

February 2018

Canmore – Bid to Host the 2026 Olympic Winter Games

Introduction

As we engage as a community around the prospect of Canmore joining with Calgary to prepare a bid to host the 2026 Olympic Winter Games, we have given this opportunity quite a bit of thought. Throughout the public input process the Town of Canmore will hold, there will be opportunities to express our individual and collective views. To that end, we are sharing our points of view with you in the hope that you will find them useful as you formulate your own conclusions about the prospect of hosting the 2026 OWG :

- We believe the positive benefits of bidding to host are compelling;
- We also believe our community must be clear about our priorities in becoming an OWG host community;
- Feel free to share our point of view and help others find their voice in speaking in support of the 2026 Olympic Winter Games Bid;

Please feel free to contact us with any questions or concerns you might have.

Norbert Meier
Ken Davies
Greg Thompson
Carly Lewis

“Canmore’s local economy will develop in directions that are aligned with our mountain community values while building on our existing strengths.”

Economic Impact and Diversification

- Olympic Winter Games represent a focus on winter (snow) sport and human wellness. These are both existing aspects of Canmore’s “brand” and current local economy. Hosting in 2026 strengthens Canmore’s worldwide standing in both.
- OWG2026 affords Canmore the opportunity to be a global leader in finding solutions to the threats posed by climate change while sustaining and growing a vibrant local economy.
- Town of Canmore economic development office can make it their mission to :
 - o Attract winter (snow) governing bodies and get them to make Canmore their headquarters
 - o Attract related industries and employers for equipment, technology and education (able-bodied and disabled)
 - o Attract other businesses and sectors that have an affinity with our global image – a sustainable community succeeding in a finite landscape striving for excellence in quality of life and a sustainable local economy
 - o Become an international knowledge hub for all things related to OWG logistics – effective mass transit, adaptation to winter climates, hosting expertise
- Strengthen our connection with Calgary and the rest of Alberta through partnerships. **Create jobs in Canmore** through connections with:
 - o U of C : sport science, sport medicine
 - o U of C, Canadian Sport Institute —Calgary : Canmore as their “field lab” – a place to test theoretical knowledge with practical applications, develop advanced students
 - o Canmore as a Centre of Excellence for Snow Science/Avalanche Control and connections to Steep Slope/Flood Control and Micro Climate mitigation measures
 - o Canmore as an Incubator for entrepreneurs and innovators in all these areas

We will reinforce and broaden our identity as a community with an outdoor lifestyle and mountain values -- this is our identity and the way we are known around the world. The OWG2026 will enhance and reinforce this sense of who we are for future generations.

Community Development and Community Character

- Build on and contribute to Canada’s standing in the world as a social democracy where the citizens’ consensus has brought the OWG here

- Be a place where citizens embrace the values of:
 - o Healthy Outdoor Lifestyles
 - o Personal/Team excellence
 - o Fair play and doping free sport
 - o Social investment in communities
- We have the example of how 1988 has shaped Canmore and created our current sense of who we are and our current sense of community
 - o 1988 has shaped our identity as a cosmopolitan mountain community
 - o Volunteerism across all sectors in Canmore traces its roots back to 1988 for many
- 2026 will renew the strong sense of community for those “88ers” of us still here and establish this same sense of community for the many Canmorites who moved here since 1988
- Establish among the younger generations of Canmorites a contemporary sense of who we are on the world stage (“we are an Olympic host community” instead of “we used to be...”)
- Attract new residents who share these values and want to contribute to these values being kept alive and nurtured for decades into the future
- Create new gathering places where we come together as a community to celebrate and connect
- Stand for a set of values about human endeavour and collective achievement
- Canmore/Calgary can again set new standards and provide a new framework for hosting a Winter Games. This will be accomplished in a sustainable and economically viable manner while respecting and addressing community, provincial and national concerns

“We will again inspire a generation of youth with dreams of personal excellence in sport and in life.”

Youth Development

- More than any other Canadian community, we know the role Olympics plays in inspiring children to become future champions and strive for personal excellence
- We have our own examples on Main Street every day – Canmorites inspired as children by OWG 1988 or the legacy events that have followed and have gone on to be sport champions and role models, and great citizens in their own communities
- OWG 2026 represents an opportunity to continue this for the next 30 years
- The next generation of Canmorites Albertans and Canadians will benefit from the same effect because of OWG2026.
- Canadians with Disabilities

- The Paralympics are an integral part of hosting the OWG; all Canadians will be inspired by the Paralympics 2026;
- Canadians with disabilities will experience new opportunities for sport development and social progress as the Paralympics showcase their success in overcoming obstacles

“Canmore has much to gain.”

OWG 2026 is an opportunity to develop our community in ways that would not be possible otherwise. What are these ways?

- Infrastructure in the community for easier movement of residents and visitors around and through.
- Gathering places that are used 12 months of the year to pull us together, create a “centre of gravity” for the community.
- Continue to be the great place to live and where businesses want to locate, especially if they can do their business anywhere in the world.
- Legacy sport facilities, specifically : the Nordic Centre will be kept at its current world-class level and be an integral part of “life in Canmore”, a field house, better transportation, new income-appropriate housing.

Opportunities

- To re-imagine how residents and visitors move through our community on foot, by bicycle, by car, by bus;
- Advance opportunities for environmental research and sustainable development knowledge transfer in areas related to how a small mountain community hosts a large international event;
- How to leverage the event to create a larger pool of housing for the full-time residents who live and work here;
- Enhance our transportation connections to Calgary to reduce the number of individual cars coming to Canmore, to facilitate commuting for work between the two communities.
- Be a model for OWG beyond 2026 to demonstrate
 - o Small footprint international events
 - o “right-sizing” the financial scale of the OWG