

NO: F031

COUNCIL DATE: **SEPTEMBER 9, 2013**

FINANCE COMMITTEE

TO: **Mayor & Council** DATE: **September 3, 2013**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **1850-01**
General Manager, Finance and Technology **8000-50/S**

SUBJECT: **Opportunity to Host Swimming Canada National Events**

RECOMMENDATION

The Parks, Recreation and Culture Department and Finance and Technology Department recommend that Finance Committee recommend that Council approve the submission of a bid to host a Swimming Canada national event or events in years 2017 and/or 2018 all as generally described in this report.

INTENT

The purpose of this report is to provide information in relation to correspondence received in August 2013 from the Canadian Sport Tourism Alliance that outlined opportunities to host Swimming Canada national swimming events. A copy of the correspondence is attached to this report as Appendix A and is titled "Request for Bids Swimming Canada National Events 2015-2018". The report also seeks approval to submit a proposal in response to this Request.

BACKGROUND

Sport tourism is a \$3.6 billion per year segment of Canada's tourism industry and is Canada's fastest growing tourism segment. It is recognized as a stabilizing force within the \$78 billion Canadian tourism industry.

In February 2013, the City launched a new Sport Tourism Strategy designed to advance the City as a leader in the industry and a premier destination for regional and international sporting events.

Surrey has hosted many sports events over the years including provincial, national and international events. As an example in 2012, the City was the host to the BC Summer Games. These Games allowed the City to showcase its ability to host a major sporting event with a view to attracting additional events of a similar stature in the future.

Under the Build Surrey Program, construction is underway on two 50-metre pools in Surrey; one in the Guildford Town Centre with an expected completion in the fall of 2014 and one in the Grandview Heights community of South Surrey with an expected completion in 2015. These facilities will both be capable of hosting high calibre national swimming events. Such events are consistent with the Surrey Sport Tourism Strategy and would benefit the local economy.

Based on the facility requirements for the subject Swimming Canada National competitions staff has identified two events that would be a good fit for Surrey's 50m pools. These are:

- **The 2017 or 2018 Canada Cup:** This is a 3-day meet that features the best Canadian swimmers along with a strong international field. Plans are underway by Swimming Canada to televise a component of each meet.
- **The 2017 or 2018 Swimming Canada Summer Nationals:** This week-long annual event is a selection meet for Canada's participation in various international competitions. This prestigious event includes over 500 swimmers and coaches.

DISCUSSION

Swimming Canada has asked for interested cities to submit an Expression of Interest by August 31st, 2013 regarding their intention to submit a full proposal (bid) to Swimming Canada by September 30th, 2013. Such an expression of interest was submitted.

Parks, Recreation & Culture Department staff will work with Tourism Surrey and the Surrey Sport Tourism Manager, Mike Fox, to assemble the bid submission.

Swimming Canada has advised that a panel will review bids that are received and make final decisions by October 31, 2013. Bids will be evaluated on the quality of the event venue, the support infrastructure that is available, local expertise and experience and on factors such as:

- Financial assistance being offered for the event (or group of events);
- Offered reduction in event costs, especially pool facility rental charges;
- Transportation services (such as buses being provided from hotels to pools);
- Travel allowances for pre-event site inspections by Swimming Canada staff; and
- Value-added items – such as hosting a Welcome Reception, tickets to attractions, etc.

To advance a successful bid, staff is recommending that the City of Surrey offer the following levels of financial commitment:

- 2017 or 2018 Canada Cup \$25,000 from Council Initiative Fund
(This amount is roughly equivalent to the facility rental costs for a 3-day event and other incremental facility costs associated with hosting such an event such as meeting rooms, lifeguarding, etc.)

- 2017 or 2018 Summer Nationals \$40,000 from Council Initiative Fund
(This amount is roughly equivalent to the facility rental costs for a 7-day event and other incremental facility costs associated with hosting such an event such as meeting rooms, lifeguarding, etc.)

If Surrey is successful in being selected to host one of the above-referenced events, Swimming Canada will form a Local Organizing Committee with their Provincial sections and the local swim club(s). The related financial commitment to the event will be included in the annual budget in the year prior to the event to allow for effective planning for the event.

Swim BC has been contacted with respect to the City's intention to submit a proposal and will provide a letter of support for the City's proposal to Swimming Canada. This is a requirement of Swimming Canada's bid process.

As information, the City has provided financial support to various sporting competitions to assist in offsetting facility costs associated with such competitions. These have included:

Surrey Minor Hockey Provincial Championships	\$ 3,000
Canadian Youth Chess Tournament	\$ 1,000
2011 Canadian Boys Golf Championship	\$10,000
Hargobind International Wrestling Championship	\$11,000
Canada Cup Field Hockey Tournament	\$ 2,500
Optimist International U-18 Curling Championships	\$ 3,200
Under BC OPEN Water Polo Tournament	\$5,000

SUSTAINABILITY CONSIDERATIONS

The recommendations of this report are consistent with the objectives of the City's Sustainability Charter; more particularly, the following action items of the Charter:

EC2: The City will support and encourage community economic development;

SC6 - The City will support the equitable distribution of services and amenities for Surrey residents by providing support for local service organizations, whether governmental or in the non-profit sector for actions that are within the City's mandated responsibilities; and

SC12: - The City will encourage and facilitate volunteerism and participation in community activities.

CONCLUSION

Based on the above discussion, it is recommended that Finance recommend that Council approve the submission of a bid to host a Swimming Canada national event or events in years 2017 and/or 2018 all as generally described in this report.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Vivienne Wilke, CGA
General Manager
Finance and Technology

Appendix A – Request for Bids – Swimming Canada National Events 2015-2018

APPENDIX A



Request for Bids

Swimming Canada National Events 2015-2018

Swimming Canada is pleased to present you with this bid package for our National events from 2015-2018. The purpose of this bid package is to:

- Encourage Cities across Canada to submit bids for hosting these events.
- Provide interested Cities with information on these events and their economic impact.
- Outline Swimming Canada's decision making process
- Provide insight on what factors will be considered within the decision making process.

Cities are invited and encouraged to put forward one inclusive bid for multiple events over this two-year period.

Who will organize these events? Swimming Canada will continue to form the Local Organizing Committee with our Provincial sections and local clubs. We are not asking your City to put together an organizing committee or be involved with the hosting of the meets. All financial responsibility for these events lies with Swimming Canada.

What are you asking us to submit?

We do not require expensive printed bid-books but rather a simple written letter response with the required information.

New to our process however is that we ask you to reach out to your Provincial Swimming Association to make them aware of your intent to bid on a particular meet(s). We have enclosed a list of the Executive Directors with their contact information for each Province.

We have advised the Executive Directors that you may be contacting them – and they will assist you in ensuring the appropriate venue is available, and that they have the local club resources to run the competition you are bidding on. Your bid should include a letter of acknowledgement/support from the Provincial

Provincial Executive Directors

Fédération de Natation du Québec -	Bernard Charron	DG	bcharron@fnq.qc.ca	514 252-3200
Swim Alberta -	Cheryl Humphrey	ED	chumphrey@swimalberta.ca	780-415-1780
Swim BC	Mark Schuett	ED	markschuett@swimbc.ca	604-898-9100
Swim Manitoba	Darin Muma	ED	swim.muma@sportmanitoba.ca	204 925-5778
Swim Newfoundland & Labrador	Corina Hartley	ED	swimnl@sportnl.com	709 576-7946
Swim Nova Scotia	Bette El-Hawary	ED	swimming@sportnovascotia.ca	902 425-5450 x314
Swim Ontario	John Vadeika	ED	john@swimontario.com	416 426-7220
Swim Saskatchewan	Marj Walton	ED	marjwalton@swimsask.ca	306 780-9291
Swimming New Brunswick	Pat Ketterling	ED	swimnb@nbnet.nb.ca	506 451-1323
Swimming PEI	Kim Russell	ED	swimpei@sportpei.pe.ca	902 569-0583

How will Swimming Canada make their decision?

When setting our event calendar for 2015-2018, Swimming Canada will consider a variety of “non-swimming” factors. This is the bid that we are asking Cities to submit. These non-swimming factors that will impact our decision may include but are not limited to:

- o Financial assistance being offered for each event (or group of events).
- o Reductions in our budgeted hard costs, especially pool facility rental charges.
- o Transportation services (such as buses being provided from hotels to pools.)
- o Travel allowances for pre-event site inspections from Swimming Canada staff.

In awarding a bid, Swimming Canada may also consider:

- Spreading our event locations across Canada to ensure there is some travel parity for our members across the country.
- Ease of travel for participants to reach the event destination, adequate hotel availability etc.

When setting our event calendar for 2016-2018, Swimming Canada will also consider a variety of “swimming” factors such as:

- Appropriateness and quality of the City’s swimming facility for the proposed event.
- Ability of the Provincial/Local swimming community to host the event.

Existing Hotel Partnerships

Swimming Canada has an existing National partnership with IHG Hotels. This means that the official host hotels for all of our meets will be IHG properties (Holiday Inn, Holiday Inn Express, Candlewood Suites, Staybridge Suites, Crowne Plaza, Hotel Indigo, Intercontinental). However, in almost all cases, we will also require additional hotel rooms at non-IHG properties in order to accommodate our attendees. We also have secondary relationships with Marriott, Delta and Starwood.

Swimming Canada will work directly with the successful bid cities to book adequate hotel space with full transparency. We will give preference to IHG, Marriott, Delta and Starwood where applicable, but always rely on the DMO to suggest additional local hotels close to the venue. Wherever possible, we will only use your member hotels.

We ask that you NOT send hotel leads out as part of this bid. We will only look to finalize hotels upon the naming of the successful cities. Once we name those cities, our hotel requirements will be as follows:

- Hotels that are in close proximity to the venue.
- Hotels that are “team appropriate”.
- 10% commissionable rate to Swimming Canada.
- No attrition clauses (but we will provide a minimum 60 day release date)

For hotels hoping to attract teams, any sort of meeting rooms and/or light cooking or full cooking facilities that can be offered will be popular.

For hotels hoping to attract the parents of swimmers and volunteers, any dining/bar perks or shuttle busing to the pool that can be offered would be popular.

Bid Requirements

Your bid should include the following information:

- A list of the event(s) your City is bidding to host in which year(s).
- A breakdown of what assistance your City is offering Swimming Canada.
- A list of non-IHG hotel properties along with requested hotel info listed above.
- Any other value added items your bid may include (i.e. tickets to attractions, welcome receptions etc.)
- Detailed contact information for your key contact(s) in the bid process.

Bid Timelines

Cities interested in submitting a bid for 1 or more events are asked to send a brief email outlining their intention to submit a bid no later than August 31, 2013. This email should be sent to cwilson@swimming.ca.

The bid package itself is to be submitted no later than September 30, 2013.

Once bids are received on or before September 30, 2013, the panel will meet, make any follow-up phone calls required, and make final decisions no later than October 31, 2013.

Event Descriptions

A detailed list of the dates and specifics for each of these events follows. This is a brief description of each.

Speedo Eastern Canadian Championships - February

A large regional championship typically attended by swimmers from Ontario, Quebec and Atlantic Canada as well as a small number of Western Clubs as well. Although a 25 meter competition – with over 700 competitors it requires a minimum of a 50m pool with additional warm-up/warm-down space.

Speedo Western Canadian Championships - February

A large regional championship typically attended by swimmers from BC, AB, SK and MB and occasionally some Eastern clubs. Typically hosts roughly 500 swimmers.

Canada Cup – May

Our Canada Cup Series are 3 day meets featuring the best Canadian swimmers and a healthy international contingent. We also have plans underway for an eventual televised component to each meet as well.

Canadian Spring /Trials- April

This is our highest profile domestic competition every year. It is where we select our National team for that year's biggest competition. For 2017 this will be the World Championships. In 2018 our date is currently unknown (and unavailable for bidding) due to the April Commonwealth Games in Australia.

Canadian Age Championships - July

This is our largest event each year in terms of participation. Typically we see a minimum of 1000 competitors and up to 1500. Due to the age of the swimmers a huge number of parents also attend.

Canadian Swimming Congress

Held every two years, (2016, 2018). This event brings to town roughly 350-400 people from across Canada for 3-6 nights. Fairly extensive meeting and event space is required. Dates in 2016 and 2018 were not available at time of publication, however it is expected to remain on the 3rd weekend in September.

Canadian Summer Nationals

Our prestigious Open National Championship. Often a selection meet for various international competitions, this meet always brings over 500 swimmers + parents, volunteers and officials.

**Swimming Canada Detailed Event Table
2016-2018**

Notes when reviewing the detailed event table:

- 1.) Participation and visitor numbers are estimates only based upon historical data. Swimming Canada makes no guarantees to the host City regarding the number of participants. Numbers may be slightly higher or lower than estimates.
- 2.) The numbers of nights are estimated based upon the typical number of participants per room and the typical number of days a team would arrive early or stay after an event.
- 3.) Required Facilities explanation is as follows:
 - a. **2 x 50m Pools.** The facility has 2 competitive 50 Meter pools. Currently, these only exist in Calgary, Winnipeg and Montreal and Toronto.
 - b. **1 x 50m Pool + Additional lanes.** The facility offers a competitive minimum 8 lane 50 Meter pool plus additional lane space for warm-up (not required to be 25 meter pool.) This includes 50-meter pools with the extra 15 meters, or dive tanks.
 - c. **2 x 25m Pools.** The facility offers two, eight lane 25 meter pools or a minimum eight lane 50 meter pool with a bulkhead. Additional lane space would be a bonus but not a firm requirement.
- 4.) Swimming Canada tries hard to thoroughly plan its schedule well in advance to avoid date changes or conflicts. We do however reserve the right to change the date of any competition. Typically any changes in date would be made at least 12 months out. Only in extreme cases would date changes occur within 12 months of the scheduled date.
- 5.) The 2015 Eastern Canadian Championships are also included in this RFP.
- 6.) The 2016 Olympic Trials are shown on the detailed event table, however that event bid is being conducted through a separate RFP.

Swimming Canada detailed event table for 2016-2018

Year	Meet Dates	Hotel Dates (c-in, c-out)	Event	Required Facilities (Min.)	# of out of town swimmers	# of out of town visitors	# of nights	# of rooms per night	Estimated room nts	Past Steam report?
2015	Feb. 19-22	Feb. 18-23	Easter Can. Champs	2 x 25m pools + addt'l space	650	350	5	400	2000	Yes
2016	March 31-05	Mar 27-06	Olympic Trials **Separate RFP	2x50m pools	650	1500	10	850	8500	Yes
2017	Feb. 16-19	Feb. 15-20	Easter Can. Champs	2 x 25m pools + addt'l space	650	350	5	400	2000	Yes
	Feb. 16-19	Feb. 15-20	Western Champs	2 x 25m pools	425	225	5	260	1300	Yes
	April 6-9	April 3-10	World Champ Trials	2x50m pools	450	500	7	380	2660	Yes
	June 30-02	June 29-03	Canada Cup 3	1 x 50m + additional lanes	400	300	4	280	1120	
	July 20-23	July 17-24	Summer Nationals	1 x 50m + additional lanes	450	450	7	360	2520	
	July 26-31	July 24-01	Age Group Champs	2x50m pools	1200	2000	7	1280	8960	Yes - Strm Pro
	Nov. 24-26	Nov. 23-27	Canada Cup - 1	2 x 25m pools	380	200	4	232	928	
2018	Feb. 15-18	Feb. 14-19	Eastern Can. Champs	2 x 25m pools + addt'l space	425	350	4	310	1240	Yes
	Feb. 15-18	Feb. 14-19	Western Champs	2 x 25m pools	400	225	4	250	1000	Yes
	June 29-01	June 28-02	Canada Cup 3	1 x 50m + additional lanes	400	300	4	280	1120	
	July 19-22	July 16-23	Summer Nationals	1 x 50m + additional lanes	450	450	7	360	2520	
	July 25-30	July 23-31	Age Group Champs	2x50m pools	1200	2000	7	1280	8960	Yes - Strm Pro
	Nov. 23-25	Nov. 22-26	Canada Cup - 1	2 x 25m pools	380	200	4	232	928	