

FACT SHEET

Games Contributions to Inner-City Economic Benefits



VANOC determined early on that as a project entity with a limited life span, but significant purchasing power, it's greatest opportunity to maximize benefits to vulnerable populations was through economic opportunities. It has leveraged its supply chains, sponsor networks and government partnerships to deliver the following economic benefits.

RONA Vancouver 2010 Fabrication Shop: VANOC's Carpentry Program (four, 6-month long sessions)

- 64 participants in carpentry and life-skills training
- four sessions: at-risk youth, urban Aboriginal peoples, at-risk women, new immigrants
- real-world work experience making ski racks, warming huts, judges' chairs and other wooden items necessary to stage the 2010 Winter Games
- 11,300 items produced valued at \$2.3 million
- great results with 80% of participants completing the program and nearly 60% passing Level 1 Industry Training Authority (ITA) exam towards Red Seal Carpentry qualification
- collaboration with RONA (National Partner of the 2010 Winter Games), community organizations (Tradeworks Training Society, ACCESS, YWCA, BCCA's 1-Step program) and government funders Human Resources Skills Development Canada's (HRSDC) Skills Link and other programs, ITA)
- innovative marriage of training funding with funding for housing supports from HRSDC's Homelessness Partnering Strategy

RONA Vancouver 2010 Fabrication Shop: CORE Program Co-Location (10, 6-week long sessions)

- VANOC provided space and real-world projects for a construction-readiness training program (CORE) delivered by the Vancouver Regional Construction Association (VRCA) in collaboration with Building Opportunities with Business Inner-City Society (BOB)
- 101 inner-city residents trained; majority went on to jobs on the Olympic and Paralympic Village Vancouver site
- training funded through \$750,000 training element of the City of Vancouver's Community Benefits Agreement

BOB, Bell and the CBA: Proven Model for Inclusive Approach to Economic Development in the Inner City

- Building Opportunities with Business Inner-City Society (BOB) is a creation of the Government of Canada, Province of BC and City of Vancouver to pursue economic development of Vancouver's inner city without displacement
- \$2 million investment in inner-city economic development made from Bell's Olympic sponsorship, \$1.5 million of which was directed to BOB
- City of Vancouver signed a Community Benefits Agreement (CBA) with Millennium Properties, the developer of the South East False Creek (SEFC) neighbourhood that is home to the Olympic and Paralympic Village Vancouver. BOB, as the community partner to this CBA, facilitated implementation of the benefits
- the CBA stipulated three benefits for Vancouver's inner-city residents and businesses from the SEFC development:
 - \$750,000 for training
 - 100 construction site jobs
 - \$15 million procurement
- these targets were exceeded:
 - 10 CORE construction training courses plus six pre-employment courses delivered
 - 120 individuals placed in construction jobs
 - \$42 million in goods, services and equipment purchased from inner-city businesses

With a Little Help From Our Friends

Like other major urban centres, Vancouver's inner city has a tremendous diversity of people, issues and needs and a variety of supportive community resources. Often, it can be difficult for businesses that do not normally work in this environment to fully understand how to turn their procurement and recruitment efforts into opportunities that can benefit the greater community.

Service Training

- working group of 12 inner-city employment agencies advised VANOC that, as well as the industry training provided in our Fab Shop programs, service training would assist individuals with barriers to employment in obtaining jobs
- 15 inner-city residents received customer service training in collaboration with Hudson's Bay Company, National Partner of the 2010 Winter Games; 13 completed training and eight went on to roles with Hudson's Bay Company
- 40 inner-city residents received material handler (warehousing) training; 38 completed the training and eight went on to roles with VANOC
- both the employment agencies and VANOC contributed funding and in-kind resources to deliver the programs

Smart Purchasing Supports Businesses, Jobs and Training for Priority Populations

- more than \$3 million in purchases from inner-city businesses or organizations through VANOC's Sustainable and Aboriginal Purchasing policy, dubbed Buy Smart
- 1,800 Victory Ceremony bouquets produced through a joint venture with a training program for women in transition

Combining Smart Purchasing with Service Training: Lost and Found Claims Centre

- Network of Inner-City Community Services Society (NICCSS) wins contract to operate the spectator lost and found claims centre
- Two co-managers will supervise eight staff of inner-city residents experiencing barriers to employment, such as a disability
- City of Vancouver donated the central Vancouver space; VANOC contributed systems, equipment and funds, NICCSS developed and will oversee the project and made-in-kind contributions
- Unclaimed lost and found items will become the launch pad for an innovative community-run inner-city asset redistribution system

Post-Games Community Asset Donation

- In addition to unclaimed lost and found items, an expected \$1 million worth of assets will be donated by VANOC, Games sponsors, staff and others
- useful items can be distributed to residents or organizations while other items will be sold with the proceeds applied for their benefit
- includes 1,500 beds from the Olympic and Paralympic Village Vancouver donated to inner city by Sleep Country Canada, Official Supplier to the 2010 Winter Games
- NICCSS will manage asset distribution in the inner city

Celebrate 2010: Experience the Games!

- 50,000 tickets to 2010 Winter Games events provided to people of limited financial means
- more than 300 community organizations collaborated by distributing tickets to their clients
- 18,000+ tickets to Vancouver's inner-city residents through more than 60 organizations
- 5,500+ tickets to Aboriginal peoples through more than 55 organizations
- 46,000 tickets throughout Greater Vancouver and Fraser Valley; 2,000 in Sea to Sky Corridor; 2,000 balance of BC and Canada
- 50% Olympic events, 30% Victory Ceremonies, 20% Paralympic events
- tickets purchased through various VANOC marketing activities including a significant cash contribution by Jet Set Sports, Official Supporter of the 2010 Winter Games
- tickets free to recipients and include local public transit
- implements a Bid commitment

Cultural Activities

- inner-city arts organizations and venues involved in all three Cultural Olympiads (2008, 2009 and 2010)
- CODE has partnered with W2 to bring co-presentations and works to W2 during the 2010 Cultural Olympiad.

Recreation Facilities and Programs

- \$5.3 million contribution to reconstruct or refurbish community ice arenas in Vancouver (Killarney, Trout Lake and Britannia)
 - \$100,000 contribution to implementation of recommendations of ICI Recreation and Sport Table
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