

Whistler 2010 Sport Legacies

For Whistler, what happens after the 2010 Olympic and Paralympic Winter Games is as important as what happens during, which is the reason for Whistler 2010 Sport Legacies (WLS2010).

The organization is a not-for-profit business that will own and operate three 2010 Winter Games facilities post-Games – the Whistler Sliding Centre, Whistler Olympic/Paralympic Park and the Whistler Athletes' Centre.

"The three new 2010 Winter Games venues will mean increased recreational and economic opportunities for the Sea to Sky Corridor. Our goal is to make these venues successful, which in turn will feed the economy and contribute to the provincial government's objective of doubling tourism," said Keith Bennett, Whistler 2010 Sport Legacies President and CEO.

The goal is to operate its Olympic legacy venues to advance high-performance sport development and recreational sport participation, in a manner that ensures economic, environmental and social sustainability.

While the community prepares for Games-time, the team at WLS2010 is laying the groundwork to ensure the venues will be sustainable community assets for years to come.

"Whistler 2010 Sports Legacies is well-positioned to ensure that the new Sea to Sky region venues of the 2010 Winter Games have long lasting positive legacies for the communities it serves, while becoming a world-renowned organization for sport leadership," says Paul Shore, Marketing and Business Development Manager for WSL2010

Part of preserving the 2010 Winter Games legacy will be the ability to offer world-class facilities to adaptive and Paralympic athletes as well. Whistler Adaptive Sports Programs (WASP) will be joining WSL2010 in sharing space at The Whistler Athlete's Centre.

The inclusive nature of WLS2010 is reflected not only in the facilities, but also in the design of the logo. A modified "snowflake", the energetic, blue-toned logo pays tribute to the three venues, three of the sports that will define Whistler's participation in the Games and First Nations participation by incorporation of design elements common to the Four Host First Nations.

The post-Games business plan will continue to be developed by WLS2010 in cooperation with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC). Bennett says a vital part of that business plan is the Games Operating Trust (GOT).

“The trust essentially bridges the financing gap for facilities that can’t be supported by a traditional business plan,” says Bennett.

Helping to ensure WSL2010 can meet its mandate is the \$110-million Games Operating Trust, comprised of federal and provincial funds. Earnings from the trust will go to WLS2010 to help support the Whistler Sliding Centre and Whistler Olympic Park, as well as to the Richmond Oval.

“Our objective is to break even at the venues with the assistance of the Games Operating Trust earnings,” he says. Bennett believes that Whistler Sport Legacies 2010 will help ensure that the venues will be economically sustainable and aid Whistler in becoming a centre of excellence for the development of sport and world-class competition.