

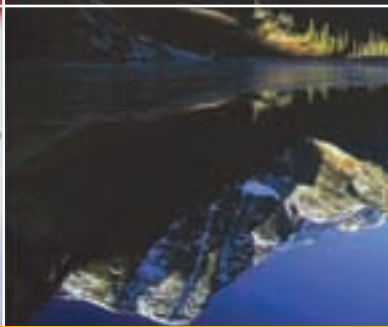
THE BEST PLACE ON EARTH >>

IN 2010



**BRITISH
COLUMBIA**

The Best Place on Earth



WE WANT YOUR INPUT



When we welcome the world in 2010, people will discover the natural beauty, cultural diversity and economic competitiveness that make B.C. the best place on Earth to live, work, play and invest.

To introduce visitors to all regions of our spectacular province, we are funding major provincial and regional tourism initiatives. And to help B.C. businesses take advantage of that increased exposure, we've established the 2010 Commerce Centre.

The years up to, including and beyond 2010 will see cultural celebrations throughout the province, the construction of sport facilities that will leave lasting community legacies, and an increased spotlight on healthy and active living.

Our government has dedicated itself to helping all British Columbians and their communities make the most of this once-in-a-lifetime opportunity. It's a chance for all of us to come together in pursuit of our own Olympic goals, whether they are in sports, culture, community or business.

I welcome your input and invite you to contact me with your ideas on how we can all join together to celebrate the best of our province and each other in 2010.

A handwritten signature in white ink that reads "Gordon Campbell". The signature is fluid and cursive, written in a professional style.

*Honourable Gordon Campbell
Premier of British Columbia*



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ATTRACTING NEW OPPORTUNITIES AND INVESTMENT

To help B.C. communities and businesses take full advantage of the opportunities presented by 2010, the Province has:

- » Established the 2010 Commerce Centre to help businesses access the estimated \$4 billion in Games-related business opportunities and develop new skills and contacts that will lead to opportunities beyond 2010.
- » Started an \$883-million expansion of the Vancouver Trade and Convention Centre. Scheduled for completion in March 2009, it will generate more than \$1 billion in economic activity through 2011.
- » Worked with the Union of BC Municipalities to market tourism throughout B.C., with \$25 million in new tourism funding.
- » Doubled funding for Tourism BC to \$50 million to expand tourism marketing here and around the world, and provided \$2 million to each of B.C.'s six regional tourism agencies to market local attractions and amenities.
- » Added \$50 million over three years to help double tourism by 2015, including \$21 million to promote foreign direct investment in B.C., \$3 million to help host major sport events, and \$15 million in new funding for tourism initiatives.





- » Established a \$110-million Venue Legacy Endowment Fund, cost-shared equally with the federal government, to ensure the Whistler Nordic and Sliding Centre and Richmond Speed Skating Oval are available for public and athletes' use.
- » Launched a five-year, \$500,000 partnership with PacificSport to promote tobacco-free sport events in B.C. communities.
- » Contributed \$10 million to the Canadian Olympic Committee's Own the Podium and Road to Excellence programs, which support the growth and development of Canadian athletes.

SHOWCASING B.C.'S CULTURE TO THE WORLD

To help communities highlight B.C.'s unique cultural gifts and strengths for the world in 2010, the Province:

- » Doubled support for Community Arts Councils and provided \$32 million to support cultural and artistic activities before and after the 2010 Winter Games.
- » Established new circle and winery routes to draw tourists to every B.C. region.
- » Provided 2010 Legacies Now with \$1.14 million for the Accessible Tourism Initiative, which will encourage people with disabilities, mobility impairments or other challenges to visit British Columbia, by improving the accessibility of our infrastructure.



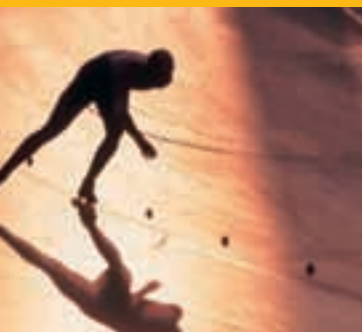
In partnership with all levels of government, communities, business and individual British Columbians, the Province is working to showcase the very best of B.C. to the world in 2010 and ensure all of B.C. benefits from this unique opportunity and its legacies.

- » Invested over \$20 million in 123 Olympic and Paralympic Live Sites – sport and recreation legacy projects in communities outside Greater Vancouver and the Whistler-Squamish corridor.

BUILDING A LEGACY OF SPORT AND FITNESS

To ensure the 2010 Olympic and Paralympic Winter Games become a catalyst for a renewed culture of sport, fitness and physical activity across B.C., the Province has:

- » Launched ActNow BC to establish our province as the North American leader in healthy living and physical fitness.
- » Created the \$60-million Major Post Secondary Sports Facilities Initiative to construct new training facilities at Camosun College, Simon Fraser University, UBC and UNBC.
- » Enabled over 930 schools in all districts to register as Action Schools and provide children more opportunities to be physically active.
- » Collaborated with 2010 Legacies Now to found the Playground to Podium program, which provides young B.C. athletes with tools and services to participate and excel.
- » Worked with 2010 Legacies Now to found HostingBC, to provide up to \$50,000 to organizations staging national and international sport events in B.C.





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- » Built the Spirit of 2010 Trail network to link more than 30 B.C. communities with four new world-class hiking trails.
- » Invested in 2010 British Columbia - Canada Place in Torino, Italy to highlight Canadian culture and promote trade and investment opportunities at the 2006 Games. Over 86 businesses took part, and the facility drew over 100,000 visitors and 125 journalists, generating over \$30 million in editorial coverage for B.C.
- » Will open a pavilion from May to September 2008 at the Beijing Summer Olympic Games, with an interactive experience that will leave visitors feeling like they've been to B.C.

More Resources for Tourism Marketing



The Province has committed over \$60 million in new funding to help communities market themselves to international travellers leading up to 2010.



FOR MORE INFORMATION

RELATED MINISTRIES

Ministry of Economic Development

www.gov.bc.ca/ecdev

Ministry of Tourism, Sport and the Arts

www.gov.bc.ca/tsa

USEFUL LINKS

Service BC

(For information on any provincial government service or program)

Monday to Friday: 7:30 a.m. - 5:00 p.m.

Victoria: 250 387-6121 • Vancouver: 604 660-2421

Toll-free provincewide: 1 800 663-7867

Telephone device for the deaf (TDD)

In Vancouver: 604 775-0303

Elsewhere in B.C.: 1 800 661-8773

www.servicebc.gov.bc.ca

2010 Olympic and Paralympic Winter Games Secretariat

Vancouver: 604 660-2010

Toll-free: 1 888 604-2010

www.ecdev.gov.bc.ca/2010secretariat/default.htm

2010 Legacies Now

Toll-free: 1 866 427-2010

www.2010legaciesnow.com

Spirit of BC Community Committees

Toll-free: 1 877 FOR-SPIRIT or 1 877 367-7747

www.spiritofbc.com

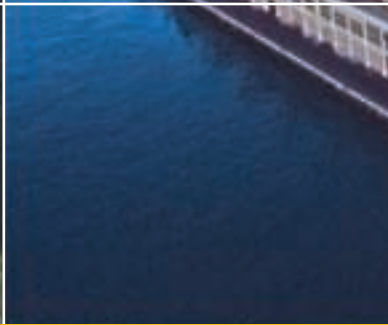
2010 Commerce Centre

Toll-free: 1 888 778-2010

www.2010CommerceCentre.gov.bc.ca

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