

Committee of the Whole Report For the Meeting of June 21, 2018

To: Committee of the Whole Date: June 11, 2018

From: Thomas Soulliere, Director of Park, Recreation and Facilities

Subject: Support for Bid to Host 55+ B.C. Games in 2020, 2021, or 2022

RECOMMENDATION

That Council:

1. Direct staff to work with the Greater Victoria Sport Tourism Commission to apply for the right to host the 2020, 2021, or 2022 55+ B.C. Games; and

2. Approve financial support of a \$60,000 cash contribution, as well as in-kind support of up to \$55,000, should the bid be successful, with funds from the budget surplus for the year prior to hosting the Games

EXECUTIVE SUMMARY

Formerly known as the B.C. Seniors Games, the 55+ B.C. Games is an annual event, which welcomes 3,500 - 4,000 participants in up to 34 sports, over a week of competitions in the fall season. The Games offer an opportunity to celebrate life-long participation in sport in a multi-sport event "designed for seniors by seniors". The Games have experienced strong growth over the past 30 years. The City of Vernon played host to the first event in 1988, which included 650 athletes. Last year, citizens of the Vernon area welcomed a much larger contingent of 3,583 participants.

The Games have been hosted across much of the province in the past three decades, with the exception of Greater Victoria. However, through the support and leadership of the newly constituted Greater Victoria Sport Tourism Commission (GVSTC), there is an opportunity to bid for the right to host this popular event in 2020, 2021, or 2022.

The anticipated impacts for the community of hosting this event are significant. In addition to the qualitative benefits associated with the entertainment and inspiration these competitions provide for residents, there are direct financial outcomes, which can be expected.

The economic impact is a measure of value associated with the dollars spent by participants and their friends and family members, spectators, volunteers, and others associated with the Games, on accommodation, meals, transportation, shopping and entertainment. A post-event analysis of the 2014 Games held in Langley identified a direct economic impact of \$3.1 million.

In addition, the potential exists for the host community to benefit from another financial legacy, when revenues exceed expenditures. According to the B.C. Seniors Games Legacy Policy, 50% of the net revenues should be directed towards the "development of facilities or services for the 55+ population to promote active, healthy lifestyle within the boundaries of the host society". In 2016, the Games in Coquitlam resulted in approximately \$60,000 in legacy funding for seven community organizations.

The backing of a variety of partners is critical to hosting such a large event. In recent weeks, strong support has been received from Tourism Victoria, as well as the local hotel operators and other businesses. Local governments in the region are also considering this opportunity. As a primary partner, the City of Victoria's participation in hosting the Games would require an investment of a \$60,000 cash contribution and up to \$55,000 in in-kind support. An initial assessment of potential competition venues suggests that various City recreation spaces, including Royal Athletic Park and Topaz Park, may provide suitable locations for some of the activities proposed. If successful, the organizations representing the bid would coordinate to establish a host society governance model, formal budget, and detailed event plan for hosting the Games.

Next Steps

The completed bid package is being compiled by GVSTC staff and must be submitted to the B.C. Seniors Games Society before the end of June 2018. Council's support for the recommendations above will permit staff to assist with the preparation of materials in support of Victoria's proposal to host the Games in 2020, 2021, or 2022.

Respectfully submitted,

Thomas Soulliere

Director

Parks Recreation and Facilities

Report accepted and recommended by the City Manager:

Date