed in current dollars based on adjustments using the BC Consumer Price Index as reported by Statistics Canada.

2. Previous estimates of tourism impacts associated with the 2010 Winter Olympics in Vancouver

Background

In the lead up to the 2010 Games, PwC was engaged to conduct a series of impact assessments using a combination of research and benchmarking methods to assess a range of impacts associated with the 2010 Games. As part of these series of impact assessments, Report 7, released in 2011, outlined the impacts of the 2010 Games from 2003 to 2010, including impacts related to tourism ("previous analysis"). Tourism impacts were calculated by examining the revenues received from accommodation, retail sales, restaurants, transportation and recreation.

This previous analysis defined and modelled incremental tourism expenditures by excluding all visitor spending by local residents and generated quantitative estimates of GDP and employment associated with this visitor spending by non-residents of BC.

Key findings

The following summarizes the real GDP and employment impacts associated with incremental tourism expenditures as presented in the previous analysis:

**Estimated incremental tourism-related economic impacts in BC from 2010 Winter Games:
January 2003–December 2010**

| Impact channel | Low | High |
|----------------------------|-------|-------|
| Real GDP (Millions \$2002) | \$130 | \$150 |
| Employment (No. of jobs) | 4,490 | 5,220 |

Please refer to the following for further information on the key assumptions, definitions, limitations, and data sources associated with estimating tourism impact in the previous analysis as well as the broader context and reporting associated with the previous analysis:

https://library.olympics.com/Default/doc/SYRACUSE/184948/the-games-effect-pricewaterhousecoopers-llp?_lg=en-GB

This previously estimated Real GDP impact (denominated in \$2002) translates into an approximate \$216-249 Million impact in \$2022 (through the application of a national GDP deflator as reported by Statistics Canada).

Appendix A: Limitations

Limitations

Data limitations and verification: PwC has relied upon the completeness, accuracy, and fair presentation of all information and data from the various sources set out in our report, which were not audited or otherwise verified.

The findings in this report are conditional upon such completeness, accuracy, and fair presentation, which have not been verified independently by PwC. Accordingly, we provide no opinion, attestation, or other form of assurance with respect to the results of this study.

Receipt of new data or facts: PwC reserves the right at its discretion to withdraw or revise this report, should we receive additional data or be made aware of facts existing at the date of the report that were not known to us when we prepared this report. The findings are as of October 2022, and PwC is under no obligation to advise any person of any change or matter brought to its attention after such date, which would affect our findings.

Use limitations: This report has been prepared solely for the use and benefit of, and pursuant to a client relationship exclusively with COC.

We understand that our deliverable will be shared among the COC's staff and could also be shared with the COC's stakeholders (e.g. government) and further that you may also wish to make our deliverable public. You may make our deliverable public, provided that the deliverable is published in its entirety, including relevant disclaimers. Further, if you seek to make this report public, you will let us know of your intention to do so at least a month prior to your planned release to enable PwC to conduct an independence review. We note that while we do not expect this under the circumstances, the results of the independence review may disallow such release. Should you want to use excerpts from our deliverable or post your own statements describing our deliverable, you would need to concurrently provide a clear link to our entire deliverable and get PwC's consent to release such excerpts or statements, which consent shall not be unreasonably withheld, delayed or conditioned. In that context, PwC will provide its comments to a draft statement produced by you within five working days of receiving such draft statement.

PwC accepts no duty of care, obligation or liability, if any, suffered by any third party that reads our deliverable, any excerpts from our deliverable or statements describing our deliverable. Further, no person or entity, other than COC, shall place any reliance upon the accuracy or completeness of the statements made in our deliverable.

This report and related analysis must be considered as a whole: Selecting only portions of the analysis or the factors considered by us, without considering all factors and analysis together, could create a misleading view of our findings. The preparation of our analysis is a complex process and is not necessarily susceptible to partial analysis or summary description. Any attempt to do so could lead to undue emphasis on any particular factor or analysis.

We note that significant deviations from the above-listed major assumptions may result in a significant change to our analysis findings.

Appendix B: Overnight visitor expenditure expenditure profile ranges

This appendix presents the estimated expenditure profile ranges for visitors to BC based on Statistics Canada and Destination BC data.

The estimated international tourism expenditure profiles presented below are based on 2019 overnight visitor expenditures which are assumed to more accurately reflect typical tourism expenditure patterns prior to the global COVID-19 pandemic. These estimates are expressed in current dollars based on adjustments using the BC Consumer Price Index as reported by Statistics Canada.

Estimated average tourism spend - by place of residence

In 2022 \$CAD, estimated average spend by overnight visitors to BC

| Source of visitation (country of residence) | Estimated average spend per visitor |
|---|-------------------------------------|
| US residents | \$735 - \$804 |
| International residents* | \$1,569 - \$1,838 |

Source: PwC Analysis, Statistics Canada & Destination BC

*International residents refer to all overnight visitors to BC that are not US residents.



October 18, 2022

Paul Mochrie
City Hall
453 West 12th Ave
Vancouver, BC V5Y 1V4

"We call upon the officials and host countries of international sporting events such as the Olympics, Pan Am, and Commonwealth games to ensure that Indigenous peoples' territorial protocols are respected, and local Indigenous communities are engaged in all aspects of planning and participating in such events."

- Truth and Reconciliation Commission Call to Action #91

Áma sq̓it, ʔəy̓ sweyəl, ha7lh skwáyel, Mr. Mochrie:

Following over a year of discussion with local and national partners, the Lił wat (Lil'wat), xʷməθkʷəy̓ əm (Musqueam), Skwx̌ wú7mesh (Squamish) and səliłwətał (Tsleil-Waututh) Nations are pleased to provide the City of Vancouver a formal proposal related to hosting an Indigenous-led 2030 Olympic and Paralympic Winter Games in British Columbia. This proposal builds on the information provided to governments on August 15th and is endorsed by the Canadian Olympic Committee (COC) and Canadian Paralympic Committee (CPC).

We are proposing an Indigenous-led Olympic and Paralympic Games with Reconciliation at their core. A Games that will fully respect Truth and Reconciliation Call to Action 91 and advance 14 Calls to Action overall. A Games that aligns directly with 12 principles of the UN Declaration on the Rights of Indigenous Peoples (UNDRIP) and addresses 29 of BC's Declaration on the Rights of Indigenous Peoples Act (DRIPA) Action Plan. These will be a fiscally responsible, climate positive Games, building on the legacy of Vancouver 2010 while driving significant benefits to diverse communities and peoples.

We are often asked what Indigenous-led means. In the context of this project so far, it has meant many things. It has meant the discussions amongst partners started with an invitation from our four Nations to engage in dialogue about hosting the Games in our Territories. It has meant the leadership of our Nations setting the tone and the framework for the project with partners. It has meant a project pursued under the values of respect, inclusivity, and community. It has meant respect for process and territorial protocol in all aspects of the project. It has meant community engagement leading with the Four Host First Nations as the first voices to inform the project and means the voices of our communities will be heard at every stage of our work. It has meant shared responsibility for exploring the feasibility of the 2030 Games, co-led by the four Nations and the technical experts at the Canadian Olympic Committee and Canadian



Paralympic Committee. It has meant new partnerships and relationships struck between Nations, Governments, and sport partners, defining a new global model for exploring how a Games can drive benefits for Indigenous and non-Indigenous communities.

In hosting the 2030 Olympic and Paralympic Games, Indigenous-led will mean a global platform to showcase Indigenous culture and leadership. It will mean one of the world's largest sporting events being guided by Indigenous values and culture. It will mean education on the history of the lands on which the Games are held and Indigenous ways of knowing, helping to create a climate positive Games. It will mean equal voices around the table of an Organizing Committee that seeks to create equal opportunities for all peoples. It will mean economic reconciliation through support for housing, careers, and procurement opportunities and a demonstration of reconciliation in action to the benefit of all Canadians.

As you will see throughout this proposal, we believe these Games are an opportunity to invest in a single project that will generate thousands of diverse and meaningful impacts and legacies for communities across the country. Very few investments can drive such broad impact and truly create a whole that is greater than the sum of its parts. The answer to the question “why the Olympic and Paralympic Games?” is explicitly outlined in Canada’s Major Sport Events Framework hosting rationale, developed by the Federal Government in conjunction with provincial and sport partners. We have applied this philosophy not only to traditional areas of impact, but to reconciliation efforts in this country. The opportunity is clear.

For centuries, Indigenous culture has been minimized and threatened around the world. A first ever Indigenous-led Olympic and Paralympic Games will unlock tremendous potential for positive social impact across British Columbia and the country, and position Canada as a global model for partnership which inspires millions around the world that progress is possible.

The 2030 Winter Games is a complex project that will require all partners working together. We are confident that in collaboration we can actively develop a bid to host an Indigenous-led 2030 Olympic and Paralympic Games that can be a gift to the region, the country, and the world, and will provide lasting and meaningful legacies that will positively impact generations to come. We have the experience, the local expertise, and, most importantly, a compelling vision that makes our candidacy a leading contender to be awarded the 2030 Games and accelerate progress towards our shared goals.

We formally invite you to join us in advancing this important and historic project by signing the enclosed letter of support by November 21, 2022. We are seeking to be invited into “Targeted Dialogue” with the International Olympic Committee on December 6, 2022, in line with their stated 2030 bid timelines.



Kúkwstum' ckacw, hay čx^w q̓ ə, huy chexw a,

Chief Dean Nelson

Líl wat7úl

Líl wat Nation

Chief Wayne Sparrow

x^wməθk^wəy' əm

Musqueam Indian Band

Spokesperson Wilson Williams

Skwx wú7mesh Úxwumixw

Squamish Nation

Chief Jen Thomas

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