

Olympic Business Success Stories

March 2003

Produced by the Business Development Unit, 2010 Olympic Bid Secretariat



Advice from those who have been there...

Chris Milton, Banner Images

“Visitors to Canada will be hungry to buy 'Made in BC/ Canada' and 'Made by First Nations' products. Community leaders can help by strategically funneling tourists to showcase local artisans.”

“Communities along the Torch Relay route will have a once-in-a-lifetime chance to profile their uniqueness to the world.”

Kootenay Knitting Company - Cranbrook, BC

PRODUCT Kootenay Knitting supplied 2,500 hats to several corporate sponsors at the 2002 Winter Olympics including: Xerox, AT&T, General Mills, Texaco and Stan Smith Events. The company was also chosen by the CBC to supply its Olympic television broadcasters with vests and sweaters.



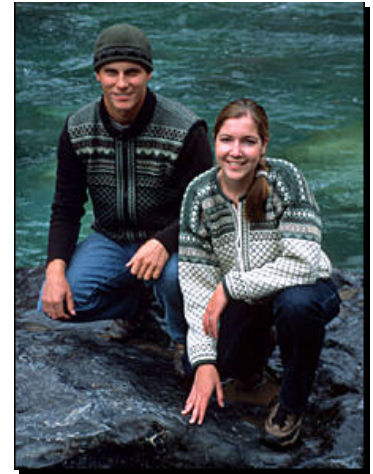
STRATEGY The company made a decision in the late 1990s to target their marketing to the high-profile Goodwill Games. The strategy paid off and the company was successful in supplying product to the 1998 Goodwill Games. Through this association, Kootenay Knitting made contacts that led to a contract to supply CBC Television sports at the Salt Lake City 2002 Olympic and Paralympic Winter Games.

“There is no doubt that our Olympic experience has increased our profile and overall sales. This

gave us national exposure and the global branding image of the Olympics,” said CEO Allan Rella.

The company was barely out of the basement when Rella received the news about the CBC contract. Now, one year after the Games, Kootenay Knitting is doubling its knitting capacity with recently purchased equipment.

SPINOFFS Aside from the increased sales and additional associations (Kerrin Lee Gartner) and contracts (CBC), Allan Rella noted other very important spinoffs from Olympic exposure. “The outdoor clothing business is an extremely competitive one, with most of the product sewn offshore. We have gone against the grain by hiring local seamstresses for our production. Staff are extremely proud of the association with the Olympics and continue to strive for excellence because of it. Next year, we ex-



pect to increase our overall sales by at least sixty per cent.

“As a result, more Kootenay-based jobs and investment opportunities will be created. With a successful 2010 Olympic Bid, we also expect future business opportunities and growth. If the 2010 Games are held in Vancouver and Whistler, there will also be tremendous economic opportunities for the entire Kootenay region.”

Sitka Log Homes - 100 Mile House, BC

Sitka Log Homes



PRODUCT Owner/operator John Johnson has been building log structures in the Southern Cariboo for over 30 years.

Sitka temporarily increased its production by 30 per cent and its staff by 57 per cent to construct three large lodges for the 2002

Games. Sitka was awarded the initial contract over two American firms. The logs used for these structures were salvaged standing-dead Engelmann Spruce logs.

SPINOFFS Post-Olympic sales and staffing have increased by 25 per cent due to new customer orders from many states including Utah, Idaho, Montana and Tennessee. Due to the high quality of craftsmanship, more inquiries have come from high-end architects and designers, therefore providing more value-added workmanship in the log work.

Many local manufacturing and supply companies have benefited from Sitka's contracts for steel and other goods incorporated into the log work. In addition, Sitka's

accomplishments have generated interest in the log home business in the entire 100 Mile House area, from which other log construction firms have benefited.

ADVICE “We encourage any firm to pursue an Olympic project - the exposure is free public relations that a company could never put a price tag on,” said Walter Bramsleven, General Manager.





Banner Images - Milton, Ontario

PRODUCT Banner Images provided the Salt Lake City Olympic Committee with street and venue banner pageantry.

Six- and eight-foot street banners were mounted with the company's unique hardware system on street lamps and hydro poles throughout all five host cities. Venues and surrounding parking areas were also decorated, which helped cre-

ate the excitement and 'the look' of the Salt Lake City 2002 Games.

SPINOFFS Chris Milton, President and CEO of Banner, notes that the networking contacts he made at the Games have become extremely valuable for future business opportunities, including a contract with BMW.

There is no doubt that Banner's original exposure at the Calgary 1988 Winter Games served as a

launching pad for future business.

ADVICE "Olympic business opportunities can come in many different forms. If you are a city along the Torch Relay route, get ready to showcase what you want to be known for to the world - it's free tourism advertising and the benefits will be long-lasting."

Ecosign Mountain Resort Planners - Whistler, BC

PRODUCT Paul Mathews founded Ecosign (ECOlogicaldeSIGN) in 1975 to provide environmentally sensitive planning and design services to mountain resort areas.

Ecosign prepared master plans for Alpine events at both the Calgary 1988 and Salt Lake City 2002 Winter Games. In 1992, Ecosign was commissioned to prepare a

Resort Master Plan, which would guide the long term, sustainable development of Utah's Snowbasin Ski Resort, as well as integrate the 2002 Winter Games' competitive events. The Master Plan, which was completed in 1995, has been used as a template for the development of facilities that are currently in place at the resort.

SPINOFFS Ecosign's work at

the Calgary 1988 Games spawned additional master planning work for other competitive events held around the world. These include the 1995 World Championships in Spain, the 2001 World Championships in Austria, the 2002 Salt Lake City Games, the 2007 Asian Winter Games bid and the initial master plan for alpine events for the 2010 Vancouver Olympic and Paralympic Winter Games bid.



Moving Products Inc. - Calgary, Alberta

PRODUCT Moving Products (MPI) has spent the last fifteen years and nine Olympic Games working in the area of merchandise and logistics services. Before and during the Olympics, sponsors prepare dozens of different packages to welcome athletes, coaches, friends and customers to the Games. MPI works with the sponsors as a broker, preparing and distributing tailored hospitality packages.



At the conclusion of the 2002 Salt Lake City Games, MPI had successfully outfitted nearly 250,000 individuals with over two million pieces of custom, sponsor-branded merchandise.

STRATEGY In the 1980s Ian MacDonald, President, MPI, saw the marketing potential in being associated with the Olympic

Games. Ian was employed for Sunice Clothing at the time and was successful in securing Sunice as the official clothing supplier to the 1988 Olympics in Calgary. Ian formed Moving Products Inc. shortly thereafter.

"I wanted to work internationally and had enjoyed the Olympic experience. I felt there was a need for specialized services that could be offered to spon-

sors, which would not necessarily be a service component of the Organizing Committee."

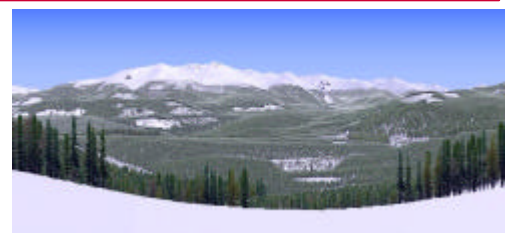
SPINOFFS "My experience in Calgary was directly responsible for the business secured in Albertville in 1992," said Ian MacDonald. "CBS Television (New York) and 3M (Minneapolis) contacted me directly and asked for our assistance. We have been going strong ever since."

MOVING PRODUCTS INC.

Related Benefits - selling innovative technology...



As a measure to protect and manage visual resources in the Callaghan Valley, timber harvesting by Western Forest Products Limited was designed and projected to 2010, using North Vancouver's Enfor Consultants Ltd.'s Visual Landscape Planner software. This will help to mitigate winter visual impacts for the Vancouver 2010 Games Bid. Image: view from proposed ski-jumping facilities, Callahan Valley.



Olympic Business Success

Tentnology Co. - Surrey, BC



PRODUCT Tentnology designs, manufactures and engineers tents, fabric structures, portable convention centres, kiosks, canopies, stage covers, theatre tents and accessories.

For the Seoul Airshow in 1996, Tentnology delivered over 10 acres of large structures to Korea nine weeks from first contact. Gery Warner, President of Tentnology said, "It gets one's adrena-

lin pumping, and quickly galvanizes your people into action. Things become rather clear; no groping for direction needed."

Tentnology negotiated with the Salt Lake City Organizing Committee to supply more than 50 large tents for numerous events associated with the Olympics. Tentnology built new tents to meet this need and succeeded in getting them in place for the event.

SPINOFFS "The Olympic contract shunted us into another league both in terms of technical capability as well as market direction and reputation for special event structures. Many Canadian suppliers, from metal manufacturers in Hamilton to fabricators in Winnipeg, to fabric suppliers in Quebec — and all their employees as well as ours — benefited from the work."



ATCO Structures - Calgary, Alberta



PRODUCT ATCO Structures Inc. manufactures a variety of standard and custom industrial workforce accommodations, as well as site offices, Fold-A-Way metal buildings and other free-standing modular building projects worldwide.

R.D and S.D. Southern launched ATCO Ltd. as Alberta Trailer Hire in 1947. By the 1960s ATCO had become the leading supplier of remote housing for resource com-

panies.

The company continued to grow and ATCO won a contract to supply product to the 1988 Cal-

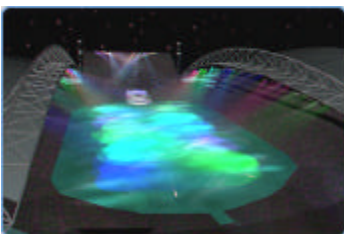


gary Games, including 120 units for ABC Television at the international broadcast centre; 20 buildings at nine other sites; 500 manufactured homes for the media village; an athletes' village for 600 competitors; 200 structures including ticket booths, kitchen facilities and medical facilities; and two factory-built, relocatable VIP centres.

APPROACH ATCO secured contracts both through approaching the Olympic Organizing Committee and by being contacted by Committee members and individual clients.

SPINOFFS ATCO Structures' Calgary experience raised the company's profile and likely helped ATCO's Australia Division secure contracts for the Sydney 2000 Games.

Cast Lighting, A Division of Cast Group Inc. - Toronto, Ontario



PRODUCT Cast supported the opening and closing ceremonies for the Sydney 2000 Summer Games. The entire lighting show for the Games' ceremonies was

mapped out in advance using special 3D modeling visualization software from Cast Lighting.

Cast replicated the Olympic stadium and its lighting, so all the lighting consoles could combine to provide realtime imaging of the events in a 3D virtual model. It was possible to actually hover above the stadium to view the proposed lighting results, so the complex sequences could be properly thought through and

visualized. It was actually possible to see what the lighting would be like.

SPINOFFS Cast earned a 2001 Prime Time Emmy Award for Outstanding Technical Achievement for its work at the Olympics. This resulted in huge profile for the company and its products. Gilray Denshaw, President of Cast Group said, "After our Olympic success, the lighting industry now acknowledges our products and services as being absolutely bonafide. In addition to other shows and specials, we were hired by CBC Television to set up and oversee the complex lighting requirements for English and French home-based coverage of the 2002 Olympic Winter Games in Salt Lake City, 2002."

Advice from those who have been there.

“Do not feel intimidated by the Olympic Games. Our experience so far is that organizers like to deal with smaller companies.”
Eddy Butler, EB Engineering

Viewpoint Technologies Ltd. - Victoria, BC



PRODUCT Viewpoint Technologies supplies event management software and financial and operations planning for major events. Viewpoint was selected to provide the overall materials management system (viewLogistics) to manage all the assets of the Sydney Olympic Games - consisting of over 120 venues, 12,000 rooms and well over three million items. The system is used to summarize all the requirements in order to

source, purchase, deliver, and then assist with the windup and disposal of all items.

APPROACH Viewpoint used business networking in Sydney and trips by Sydney organizers to Canadian events to obtain their contract.

The selection of Viewpoint over several major international firms was based on its previous event experience, particularly its suc-

cess with the Commonwealth Games and the Pan Am Games held in Canada.

SPINOFFS Since the 2000 Games, Viewpoint has sold software to organizers of the 2001 Brisbane Goodwill Games and the 2002 and 2006 Commonwealth Games. The viewPlan system is being used on the Vancouver 2010 Bid to manage all the budget development.

EB Engineering Ltd. - Sidney, BC

PRODUCT EB Engineering (EB) designs and manufactures the SunBeacon® brand of Solar LED lighting systems.

Solar power is viewed as environmentally friendly but the batteries used to store power typically are not. The battery packs in EB Engineering's lights are replaceable, allowing the batteries to be removed and recycled, thereby giving the lights a longer useable life.

APPROACH The company's distributor in Greece was approached by the Hellenic Navy to assist in developing the specifications that the 2004 Athens Summer Olympic and Paralympic Games organizing committee is required to meet in terms of illuminating water events.



EB Engineering President Eddy Butler advises small companies, "Do not feel intimidated by the Olympics. Our experience so far is that organizers like to deal with smaller companies."

SPINOFFS Eddy Butler says, "Although we have yet to supply the lights to Athens, we are already getting publicity in Greece. We have been asked to supply lights for naval bases in Greece and around the Mediterranean.



"With our research and development department making tremendous gains in the wireless communications between our lights, we are looking at possibly supplying security perimeter lighting for both the athletes' village and media camps.

"It seems that once our product was accepted for one portion of the Games, we were looked to for additional related products."

Plastic Solutions Canada Inc. - Vancouver, BC

PRODUCT EcoSafe™ Biodegradable Compost Bags are used for collection of organic garden and food waste, which are then sent to composting facilities. The bags are manufactured with EPI Environmental Products Inc.'s proprietary Totally Degradable Plastics Additive TDPA®. When exposed to sufficient heat, mechanical stress or sunlight the additive causes the plastic to oxidize, fragment

and biodegrade. The only by-products are carbon dioxide, water and humic matter.

EcoSafe™ Biodegradable Compost Bags were used for collection of organic waste from the 2002 Salt Lake City Winter Games.

SPINOFFS Phil Ragan,

Director of Market Development, says, "Being associated with the Olympics was a positive experience that contributed to establishing recognition for the EcoSafe™ brand in the market place. It has allowed us to quickly springboard into the mainstream consumer and compost markets in partnership with waste management agencies, haulers, composters and established plastic manufacturers and distributors."



The provincial 2010 Olympic Bid Secretariat represents the Province of British Columbia as a member partner in the Vancouver 2010 Bid Corporation. The Secretariat's **Business Development Unit** is working with key business, industry and community leaders to maximize the economic returns from hosting the 2010 Winter Games locally, provincially and nationally. The Business Development Unit and its partners are developing an economic strategy that will extend new community and business benefits beyond the host and corridor communities. **The vision** is to build innovation - to help communities and businesses adapt so they can compete on the world stage, just like our Olympic athletes.