



**WINTER OLYMPICS
2030**

WHY QUEBEC?

NEW REALITY OF THE GAMES



Quebec City, ready for the 2030

**Transparent games, less expensive and greener.
All together toward 2030!**



TABLE OF CONTENT

1. Introduction
2. Brief context
3. Agenda of the Olympic Games 2020-2030
4. Reform
5. Opportunity for Quebec
6. Winter Games
 - Disciplines
7. Necessary infrastructures/Ski Jumping
 - Accomodation
 - Media
 - Sports
 - Facilities
 - Bobsleigh/Skeleton/Luge
 - Descent (downhill)
8. Certains advantages for Quebec
 - Economic situation
 - Our winter climate
 - Sport infrastructures
 - Closeness to the centers and areas with infrastructures
 - Transport
 - Road infrastructures
 - Other
 - Our accomodation capacity
 - Our organisational capacity



9. Benefits
 - Economic
 - Visibility
 - Tourism
 - Jobs
 - Facilities and structures
 - Sport developpement
10. Some impacts
11. Funding and political context
12. Large-scale post-pandemic project
13. Preliminary Budget
 - Cost evaluation
14. Mobilizing project and public support
15. The campaign
16. Mobilisation and the governments
17. Timelines
18. Conclusion
19. Next step (sponsors' enrolment)



1. INTRODUCTION

During the last winter games at Pyŏngchang in 2018, we acknowledged that these games took place in the area, where there was absolutely no natural snow. As a result, the outdoor disciplines were held still in very cold temperatures and a charmless environment, what would normally contribute an environment naturally covered with snow. Everything was yellow and dull!

The climate changes more and more reduces the number of cities, which would have the potential for the winter Olympics. Could it become an opportunity for the white city of Quebec?

That's the question that Mr Mark Charest, the promoter, would like to investigate. At first, do you remember that in November 2018, Calgary citizens voted against the project, forcing the withdrawal of the city from the bid process for the winter Games of 2026. In addition, Calgary was the only Canadian city selected and accepted by COC as a candidature for the 2026 Games. This leaves, in more concrete terms, the door wide open for Quebec.

Thus, since March 2018 up until now, Mark Charest initiated exchanges with Mrs Tricia Smith, the president of COC (Canadian Olympic Committee), and Mr Walter Sieber, the senior member of COC Board of Directors since 1978, in order to evaluate the interest in re-launching Quebec for the winter Olympic Games.

The parties shared their visions and strategies about this re-launch, taking into account the expectations of the COC. At its core is the importance of the new IOC standards (reform) in effect since 2020.

The discussions with COC were also focused on the vision, role and procedures to be followed, as well as the lessons of the past years, more precisely, the role played by the town hall in Lausanne in 2016 in this regard.

In January 2019, Mark Charest established a working committee composed of the specialists in strategy, commercialization and marketing, also people from the business community, some have previously worked on Quebec bid.



The Quebec Committee believes in advantages of the new agenda; in openness of the IOC and **the possibility for Quebec to submit the application to become the host of the 2030 winter Games.**

The role of this document is to make known overall context and present opportunity for Quebec City.



2. BREIF CONTEXT

The context seems favourable to a possible social acceptance for Quebec candidacy, for the 2030 Games.

Creation of the 1st level strategic plan to re-launch the project

3. AGENDA OF THE 2020-2030 OLYMPICS

Year	Season	City	Country	Continent
2020 - Postpone	Summer	Tokyo	Japan	Asia
2022	Winter	Beijing	China	Asia
2024	Summer	Paris	France	Europe
2026	Winter	Milan-Cortina	Italie	Europe
2028	Summer	Los Angeles	USA	America
2030	Winter	?	Canada	America



4. REFORM

The image of the Olympic Games suffered greatly in the recent years: massive budget overruns, environmental destructions and social injustices have aroused criticism worldwide, so that more than 20 cities have withdrawn from the bidding process of 2026 winter Games.

The IOC responded and approved a reform with substantial changes in 2014. Its reform called Agenda 2020 has now begun. It can be found on our website at the following address:

<https://quebecjeux2030.com/Agenda-olympique-2020-20-20.pdf>

The Agenda 2020 contains 40 recommendations unanimously approved by the IOC, of which the following are the most important in the context of Quebec 2030:

- Reduce bid costs (from \$35 million to \$5 million) and operating costs of the Games;
- To use the maximum of the existing equipments or to be equipped with temporary and dismountable installations;
- The Games can be held in more than 2 different cities in the same country;
- Designate more than one city, or other entities, such as regions, states or countries, to host the Olympic Games;
- Include sustainability in all aspects of the Olympic Games;
- Limit the number of athletes, officials and events at the Winter Games to approximately 2,900 athletes, 2,000 coaches and other support staff and hold a maximum of 100 events.

The 40 recommendations give an image of what the future of the Olympic movement will be and the direction to take to preserve the uniqueness of the Games by affirming the Olympic values in society.

The IOC declares that it will honour its commitments.

The IOC has begun working on the concept of the Olympic broadcasting channel. The new invitation phase has already been launched for the 2024 Games bidding process, which allows cities to present an Olympic project that is more in line with their sport, economic, social and environmental needs in a long term. Some of these reforms were already implemented in the ongoing process for the 2022 Games, in close collaboration with the candidate cities.



5. OPPORTUNITY FOR QUEBEC

Calgary withdrawal assures Milan-Cortina to hold European winter games in 2026.

Back in America, the 2028 summer games will be held in Los Angeles, USA.

The United States Olympic Committee (USOC) announced in December 2019 that it had selected Salt Lake City as a possible candidature to host the 2030 winter Olympic Games. But United States Olympic and Paralympic Committee (USOPC) CEO Sarah Hirshland told *GamesBids.com* following a Board of Directors meeting Wednesday *“We have not yet been asked to participate in in-depth conversations with the IOC and we expect that that will happen when they are closer to being interested in voting for that particular decision.”*

From there arose the opportunity for Quebec City because no other Canadian city has formally demonstrated its interest in submitting a bid. Considering the principle of alternation, the IOC could be very open and favorable to holding Winter Games on the same continent without the obligation that they be in the United States.

6. WINTER GAMES

Approximately:	3000+	athletes
	2000	coaches, athlete support personnel
	109	events

Disciplines:

Biathlon, curling, ice hockey, bobsleigh, luge, skeleton.

Skating: figure and speed skating, short-track.

Skiing: Nordic Combined, ski jumping, freestyle skiing, alpine skiing, cross-country and snow board.



7. NECESSARY INFRASTRUCTURES

Accommodation

- Olympic Village
- Media Village
- Various accommodations; hotel rooms, hostels, Olympic Village

Media

- IPC (International press centre)
- IBC (International broadcast centre)

Sports

According to initial analyses, approximately 12 infrastructures and/or sites are required for the following sports

- (2) Arenas for ice hockey;
- (1) Amphitheatre for the Curling;
- (1) Bobsleigh/Skeleton/Luge Tracks;
- (1) Ski jump;
- (2) Arenas for speed skating, figure skating, long and short tracks;
- (1) Freestyle skiing site;
- (1) Cross-country ski site;
- (1) Site for biathlon;
- (2) Site for alpine skiing.



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Bobsleigh/Skeleton/Luge and Ski Jumping

There is strong possibility that the IOC will not accept that Quebec will build a new track structure for Bobsleigh, Skeleton, Luge and ski jumping, but in place will suggest using existent installations like Vancouver or others. It could also be considered that these disciplines are no longer an integral part of the Games.

The downhill

In the context of descent (downhill) alpine skiing, should not forget that FIS has accepted the solution that was proposed for during the 2002 candidacy.

Indeed, it was proposed to build a ramp at the top of Cape Maillard to have the minimum height difference required by the FIS rules at that time.

Quebec City could also offer a new concept of two shorter runs to crown an Olympic champion or simply hold this discipline elsewhere in Canada.

Quebec could also offer a new concept of two shorter descents (downhills) to crown an Olympic champion or simply hold this discipline elsewhere in Canada.

8. CERTAIN ADVANTAGES FOR QUEBEC

Economic situation

The economy of the Quebec city census metropolitan area (CMA) is described as follows:

GDP : 38,6 billion \$

442 000 jobs

Average growth rate of 3 % over the past five years

Unemployment rate: 4,7 %

In general, Quebec economy is in good health and shows certain stability favouring the momentum towards such a project.



Our winter climate

Quebec City and its large area are favourable and natural for hosting the world's largest winter event.

With an average of more than three meters of snow, Quebec City is the fifth largest city in the world in terms of snowfall.

Sport infrastructures

Several existing infrastructures could serve (olympic level or almost) thus reducing the investments for the government.

Few examples: PEPS, Centre Videotron, Centre de glace de Québec and Pavillon de la Jeunesse, Canac Stadium and others.

Closeness to the centers and areas with infrastructures

Mont Sainte-Anne, Stoneham, le Relais, le Massif, Petite-Rivière Saint-François, Cap Maillard, Plaines d'Abraham and the Valcartier military base.

Transportation and Road Infrastructure

Transit

International Airport Jean-Lesage

Traverse Quebec-Lévis and others

Train station (Via Rail);

Bus station (Orléans-Express and others)

Port of Quebec, cruise quay

Taxis, Uber

Charter tours

Road infrastructures

The existing transportation networks and road infrastructures are sufficient to serve the traffic of the Olympic Games.

The various investments planned over the next few years to optimize these infrastructures will also be beneficial.



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Other

Grand Theatre, Montcalm Palace, Diamant, Albert-Rousseau Halls and others, Musée National des Beaux-arts de Québec (Quebec National Museum of fine arts), Québec and Lévis Congress Centers, Laval University.

Our accomodation capacity

Quebec City and its large metropolitan area count more than 500 tourist accommodation establishments, including the Airbnb, such as: hotels, motels, inns and others.

Tourist residences, renting appartements, condos, houses, cottages (chalets types); loggings and coffee – room rental in a private residences.

Our organisational capacity

For a long time Quebec has organized major international events and has the resources and expertise to take charge of and deliver a project such as the Winter Olympic Games. The numerous partners in the tourism industry such as the Quebec City Tourism (Office du tourisme de Québec (OTQ)), the Alliance touristique du Québec and Destinations Canada in particular will be important allies in promoting and publicizing the event as an irrevocable destination in the targeted markets.

9. BENEFITS

Economic

- The IOC minimum payment of one (1) billion US dollars to the host city (TV rebate);
- Some studies predict potential economic impacts of over 1 billion (cdn) related to the construction of sports facilities and ultimately to tourism, events and conventions;
- Accommodation and hotel services;
- Restaurant services (catering);
- Construction;
- New business (joint ventures);
- Sale of by-products.



Visibility

- Global visibility with broadcast by more than 240 channels in 220 countries
- Numerous reports before, during and after
- The Games attract thousands of journalists, photographers, and other members of the media who are reporting worldwide

Tourism

The event will contribute in multiple ways to achieving the objectives established in various strategic planning documents of the QST <https://www.quebec-cite.com/fr/a-propos-office/documentation/>. It is notably in line with several major orientations and strategies developed for the destination. In general, it will contribute in particular to:

- √ Increase leisure tourism in the National Capital region responding to two of the four great experiences: Snow, Nature and Adventure;
- √ Increase tourism spending;
- √ Increase rideship in all tourist activity sectors (hotels, restaurants, attractions and shops);
- √ Increase number of rooms sold in the hotels in the region;
- √ Help people discover the attractions (interior and exterior) of Quebec City and its region;
- √ Increase the economic benefits from tourism activities;
- √ Increase the number of tourists from outside of Canada;
- √ Increase the number of tourists during the winter period;
- √ Increase the revenue generated by the 3.5% tax levied on the price of each room sold in commercial accommodation.

<https://www.quebec-cite.com/fr/a-propos-office/documentation/>

Jobs

The Games can potentially create over 3000 direct full-time jobs.



Facilitie and structures

The upgrading or simple modernization of the current sports infrastructures will benefit the various sports federations for the holding of future major events. The exploitation of the infrastructures by the sports federations in training centers for example, will be beneficial for the local population and the sports tourism thereafter.

New infrastructure that may be required, such as the Olympic Village or Media Village, should be financed primarily by the private sector, with support from the federal and provincial governments, to ensure full post-Olympic use (e.g., university residences, seniors' homes, condos, etc.)

Sport development

The objective is to promote winter sports and culture for the region, as well as to create a craze for participation at all levels in concert with local communities in order to develop a new generation of athletes from our regions and from our country.

10. SOME IMPACTS

For example, let's look at the other cities who were hosting Olympics, like Vancouver, which has positioned itself as a major city because of the Games and which has benefited from the post-Olympic impact. Here are some of the impacts:

Growth of winter sports across the country with the improvements in communities, transportation and the environment.

Creation of 2 500 full-time jobs.

Growth of the event and convention sectors in Vancouver.

Since the end of the Games, the city has hosted a number of sporting competitions, conferences and cultural activities, all of which have had a long-term economic impact.

Since the Vancouver 2010 Winter Olympics, over 500 events have been organized each year in the Vancouver Convention Center.

Improved transportation infrastructure such as the 400-passenger SeaBus SkyTrain, diesel-electric hybrid buses, Vancouver metro line, Canada Line all were built for the Games.

Promotion of the environmental sustainability with the construction of all sites in accordance with Canadian green building standards.

The Games have left in Vancouver as elsewhere a huge legacy that continues today with economic impacts estimated at 600 million.

It is estimated that the economic impact in Quebec City would be \$1 billion by 2030.



11. FUNDING AND POLITICAL CONTEXT

The return of a Liberal government to Ottawa which, when it held a majority, focused on infrastructure development. Despite the fact that it is now in the minority, the financial situation of the other parties suggests longevity of at least two years. The rise of the Bloc Québécois in Ottawa in the fall of 2019 could encourage greater openness for infrastructure support in Quebec and, as far as we are concerned, in the National Capital and the Quebec metropolitan region (RMQ), in order to regain lost electoral ground.

The majority CAQ government is ensuring stability until the fall of 2022 and possibly greater openness for investments in the National Capital and the Metropolitan Region of Quebec (RMQ), in order to maintain its political gains in Quebec and Lévis in particular.

12. LARGE-SCALE POST-PANDEMIC PROJECT

In a post-pandemic context, governments are seeking for solutions to revive and stimulate the economy hard hit by Covid-19.

A major mobilizing and promising project like the Winter Games in Quebec could very well coincide with a consolidation of efforts to resolve and finalize public transport projects, the tramway, the new link between Quebec and Lévis in addition to improve or build road and sports infrastructures.

The event itself only lasts a few weeks, but preparations begin up to 6 or 7 years in advance.

The staging of the Games will allow governments to create programs for urban, economic, environmental and tourism development.

Hosting the Games will attract the private sector to get involved and stimulate entrepreneurship among young people.

The Games will make it possible to develop new facets and to publicize, at different levels, our winter tourism products.

13. PRELIMINARY BUDGET

The preliminary budget for the 2030 Quebec Winter Games is presented in the table below. It is based on actual data from the Vancouver 2010 Games as well as some data from the Calgary Bid Exploration Committee 2026, all in 2030 dollars.

PRELIMINARY BUDGET - QUÉBEC 2030 Financial strategy

Inflation of 2,5 %	Capital Funds (millions \$)	Operating Funds (billions \$)	Public expenses (billions \$)	Total (billions \$)
Revenues	989 \$	3.087 \$		4.076 \$
Expenses	989 \$	3.087 \$		4.076 \$
Surplus (Loss) OCOG	0 \$	0 \$		0 \$
Public expenses				
	Security		1.000 \$	1.000 \$
Budget expenses 2030	989 \$	3.087 \$	1.000 \$	5.076 \$

Based on the 2010 Vancouver data and the Calgary Bid Exploration Committee 2026

Considering the new reality of the Games, Quebec can consider a considerable reduction in costs and deliver a new generation of Games that are just as welcoming by implementing the following main strategies:

- Build on the flexibility of the Olympic Agenda 2020 - Reform;
- Optimize the partnership agreement and share risks with the IOC;
- Encourage private sector participation;
- Optimize every expenditure on a "zero-based" budget;
- Use existing, temporary or demountable venues even if they are located in other Canadian cities.

QUÉBEC 2030 – FINANCIAL STRATEGY

Potential distribution of the operating revenues ⁽¹⁾

Governmental contributions to the operating revenues of less than 10 %

Operating revenues	Millions \$ 2030	%
Domestic sponsorship	1197	38,8%
IOC's contribution	786	25,5%
Ticketing	442	14,3%
The IOC international sponsorship	284	9,2%
Provincial government	186	6,0%
Canadian government	122	3,9%
Trademark owner rights, etc.	70	2,3%
Total	3 087 \$	100,0 %

⁽¹⁾ Vancouver 2010 as projected in 2030

We therefore conclude that the government's contribution to operating revenues is less than 10% of the Québec 2030 budget.

QUÉBEC 2030 – FINANCIAL STRATEGY

Budget – Before and after the reform

POTENTIAL REDUCTION	Capital Funds (Millions \$)		Operating Funds (Billions \$)	
	Before the reform	After the reform	Before the reform	After the reform
Revenues	989 \$	500 \$ ⁽¹⁾	3.087 \$	3.087 \$
Expenses	989 \$	500 \$	3.087 \$	To assess ⁽²⁾
Surplus (Loss) OCOG	0 \$	0 \$	0 \$	To assess ⁽²⁾

⁽¹⁾ Funding by two levels of government

⁽²⁾ Following a "zero-based" budgeting assessment during phase 2



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14. MOBILIZING PROJET AND PUBLIC SUPPORT

The Committee firmly believes that the IOC will honour its commitments to its new agenda; therefore it is important of making known its core values, but above all of eliminating the tarnished image and negative prejudices of a corrupt organization vis-à-vis athletes and the population.

The IOC had compromised its reputation after a number of cities have suddenly withdrawn their candidacy in recent years.

The IOC must ensure that the population supports its town hall and its collaborating promoters in an Olympic bid process.

It is very likely that the committee will do a survey of the population in order to take the pulse in the first place.

Organizing and being the host of the Winter Olympics is not an easy task and to do so, the project must be in near-consensus, also to have mobilized society. Therefore, the social acceptance is essential before initiating any formal application process.

Our committee therefore put forward the basis of a campaign project to raise public awareness.

15. CAMPAIGN

The campaign is intended as a direct action organized by the committee to raise public awareness on:

- Ongoing changes by the IOC (Reform);
- Value and the benefits (impacts) of hosting the world's biggest winter event here in 2030;
- The promotion and development of the excellence in amateur sport;
- The creation a mobilizing project in our city of which we will all will be proud of for a long time.

The first phase of the present campaign is being done via website (www.quebecjeux2030.com), social media and multiple direct operations to invite the business community, athletes and the general public to sign the registry and gain support that will demonstrate social acceptance.



QUÉBEC 2030
(Voir Schéma /annexe 2)

16. MOBILISATION AND THE GOVERNEMENTS

Considering all of the above, Quebec is well positioned and has a fair chance of winning the bid for 2030 winter Olympic Games.

There is only one way making such project a reality: there must be a mobilization of the population in favour of the project, to carry it out with the governments through different stages to formalize the interest of Quebec with the COC and IOC.

The committee must assert to the governments the interest of the people and the benefits of the project.

A promising project like the Olympic Games requires the global consensus of the entire population and its governments.

17. TIMELINES

The time is running out and it seems that IOC will announce the bid for the 2030 Olympic Games in summer 2023.

Before starting the formal application process, we need to have the time to put in place the financing to be equipped with the resources and tools for the awareness campaign.

Campaign I Sponsors		Autumn 2020, beginning winter 2021
Presentation to the governments and political support		End of winter and spring 2021
Fundraising Campaign II Conception site and tools – Videos etc.		Spring 2021 – If necessary
Campaign II		Autumn 2021
Preparation		Autumn 2021
Submission of application		Winter 2022

Note: This timeline is for illustrative purposes only and subject to change following verifications.



18. CONCLUSION

Listed as a UNESCO World Heritage Site, Quebec City is an extraordinary city due to its geographical location, which offers a very rich cultural environment, as well as all the necessary amount of snow.

With the experience of its 2002 bid and that of the 2010 Games at the Canadian level, Eastern Canada and Quebec City are in a privileged position to convince the IOC members to trust them.

Quebec is in a position to negotiate a risk and profit sharing contract together with the IOC.

Quebec will be fully equipped for organizing modest Olympic Games event forecasting a surplus to the budget.

Right now it is a must for Quebec to obtain the winter Olympics in Canada again.

ALL TOGETHER TOWARD 2030 !



19. NEXT STAGE (SPONSORS' ENROLMENT)

In November 2020, the committee has launched its first campaign to recruit its first supporters (sponsors).

Coming from different sectors, business people, athletes and individuals, being the members of the committee, offer the project and inform about its advantages, as well as the opportunity that Quebec and Canada must seize.

Objective of the committee is to recruit between 50 and 100 sponsors.

Upon completing this stage, the committee will solicit the governments for their support and will carry out the second level awareness campaign, if judged necessary.

Annex 1

Reform

Recommandations 3,11,12,13

To see all recommandations:

<https://www.olympic.org/fr/documents/agenda-olympique-2020>



Document de référence

Recommandation 3

Réduire le coût de candidature

Le CIO aidera davantage les villes candidates et réduira le coût de candidature :

1. Les villes candidates seront autorisées à assister et à faire des présentations uniquement:
 - aux membres du CIO durant la séance d'information sur les villes candidates,
 - à l'ASOIF/ l'AIOWF. Ces présentations pourront être combinées avec la séance d'information sur les villes candidates,
 - à l'assemblée générale de l'ACNO précédant le vote,
 - à la Session du CIO au cours de laquelle la ville hôte est élue.
2. Le CIO prendra en charge les coûts suivants :
 - coûts encourus en relation avec la visite de la commission d'évaluation du CIO,
 - déplacement et hébergement de six délégués accrédités à la séance d'information sur les villes candidates aux membres du CIO à Lausanne,
 - déplacement et hébergement de six délégués accrédités à la séance d'information sur les villes candidates pour l'ASOIF et l'AIOWF,
 - déplacement et hébergement de six délégués accrédités à l'assemblée générale de l'ACNO,
 - déplacement et hébergement de 12 délégués accrédités à la Session du CIO au cours de laquelle la ville hôte est élue.
3. Le dossier de candidature sera publié uniquement sous format électronique.
4. Le CIO établira et contrôlera un registre des consultants et lobbyistes admis à collaborer avec une ville candidate. Une acceptation formelle du Code d'éthique du CIO et des règles de conduite par ces consultants et lobbyistes sera une condition préalable à l'inscription sur ce registre.
5. Le CIO donnera accès aux villes candidates, sur leur demande, à la chaîne olympique, si la création d'une telle chaîne est approuvée.



Recommandation 11

Favoriser l'égalité des sexes

Favoriser l'égalité des sexes :

1. Le CIO œuvrera avec les Fédérations Internationales afin de parvenir à une participation féminine de 50 % aux Jeux Olympiques et pour stimuler la participation des femmes et leur présence dans le sport en créant davantage d'occasions de participation aux Jeux Olympiques.
2. Le CIO encouragera l'inclusion d'épreuves par équipes mixtes.

Recommandation 12

Réduire le coût des Jeux Olympiques et renforcer la flexibilité de leur gestion

Réduire le coût des Jeux Olympiques et renforcer la flexibilité de leur gestion :

1. Le CIO établira une procédure de gestion transparente pour tout changement d'exigences, quel qu'en soit son initiateur, afin de réduire les coûts.
2. Le CIO et les parties prenantes réviseront systématiquement les niveaux de services, la préparation et la tenue des Jeux, en vue de limiter les coûts et la complexité. Des propositions seront soumises régulièrement à ce sujet.
3. Le CIO envisagera la fourniture de solutions clés en main aux COJO dans les secteurs qui exigent une expertise olympique hautement spécialisée.

Recommandation 13

Maximiser les synergies avec les parties prenantes du Mouvement olympique

Maximiser les synergies avec les parties prenantes du Mouvement olympique pour assurer une organisation sans failles et réduire les coûts :

1. Le CIO renforcera le rôle des Fédérations Internationales (FI) dans la planification et la tenue des compétitions olympiques, y compris ce qui concerne le transfert de responsabilités techniques des COJO aux FI.
2. Le CIO recentrera le rôle de la commission de coordination du CIO sur les principaux points critiques et la validation des niveaux de services.

ANNEX II

