

# ATTACHMENT A


## PowerPoint Presentation



Photo Mike Anderson

### Proposed Bid for the 55+ BC Games

2025 or 2026



<b>55+ Games</b>	<b>4</b> days	<b>3500</b> athletes	<b>1500</b> volunteers
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Photo Cinnabar Vista Productions

Hosting

CITY OF NANAIMO  
THE HARBOUR CITY

economic activity

tourism

promotion / showcase

hosting history

bid process

Economic Activity

Langley 2014

\$3.1 million in direct spending

Vernon 2017

\$3.3 million in direct spending

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CITY OF NANAIMO  
THE HARBOUR CITY

# Nanaimo's Opportunity

Sport tourism generates more than \$6.8 billion in annual spending by domestic and international visitors.

(Sport Tourism Canada, March 2020)

NANAIMO

## Community Benefits



Accommodation  
partners



Restaurants, cafes,  
bars, food trucks



Attractions

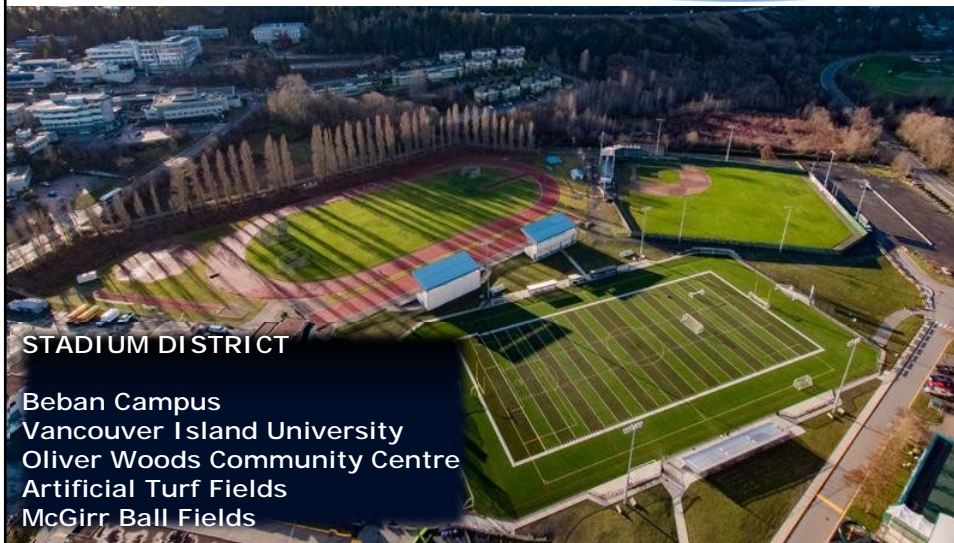


Local shops, gas  
stations, businesses



Regional travel

## Promotion / Showcase



### STADIUM DISTRICT

Beban Campus  
Vancouver Island University  
Oliver Woods Community Centre  
Artificial Turf Fields  
McGirr Ball Fields



## Event Hosting History

CITY OF NANAIMO  
THE HARBOUR CITY



2002 BC  
Summer  
Games



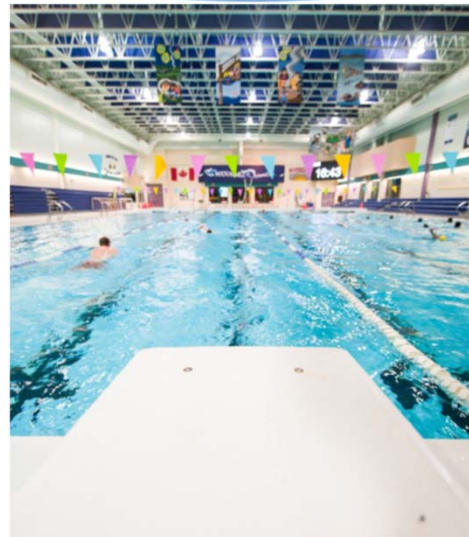
## Bid Process

CITY OF NANAIMO  
THE HARBOUR CITY

Event Promotion  
Local Advertising  
Social media promotion  
Community event  
presence

Sponsorship  
Develop sponsorship  
strategy  
Work within 55+ BC  
Games guidelines  
Local community  
sponsorship  
In-kind sponsorship

Community Support  
City of Nanaimo  
Local/regional tourism  
bureau  
School District 68  
Vancouver Island  
University  
Snuneymuxw First Nation  
Provincial Government







### Key Dates

Circulation of bid opportunities  
January 31, 2022

PROPOSAL TO HOST 55+ BC Games  
due June 30, 2022

55+ BC Games Society Review

Award Notifications  
22 months prior Games

Letter to the Mayor /Announcement  
21 months prior Games





**Hosting Grant**  
BC Seniors Games Society provides Hosting Grant \$85K

Photo Dave Silver

**Revenue Generation + Community Funding**  
Host Society retains 50% net profit

Municipal contribution \$60k plus \$55k in-kind funds.

Funding Partners








Thank You!