
CITY OF KELOWNA

MEMORANDUM

DATE: October 28, 2008
FILE NO.: 8100-20
TO: City Manager
FROM: Sport and Recreation Manager
SUBJECT: 2012 BC and 2015 Canada Winter Games

RECOMMENDATION:

THAT the City of Kelowna initiate a bid for the hosting of the 2012 BC Winter Games;

AND THAT City Council support funding of \$30,000 in each of 2009, 2010, 2011 and 2012 as the City of Kelowna financial contribution to the hosting of the Games;

THAT City Council authorize staff to further investigate the potential hosting of the 2015 Canada Winter Games scheduled February 2015;

AND FURTHER THAT staff report back to City Council on key findings with a recommendation on next steps by April 2009.

BACKGROUND:

The hosting of multi sport events brings significant value and benefit to a community such as:

- Profile and attention on youth, sport, culture and community
- Significant economic benefits from sport tourism
- Opportunity to promote benefits of active lifestyle and further link to sport and culture
- Create lasting partnership opportunities on the local, provincial and national sport scene
- Sport legacies that may enhance program development and/or facility development
- Continue development of the local sport delivery system

This events being recommended for consideration include the 2012 BC Winter Games and 2015 Canada Winter Games.

BC Games

The BC Games Society is accepting bids to host the 2012 or 2014 BC Winter or Summer Games. Bids for these events are due December 15, 2008 with decisions likely made in the summer 2009. Our initial investigation with key local sport organizations, School District #23 representatives and key facility operators has been very positive and provided no concern in moving forward with a bid.



Our initial investigation into considering submitting a bid focused on the 2012 BC Winter Games and included the following:

- Support in principle from the School District #23 Superintendent and commitment to present opportunity with the School District Board of Trustees. The final decision on participation by the School District lies with the Board. The School District plays a key role in the staging of BC Games through the use of schools for accommodations and sport venues, as well as the use of school buses for participant transportation.
- An initial meeting with several (winter) local sport organizations which expressed support and interest in hosting the 2012 Winter Games as an opportunity to continue with the development of their sports. Discussions concerning the volunteer capacity within their sports were not seen to be a deterrent. Although they need to be wary of volunteer burnout it was noted that:
 - four years separate the 2008 BC Summer Games with the 2012 BC Winter Games
 - the sports are different from the BC Summer Games and that the volunteer support would likely come from a different segment of our community
 - the BC Winter Games are much smaller than that of the BC Summer Games and would require less volunteers
 - volunteer recruitment strategies and incentives would need to be more extensive than in past Games
- A facility inventory was conducted to ensure that a bid consideration would meet the minimum requirements for all venues. One key venue for the winter games is developing a partnership with Big White Ski Resort. Through discussion with Big White representatives, they have confirmed full support for a bid and are excited about playing a key role in staging the 2012 BC Winter Games.
- Based on data collected from the Kimberly-Cranbrook 2008 BC Winter Games, the event created direct economic impact in the area in excess of 1.7 million dollars. Just under two-thirds of this impact was created by the spending of Games participants, while one-third was contributed by Games Society organizers.

In the development of a bid for the 2012 BC Winter Games the next steps would include:

1. Obtain formal support from SD#23 Board of Trustees
2. Obtain formal support from local sport community and local organizations
3. Provide update to City Council on bid development and community support (December 1, 2008)
4. Development of bid package to be submitted by December 15, 2008

Canada Winter Games

British Columbia will be the host province for the 2015 Canada Winter Games. This will be the first time the Canada Winter Games will be hosted in B.C. The Canada Games is a celebration of youth, sport, culture and community. Since their inception in 1967, the Canada Games have played a prominent role in developing some of Canada's premier athletes.

We have been advised that there will be a formal invitation to B.C. municipalities from the Sport and Recreation Branch of the Provincial Government to attend an information session hosted by staff of

the Canada Games Council. This session is expected to take place late fall 2008. The information session will provide clarity around hosting expectations including budgets, venues, accommodation requirements, sports and other related hosting aspects so that a municipality is able to make an informed decision if this event is a good fit.

From our discussions we understand the process and schedule as follows:

- General information session open to all interested BC communities (November/December 2008)
- Interested communities will be required to submit an "expression of interest" summer of 2009. From the expression of interest the process will be narrowed down to a few communities (max 4) which will be invited to submit a formal bid.
- Bids to be submitted winter 2010
- Site visitation and formal bid presentation/review to follow
- Bid awarded fall 2010

Many key partners would be required to support and participate in submitting a bid and successfully hosting a sport and cultural event of this magnitude such as School District #23, UBCO/OC, Big White Ski Resort, local sport organizations and corporate community. By attending the information session we will learn key requirements to stage the 2015 Canada Winter Games and be better positioned and informed to evaluate next steps and communicate back to City Council and local partners.

The 2012 BC Winter Games would be a significant event on its own merit especially since the city has never hosted a winter games. Should the City decide to bid to host the 2015 Canada Winter Games, the hosting of the 2012 BC Winter Games would also become a good learning experience for the sports and community. It is also recognized that careful consideration and planning would need to occur around volunteer development and recruitment.

A sport list for the 2012 BC Winter Games and the 2007 Canada Winter Games is attached as additional information.

INTERNAL CIRCULATION TO:

Director of Recreation, Parks and Cultural Services; Financial Planning Manager; Facilities Supervisor

EXTERNAL AGENCY/PUBLIC COMMENTS:

Discussions and expression of support have occurred with a number of the local sport organizations, School District #23 representatives and key facility contacts.

FINANCIAL/BUDGETARY CONSIDERATIONS:

2012 BC Winter Games – The BC Games Society require a minimum financial commitment from the municipality of \$95,000; \$45,000 as a cash contribution and \$50,000 of in-kind support. The support provided for the 2008 BC Summer Games was \$120,000 (\$60,000 cash and \$60,000 in-kind) spread out over 3 years with equal budget allocations of \$40,000. \$120,000 is recommended to be funded over four years of equal installments of \$30,000 with the same distribution (\$60,000 cash and \$60,000 in-kind).

2012 BC Winter Games bid development would be covered through the Sport Event Development Grant fund.

Costs associated with attending the Canada Winter Games information session would be covered through the Sport Event Development Grant fund.

LEGAL/STATUTORY PROCEDURAL REQUIREMENTS:

The BC Games Society requires a resolution from City Council endorsing the bid and financial commitment.

Considerations that were not applicable to this report:

LEGAL/STATUTORY AUTHORITY:

EXISTING POLICY:

PERSONNEL IMPLICATIONS:

TECHNICAL REQUIREMENTS:

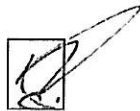
ALTERNATE RECOMMENDATION:

Submitted by:



J. Gabriel, Sport and Recreation Manager

Approved for Inclusion:



Cc: Director Recreation, Parks and Cultural Services
Financial Planning Manager
Facilities Supervisor

2007 Canada Winter Games Sports

- (*)Alpine Skiing
- (*)Archery
- (*)Artistic Gymnastics
- (*)Badminton
- (*)Biathlon
- Boxing
- (*)Cross Country Skiing
- (*)Curling
- Fencing
- (*)Figure Skating
- (*)Freestyle Skiing
- (*)Hockey
- (*)Judo
- (*)Ringette
- Shooting
- Snowboarding (Demonstration sport at the 2007 Winter Games. Includes Parallel Giant Slalom and Halfpipe)
- (*)Speed Skating
- Squash
- Synchronized Swimming
- (*)Table Tennis
- Wheelchair Basketball

The following (*) indicates BC Winter Games sports.