

NO: **R087**

COUNCIL DATE: **May 6, 2013**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **April 29, 2013**

FROM: **General Manager, Parks, Recreation and Culture
General Manager, Finance and Technology**

FILE: **5000 - 01**

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

RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that Council:

1. Endorse a bid by the City of Surrey to host the 2015 BC Seniors Games that includes the financial commitments as referenced in this report; and
2. Authorize staff to include the appropriate allocations in the 2014 – 2018 Five Year Financial Plan in support of hosting the Games should the City's bid be successful.

BACKGROUND

The BC Seniors Games Society (BCSGS) has invited the City of Surrey to submit a bid to host the BC Seniors Games in either of 2015 or 2016 (see Appendix A). These will be the 28th and 29th annual BC Seniors Games, respectively, held in the Province.

The Parks Recreation and Sport Tourism Committee at its meeting on March 20, 2013 considered a report on the invitation to bid for the subject Games and resolved to recommend to Council that the City of Surrey submit a bid to host the 2015 BC Seniors Games. The Committee noted that the 2016 BC Seniors Games may conflict with the 2016 Women's World Fastpitch Championship for which the City of Surrey has already submitted a bid.

The City of Surrey last hosted the BC Seniors Games in 2001.

DISCUSSION

The BC Seniors Games provides a venue for athletes 55 years and older to come together and celebrate the spirit of sport. By showcasing and organizing the annual Seniors Games, the BCSGS is focused on establishing and reinforcing interest and participation in sports and recreation by seniors within the Province. The City of Surrey has a very active senior's base with strong participation in City programs and services in all six of the City's Town Centres. Based on the 2011 Canada Census over 112,000 (24%) of Surrey's population was 55 years of age or older.

The BC Seniors Games typically involves 3,500 to 4,000 participants and coaches from across BC. The athletes compete in 24 to 29 different sports over the 4 days of competition. The 2015 Games would be held from September 15 through September 19, 2015.

Financial Commitments

It is estimated that hosting the Games will require a budget of approximately \$450,000.

A grant in the amount of \$85,000 is provided by the Province for each edition of the Games. Registration fees (based on 3,300 participants and 300 non-participants) amount to an estimated \$105,000 most of which is available to support the hosting the Games. This funding will be used to offset some of the expenses of preparing for and hosting the event. Other funding for the Games is available from local fund-raising initiatives, Corporate sponsorships and donations by the Friends of the Games Society.

The bid guidelines require that the host community commit to providing \$60,000 to the Games through a Society that the host community, in collaboration with the BC Senior Games Society, will establish to oversee the preparation for and staging of the Games. The bid guidelines also require that the host community commit to a minimum of \$55,000 of in-kind contributions to the Games such as the waiver of facility rental fees.

In addition to the above, staff has determined that to stage the Games it would be necessary to hire a full time Operations Manager for a 10-month period leading up to the Games, which would require a budget allocation of \$75,000.

If the City's application is successful, the City's funding commitments would be addressed in the 2014-2018 Five Year Financial Plan, which will be forwarded to Council for consideration later this year.

Benefits of the Games:

It is estimated that host community will experience approximately \$2,000,000 in economic activity as a result of the Senior Games based on the experience gained through previous Games.

With the expertise that was developed through hosting the 2012 BC Summer Games this past July, the City is well positioned to host the Seniors Games. The Summer Games resulted in expanded group of skilled sport volunteers in Surrey and enhanced the City's reputation among provincial and national sport organizations in relation to hosting large-scale multi-participant events.

Hosting the BC Seniors Games is also consistent with the recently launched Surrey Sport Tourism Strategy, which was developed to advance the City of Surrey as a premier sport tourism destination and to maximize both the economic benefits and the sport development opportunities that result from hosting a wide range of sports tournaments and championships.

A successful bid for the BC Seniors Games requires a strong demonstration of community support and an effective Games Committee. The City has the capacity to support the BC Seniors Games based on its wide variety of high quality sport venues and its strong volunteer base. It is estimated that hosting the Games will require approximately 1200 volunteers over the course of the 4-day event.

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 each of the Socio-Cultural Pillar and the Economic Pillar; more particularly, the following scope action items:

- SC7: Participation in leisure programs; and
- SC18: Community economic development.

CONCLUSION

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

- Endorse a bid by the City of Surrey to host the 2015 BC Seniors Games that includes the financial commitments as referenced in this report; and
- Authorize staff to include the appropriate allocations in the 2014 – 2018 Five Year Financial Plan in support of hosting the Games should the City's bid be successful.

Laurie Cavan
General Manager
Parks, Recreation & Culture

Vivienne Wilke, CGA
General Manager
Finance & Technology

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Appendix A: Correspondence from BC Seniors Games



Temporary Office: 2089 Vallis Place,
Sidney, BC V8L 2L3
Email: bcsogs@shaw.ca Web Site: www.bcseniorgames.org

January 25, 2013

Culture and Recreation
City of Surrey
14245, 56th 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 28th and 29th consecutive annual BC Seniors Games to be held in August or September 2015 and 2016. 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 28, 2013 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 bcsogs@shaw.ca.

We look forward to receiving your bid proposal.

Sincerely

June Parsons, President
BC Seniors Games Society

"Come Play With Us..."