

DATE OF MEETING    APRIL 20, 2022

AUTHORED BY        MICHELE DUERKSEN, SPECIAL EVENTS COORDINATOR

**SUBJECT                PROPOSED BID FOR THE 55 + BC GAMES IN 2025 or 2026**

## **OVERVIEW**

### **Purpose of Report**

To request a financial commitment from Council regarding the proposed bid to host the 2025 or 2026 55+ BC Games.

### **Recommendation**

That the Finance and Audit Committee recommend the City of Nanaimo bid to host the 2025 or 2026 55+ BC Games and that an expenditure of \$60,000 cash and \$55,000 of in-kind be committed if the Games are awarded.

## **BACKGROUND**

The BC Seniors Games Society (BCSGS) is inviting communities to host the 2025 or 2026 55+ BC Games. The Games are four day community, cultural and sporting celebrations. They are an economic stimulus, boost the profile of host community, meet Sports Tourism goals and align with the City of Nanaimo's Strategic Plan.

The games provide an opportunity for athletes 55+ to compete in organized multi-sport events which promote personal excellence, physical fitness and community pride. Athletes from British Columbia will have the opportunity to participate at our premier facilities in an unparalleled city. Nanaimo last hosted these games in 2007, bringing over 3,500 athletes and volunteers to the 55+ BC Games.

## **DISCUSSION**

Nanaimo has a proven history of successfully hosting tournaments and events, including the 2007 55+ BC Games, and the BC Summer games in 2002 and 2014. Our city is well equipped to host having previously held many major events including; 2022 CCAA National Women's Basketball Championships, 2019 BC Masters Men's Curling Championships and 2018 Canadian Qualifier for World Pump Track Championships.

In recent years, the City has both improved aging facilities and structures, and added to its inventory of sports fields, facilities and amenities through acquisitions and construction projects. Having set the stage, the City and community are primed to showcase these achievements as a host city.

The 55+ BC Games involve over 3,500 participants, supporters, and officials and engage approximately 1,500 volunteers. Nanaimo is uniquely situated to promote combined participation in the Games and additional vacation experience. Economic impact studies have shown that the Games have an estimated direct economic impact of \$3 million dollars in the host community.

The 55+ BC Games bid must contain a commitment/resolution from the City of Nanaimo indicating support for the bid application. The resolution must indicate a commitment of \$60,000 of financial contribution and \$55,000 of in-kind support. The 55+ BC Games Society will provide a hosting grant of \$85,000 to the host society for the administration and operation of the Games. If approved by Council, a letter of commitment/resolution will be requested from the School District #68 School Board and included in the bid package as part of the commitment of facilities and amenities. |

### **FINANCIAL CONSIDERATIONS**

A minimum of financial commitment of \$60,000 and \$55,000 of in-kind support are required to host the games. Staff recommend a commitment of \$60,000 to fund the bid for the 55+ BC Games. Funding would be from taxation for 2025 and moved to 2026 if this is the year that is awarded. The bid package requires that the host community commit in-kind resources of facilities, which could affect revenues over the four-day event. |

### **OPTIONS**

1. That the Finance and Audit Committee recommend the City of Nanaimo bid to host the 2025 or 2026 55+ BC Games and that an expenditure of \$60,000 cash and \$55,000 of in-kind be committed if the Games are awarded.
  - The advantages of this option:
    1. Promotes athletic excellence and personal pride within the context of a four day community sporting and cultural event.
    2. Provides an excellent opportunity to support sport competition in alignment with the City of Nanaimo Strategic Plan.
    3. Substantial economic benefit of an estimated of \$3 million dollars in the host community.
    4. Highlights excellent city resources and facilities to residents and visitors.
    5. Establishes a community legacy by providing equipment and enhanced capacity for future growth of sport tourism.
    6. Creates community pride while showcasing Nanaimo's' natural beauty.
    7. Unites a community of volunteers while promoting and strengthening organizational relationships.
  - The disadvantages of this option:
    1. Commitment of staff time to assist Games Board.
    2. Public facility use may be limited during the Games.
    3. Participation may be low, post-pandemic. There could be a hesitancy to gather or volunteer in large groups.
    4. Unexpected costs may occur.

- Financial Implications: A \$60,000 commitment will affect funds availability for other initiatives and projects. The 2022-2026 Financial Plan will be amended to include this change.
2. That the Finance and Audit Committee recommend that Council do not approve commitment of \$60,000 and \$55,000 funds to bid to host the 2025 or 2026 55+ BC Games.
- The advantages of this option: Facilities and funds will be available for other public uses.
  - The disadvantages of this option: Bid committee will not submit a bid package for 55+ BC Games.
  - Financial Implications: Will be responsive to fund alternate projects and initiatives.

### **SUMMARY POINTS**

- The BC Seniors Games Society (BCSGS) is looking for a host city for the 2025 or 2026 55+ BC Games.
- The Games are a four day community sporting and cultural event for adults over 55 years old.
- Hosting the event could have substantial economic benefit, of an estimated \$3 million dollars direct spending in the host community.
- Establishes a community legacy and enhanced capacity for future growth of sport tourism.
- The City of Nanaimo hosted the 55+ BC Games in 2007.
- Hosting the 55+ BC Games will allow the City to showcase Nanaimo and allow an economic return for future years.

### **ATTACHMENTS:**

Attachment A – PowerPoint Presentation

#### **Submitted by:**

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#### **Concurrence by:**

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