



## **Committee of the Whole Report**

### **For the Meeting of February 6, 2020**

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**To:** Committee of the Whole **Date:** January 29, 2020  
**From:** Thomas Soulliere, Director, Parks, Recreation and Facilities  
**Subject:** Support for FIBA Olympic Qualifying Basketball Tournament 2020

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### **RECOMMENDATION**

That Council approve up to \$90,000 in financial support associated with hosting the 2020 FIBA Olympic Qualifying Tournament at Save-On-Foods Memorial Centre and related community festival, to be funded through 2020 Contingency budget.

### **EXECUTIVE SUMMARY**

On November 15, 2019 the world governing body for basketball, FIBA, announced that one of the four men's qualifying tournaments to determine the final four nations for the Tokyo 2020 Olympic Games, would be hosted in Victoria. The tournament is planned for June 23 to June 28, 2020 at the City's Save-On-Foods Memorial Centre. The competition will consist of teams from a total of six nations including Canada.

This major event is anticipated to provide economic benefits for the local community, as well as offer social and entertainment value for citizens. As with other major sporting events, visitors and residents will have opportunities to experience activities both inside and outside of the competition venue.

The commitments required in hosting this event involve multiple levels of government and numerous stakeholders. The City of Victoria has been provided the opportunity to partner with the organizers as one of the local sponsors. Staff have reviewed the potential impact and propose a total City contribution of \$90,000, which would include event sponsorship and support of community activations relating to the event, in the form of cash or in-kind support.

Participation in hosting this major sport event aligns with the City's strategic objectives and is anticipated to have a positive impact on the city and region.

### **PURPOSE**

The purpose of this report is to provide Council with the key details associated with City support of the FIBA Olympic Qualifying Tournament in June 2020.

### **BACKGROUND**

FIBA is an international non-profit and the world governing body for the sport of basketball, representing 213 national basketball federations.

International sporting events have been popular activities for the Greater Victoria region for many years, resulting in a wide range of experiential and economic value for local communities. The most recent example of this, the City's co-hosting of the IIHF World Junior Hockey Championship (2019), provided high-quality entertainment, volunteering opportunities for hundreds of citizens, financial benefits to local business owners and stakeholders including the City, international media exposure about the city and region, and a positive legacy for future hosting proposals.

Basketball has long been among Canada's most popular sports, with increased growth in recent years due in part to higher numbers of professional players and strong results for men's and women's national teams at international events. According to a 2017 Landmark SRG survey of newcomers to Canada, basketball was ranked as the top "personal favourite sport", followed by soccer and hockey respectively.

The FIBA event is one of four qualifying tournaments being held around the world, in advance of the Tokyo 2020 Olympic Games. In Victoria, Canada will be competing against teams from Greece, China, Uruguay, Czech Republic and Turkey, for the chance to participate at the Games in Tokyo this summer.

## **ISSUES & ANALYSIS**

The anticipated opportunities and implications for the host city and associated stakeholders have been assessed by representatives of the local bid committee, including independent consultants and representatives from University of Victoria and Greater Victoria Sport Tourism.

Below are some of the key details associated with the tournament.

- Total number of tournament days: 5
- Total number of games to be held at Save-On-Foods Memorial Centre: 9
- Estimated number of volunteers required in Victoria: 350
- Number of fans expected to attend games in Victoria: ~70,000
- Estimated economic impact to Greater Victoria: \$6,000,000

Major funding requests/projections:

Government of Canada	\$1,250,000
Corporate Sponsorship	\$750,000
Municipal Governments	\$250,000

In January, the Province of British Columbia announced a commitment of \$350,000 towards hosting the event, and Destination Greater Victoria has indicated \$35,000 in support.

In addition to hosting the tournament inside the arena, the organizing committee is planning a three-week community festival during the month of June. Activities planned for this period are expected to consist of basketball and wheelchair basketball games at indoor and outdoor sites throughout the region, as well as arts and cultural activations for citizens of all ages to enjoy. The organizers are working directly with local and regional residents, including Indigenous peoples, on the planning for the festival.

## **OPTIONS & IMPACTS**

**Council approval of funding support of up to \$90,000 through cash and/or in-kind contributions, for the FIBA event and related community festival.**

As the host-city, Victoria can join other stakeholders as one of the local sponsors for this exciting event and festival. Staff have reviewed the potential impact and propose a total City contribution of \$90,000, which would include event sponsorship and support for community activations relating to the event, through cash or in-kind contributions. As a funding partner, the City will be recognized in event marketing collateral, on signage at the arena and in the festival, as well as through media broadcasts that will reach millions of viewers.

This event will provide the City with incremental facility revenue, through hosting the games at the arena, as well as opportunities for residents to enjoy a unique summertime festival in parks and facilities.

#### *Impacts to Financial Plan*

The City's operating agreement with RG Facilities for the management of the Save-On-Foods Memorial Centre facility, identifies among other requirements, the financial considerations for each party. It is important to note that the City receives a revenue share (\$2.00) for each ticket sold that helps to fund the City's long-term debt associated with the construction of the arena. The projected revenue to the City for the tournament is anticipated to exceed the proposed sponsorship value.

Staff recommend allocating the funding support for this event from the 2020 Contingency budget.

#### *Accessibility Impact Statement*

The FIBA tournament and community festival are intended to provide opportunities for all citizens. Ticket pricing has been determined to account for costs while also ensuring affordability, with tickets offered at a range of prices. The community festival activities will include para-sport(s) and showcase the skills of athletes of a wide range of abilities.

## **CONCLUSIONS**

Victoria has a long history of successfully hosting major events, including high performance sport. The 2020 FIBA Olympic Qualifying event allows the City to partner with stakeholders to accommodate this exciting opportunity which is sure to provide multiple benefits for citizens. Staff recommend Council approve the recommendation above.

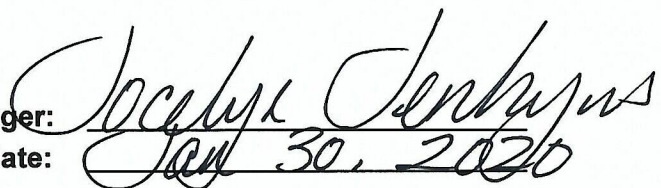
Respectfully submitted,



Thomas Soulliere  
Director  
Parks, Recreation and Facilities

Report accepted and recommended by the City Manager:

Date:

  
Jan 30, 2020