



## **Committee of the Whole Report**

### **For the Meeting of October 26, 2017**

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<b>To:</b>	Committee of the Whole	<b>Date:</b>	October 18, 2017
<b>From:</b>	Thomas Soulliere, Director, Parks, Recreation and Facilities		
<b>Subject:</b>	Sponsorship of 2019 International Ice Hockey Federation (IIHF) World Junior Championship		

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### **RECOMMENDATION**

That Council approve up to \$70,000 in financial support associated with co-hosting the 2019 IIHF World Junior Championship with funding from 2017 surplus.

### **EXECUTIVE SUMMARY**

On December 1, 2016 Hockey Canada awarded the Cities of Victoria and Vancouver the rights associated with co-hosting the 2019 IIHF World Junior Championships. The event will take place between December 26, 2018 and January 5, 2019. This announcement followed a collaborative process and led stakeholders in Victoria and Vancouver to analyze the opportunities, implications and benefits of hosting this international event on behalf of the country.

The World Junior Championship is coveted by cities all over the world, for the social, economic and cultural benefits associated with the event. Along with the exposure to international audiences, local residents will seek opportunities to experience related activities both inside and outside of the primary arena venues, including Save-On-Foods Memorial Centre. The official IIHF vision for the 2019 event is "Rally the nation, engage the community, excite the city".

The commitments required in hosting this event involve all levels of government and numerous stakeholders. The City of Victoria has partnered with Tourism Victoria and the Downtown Victoria Business Association (DVBA) on a financial model for the host-city sponsorship. The total City contribution proposed (\$70,000) has two components; \$50,000 for sponsorship rights and \$20,000 for support of community activations relating to the event. Tourism Victoria has proposed to invest \$130,000 and DVBA \$20,000 as local sponsorship partners. In addition to recognition and promotional opportunities, the organizing committee is also working on opportunities to provide access to experiences and programs for youth and families in the period leading up to and during the event.

This major sport event aligns with the City's strategic objectives and is anticipated to have a net positive impact on the city and region.

## **PURPOSE**

The purpose of this report is provide Council with the key details associated with City sponsorship of the 2019 IIHF World Junior Championship.

## **BACKGROUND**

The IIHF World Junior Championship is one of the highest profile amateur sport tournaments in the world. The event was last held in British Columbia in 2006 (Vancouver/Kelowna/Kamloops), with great success.

In the summer of 2016, representatives from Victoria and Vancouver commenced planning and analysis for a joint bid submission to host the World Junior Championship. Following a detailed impact assessment, an application was submitted to Hockey Canada in the fall. On December 1, 2016 Hockey Canada announced that Victoria and Vancouver were selected as Canada's host cities for 2019.

## **ISSUES & ANALYSIS**

The anticipated opportunities, benefits and resource implications for the host cities and associated stakeholders have been assessed by representatives of the bid committee. In Victoria, this included representatives from SportHost Victoria, City of Victoria, Tourism Victoria, RG Properties, BC Hockey, and Downtown Victoria Business Association.

Below are some of the key highlights of this analysis.

- Total number of tournament days: 10

- Total number of games to be held at Save-On-Foods Memorial Centre: 14

- Estimated number of volunteers required in Victoria: 350

- Number of fans expected to attend games in Victoria: 75,000

- Estimated number of national broadcast viewers of Victoria's games (TSN): 4,000,000

- Projected economic impact to Greater Victoria: \$10,000,000

Government hosting commitments

- Province of British Columbia: \$2,300,000

- Government of Canada: \$250,000

The Victoria partners (City, Tourism Victoria, DVBA) have committed to continued collaboration with the organizing committee and community stakeholders, as detailed planning activities evolve in the coming months. This includes working with BC Hockey, one of the lead agencies, which will also be celebrating their 100<sup>th</sup> year of providing amateur sport for citizens in 2019.

## **OPTIONS & IMPACTS**

### **Council approval of the funding request outlined above (Recommended)**

The funding requested will allow the City to participate fully as co-hosts of this event, and also assist in support for community activations leading up to as well as during the tournament. These activations are viewed as important components that will leverage the interest and investment of partners to extend the social benefits further into the community.

### **Council approve funding for the sponsorship component only**

An alternative option may be for Council to approve only the core \$50,000 sponsorship amount associated with co-hosting the tournament and not set aside funding to support community activations.

#### *Impacts to Financial Plan*

The proposed allocation for the 2019 event represents a one-time cost, not presently included within the Financial Plan. Should Council approve this financial support for inclusion in the 2018 Financial Plan, the recommended funding source is 2017 surplus.

### **CONCLUSIONS**

Victoria has a long history of successfully hosting major events, including high performance sport. The 2019 IIHF World Junior Championship is ideally suited for Victoria to co-host. By partnering with key stakeholders locally and regionally, the City is able to accommodate this exciting opportunity with minimal impact to its existing resourcing commitments. 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:**

  
Oct. 20, 2017