

APPENDIX 3C

**STAKEHOLDER SURVEY
- CANADIAN OLYMPIC
COMMITTEE AND
NATIONAL SPORT
ORGANIZATIONS**

Calgary Bid Exploration Committee Stakeholder Survey – COC and NSO

Thank you once again for taking the time to provide your thoughts on Calgary's potential bid for the 2026 Olympic and Paralympic Winter Games. As representatives of the sport community, your input and feedback is very important.

The following survey will take approximately 10 minutes of your time and we hope will provide you with the opportunity to make sure your sport or organization is represented.

Your responses are confidential, and will be reported in aggregate.

Let's get started:

1. First of all, please tell us which of the following categories best represents your current role? *Please select all that apply.*

Summer NSF – "A" member COC only
Summer NSF – 'A' member COC / CPC Member
Winter NSF – "A" member COC only
Winter NSF – "A" member COC / CPC Member
COC Board Member
COC - "B" Member, Olympic Supporter
COC Member –Athletes Commission
CPC Board/CPC Affiliate
COPSI Network Member/Sport Institute
Other

2. As a result of Calgary hosting the 1988 Olympic Winter Games, legacy elements emerged that are still present in Calgary. What do you see as the **most important legacy** from the 1988 Olympic games specific to the sport or the stakeholder group you represent?

[OPEN END]

3. One of the most frequently mentioned legacy elements from 1988 is that Calgary has become a centre for winter sports excellence in Canada – facilities, programs and expertise all contribute to this.

There are also legacy elements from both Calgary and the more recent Vancouver 2010 Olympic and Paralympic Winter Games that extend beyond winter sports. Legacies can also take a number of forms other than sport including:

- Physical, as in facilities and infrastructure;
- Economic, such as legacy funds that were generated for WinSport and COC;

- Social, as in volunteerism and cultural richness;
- Civic or intangible, such as civic pride and community engagement.

Thinking about both the Calgary 1988 Olympic Winter Games and the Vancouver 2010 Olympic and Paralympic Games, how important has their legacy been to your sport or the stakeholder group you represent?

COLUMNS:

Calgary 1988 Olympic Winter Games legacy

Vancouver 2010 Olympic and Paralympic Games legacy

ROWS:

Very important

Important

Neither important nor unimportant

Not important

Not at all important

4. If Calgary ultimately decides to proceed with a bid and is successful, there is the opportunity to create a new legacy, for Calgarians, Canadians and for sport.

Thinking specifically about your sport or organization, what do you envision a new Olympic and Paralympic legacy would look like?

[OPEN END]

5. When the Games were hosted in Calgary in 1988, there was no Paralympic Games. However, the 2010 Games in Vancouver did host the Paralympics.

How do you see the inclusion of the Paralympics affecting the potential legacy of future Games and of the sport or stakeholder group you represent?

[OPEN END]

The next set of questions are related to **costs and the financial impacts** of the Games:

Recently, the International Olympic Committee has refocused its bid assessment criteria to emphasize the re-use of existing facilities. Nevertheless, an Olympic bid would likely require some new venues, not just for Olympic sports, but also for accommodation (athletes, officials and media) and media facilities. Upgrading existing facilities and building additional venues could add billions in economic activity and thousands of jobs – not to mention hundreds of millions in local business revenue and taxes generated during the Games from associated tourism activity. Even an unsuccessful bid could generate increased tourism and investment for Calgary as a result of the nearly two-year international bid process.

Some recent Games, both Summer and Winter, have exceeded their budgets and it would take careful insight and planning to avoid this in 2026. Apart from the operational cost of running the Games, one must also consider the cost of building or renovating facilities to meet Olympic criteria as well as the provision of essential services like accommodation, transportation and security. In order to even bid on the Games, Calgary (as well as

Alberta and Canada) would need to dedicate millions of dollars to the development of a competitive bid without a guarantee of success.

6. Considering the **economic implications**, does this impact how your sport or stakeholder group would feel about Calgary hosting the Games?

Yes

No

Maybe

Not sure

7. Generally speaking, does your sport or stakeholder group support or oppose Calgary bidding for the 2026 Olympic and Paralympic Winter Games?

Strongly oppose

Oppose

Neither support nor oppose

Support

Strongly support

I'm not sure

8. And what makes you say that?

[OPEN END]

9. And finally, what do you think is the **most important thing** that the Calgary Bid Exploration Committee should consider in its evaluation of a potential bid, from the perspective of your sport or the stakeholder group?

[OPEN END]

Thank you again for providing your feedback.

The committee is working diligently to put forward their recommendations in the coming weeks and your feedback is an important part of that. That said, if there is anything that you feel needs to be addressed that hasn't already been put forward, please leave your name and a method of contact.

We will forward it to **Jolan Storch**, a consultant working for both the COC and the Calgary Bid Exploration Committee, to contact you directly such that you may provide your additional input.

If you are not looking to be contacted, please click on the next button to ensure your responses are recorded and once again, thank you for taking the time to provide your thoughts.

NAME:

PHONE:

EMAIL: