

# Newsbeat

## Olympic bid support grows

by Marcy Nicholson  
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Local log home builders and cross-country skiers see the benefits the 2010 Olympics could bring to the South Cariboo.

"Sports is in a losing battle with technology," said Georgia Manhard, chair of the cross-country 2010 Olympic Bid work group, during the Nov. 26 District of 100 Mile House council meeting. "The Olympics have a media profile that no other sport can generate."

Manhard said the Olympics could recapture kids' interest in sports and make physical activity attractive again.

"We already have possibly the best cross-country skiing in the world. The problem is, we haven't sold it yet," she said.

The Olympics is the best way to draw international attention to what B.C. and 100 Mile have to offer.

"100 Mile has a specific place in cross-country," she said. "100 Mile's one of 30 really good sites in B.C. It's an admiration of cross-country skiers everywhere."

If the bid is successful, 100 Mile could become a training ground for some athletes. Though the area's high elevation would be a deterrent for some, others may request it, she said.

Sitka Log Homes General Manager Wally Bramsleven relayed the rewards the 105 Mile business has reaped after constructing three daylodges for the 2002 Salt Lake City Olympics.

"It increased our staff to another seven or eight workers," Bramsleven said. "We've maintained these levels. We haven't slowed down."

As a result of the increased workload, Sitka

opened another site in Vernon. What was to be a one-year venture appears permanent.

The Olympics gave the company such great exposure that already it has sold four homes as a direct result. Its workload and inquiries have increased exponentially, he said.

"We were bringing fresh dollars into our community," Bramsleven said.

They also let people know where the log home capital is.

"They know that the craftsmanship is here," he said, adding that not only did they advertise their company, they also represented the South Cariboo.

Although Salt Lake

City is presently experiencing a hangover effect after the Olympics, he said the province has the opportunity to take advantage of the six to seven years of construction before the event.

"The infrastructure has to improve and will improve if we get the bid," he said.

### Olympics benefits

A study conducted independently by InterVISTAS Consulting Inc. confirms one completed by the Ministry of Competition Science and Enterprise in January 2002, on the economic benefits of hosting the 2010 Olympic and Paralympic Winter Games.

- \$6.1-\$10.7 billion could be generated in economic activity.
- The equivalent of 126,000-244,000 full-time jobs could be created.
- Tax revenues of \$1.4-\$2.6 billion could result.

"The Cariboo Chilcotin Coast Tourism Association is optimistic about the economic benefits that the 2010 Olympics will bring to B.C.," said Executive Director Mark Nichiporuk.