

NO: R050

COUNCIL DATE: March 14, 2011

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## REGULAR COUNCIL

**TO: Mayor & Council** **DATE: March 9, 2011**

**FROM: General Manager, Parks, Recreation and Culture** **FILE: 5000-01**

**SUBJECT: Application to Host the BC Seniors Games in 2014**

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## RECOMMENDATION

The Parks, Recreation and Culture Department recommend that Council:

1. Endorse the City of Surrey submitting an application to the BC Seniors Games Society to host the BC Seniors Games in 2014; and
2. Approve the inclusion in the application, as required by the BC Seniors Games Society (BCSGS), of a commitment by the City to providing:
  - a. A financial contribution of \$60,000 to a Society that the City of Surrey in association with the BC Seniors Games Society will establish to prepare for and stage the 2014 BC Seniors Games in Surrey; and
  - b. an additional \$55,000 in in-kind services and facilities in support of the Games.

## BACKGROUND

In January 2011 the City received a letter from the BC Seniors Games Society (BCSGS) inviting Surrey to submit an application to host the BC Seniors Games in 2013 or 2014 (see Appendix 1). These Games will be the 26<sup>th</sup> and 27<sup>th</sup> consecutive, respectively, annual BC Seniors Games. Based on the City's successful application to host the 2012 BC Summer Games, staff has determined that it would be preferable to apply for the 2014 BC Seniors Games rather than the 2013 Games.

At its meeting on February 23, 2011 the Parks, Recreation & Culture Committee considered a report from staff on this matter. The Committee resolved to endorse the submission of an application to host the 2014 BC Seniors Games and further recommended that staff prepare a Corporate Report to Council on the matter that recommends that an application be made for the 2014 Games and that includes the related financial commitments that would be expected of the City.

Supporting multi-sport events, such as the BC Seniors Games is consistent with the strategies contained in the Surrey Sport Tourism Plan which was recently endorsed by Council.

## DISCUSSION

Physical fitness is the cornerstone of a healthy lifestyle and the BC Seniors Games provide a venue for athletes aged 55 years and older to come together and celebrate the spirit of sport. By

showcasing and organizing the annual Seniors Games, the BCSGS establishes and reinforces interest and participation in sports and recreation by seniors within the Province and within the Host Community. Surrey has a very active senior's population base with strong participation in the City's recreational programs and services in all six Town Centres. Over 20% of Surrey's population is over the age of 55. As a community-led initiative, the Games are a collaboration of the City's seniors, sports associations and multicultural communities.

The City of Surrey successfully hosted the BC Seniors Games in 2001. Hosting the Games provided the City with valuable knowledge and experience in planning large sporting events, as well as, allowed the development of a strong partnership with the BCSGS. Since that time, the City has invested significantly in the development of new recreation facilities and sports fields, allowing for a broader range of venues to support the Games.

The BC Seniors Games typically involves approximately 3,600 participants from across BC. These athletes will compete in 24 to 29 different sports over 4 days of competition. Approximately, 1,200 community volunteers will be needed to support the Games. In 2014, the Games would be held either from August 26<sup>th</sup> to 30<sup>th</sup> to September 9<sup>th</sup> to 13<sup>th</sup> or September 16<sup>th</sup> to 20<sup>th</sup>. If the City's application is successful, a decision on the timing of the event would be made at that point in time.

#### **Required Financial Commitment:**

Financial support in the amount of \$85,000 for the BC Seniors Games is provided by the Province as a grant to the Host Community. The registration fees generated from the Games' participants also stay with the Host Community. Based on 3,600 participants, the estimated funding available from registration fees is \$105,000. Other funding for the Games will be available through Corporate Partners/sponsorships and through the Friends of the Games Society.

As part of the application for the Games, the City needs to make a commitment to provide financial support of \$60,000 to a Society that the City in conjunction with the BC Senior Games Society will establish to oversee the preparation for and staging of the Games in Surrey and another \$55,000 of in-kind contributions. If the City's application is successful, the City's funding commitments will be addressed as part of the 2013 budget approval process.

#### **Benefits of the Games:**

The economic impact of hosting the BC Seniors Games is approximately \$2 million. In 2007, the Host Community of Nanaimo showed an economic impact of \$2 million and in 2009 the Richmond BC Seniors Games' economic impact was calculated at \$2.1 million.

In 2012, Surrey will host the BC Summer Games. The experience that is gained in hosting the 2012 BC Summer Games will be invaluable in relation to preparing for and staging the 2014 BC Seniors Games.

Hosting the BC Seniors Games in Surrey is consistent with the City's Ahead of the Game Strategy and it is consistent with Surrey Tourism's Sport Tourism Strategy that was recently presented to Council.

## SUSTAINABILITY CONSIDERATIONS

Hosting a large scale sporting event such as the BC Seniors Games will assist the City in achieving the goals of the Surrey Sustainability Charter in both the Socio-Cultural Pillar and the Economic Pillar:

- by promoting active living for Surrey residents;
- through increased tourism; and
- by way of creating positive economic outcomes for the City and its businesses.

## CONCLUSION

Based on the above discussion, it is recommended that Council;

- Endorse the City of Surrey submitting an application to the BC Seniors Games Society to host the BC Seniors Games in 2014; and
- Approve the inclusion in the application, as required by the BC Seniors Games Society (BCSGS), of a commitment by the City to providing:
  - A financial contribution of \$60,000 to a Society that the City of Surrey in association with the BC Seniors Games Society will establish to prepare for and stage the 2014 BC Seniors Games in Surrey; and
  - an additional \$55,000 in in-kind services and facilities in support of the Games.

Laurie Cavan  
General Manager,  
Parks, Recreation and Culture

cc: General Manager, Finance & Technology

Appendix 1 – Letter from the BC Senior Games Society

## Letter from the BC Senior Games Society



Temporary Office: 2089 Vallis Place  
Sidney, BC V8L 2L3  
Email: [bcsgs@shaw.ca](mailto:bcsgs@shaw.ca) Web Site: [www.bcseniorgames.org](http://www.bcseniorgames.org)

January 28, 2011

Culture and Recreation  
City of Surrey  
14245, 56<sup>th</sup> Avenue  
Surrey, BC V3X 3A2

**Re: Invitation to Host the BC Seniors Games**

Dear Sirs

On behalf of the BC Seniors Games Society, it is my pleasure to invite your Community to host the 26<sup>th</sup> and 27<sup>th</sup> consecutive annual BC Seniors Games to be held in August or September 2013 and 2014. Your Community may bid on one or both of these Seniors Games, however, only one will be awarded.

The BC Seniors Games has become an Economic Tourism Sporting Event for any Community. The last economic factor was completed after the 2009 Richmond BC Senior Games, where 3,900 55+ residents of BC participated in 29 sports, leaving over \$2,000,000.00 in the Business Community of Richmond.

The BC Seniors Games Society assists the Host Communities and Volunteers by providing Event Management Services through an Agreement with the BC Games Society. We provide \$85,000.00 in funds from the Ministry of Community, Sport and Cultural Development as well as a portion of all Participant registration fees.

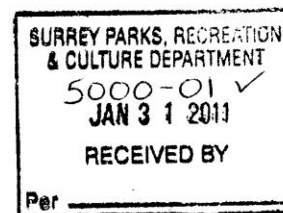
A Bid Document Package has been sent to the Mayor's office. The deadline for bid proposals is 12 noon on June 30, 2011 to be received at the BCSGS temporary office at 2089 Vallis Place, Sidney, BC V8L 2L3.

If you have any questions regarding the bid process, please contact Peter Denby (Bid Committee Chair) at 250.383.5820 or [bcsgs@shaw.ca](mailto:bcsgs@shaw.ca).

We look forward to receiving your bid proposal.

Sincerely

June Parsons, President  
BC Seniors Games Society



*"Come Play With Us..."*