

Memo



Date: October 19, 2009
File: 0550-01
To: City Manager
From: Jim Gabriel, Director of Recreation & Cultural Services
Subject: International Children's Games

Report Prepared by: Don Backmeyer, Sport & Facilities Programs Manager

RECOMMENDATION:

THAT City Council authorize the formation of the International Children's Games Steering Committee with the following members, directors and officials;

Sharon Shepherd – Honorary Chairperson
Bob Sugden
Heather Schneider
Heather Farris
Michael Ballingall
Ross Rebagliati
Alexandra Rebagliati
Meaghan McKenzie
Don Backmeyer

THAT City Council authorize the International Children's Games Steering Committee to make any future changes or appointments to the Steering Committee as they deem necessary.

THAT the Steering Committee be authorized to prepare the Host Agreement in preparation for the ceremonial signing by the Mayor and the ICG President in Kelowna on January 25, 2010.

AND THAT That the Steering Committee be authorized to take the necessary steps to secure resources, facilities and funding (Government, Agencies and Private Sector support) to host the games.

BACKGROUND:

On June 1, 2009 Council authorized the Mayor to send a letter to the President of the ICG, inviting the ICG General Assembly to bring the 2011 ICG Winter Games to Kelowna.

The invitation from the City of Kelowna to host the International Children's Winter Games was accepted by the International Children's Games Committee and a letter stating same was presented

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to the Mayor and Council on July 13th from President Torsten Rasch. The next formal step is to confirm with the ICG that Kelowna is committed to hosting these Games.

A Technical Handbook was also received from the ICG in mid August that outlines the general responsibilities of the host community. The Technical Handbook is in line with our expectations.

Council will recall The International Children's Games (ICG) is the largest international multi-sport youth games and is a sanctioned event of the International Olympic Committee. The stated goal of the International Children's Games is to enable, develop and advance the meeting, understanding and friendship of students from different countries, and to advance the Olympic idea.

The Regional Director of the ICG and City staff have created a framework to implement a successful games in Kelowna. The framework addresses the structure of the organizing committee, assessment of financial support for the games, assessment of general community support for the games and an overall plan to host the games.

The organizing committee structure is in place and several key positions on this committee have been filled. Recruitment is continuing. Appendix A.

To date considerable progress has been made towards making these games a reality. Contact has been made with a number of key agencies, corporations and associations to gauge and garner support for this project. Initial indications are very positive, however, corporate funding allocations for programs such as the Games, to be held in January 2011 are provided in 2010 budget allocations that are initiated in 2009. It is critical that steps to advance and secure sponsorship be acted on immediately.

The Steering Committee has sufficient marketing indicators and positive responses from community agencies, local/national corporations, private sector businesses, government departments and divisions to proceed to the next step of formally procuring sponsorship and services.

All venues required for all the events for the game have been secured with the exception of Nordic Skiing. There are several venues capable of hosting this event and finalizing this venue is expected in the near future.

The Steering committee will provide quarterly updates to City Council identifying progress on all aspects of the games plans including; sporting events, festival and cultural events, marketing, receptions, registrations, budget, etc.

INTERNAL CIRCULATION TO: General Manager Community Services, Director of Financial Services; Director of Community & Media Relations

FINANCIAL/BUDGETARY CONSIDERATIONS: Initial budget estimates put breakeven operating budget at approximately \$300,000. As indicated in the initial report from the Director of Recreation & Cultural Services, these games will be primarily funded by external means (fundraising, donations, grants and in-kind contributions). The City's financial commitment is \$20,000. A comprehensive budget is currently being developed and will show detailed operating requirements and revenue sources. This will be presented to City Council prior to the signing of the host agreement.

While the assessment to date indicates significant support through cash sponsorship and in-kind support, the City would be responsible for any deficit as a result of hosting these Games. As planning

continues in developing hosting plans and refining budgets, strategies will be developed to minimize any negative financial impact.

PERSONNEL IMPLICATIONS: The Recreation & Cultural Department has assigned a staff liaison to participate on the steering committee.

EXTERNAL AGENCY/PUBLIC COMMENTS:

A number of community groups, corporations and agencies have already made significant commitments, both financial and in-kind, to support the Games. Examples of organizations include The Rotary Clubs of Kelowna, The Delta Grand, Big White Ski Resort, Okanagan College, Think Marketing, and PacificSport Okanagan. These groups will provide necessary resources in delivering key aspects of the Games (i.e. Opening and Closing Ceremonies, hosting sports, marketing programs, Sport Symposium).

Organizers have met with the Kelowna Chamber of Commerce. Initial indications are the ICG would receive strong support from the local business community. The Chamber is interested in hosting a delegates business forum and communicating the support opportunities to their 1700 members.

Considerations that were not applicable to this report:

ALTERNATE RECOMMENDATION:

LEGAL/STATUTORY AUTHORITY:

LEGAL/STATUTORY PROCEDURAL REQUIREMENTS:

EXISTING POLICY:

TECHNICAL REQUIREMENTS:

Submitted by:



J. Gabriel, Director of Recreation & Cultural Services

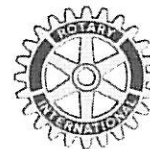
Approved for Inclusion:



J. Vos, General Manager, Community Services

Cc: General Manager, Community Services
Director of Financial Services
Director of Intergovernmental Relations
Director of Community & Media Relations

Appendix A



INTERNATIONAL CHILDRENS WINTER GAMES COMMITTEE

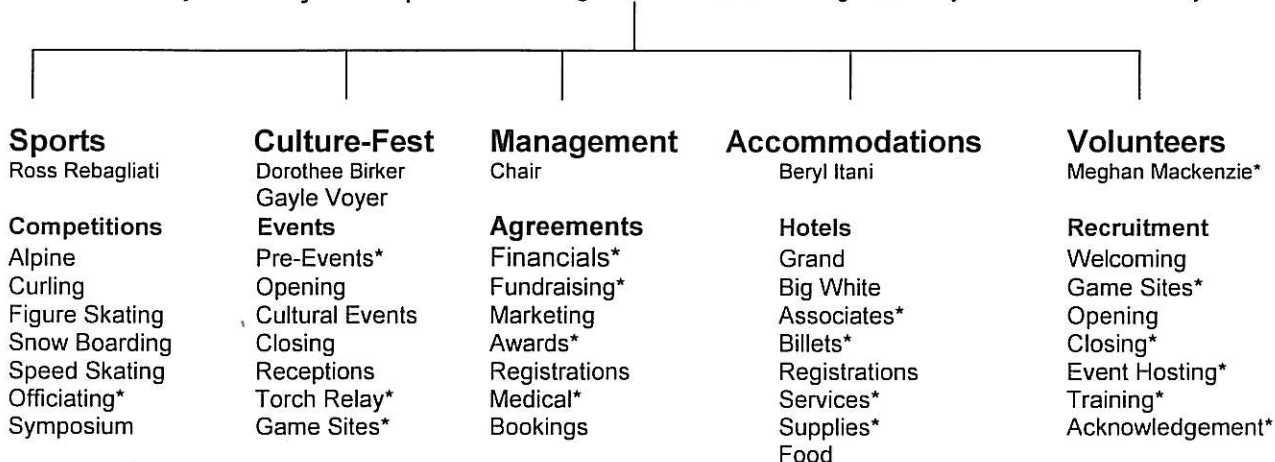
Games Host- Kelowna Mayor & City Council

Federal Representation Westbank First Nations Provincial Representation

Kelowna Games and Culture-Fest Steering Committees

Bob Sugden, Heather Schnieder, Heather Farris, Michael Ballingall, Alexandra Rebagliati, Ross Rebagliati, Meghan Mackenzie

Honorary Chair **Mayor Shepherd** / Steering Committee Chair **Bob Sugden** / City Liaison — **Don Backmeyer**



* Denotes - Interim or vacant at this time