

SJR

7



SENATOR  
JOHN J. COWDERY  
Anchorage



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Chair: Rules  
Chair: Transportation  
Chair: World Trade &  
State/Federal Relations  
Legislative Council

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Senator\_John\_Cowdery@legis.state.ak.us

## **SPONSOR STATEMENT FOR SJR 7**

*"Expressing support for Vancouver, B.C.'s bid for the 2010 Olympic Winter Games and the Paralympic Winter Games."*

**P**resently, the city of Vancouver, British Columbia, and nearby resort community of Whistler are endeavoring to host the 2010 Winter Olympic Games. Competing cities are Pyeongchang, Korea, and Salzburg, Austria. In July, the International Olympic Committee (IOC) will make its decision and award the bid to one of the three cities.

If Vancouver is successful, Alaska is certain to see economic benefits. In particular, Alaska stands to benefit in the tourism and winter recreation sectors due to overall worldwide exposure of the Pacific Northwest region. As an example, the entire Western region of the mainland U.S. received an estimated \$1 billion economic boost from the 2000 winter games in Salt Lake City.

Alaska and British Columbia share close economic, government, sporting, cultural and family ties along a lengthy common border. The primary goal of this resolution is to strengthen these ties through this formal resolution of support.

Passage of this resolution will mean more than simple neighborly expression of support because, traditionally, the IOC gives weight to such resolutions when making its bid determination.

It is likely Alaskan small business owners – from bed and breakfast establishments to microbreweries to fish processors -- will realize the primary economic benefit of a successful 2010 bid by Vancouver and Whistler B.C.

# FISCAL NOTE

**STATE OF ALASKA**  
**2003 LEGISLATIVE SESSION**

Fiscal Note Number: 1  
 Bill Version: SJR 7  
 (S) Publish Date: 3/5/03

Revision Date/Time (Note if correction): \_\_\_\_\_ Dept. Affected: Legislature  
 Title: "Expressing support for Vancouver, BRU Legislative Council  
British Columbia's, bid for the 2010 Olympic Winter Games... Comporant Council and Subcommittees  
 Sponsor: Senate Spec Comm on World Trade... Session Expenses  
 Requester: Senate Labor and Commerce Component No. 783

**Expenditures/Revenues** (Thousands of Dollars)

Note: Amounts do not include inflation unless otherwise noted below.

OPERATING EXPENDITURES	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009
Personal Services						
Travel						
Contractual	0.0	0.0	0.0	0.0	0.0	0.0
Supplies						
Equipment						
Land & Structures						
Grants & Claims						
Miscellaneous						
<b>TOTAL OPERATING</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

<b>CAPITAL EXPENDITURES</b>						
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<b>CHANGE IN REVENUES ( )</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
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**FUND SOURCE** (Thousands of Dollars)

1002 Federal Receipts						
1003 GF Match						
1004 GF	0.0	0.0	0.0	0.0	0.0	0.0
1005 GF/Program Receipts						
1037 GF/Mental Health						
Other (Specify Type-Do not abbreviate)						
<b>TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

Estimate of any current year (FY2003) cost: 0.0  
 Check this box (X) if funding for this bill is included in the Governor's FY 2004 budget proposal:

**POSITIONS**

Full-time						
Part-time						
Temporary						

**ANALYSIS:** (Attach a separate page if necessary)

SJR 7 has zero fiscal impact on the Legislative Affairs Agency.

Prepared by: Karla Schofield, Deputy Director Phone 465-3852  
 Division: Administrative Services Date/Time 3/3/03 8:58 AM  
 Approved by: Pamela Varni, Executive Director Date 3/3/2003  
 Agency: Legislative Affairs Agency

**For Immediate Release**  
February 12, 2003

**For Interviews Contact**  
State Rep. Jeff Morris (D-Anacortes)  
(360) 786-7970

**House Offers Support for Vancouver's Olympic Bid**  
*State to Benefit from Tourism, Contracts, and Media Attention*

Olympia – Washington should do everything it can to help Vancouver win its bid to host the 2010 Winter Olympics. "It's about tourism dollars, business opportunities and free advertising," said State Rep. Jeff Morris (D-Anacortes), who wants to help our neighbors to the north land the Olympics.

Today, the House of Representatives unanimously passed a resolution signaling their support for Vancouver's Olympic bid. Once the Senate approves the resolution, HJM 4005, it will be sent to the International Olympic Committee, the United States Olympic Committee, and the Premier of British Columbia.

In his remarks to colleagues, Morris cited the money spent in Idaho as a result of the Olympic games in neighboring Utah.

"Idaho cashed in on the Salt Lake games," Morris said. "Many people spent the night in Boise and then commuted to Salt Lake. Athletes trained there. People rented facilities. It was a bonanza."

Tens of thousands of visitors are expected to use Seattle-Tacoma International Airport to get to the Olympics. During Vancouver's Expo '86, surveys showed that a majority of visitors from outside the area also wanted to visit Seattle.

According to some estimates, the Salt Lake City games generated \$6.6 billion dollars in free media attention. Morris is hoping that the close relationship and strong bonds between Washington State and British Columbia will translate into more exposure for the Evergreen State.

"It gives us a chance to highlight our state to the world," Morris added.

John Cooper, President of the Bellingham/Whatcom County Convention & Visitors Bureau agreed, adding, "It's the best opportunity we've had in the last ten years."

Two weeks ago, Barry Penner, a Member of the Legislative Assembly of British Columbia came to Olympia to urge Washington state lawmakers to lend their support.

"I was impressed by the positive response I got. The Olympics will not only be great for British Columbia. They'll be great for Washington as well," Penner said.

The International Olympic Committee will make its decision July 2 at a meeting in Prague. The other cities bidding for the games include Salzburg, Austria and Pyeongchang, Korea.

# # #

**Staff Contact:** Neil Parekh (360) 786-7255; [parekh\\_ne@leg.wa.gov](mailto:parekh_ne@leg.wa.gov)

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SUBSTITUTE HOUSE JOINT MEMORIAL 4005

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State of Washington                      58th Legislature                      2003 Regular Session

By House Committee on Trade & Economic Development (originally sponsored by Representatives Morris, Anderson, Linville, Voloria, Skinner, Quall, Hunt, Cox, Miloscia, Ericksen, McDonald, Pearson and Sullivan)

READ FIRST TIME 01/28/03.

1            TO THE INTERNATIONAL OLYMPIC ORGANIZING COMMITTEE, THE UNITED  
2 STATES OLYMPIC COMMITTEE, THE VANCOUVER 2010 BID CORPORATION, THE PRIME  
3 MINISTER OF CANADA, AND THE PREMIER OF BRITISH COLUMBIA:

4            We, your Memorialists, the Senate and House of Representatives of  
5 the State of Washington, in legislative session assembled, respectfully  
6 represent and petition as follows:

7            WHEREAS, The State of Washington has a close cultural, economic,  
8 and intergovernmental relationship with the Canadian province of  
9 British Columbia; and

10           WHEREAS, This close relationship has been developed further by  
11 working together on world class civic events like the 1986 World's Fair  
12 in Vancouver B.C. and sharing the economic benefits of such world class  
13 events; and

14           WHEREAS, The State of Washington and British Columbia both are  
15 members of the Pacific Northwest Economic Region representing the tenth  
16 largest economy in the world; and

17           WHEREAS, The 2002 Winter Olympic and Paralympic Games in Salt Lake  
18 City, Utah, generated over one billion dollars in revenue and spending  
19 in the entire western region; and

1       WHEREAS, The region has legacy facilities from world class civic  
2 events. These facilities include the Space Needle, BC Place, the sky  
3 train, and the monorail to name a few; and

4       WHEREAS, The Pacific Northwest Economic Region as a whole, but  
5 particularly tourism, emerging industries, and small businesses, will  
6 benefit from an estimated six billion dollars worth of worldwide media  
7 attention; and

8       WHEREAS, Benefits accrue in excess of ten years, on a continuing  
9 basis, from increased tourism;

10       NOW, THEREFORE, Your Memorialists respectfully communicate our  
11 support for backing Vancouver, British Columbia's bid for the 2010  
12 Winter Olympic and Paralympic Games.

13       BE IT RESOLVED, That copies of this Memorial be immediately  
14 transmitted to the International Olympic Organizing Committee, the  
15 United States Olympic Committee, the Vancouver 2010 Bid Corporation,  
16 the Prime Minister of Canada, and the Premier of British Columbia.

--- END ---

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**Trade & Economic Development  
Committee**

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**HJM 4005**

**Brief Description:** Supporting the Vancouver 2010 Olympic bid.

**Sponsors:** Representatives Morris, Anderson, Linville, Veloria, Skinner, Quall, Hunt, Cox, Miloscia, Ericksen, McDonald, Pearson and Sullivan.

**Brief Summary of Bill**

- Memorializes Washington's support of Vancouver, British Columbia's bid for the 2010 Olympic Winter games.

**Hearing Date:** 1/24/03

**Staff:** Tracey Taylor (786-7196).

**Background:**

The modern Olympic Movement was born in 1892, when Pierre de Coubertin announced the re-establishment of the Olympic Games. The International Olympic Committee (IOC) was created on June 23, 1894 and the first Olympic Games of the modern era opened in Athens on April 6, 1896. The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport practiced without discrimination of any kind, in a spirit of friendship, solidarity and fair play.

There is a two phase host city election procedure. Cities must pass an initial selection phase during which basic technical requirements are examined by a team of experts and then put forward to the IOC Executive Board. Once approved by the Executive Board, the cities become official Candidate Cities and are authorized to go forward into the full bid process. An assessment was made of each Applicant City's ability to stage high-level, international, multi-sport events and their ability to organize the Olympic Winter games in 2010, against a set of 11 technical assessment criteria: government support and public opinion; general infrastructure; sports venues; Olympic village; environmental conditions and impact; accommodations, transport; security; experience from past sporting events; finance and general concept. Currently, there are three Candidate Cities to host the XXI Olympic Winter Games in 2010. The cities are: Vancouver, Canada; Salzburg, Austria; and Pyeongchang,

Korea.

During the 2002 Olympic Winter Games in Utah, there were an estimated 220,000 total visitors. The total economic output from the Olympics was \$4.8 billion dollar, including 35,000 job years, \$1.5 billion in investment, \$435 million in infrastructure investment, \$123 million in visitor spending and a net revenue to local and state government of \$76 million. The Salt Lake City Olympic Committee budget was \$1.9 billion and it finished with a \$100 million profit. The estimated value of print media exposure during the games with a tourism theme was \$22.9 million. Consumer spending with Visa cards between February 1, 2002 and February 24, 2002, was \$172.7 million. Fifty-four percent of the downtown Salt Lake City businesses experienced increased sales and only 28 percent of the businesses experienced a business reduction.

**Summary of Bill:**

The joint memorial communicates to the International Olympic Organizing Committee, the United State Olympic Committee, the Vancouver 2010 Bid Corporation, the Prime Minister of Canada, and the Premier of British Columbia, Washington's support of Vancouver, British Columbia's bid to host the 2010 Olympic Winter Games.

**Appropriation:** None.

**Fiscal Note:** Not Requested.

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THE BID  
/ SUI

What are the key dates leading up to the IOC's decision on the Host City?

July 31, 2002

Deadline for Applicant cities to reply to the IOC questionnaire ("mini-Bid Book")

August 2002

Applicant Cities short-listed as Candidate Cities

January 2003

Final Bid Books submitted to the IOC

February - April 2003

IOC Evaluation Commission visits Candidate Cities

July 2, 2003

IOC selects the host for the 2010 Olympic Winter Games and Winter Paralympic Games

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## TOURISM

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THE BID  
/ SU1

Bidding for and ultimately hosting the Winter Games is an excellent platform to showcase Vancouver, Whistler, British Columbia and Canada to a global audience.

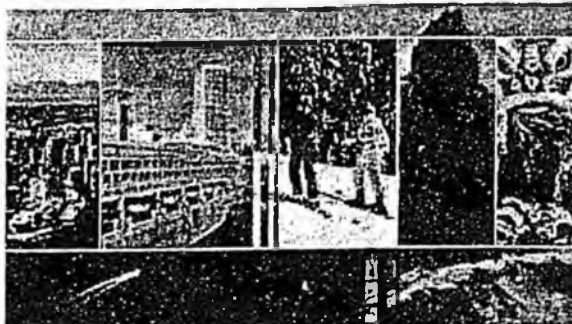
Recent numbers indicate that more than two billion people watched a portion of the 2002 Salt Lake Games on television.

Like Expo 86 in Vancouver, the 2010 Games provide a unique opportunity to raise international awareness of British Columbia to a higher plateau, and thereby increase the volume of international tourism to and investment in British Columbia on a long-term basis, for the benefit of all British Columbians.

We'll invite the world to Vancouver in the years leading up to the 2010 Games, and for years after the Games have come to a close.

### Impacts on tourism

International media exposure generated from hosting major events increases awareness and




### Q&A

[What are the key dates leading up to the IOC's decision on the Host City?](#)

### ABOUT VANCOUVER

Whistler is the largest ski North America and home residents. [more](#)



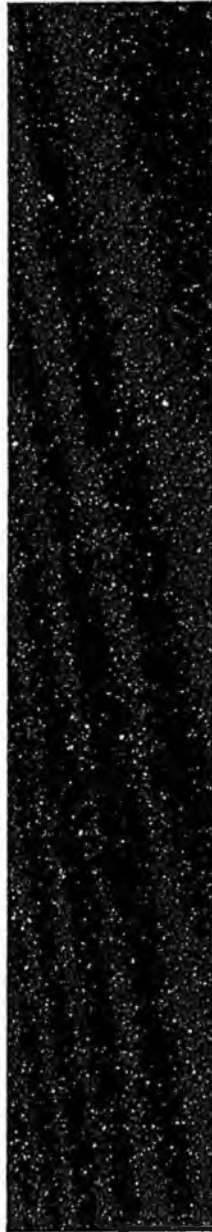
pushes international visitor volume to a permanently higher plateau.

- **Expo 86**  
In the 14 years before Expo 86, British Columbia's share of total international visitors to Canada was between 9.5 per cent and 11.6 per cent. During Expo 86, this jumped to more than 17 per cent. Since then it has increased every year from 12 per cent in 1987 to 17.4 per cent in 2000.

- **1988 Calgary Winter Games**  
Before the Calgary Olympic Winter Games in 1988, Alberta had an average annual growth of annual international visitors of 0.25 per cent (1972-1985).

In pre-Olympic years the number of visitors grew by 5 per cent in 1985 and 8 per cent in 1986.

In the Olympic year, growth



surged to 12 per cent and then retained all of its post-Olympics gains, with an average annual growth of 3.25 per cent for the first 5 post-Olympic years.

- **1994 Lillehammer Winter Games**  
International tourism in Norway increased by 43 per cent between 1990 and 1994 leading up to the Winter Olympics in Lillehammer, probably as a result of increased media awareness generated by the upcoming Games.

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## BENEFITS

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The Winter Games celebrate peace and fair play - the best of humanity - through sport competition, artistic expression and cultural exchange.

Hosting the Games in Vancouver will serve as a rallying point for Canada's community pride and national spirit. The Games will ignite our passion for winter sports at all levels, from community ice rinks to the ski slopes.

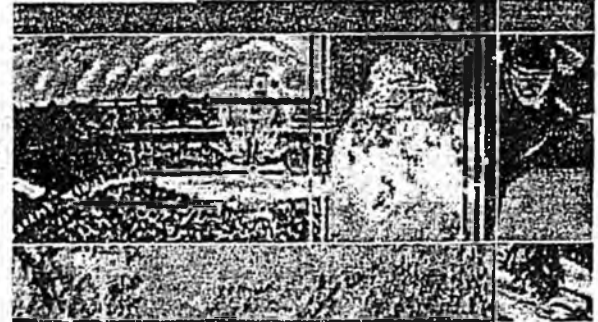
The Games in Vancouver and Whistler will not only leave their legacy in our hearts and minds - they will be a catalyst for positive, sustainable change.

### Economy

A winning 2010 Bid combined with an expanded convention centre in Vancouver could generate up to \$10 billion in direct economic activity, and create about 228,000 direct and indirect job years across the province.

### Housing

The development of athletes' accommodations in Vancouver and Whistler will result in lasting legacies that include more affordable housing.



### Q&A

[Why is it possible for Vancouver to succeed?](#)

[Download a summary of the Vancouver 2010 investment and benefits \(PDF, 209 KB\)](#)



### **Transportation**

The Bid Corporation's transportation plan will meet the needs of travelers during and after the Games.

### **Tourism**

The Games will increase the volume of tourism to British Columbia on a long-term basis, as demonstrated by previous international events.

### **Sport Development**

The LegaciesNow program is our commitment to a lasting legacy of sport development for all British Columbians.

From the office of . . . Senator John J. Cowdery

State Capitol Building, Rm # 101

Juneau, AK 99801

907-465-3879 phone

907-465-2069 fax

## MEMORANDUM

DATE: April 2, 2003  
TO: REP. BRUCE WEYHRAUCH,  
Chair, House State Affairs Committee  
FROM: Senator John J. Cowdery *JJC*  
RE: SJR 7



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Please schedule, at your earliest convenience, a hearing for SJR 7, a resolution expressing support for the effort of Vancouver, B.C. to receive a bid to host the 2010 Winter Olympics and Winter Paralympics Games.

A copy of the bill, original version, fiscal note, a sponsor statement and backup information is attached.

Thank you for your attention to this.