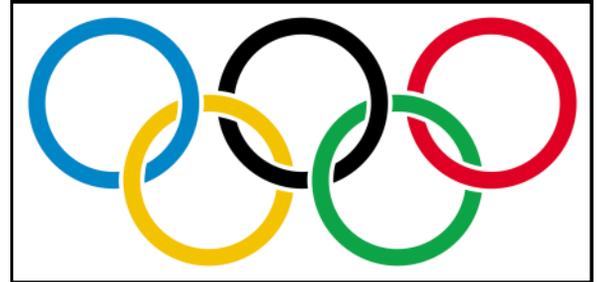


OLYMPICS, GOOD OR BAD?

Properly hosting an Olympics Games can be a real boom for the host country, province and cities. That said, the “how” and the “why” are critically important.

Many people are surprised to learn the real benefit is not in the 16 days. The actual competitions shine the world’s spotlight on the host community, but the real benefit is in the process, the profile, the future and the legacy. Understanding what can be achieved and setting out a path to get there is imperative. It is about leading and a legacy of attention. The “home run” happens in the future, after the “Games”.



Those who forget these basics and champion events that cost too much create controversy and fail their communities.

Frank King eloquently said almost 30 years ago, “When enough people believe, the dream comes true”. He was speaking to the qualities of enthusiasm and engagement - which are eventually the roots of any successes.

All international events should be pursued on a similar basis. Is the community prepared to dream and be the best that it can be? What are its aspirations; and how they can be achieved by taking on this international opportunity?

In Calgary, this is now the subject of important study and analysis. It is the next step, and it is not easy work. It must be viewed from many perspectives - the City, the Province, and the Country. But those will not matter if it does not first satisfy the aspiration of sport and culture, as those are the foundation of an Olympic Games. And the analysis must not forget about the needs of the Canadian Olympic Committee and finally, the IOC and international sporting federations. Thankfully, the IOC has recently made changes around expectations and processes. What might not previously been a compelling case, now might be possible.

I’m excited the City of Calgary is prepared to look at the merits of a bid and further, that they have committed resources adequate for the analysis to insure it meets its needs. Our “next” generation is ready to take up the challenge and I hope they are given the chance to show the work the greatness of our people and the majesty of our little corner of the world

The real opportunities will follow this step, its work and study. Our Osborne team has the experience to help businesses explore and then implement plans that can be beneficial to the eventual organizing committee. Exciting times ahead!

Russ Tynan (click to see Russ’ profile)
Principal

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Russ Tynan has worked in significant roles on two Olympic Winter Games (1988 & 2010) and provided counsel to two other Olympics (1992 & 1994) and another international sporting event held in Canada (1994).