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REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **March 25, 2015**

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

FILE: **5000 - 01**

SUBJECT: **Invitation to Host the 55+ BC 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 one of the 2017, 2018 or 2019 55+ BC Games that includes the financial commitments as referenced in this report; and
2. Authorize staff to include the appropriate allocations in the 2016-2020 Five Year Financial Plan in support of hosting the Games should the City's bid be successful.

INTENT

The purpose of this report is to receive Council support to proceed with a bid to host one of the 2017, 2018 or 2019 55+ BC Games that includes the financial commitments as referenced in this report and to authorize staff to include appropriate allocations in the 2016-2020 Five Year Financial Plan to support the hosting of the games if the City's bid is successful.

BACKGROUND

The BC Seniors Games Society (BCSGS) has invited the City to submit a bid to host the 55+ BC Games, (formerly called BC Seniors Games) in 2017, 2018 or 2019 (**Appendix I**). This will be the 30th, 31st and 32nd consecutive annual 55+ BC Games held in the Province.

The Parks Recreation and Sport Tourism Committee at its meeting on February 25th, 2015 considered a report on the invitation to bid for the 55+ Games and supported in principle the City's bid to host the Games. The City of Surrey last hosted the BC Seniors Games in 2001.

DISCUSSION

Physical fitness is the foundation of a healthy lifestyle and the 55+ BC Games provide a venue for 55+ aged athletes to come together and actively participate in sport. By organizing the annual 55+ BC Games, the BCSGS establishes and reinforces existing interest and encourages new interest and participation in sports and recreation within the Province and the Host Community. Surrey has many active seniors with strong participation in our programs and services in all six Town

Centres. According to the Census in 2011, over 112,000 (24%) of Surrey's population was over the age of 55.

The 55+ BC Games typically involves 3,500 – 4,000 registered participants and non-participants from across BC. These participants will compete in 20 to 31 different sports over 4 days of competition and will require over 1,200 community volunteers. In 2017, the Games will be held August 22–26 or September 12-16; in 2018, the Games will be held August 21-25 or September 11-15; and in 2019, the Games will be held August 20-24 or September 10-14th.

Hosting the 55+ BC Games is consistent with the City's recently adopted Age Friendly Strategy for Seniors that supports healthy active aging.

Financial Commitments

The successful bid community for the 55+ BC Games would be required to establish an Organizing Committee that is registered as a separate non-profit society, led by a volunteer Board of Directors. This committee would receive a Provincial grant of \$85,000 and the registration fees of the participants/non-participants (based on 3,300 participants and 300 non-participants, the estimated amount is \$105,000). Other funding opportunities for the Games would include support from local fundraising initiatives, corporate sponsorships and donations by Friends of the Games.

The bid guidelines require that the Host Community also contribute \$60,000 in municipal financial support to the Games and commit to a minimum of \$55,000 of in-kind contributions to the Games, such as waiving facility rental fees. The Organizing Committee will also need to employ an Operations Manager. Staff has determined that it will be necessary to hire a full time Operations Manager for a 10-month period leading up to the Games, which will require a further budget allocation of \$75,000 from the Host Community.

In total, the City would be required to contribute a total of \$190,000 in the form of in-kind and financial funding to support a successful bid. The City's funding commitments will be addressed in the 2016-2020 Five Year Financial Plan which will be forwarded to Council for consideration later this year.

Benefits of the Games

The economic impact of hosting the 55+ BC Games is approximately \$2,000,000. 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 \$2.1 million. The excess of revenue over expenditures forms the financial legacy of the Games. The Legacy Policy stipulates that 50% of the legacy be forwarded to the BC Seniors Games Society to go towards staging future Games and the remaining stays within the Host Community.

With the expertise that was developed through hosting the 2012 BC Summer Games, Surrey is well positioned to host the 55+ BC Games. The Build Surrey program invested an unprecedented level of development in new facilities and sports fields, creating more opportunities for venue selection. As well, the Summer Games resulted in an 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. It is estimated that hosting the Games will require approximately 1,200 volunteers over the course of the 4-day event.

Hosting the 55+ BC Games will support the 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 sport tournaments and championships.

SUSTAINABILITY CONSIDERATIONS

Hosting a large scale sporting event such as the 55+ BC 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 action items:

- SC7: Participation in leisure programs;
- SC12: Encourage and facilitate volunteerism; and
- EC2 and SC18: Support and encourage community economic development

CONCLUSION

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

1. Endorse a bid by the City of Surrey to host one of the 2017, 2018 or 2019 55+ BC Games that includes the financial commitments as referenced in this report; and
2. Authorize staff to include the appropriate allocations in the 2016-2020 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

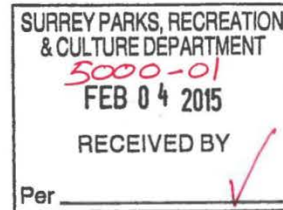
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January 30, 2015

Culture and Recreation
 City of Surrey
 14245, 56th Avenue
 Surrey, BC V3X 3A2



Re: Invitation to Host the 55+ BC Games

Dear Sirs

On behalf of the BC Seniors Games Society, it is my pleasure to invite your Community to host the 30th, 31st and 32nd consecutive annual 55+ BC Games (formally known as the BC Seniors Games) to be held in August or September 2017, 2018 and 2019. Your Community may bid on one or all of these 55+ BC Games, however, only one will be awarded.

If you think your community does not have all the required facilities to host the Games you are welcome to combine with one or two neighbouring municipalities to submit a single bid.

The 55+ BC Games is a multi-sport event generating over \$2,100,000.00 in an economic spinoff for Host Communities. The last economic survey was completed after the 2009 Richmond BC Senior Games, where 3,900 55+ residents of BC participated in 29 sports.

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 financial support in the amount of \$85,000.00 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.

A Bid Document Package has been sent to the Mayor's office. The deadline for bid proposals is 12 noon on June 26, 2015 to be received at 2089 Vallis Place, Sidney, BC V8L 2L3

If you have any questions regarding the bid process, please contact Wayne Naka, BCSGS President at 250.352.0552 or the BCSGS office at 778.426.2940.

We look forward to receiving your bid proposal.

Sincerely

A handwritten signature in black ink, appearing to read "Wayne Naka".

Wayne Naka, President
 BC Seniors Games Society

"For Life, Sport and Friends"