

# 2010 Downtown Vancouver Business Readiness Guide

## Downtown Will Be Centre Ice

It's been said that the Olympic and Paralympic Games can happen *to* you or *with* you... so get with it! Downtown will be centre ice for the Games. How the Games unfold in the downtown core will be different from other parts of the city and province. Are you prepared?

This guide, specific to downtown, will help you think about the areas of business continuity that will put you, your employees and business in the best position to take advantage of what's to come. Being unprepared for this monumental event would simply be letting an opportunity pass you by.

Will sales during the Games push your business and the province out

of the recession? Perhaps not. But it may provide a bump in sales. More importantly, it will offer a unique chance to promote our city to the world so

visitors come back again and again. You just can't buy advertising like that!

Watch for the second issue of this Guide to be published in late 2009.

### By the Numbers

The 2010 Winter Games will be the largest event in the history of the region:

- ▶ 65+ venues, sites and facilities (region wide)
- ▶ 5,500 athletes and officials
- ▶ 55,000 workforce
- ▶ 10,000 accredited media (Main Media Centre/Vancouver Convention Centre)
- ▶ 3,000+ non-accredited media (Robson Square)
- ▶ 60,000 to 135,000 visitors each day for Vancouver events
- ▶ 60,000+ spectators at LiveCity Vancouver celebration sites (Beatty @ West Georgia)

### Score some quick wins with your staff and customers:

- ▶ Clean up and open up your washrooms to the public – there likely won't be any portable toilets installed downtown.
- ▶ Install secured bicycle racks to make it that much easier for staff to cycle to work during the Games.
- ▶ Extend your hours of operation. Expect downtown to be busy noon to midnight.
- ▶ Allow staff time to get out and enjoy the Games on their lunch hour.
- ▶ Use a badge, name tag or country's flag pin to identify the languages your front-line staff speak. It's a simple way to make visitors feel welcome.



The Olympics can happen *to* you or *with* you

# Lessons Learned from the Downtown Salt Lake City Experience

Last year the Downtown Vancouver Business Improvement Association brought Bob Farrington, former Executive Director of the Salt Lake City Downtown Alliance during the 2002 Salt Lake City Games, to town to learn from his experience. While Vancouver is a totally different city in terms of geography, residential density and size of its downtown, the lessons learned from Farrington about what businesses can expect are still valid.

## LESSON 1: 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](http://www.vancouver2010.com)

### TIP:

Stuffed plush Olympic mascots traditionally sell out within the first few days of the Games, so order plenty.

## LESSON 2: 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.

## LESSON 3: 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?

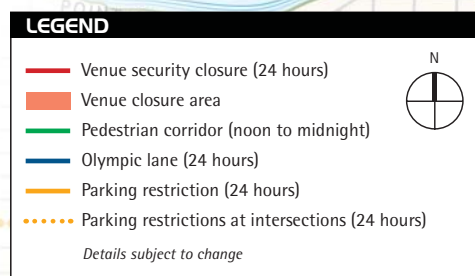
## LESSON 4: Good old customer service was the biggest attraction

It didn't increase staffing levels or sales, yet in Salt Lake City, department store Nordstrom's 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 it 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.

### 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](http://www.retailbc.org)

**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. Downtown will be busiest from noon to midnight with visitors. But don't forget office workers will be downtown by the morning.



# Getting Around Downtown

## NO BUSINESSES IN SECURITY ZONES

The Vancouver 2010 Integrated Security Unit and VANOC have assured DVBIA members that business owners, employees and residents will have “free access to their businesses and residences” during the Games. Currently, no member businesses are located within the anticipated security perimeters around Games’ venues. As expected, safety measures would be reassessed in the event of a security incident or unexpected occurrence.

## COMMERCIAL DELIVERIES

Many downtown streets will have 24-hour parking restrictions during the Games and likely starting the week before the Games begin. (See the orange and blue solid lines on the map). This means commercial deliveries have to take place via the back lanes. Commercial vehicles will not be allowed to stop, in particular, on streets with designated Olympic lanes to load or unload. Traffic enforcement will make sure the rules are followed.

The City is strongly recommending that commercial deliveries be made between midnight and noon – and preferably before 6 am, since congestion on city streets will be heaviest in the afternoon and evening. If your business needs an emergency delivery after noon, it can happen, but it may take longer than usual.

### TIP:

Changes to noise bylaws are in the works to allow both deliveries at off-hours and garbage pick up an hour earlier in the downtown (i.e., starting at 5am).

## TRANSIT: YOUR BEST OPTION

A minimum 30 per cent reduction in vehicle use is needed to help move athletes and officials around the city and ensure residents and workers can get where they need to go. So, public transit will be the best option for you and your customers. Watch for increased capacity added to the system this year with the new Canada Line opening by Labour Day, extra SkyTrains, buses, a new SeaBus and additional WestCoast Express trips being added. If transit is not an option, then carpool/rideshare. See [www.ride-share.com](http://www.ride-share.com).

### TIP:

There will be more trains and buses on the road during the Games, but they'll be busy. Plan ahead and allow additional travel time.

### TIP:

SkyTrains will run downtown from 5 am to 2:15 am during the Games. Extra night buses will also be added.

Changing habits takes time. That’s why there’s no time like the present to change your personal and your business travel habits. TransLink can work with your company – especially if you have more than 50 employees – to explore commuting options that are right for you. It’s all part of TransLink’s TravelSmart program. Check it out at [www.translink.ca](http://www.translink.ca); Click on ‘TravelSmart.’

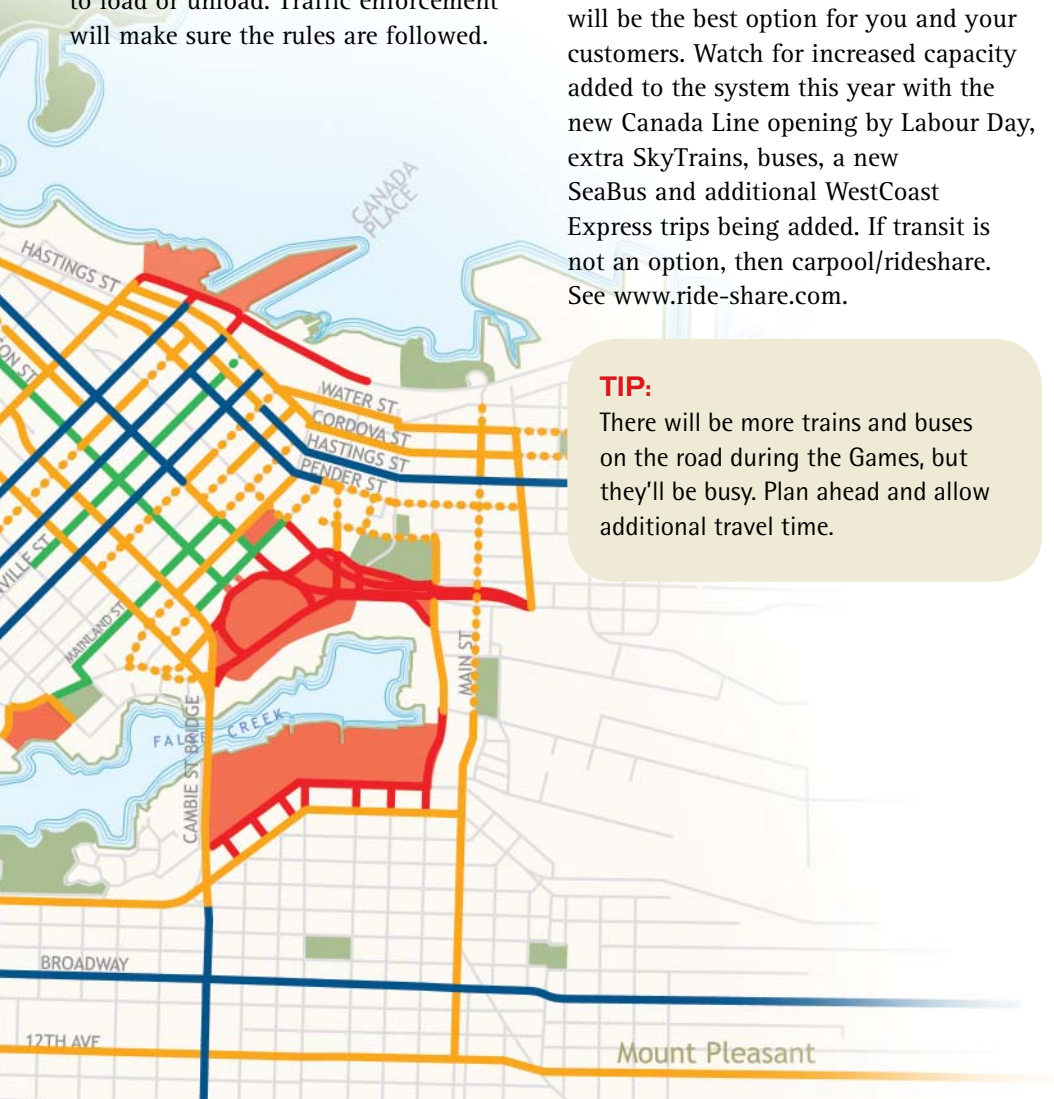
## OLYMPIC LANES/PARKING

Streets designated as having ‘Olympic Lanes’ will have the curb lane only dedicated to Olympic vehicles and TransLink buses. Regular drivers can make right-hand turns as needed. All other lanes will be open to regular vehicle traffic, but there will be no street parking or loading zones.

Monthly parkade parking is expected to remain available for most businesses. Street parking, will be limited, but most parkades, with a few exceptions, will remain open. See [www.easyparkvancouver.com](http://www.easyparkvancouver.com), [www.impark.com](http://www.impark.com), [www.advancedparking.com](http://www.advancedparking.com).

## CYCLING

Yes, it will be February, but cycling may be an option for you and your staff. Jump on board Bike to Work Week this year (May and November) to try it out. Purchase cycling skills workshops for staff to help them feel more confident and comfortable. (Check out the Vancouver Area Cycling Coalition: [www.vacc.bc.ca](http://www.vacc.bc.ca)) Talk to your building manager about installing secure bike parking onsite and providing access to shower facilities as motivation. Temporary bike valets and/or public bike parkades are also being explored for the Games.



# Checklist for Business Readiness

Only you and your staff can prepare your business for 2010. No one can do it for you. Here's a checklist of business continuity items you should consider now as you develop your 2010 readiness plan.

## COMMERCIAL DELIVERIES

- Change delivery times with suppliers to take place from midnight to noon, and before 6 am if possible
- Scope out back lane delivery set up
- Order as many supplies in advance to minimize deliveries during the Games
- Consider scheduling your deliveries from common suppliers with a similar or neighbouring business in the vicinity

## STAFF TRAINING

- Schedule time in the Fall to train staff on all things Olympic and Paralympic; the official Spectator Guide will be published in December 2009/January 2010
- Take advantage of Retail BC's Peak Record Setting Retail training
- Take advantage of Tourism BC's new 'World Host' customer service training

### TIP:

Watch for the Downtown Ambassadors 'out and about' during the Games helping businesses, tourists and people living on the streets. They'll be connecting with Tourism Vancouver's new City Hosts: 300 volunteers roaming the streets in green jackets helping direct tourists.

## STAFFING

- Vacation policy for the Games
- Hiring replacement or casual staff
- Transportation plan for employees getting to and from downtown

## COMMUNICATION

- Establish a process for communicating with your employees in case of an emergency or change in access to downtown
- Communicate to your clients and employees any changes you will be making during Games time (extended/adjusted hours, special offers, etc)

## MERCHANDISING

- Explore selling official 2010 souvenirs
- Develop a plan to keep current customers happy
- Develop a plan to decorate your storefront to celebrate the Games without infringing on the Olympic brand (See 'protecting the brand' at [www.vancouver2010.com](http://www.vancouver2010.com))
- Consider using the following themes to engage your staff and customers - national pride, welcoming the world, adopt a country's team, or celebrate sports history or hometown heroes

**A Loo by Any Other Name** Brits called them toilets, French-water closets and Canadians-washrooms. No matter what you call them, they will be one of the most sought-after facilities downtown during the Games. Beyond portable toilets installed in the LiveCity sites, there likely won't be additional bathroom facilities around. So, want to draw visitors into your establishment? Then consider cleaning up, opening up and promoting the use of your washrooms. It's the neighbourly and welcoming thing to do. Besides, a visitor - of any kind - in your business is always a potential sales opportunity.

## RBC is proud to support the 2010 Downtown Vancouver Business Readiness Guide.

Start creating your company's strategy for success today by using the resources and recommendations found in this guide.

As the Official Bank and a Premier National Partner for the Vancouver 2010 Olympic and Paralympic Winter Games, RBC is committed to helping businesses capitalize on the opportunities the 2010 Winter Games will bring, as well as help you prepare your business for 2010.

For additional resources and a schedule of upcoming 2010 Winter Games Business Seminars, including sessions on "How to Get Around in 2010", please visit [www.rbcroyalbank.com/olympicbusiness](http://www.rbcroyalbank.com/olympicbusiness)



## RESOURCES

Much of the information provided in this Guide was created and provided by partners in charge of those areas. Check out their websites for more detail.

**City of Vancouver:** [www.vancouver.ca](http://www.vancouver.ca) (Host City website)

**Vancouver Economic Development Commission:** [www.vancouvereconomic.com/mybusiness2010](http://www.vancouvereconomic.com/mybusiness2010)

**Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC):** [www.vancouver2010.com](http://www.vancouver2010.com)

**TransLink:** [www.translink.ca](http://www.translink.ca)

**2010 Commerce Centre:** [www.2010commercecentre.com](http://www.2010commercecentre.com)

**Retail BC:** [www.retailbc.org](http://www.retailbc.org)

## Special Thanks

Special thanks to the City of Vancouver, VANOC, TransLink, 2010 Commerce Centre, Retail BC and the Vancouver Economic Development Commission for information provided for the Guide.