

Forming Your Olympic Game Plan

This guide is the first of a series, specific to our community, which will provide the information you need to develop a plan that will put you, your employees and your business in the best position to take advantage of what's to come.

The Yaletown BIA is committed to bringing you accurate and timely information about the Olympic customer, past experience about the Olympic shopping impacts, answers to transportation and delivery issues, tips on how to be a good host, tools to assist staff in answering customer queries...the list goes on. If there is information out there – we will bring it to you.

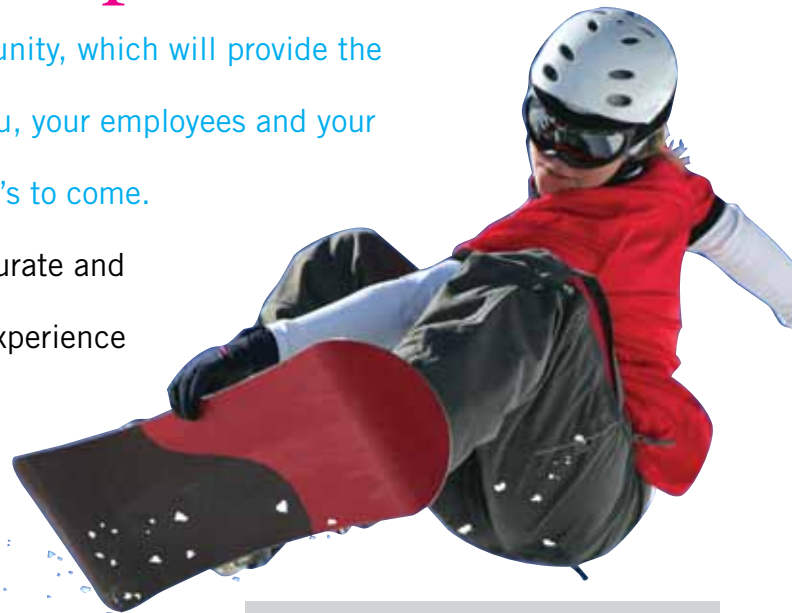
Improvements and Impacts of the 2010 Olympic Winter Games

Yaletown Improvements

- New public art installations & repairs
- New street and pedestrian lighting
- General repairs of all street furniture and lighting
- Increased power grid
- Permanent decorative lighting
- More permanent street parking

And during Games time....

- 30,000 pedestrians per day
- No loss of parking, no Olympic lanes
- Large decorative installations
- Celebratory event centre at Yaletown Park
- Special Games time bylaws
- Tourism kiosk
- City way-finding pillars
- Official pedestrian zone



Get the facts

1. During the Vancouver 2010 Olympic and Paralympic Winter Games, 4,000 athletes, 10,000 media, 25,000 volunteers and more than a quarter of a million visitors are expected.
2. 13,000 hotel guests and 100,000 residents are within walking distance (30 minutes) of the two downtown stadiums and the LiveCity sites.
3. Games-time operations will reduce the capacity of the local road network to the downtown by 50 per cent from the east, and overall by 20%.

Thousands of visitors from all over the world are arriving in February for a once in a lifetime experience.

Millions of eyes from around the world will be watching as we host the games. Are you ready?

O·lym·pic def·i·ni·tions: A business guide to the terminology of the Olympic Games

Venues: The 65 Olympic Venues are the official competition and celebration sites for the 2010 Vancouver Olympic Games. This includes Pavilions, Competition venues and Non-competition venues.

Pa-vil-ion: Pavilions are locations hosted by various parties during the Olympics to present offerings to the public in areas such as hospitality, country, public relations, Next Games, or could even be an Olympic retailer. For example, there will be a “Four Host Nations” Aboriginal Pavilion in Vancouver that showcases the diversity of Aboriginal art, business, culture and sport from Canada.

O·lym·pic Lanes: Olympic lanes are streets designated as routes for the Olympic Family to transport easily to and from venues. For example, Cambie Street is an Official Olympic Route.

Se-cur-i-ty zones: Security zones are the areas around downtown Vancouver with restricted access and security forces patrols. These zones are shown as red lines on the Olympic Transportation plans from VANOC. All red zones demand the most restricted official accreditation; very few vehicles will be permitted within these zones.

Way-find-ing: Wayfinding refers to sites that assist visitors to find venues, parks, and shopping districts. This includes manned kiosks, stand-alone information pillars, and roaming mobile staff.

VAN·OC (Vancouver Olympic Committee): VANOC is the team for handling all operational aspects of the Vancouver Games including the venues.

I·O·C (International Olympic Committee): The IOC is the group that determines the overall Olympic plan; such as determining the sporting events at every Olympics.

C·O·C (Canadian Olympic Committee): The COC is the committee that oversees the selection and support of the Canadian Olympic team.

D·M·F's (Destination Management Firm): A DMF is a company which organizes corporate hospitality in Canada for the Olympic family. For example, Jet Set Sports is the Official Hospitality Services Provider of the Vancouver 2010 Winter Olympic Games.

O·lym·pic Fam-i-ly: The “Olympic Family” is an accredited official designation by the IOC that provides various levels of access to Olympic Venues and any “behind the scenes” areas. Recipients include some DMF's, athletes, Government officials, security forces, International Olympic Committee (IOC) officials, sponsors and some media.

Live Ci-ty/Live Site: These are free outdoor, non-ticketed security areas that are hosted by the City of Vancouver. For example, Live City Yaletown and Live City Downtown will offer free music and celebrations from 11 am until 11 pm for the duration of the Olympics.



Torino and Salt Lake City Share Lessons Learned from 2002 and 2006 Games

Over the last two years, your Yaletown BIA has been in close contact with the Salt Lake City Downtown Alliance during the 2002 Salt Lake City Games, and with the Torino Merchants Association. We wanted to ensure that you had access to their lessons learned. Their experiences can be invaluable to you as you develop your Games plan.

LESSON 1: Don't alienate your regular customers

The majority of the 150,000 employees in downtown Vancouver work in offices and professional service businesses. If you're in retail, they are your bread and butter when it comes to everyday, regular, steady business. Drive them away during the Games and you become reliant on a temporary visitor market. And, there's no guarantee those regular customers will return after the Games.

What you can do: Go above and beyond to ensure your regular customers know how they can access you during the Games – and that you'd love to continue to serve them during that time. Why not offer them a discount card good only during and after the Games or invite them to an appreciation event before the Games to let them know what they can expect during the Games?

LESSON 2: Good old customer service was the biggest attraction

While it didn't increase staffing levels or sales, Nordstrom's department store in Salt Lake City was held up as a business success story during the 2002 Games. The store extended its hours, including that of its restaurant and coffee shop, to ensure that the store was a place to go before and after sporting events. And it showcased its gold-medal customer service by being 'super' welcoming. It created a buzz and generated lots of goodwill in the community.

What you can do: Kick it up a notch. Showcase your customer service talents and do even small things that create a welcoming environment, such as opening up your washrooms, creating quiet respite seating areas, stationing greeters at your front door and extending your business hours. Yaletown will be busiest from noon until midnight with visitors. But your regulars will continue on with their regular routines.

TIP: Retail BC is offering 2010-specific Peak Performance skills enhancement courses to retailers such as 'Serving the World,' 'Selling Memories,' and 'Becoming a Shopping Destination.' www.retailbc.org

LESSON 3: Lower your visitor sales expectations

Visitors don't come to the Olympic and Paralympic Games to shop; they come to share in an experience. Most visitors will stay just a few days and will be looking to purchase official Games souvenirs. They won't be buying furniture, art or other big ticket items. They'll be buying 2010 souvenirs – and maybe clothing they've forgotten to bring for our climate, like umbrellas, sweaters, toques and mittens.

What you can do: Become an official 2010 Winter Games merchandiser to draw visitors into your business. There are still opportunities to sell any of the hundreds of items produced by VANOC. Visit the 'retailing' section of www.vancouver2010.com

TIP: Stuffed plush Olympic mascots historically sell out within the first few days of the Games, so order accordingly.

LESSON 4: Pins rule

Lapel pins of all shapes and sizes apparently rule the day during Olympic Games. Visitors trade 'em, collect 'em, search 'em out and give them away. Pin trading is a sport of Olympic proportions unto itself.

What you can do: Get in on the action. Consider having a unique pin made for your business and give it away with each purchase or as part of another promotion. The cooler the pin, the cooler your business is perceived.

Source: VANOC, RBC Royal Bank, DV BIA.

Mark Your Calendar: 100 Days Winter Games

2009

Oct 30 Torch Relay Begins

The 2010 Olympic Torch Relay, presented by Coca-Cola and RBC, is a 45,000 kilometer journey across Canada that will unify the country and build excitement for the Vancouver 2010 Olympic Winter Games. The relay is over 100 days long, and will visit over 1000 communities and places of interest.

2010

Feb 1 - Mar 21 Cultural Olympiad

The Cultural Olympiad kicks off 60 days of celebration

Feb 5 Pre-games Setup

Feb 12 Opening Ceremony

BC Place 18:00-21:00

Feb 13- Feb 26 BC Place Victory Ceremonies

BC Place 19:00-21:00

Feb 25 Women's Gold Medal Hockey

Canada Hockey Place 15:30-18:00

Feb 28 Men's Gold Medal Hockey

Canada Hockey Place 12:15-14:45

Feb 28 Closing Ceremony

BC Place 17:30-20:00

Mar 12 Paralympic Games Opening Ceremony

BC Place 18:00

Mar 14 Daylight Savings Starts

Clocks move ahead 1 hour

Mar 20 Gold Medal Ice Sledge Hockey

BC Place 12:00-14:30

Mar 21 Paralympic Closing Ceremony

Whistler Celebration Plaza 19:30

TIP: To find the complete competition schedule for the 2010 Winter Games and Paralympic Games, go to www.vancouver2010.com and chose "Competition Schedule".



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Resources

Much of the information provided in this Guide was created and provided by partners. Check out their websites for more detail. We wish to acknowledge the generous assistance of DV BIA.

City of Vancouver (Host City website): www.vancouver.ca
Vancouver Economic Development Commission: www.vancouvereconomic.com/mybusiness2010
Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC): www.vancouver2010.com
TransLink: www.translink.ca
2010 Commerce Centre: www.2010commercecentre.com
Retail BC: www.retailbc.org
RBC: www.rbcroyalbank.com/olympicbusiness

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