
CITY OF KELOWNA

MEMORANDUM

DATE: October 27, 2008
FILE NO.: 1851-20
TO: City Manager
FROM: Sport and Recreation Manager
SUBJECT: 2008 World Arm Wrestling Championships

RECOMMENDATION:

THAT City Council approve \$5,000 from the Sports Event Development Grant as support towards the 2008 World Arm Wrestling Championships to be held November 29th to December 8th, 2008, at the Delta Grand Okanagan in Kelowna.

BACKGROUND:

The 2008 World Arm Wrestling Championships will be a joint project between the BC Arm Wrestling Association (head office in Kelowna), the Canadian Arm Wrestling Federation and the World Arm Wrestling Federation. Key aspects of the event include:

- Date: November 29th to December 8th
- Location: The Delta Grand Okanagan in Kelowna.
- Attraction: This promises to be one of the largest world championships in arm wrestling history since more than 1,900 participants have applied to compete in Kelowna.
- Sport Tourism Impact: Participants from around the world will visit during a non-peak period and stay for the duration of the event.
- Budget: Balanced budget of ~ \$123,000
- Exposure: The event will be broadcast live on the internet. Plus, with the 2010 Olympic and Paralympic Games around the corner, this world championship gives Kelowna a timely boost in international credibility and exposure.

The City's Sport Event Development Grant Program has been very successful since its development in 2002. The sport of Arm Wrestling becomes a clear example of how this fund can stimulate event growth, support sport development and enhance sport tourism. Through our Sport Kelowna partnership we collaborated with the BC Arm Wrestling Association in hosting the 2006 Provincial Arm Wrestling Championships and 2006 Canadian Arm Wrestling Championships and now the 2008 World Arm Wrestling Championships. The SEDG program has provided funding to both the provincial and national event.

The recommendation follows the City Council approved funding guidelines for the Sport Event Development Grant Program with World Championships able to be funded to a maximum of \$5,000. This recommendation is brought forward on behalf of the SEDG Review Team.



A summary of events that have received funding in 2008 is attached.

INTERNAL CIRCULATION TO: Director of Recreation, Parks and Cultural Services; Facilities Supervisor

Considerations that were not applicable to this report:

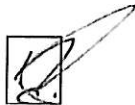
EXTERNAL AGENCY/PUBLIC COMMENTS:
LEGAL/STATUTORY AUTHORITY:
LEGAL/STATUTORY PROCEDURAL REQUIREMENTS:
EXISTING POLICY:
FINANCIAL/BUDGETARY CONSIDERATIONS:
PERSONNEL IMPLICATIONS:
TECHNICAL REQUIREMENTS:
ALTERNATE RECOMMENDATION:

Submitted by:



J. Gabriel, Sport and Recreation Manager

Approved for Inclusion:



Cc: Director of Recreation, Parks and Cultural Services
Facilities Supervisor

Sport Event Development Grant - Approval Summary - through Oct. 2008

Balance at January 1, 2008 (\$35K new budget & \$21.4K carry over)

\$56,400

Category	Event Date	Name or Event & Organization	Amount Approved	Economic Analysis
Provincials	March 8-9, 2008	Kelowna Speed Skating Club -- 2008 BC Short Track Speed Skating Championship	\$2,000	\$135,714.43
Invitational	August 15-16, 2008	Okanagan Masters Swim Club -- 2008 Kelowna Apple 1.5/5km Open Water Invitational	\$600	\$34,285.75
Provincials	August 1-4, 2008	Kelowna Jays Baseball Organization -- 2008 BC Senior Baseball Championship	\$2,000	\$240,000.26
Provincials	April 19-20, 26-27 and May 3-4, 2008	Okanagan Volleyball Association -- 2008 BC 14U, 16U, 18U Girls Club Volleyball Championships	\$6,000	\$971,429.63
Invitational	August 21-24, 2008	Team Canada Men's Masters Volleyball -- 2008 Global Cup Volleyball	\$500	\$57,142.92
Invitational	August 3-4, 2008	Fresh Air Experience Cycling Club -- 2008 Kelowna Cycling Festival	\$750	\$85,714.38
Invitational	August 15-17, 2008	Kelowna BMX Society -- 2008 ABA Firestorm BMX Nationals	\$2,000	\$342,857.52
Nationals	August 16-17, 2008	Kelowna Apple Triathlon Society -- 2008 Pushor Mitchell Kelowna Apple Triathlon	\$4,000	\$985,715.36
Invitational	July 30-August 3, 2008	WetApe with Okanagan Volleyball Association and Kelowna Volleyball Club -- 2008 Volleyfest	\$750	\$214,285.95
Provincials	August 2-3, 2008	BC Arm Wrestling Association -- 2008 BC Arm Wrestling Championship	\$1,250	\$71,428.65
Provincials	July 11-13, 2008	Kelowna Major Men's Fastball Association -- 2008 BC Master Men's Fastball Championship	\$800	\$68,571.50
Invitational	August 23-24, 2008	Kelowna Major Men's Slo-Pitch -- 2008 SPN Men's Slo-Pitch Super Series	\$1,500	\$200,000.22
Provincials	August 15-17, 2008	Kelowna Raiders Lacrosse -- 2008 BC Senior C Men's Lacrosse Championship	\$600	\$51,428.63
Provincials	November 25-29, 2008	- 2008 BC High School Boys AA and AA Volleyball Championships	\$2,000	\$571,429.19
International	November 29-December 8, 2008	BC Arm Wrestling Association -- 2008 World Arm Wrestling Championship		

TOTAL

\$24,750

\$4,030,004

Total Funds Remaining

\$31,650

The economic impact figure is calculated using a formula provided by Tourism Kelowna. Event organizers provide best estimates of attendance and night-stays which become key factors of this calculation.

The Sport Event Development Grant demonstrates the City's commitment to sport tourism through partnering with local sport associations. Although the S.E.D.G. may not be directly responsible for the events occurring in Kelowna, it provides City resources that encourage event development and enhances the quality of events.