
Proposed Hosting of

2017 55+ BC GAMES

Greater Victoria, British Columbia, Canada

Business Plan Outline

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Purpose

This business plan sets out the nature and scope of the event and its positive impact on Victoria and the Capital Region's reputation as quality hosts and providers of services to support world class sporting events. The plan addresses economic impact and support for an investment by local levels of government towards the cost of hosting this major event.

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1. EXECUTIVE SUMMARY

The BC Senior Games Society is a nonprofit society that assists host communities and volunteers by providing event management services through an agreement with the BC Games Society.

The BC Senior Games Society has invited our community to bid to host the 55+ BC Games (formally known as the BC Seniors Games) to be held in August or September 2017, 2018 and 2019. Communities may bid on one or all of the Games, however, only one will be awarded.

The Capital Region is in a favourable time and place to play host to the 2017 55+ BC Games. It would also be the first time in the event's history that the competition would be held in the provincial capital city. 1,200 community volunteers will work to stage a world class competition showcasing athletes from all over British Columbia.

Past Games have generated significant economic impacts on the host cities. Richmond BC hosted the 2009 Games, where 3,900 participated in 29 sports generating an over \$2,100,000 economic impact.

The BC Senior Games Society provides financial support in the amount of \$85,000 in funds from the Ministry of Community, Sport and Cultural Development, a portion of all participant registration fees and contribute to the cost of facility rentals, equipment and officials through various sport fees.

As there is no one municipality in the Greater Victoria Region that has all of the required facilities to host the Games, it is proposed that neighbouring municipalities submit a single bid on behalf of the region by the deadline for bids proposals by noon, June 26, 2015..

This plan outlines how an experienced and capable group could assume the role of the Victoria Host Committee. Offering a dynamic blend of professional, community, business, and athletic leadership the region has the ability to deliver an exceptional 55+ BC Games in September (12-16) 2017.

2. BACKGROUND AND OVERVIEW

There are three organizations involved in organizing the Games: the BC Senior Games Society, the BC Games Society and the Host Society.

Once the 55+ Games have been awarded to a community, an Organizing Committee must be formed and registered as a separate no-profit Society. The Host Society will be led by a volunteer Board of Directors. The Host Society will employ an Operations Manager.

The 55+ BC Games could involve 3,500 to as many as 4,000 registered participants and non-participants from across BC. The athletes will compete in 20 to 31 different sports over four days of competition to be held from Wednesday to Saturday of the Games week.

Participants are responsible for their own travel to and from the Games. They are also responsible for their own accommodation expenses (hotels, motels, and campgrounds) and meal expenses.

Recent Host communities include:

2009 – Richmond – 3,865	2012 – Burnaby – 3,652
2010 – Comox Valley – 3,518	2013 – Kamloops – 3,745
2011 – West Kootney – 3,186	2014 – Langley – 3,940

The Ministry of Community, Sport, and Cultural Development, through the Sport and Recreation Branch, provides funding to the BCSGS, which in turn provides funding to the Host Society. Other funding for the Games includes municipal financing and support in-kind. Funding sources also includes Host Society fund raising initiatives including Corporate Sponsorships and Friends of the Games.

BCSGS Grant	\$85,000
BCSGS Legacy Grant	\$5,000
Registration Fees (\$30 per)	\$105,000
Sports Fees	\$45,000
Municipal Support	\$60,000
Sponsorships	TBD
Municipal In-kind	\$55,000

The Host Society's approximate expenditure budget is \$390,000. In the past, total revenues have exceeded expenditures by approximately \$75,000.

The Economic Impact on the Richmond Games was \$2.1 million and on the Langley Games was \$3.1 million in direct spending and an overall \$6.5 million impact with indirect and induced spending.

To stage a successful Games, the Host Society will need to recruit approximately 1,200 community volunteers.

The bid application must contain an official document/formal letter of Resolution from City Councils indicating support for the bid. This resolution must include a minimum commitment of as \$60,000 financial contribution to the Host Society, in addition to at least \$55,000 of in-kind support.

3. Core Venue Requirements for THE 55+ BC GAMES

Accreditation Centre

A facility large enough to host the Accreditation Centre for Tuesday and Wednesday of the Games for 3,500 to 4,000 + participants. The facility would allow space for a table for each sport (20 – 60 tables), 12 zone tables and volunteer registration tables.

Ceremony Venue

Venues for the Opening and Closing Ceremonies with seating capacities for 2,000 to 2,500 at the Opening Ceremony and approximately 500 at the Closing Ceremony.

Medical Facility

The temporary Games Medical Clinic in an accessible venue, staffed on a volunteer basis. It is intended to meet medical needs of participants.

Food Services

Food vendors will be located at all sport venues on competition days. A facility for a dance must be large enough to facilitate an area for snacks, a no host bar, tables & chairs and an area for dancing to accommodate approx. 2,500.

Sport Venues (minimum 20 sports)

1. Archery – flat ground field at least 100m x 85m (possible venues – Royal Athletic Park, Bullen Park)
2. Badminton – 10 courts (possible venues – PISE, UVIC's McKinnon Gym)
3. Bocce – 2 courts (possible venue – Carnarvon Park)

4. Bridge – 10 tables (possible venue – Victoria Community Centre)
5. Carpet Bowling – 12-16 carpets (possible venue – Oak Bay Recreation Centre)
6. Cribbage – 25 tables (possible venue – Oak Bay Winsor Pavilion)
7. Cricket – regulation sized pitch (Beacon Hill Park)
8. Cycling – time trial – 16 km start finish same place/ road race 40, 50, 60 km hill climb 2-3km – (possible venues – Dallas Rd. Saanich, Mt Doug)
9. Darts – 40 boards (possible venues – Cedar Hill and Oak Bay Rec Centres, Sticky Wicket)
10. Dragon Boat – park space for 13 – 20 teams, launch for 4 boats (possible venue -inner harbour)
11. Equestrian – two competition rings and a warm up ring (possible venue – Beaver Lake Park)
12. Fast Pitch – 4 fenced in fields with skinned infield diamonds (possible venue – Hyacinth Park)
13. Five Pin Bowling – no options
14. Floor Curling – 6 rinks (possible venue Pearkes Arena)
15. Golf – 2 – 18 hole courses (possible venues – Victoria GC, Uplands GC, Cordova Bay GC)
16. Horseshoes – 8-10 pitches (possible venues – Beacon Hill Park, Bullen Park)
17. Ice Curling – 8 sheets (possible venue – Archie Browning Arena)
18. Ice Hockey – 3 rinks (possible venue – Pearkes Arena)
19. Karate – 3 rings 10m x 10m (possible venues – rec centres or conference centre)
20. Lawn Bowling – 6 regulation greens (possible venue – Carnarvan Park)
21. Mountain Bike – Cross-country/off road course (possible venues – Mt Doug, Elk Lake)
22. Pickleball – 8 -20'x44' courts (possible venues – rec centres, SCP, PISE)
23. Slo-Pitch – 6-8 diamonds (possible venues – MacDonald Park)
24. Snooker 4- 6x12 tables 2 -5x10 tables (possible venue – Peacock Billiards)
25. Squash – 2 regulation courts (possible venues – YMCA , Cedar Hill Rec Centre)

26. Soccer – 4 regulation fields (possible venue - Topaz Park)
27. Swimming – min 6 lane 25m pool (possible venue Saanich Commonwealth Place Pool)
28. Table Tennis – 12-14 tables (possible venues – Rec Centres)
29. Tennis – 12 courts (possible venues – Oak Bay or Cedar Hill Rec Centres)
30. Track & Field – 6 -8 lanes, long jump, high jump, and pole vault pits, discus and hammer throw cages, shot put and javelin throw areas (venue – Centennial Stadium)
31. Whist – 15 tables (possible venues – Rec Centres)

*All facilities should be wheelchair accessible.

4. IMPACT FROM HOSTING

From Victoria's temperate climate, superb location surrounded by outstanding natural venues to its first class sport and tourism facilities, this enthusiastic community is an ideal location to host the 55+ BC Games.

Hosting this event will ensure that the Greater Victoria Region is a preeminent host community, with a view to reinforcing the development of sport facilities in the region. By providing the region an opportunity to host the Games, it will ensure the ability to build additional experience and skill sets for hosting future sporting events such as the Canada 55+ Games with the potential of a \$16.5 million economic impact.

These games are an excellent promotional opportunity for Greater Victoria and its municipalities to showcase the amazing region we call home.

Participation Numbers

The BC Senior Games Society is forecasting that 3,500 registered competitors and officials will attend the 2017 Games.

Hosting & Volunteer Involvement

Twelve hundred volunteers will be needed from the region.

Economics

SportHost Victoria and the BC Games Society has been completing and collecting comprehensive economic impact studies for events taking place in the region. Based on comparing similar events, with similar numbers of competitors

and visitors, the host committee can expect similar results for the 2017 55+ BC Games.

Previous Games, with similar number of participants produced direct spending of \$2.1 – 3.1 million. This direct spending generated a further indirect economic activity by the companies supplying goods and services to stage the events doubling the overall impact.

Other Legacies from Hosting

Hosting these major games will assist in building support for Victoria as a world class hosting community and destination and as a worthy and appropriate site for hosting other provincial, national and international events. Legacy funds derived from the Games is distributed by the Host Society Legacy Committee in accordance with the BC Seniors Games Society's Legacy Policy. The Legacy Policy includes the provision that 50% of the Legacy be forwarded to the BC Seniors Games Society to go towards the staging of future annual 55+ BC Games. The Host Society's legacy is to be spent primarily on the development of facilities or services for the 55+ population to promote an active healthy lifestyle within the boundaries of the Host Society.

5. HOST COMMITTEE

Currently a local "Bid Committee" is required to pursue the opportunity to host the 2017 Games in the Greater Victoria region. If the bid is successful, this Bid Committee will identify potential members of a local volunteer organizing committee to assist in the organization and presentation of the Games. The team will consist of a volunteer chair and two vice chairs, on site event volunteers and contracted professional support services. Each chair oversees their own implementation unit and will work with a group of volunteer coordinators who will lead implementation teams.

The Host Committee provides the local human resources and local volunteer support necessary to stage the Games.

It is proposed that a "Bid Committee" consist of representatives of the four core municipalities that have within their boundaries the required facilities to host the Games (City of Victoria, District of Saanich, Esquimalt Municipality, and the Oak Bay Municipality).

6. ROLES AND RESPONSIBILITIES

The general structure of the Host Committee is an executive committee which will include the chairperson and a tba number of vice chairs, who will head the major aspects of the operation required to host the event. Directly under the vice chairs will be directors who will in turn direct sub-committees.

Suggested committee members include:

Chair

The Chair is responsible for recruiting and supervision of the executive committee. The Chair attends individual committee meetings as required and conducts all executive committee meetings.

Vice Chair Business and Promotions

The objective of this committee is to increase registrations through a greater level of event awareness. This position will be responsible for committees including special events activities, public awareness, corporate sponsorships, programs, 50/50 draws, and souvenir merchandise.

Vice Chair Hosting

This Vice Chair is responsible for lounges, medical, media, decorations, athlete services, transportation. The VC schedules regular meetings for all volunteer coordinators to develop strategy and monitor their progress.

Vice Chair Facilities

This Vice Chair's responsibilities include liaison with all the sports facilities being used by the Games, construction and signage, décor, media facilities, officials, statisticians, timers, security, and accreditation.

Vice Chair Special Events and Volunteers

The committee will act like a personnel agency for the placement of volunteers on the various Units/Teams required to operate the Games. The committee will also be responsible for the volunteer appreciation activities including the volunteer handbook, outfitting, and recognition reception.

Vice Chair Administration

This Chair will oversee operations for all aspects of the Games working directly with the Host Committee Chair and Vice Chairs regarding day to day operation of the Games.

Vice Chair Finance

Vice Chair Finance will assist in the development of the Games budget in cooperation with the Chair and Vice Chairs. The VC will also develop and maintain the financial management and control systems and provide financial reports to the executive committee.

7. KEY DATES AND SCHEDULES

The initial milestone will be the securing of the Games for the Victoria Region. A formal written bid presentation is required by June 26, 2015.

The BC Seniors Games Society has provided a “Bid Package” detailing application components and relevant information as well as a bid application Check List.

8. GOALS AND OBJECTIVES

Determine the interest and political will to support and prepare a bid:

- To stage a premium event that provides the best facilities and conditions in which the participants may compete on an equal basis to the best of their abilities.
- To make the volunteer experience as enjoyable as possible by providing an enhanced recognition program and an opportunity for local input during the planning of the Games, while removing the concern of financial liability.
- To ensure the Games are organized and presented in an efficient and cost-effective manner, such that both the BC Seniors Games Society and the Host Committee can benefit financially in order to further develop their legacies and communities.
- To promote and stimulate a positive experience for all who attend the Games.

It is desirable to hold the Games as centralized as possible noting that most visitors will be accommodated in hotels in the downtown core. It is key to use competition venues as close to accommodations as possible. A key venue required to host the Games is Centennial Stadium located in Saanich at the University of Victoria. Therefore it is suggested that the four core municipalities of Victoria, Oak Bay, Esquimalt, and Saanich could partner to successfully host the Games.

