

**REGULAR COUNCIL**

TO: **Mayor & Council** DATE: **March 21, 2022**

FROM: **General Manager, Parks, Recreation & Culture** FILE: **8200-20**  
**General Manager, Finance**

SUBJECT: **BC Senior Games Society – 2026 55+ BC Games - Bid Application**

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**RECOMMENDATION**

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

1. Receive this report for information;
2. Approve the submission of an application to the BC Senior Games Society (“BCSGS”) for the City of Surrey to host the 55+ BC Games (the “Games”) in 2026; and
3. Approve the inclusion in the application, as required by the BCSGS, of:
  - A one-time commitment worth approximately \$55,000 for in-kind services and facilities toward hosting the Games;
  - A one-time commitment of approximately \$60,000 for general expenses; and
  - A one-time commitment of approximately \$75,000 for a full-time Games Operations Manager to be employed by the City for a 7-month period in advance of and during the Games should Surrey be awarded to host the Games.

**INTENT**

The purpose of this report is to seek Council’s approval to proceed with bid submission to apply as the host municipality for the 2026 55+ BC Games in response to an invitation from the BCSGS to apply to host the Games in 2026 (Appendix “I”).

**BACKGROUND**

Since 1988, the BCSGS has been overseeing the staging of the Games (formerly called the BC Seniors Games). The Games are an annual, multi-sport event hosted by a different community in British Columbia each year. On average, 3,500 to 4,000 participants from around BC compete in a minimum of 20 sports as selected by the Host Community and approved by the BCSGS. The BCSGS envisions that communities across BC are transformed by the inspirational lifestyles of the 55+ BC Games participants. The City of Surrey last hosted the 55+ BC Games in 2001.

The BCSGS is a volunteer based charitable organization responsible for the overall governance of the Games. The Society operates under a volunteer board of directors with representatives from

each of the 12 designated zones throughout the province. The province is divided into 12 zones responsible for recruiting members and registering participants for the Games.

Hosting a multi-sport event such as the Games offers an opportunity for economic benefits to the host community and surrounding areas. This aligns with the goals and objectives mentioned within the City of Surrey – Sport Surrey Tourism Strategy (Appendix “II”). The hosting of the Games in Vernon in 2017 showed \$3.3 million of direct spending in the community and surrounding areas, while the City of Langley’s 2014 Games showed \$3.1 million of direct spending in the community. Additional benefits to a community for hosting the Games include:

- **Sport Development:** Local sport organizations are stronger and receive a boost in capacity in a large part through the Games planning process and a close working relationship through their respective provincial sport organization.
- **Community Pride:** There is a great sense of community pride and accomplishment after the completion of the process of planning and staging a Games.
- **Equipment Legacy:** Sport equipment purchased by the host society is allocated to local sports organizations or school districts.
- **Facility Upgrades:** Minor facility upgrades can be achieved in time for the Games.
- **Leadership Development:** Community-minded leaders emerge while others gain an opportunity to showcase and mentor their leadership skills on a project that has a clear start and end date.
- **Organizational Collaboration:** Municipalities, school districts, Indigenous groups, public health organizations and community minded businesses collaborate to plan and deliver the Games experience.
- **Uniting Residents:** Up to 1,500 community volunteers come together on a common project and common vision to forge new friendships.

### **Invitation to Bid on the BC Summer Games 2026**

In February 2022, the City of Surrey received an invitation from the BCSGS to apply to host the Games in 2026, as described in Appendix “I”. The Games are scheduled for August 18 – 22, 2026 or September 15-19, 2026. Final dates will be selected in discussion with the BCSGS and host community. The deadline for bid submission is June 30, 2022.

### **DISCUSSION**

The Ministry of Tourism, Arts, Culture and Sport, as well as the host community are considered funding partners of the BCSGS. Provincial sponsors for the Games are organizations with a provincial brand presence who contribute products or in-kind services to assist with staging a successful 55+ BC Games; these partnerships typically sponsor multiple Games back-to-back.

The BCSGS has signed agreements with several provincial sport organizations to reduce the workload of the host community in staging the sporting competitions in the Games. These agreements allow the provincial sport organizations to provide assistance and guidance with officials, schedules and specialized equipment. The City has the capacity to support the Games through an excellent range of venues. A resolution would be required from the School District #36 Board, indicating support for the bid application and willingness to donate the necessary School District facilities during the Games should that be of interest to the BCSGS.

The City has the capacity to recruit the necessary number of volunteers to ensure a successful Games through our volunteer services team and central volunteer registry, which

contains the names of hundreds of willing volunteers.

### **Next Steps**

Pending Council's approval of this report, Parks, Recreation & Culture Department staff would take the following actions to proceed with the bid application for the BC Games:

- Completing the submission of a formal bid for the Games by the given deadline of June 30, 2022;
- Securing resolutions and letters of support requested and gathered from associated school boards, unions and community partners;
- Compiling an inventory of requested major events previously hosted within the City of Surrey;
- Compiling an inventory of requested potential facilities and related information; and
- Compiling documentation related to transportation and accommodation.

### **FUNDING**

The host municipality, through a nominations committee process, is responsible for establishing and incorporating the Host Society Board of Directors. The board works in close cooperation with the BCSGS Event Managers to ensure the successful staging and planning of the 55+ BC Games. The BCSGS requires the host municipality to include in the application the following expense commitments:

- A one-time commitment worth approximately \$55,000 for in-kind services and facilities toward hosting the Games;
- A one-time commitment of approximately \$60,000 for general expenses; and
- A one-time commitment of approximately \$75,000 for a full-time Games Operations Manager to be employed by the City for a seven-month period in advance of and during the Games should they be awarded to Surrey.

In-kind services and facilities typically represent no-charge facility rental and other services for sports competitions and other Games operations. The Operations Manager will be a paid employee of the host municipality, not retained under contract. The total one-time costs required to support the Games is estimated to be \$190,000. If the City's bid is successful, this funding request will be brought forward for Council consideration during the annual budget cycle for the 2026 Five-Year (2026-2030) Financial Plan- General Operating.

### **SUSTAINABILITY CONSIDERATIONS**

This event supports the overall objectives of the City's Sustainability Charter 2.0. In particular, this event relates to Sustainability Charter 2.0 themes of Economy and Wellness and Recreation. Specifically, the event supports the following Desired Outcomes ("DO") and Strategic Directions ("SD"):

- Community Pride and Engagement – DO23: Numerous active local clubs, groups and agencies contribute to the community's well-being;
- Economy – DO4: Surrey's economy is diversified with a mix of service, industrial, agricultural and innovation-based businesses;
- Economy – DO12: The City is a destination for visitors, which generates tourism revenue;

- Economy – SD5: Ensure infrastructure is in place to support businesses as neighborhoods develop;
- Economy – SD9: Expand the sharing economy opportunities in Surrey; and
- Wellness and Recreation – SD8: Promote greater participation in all forms of recreation.

## CONCLUSION

This report provides Council with recommendations to approve the submission of a bid application to the BCSGS for the City to host the 2026 +55 BC Games and to include in the application, a one-time commitment of \$55,000 for in-kind services and facilities for hosting the Games, \$60,000 for general expenses, and \$75,000 for a full-time Games Operations Manager to be employed by the city for a seven-month period in advance of the games.

Laurie Cavan  
General Manager  
Parks, Recreation & Culture

Kam Grewal, CPA, CMA  
General Manager  
Finance

Appendix “I”: Letter of Invitation from the BCSGS  
Appendix “II”: Sport Surrey’s Sport Tourism Strategy

[https://surreybc.sharepoint.com/sites/pradministration/corporate reports regular/2022/bc senior games society  
- bc 55+ games 2026 - bid application.docx](https://surreybc.sharepoint.com/sites/pradministration/corporate%20reports%20regular/2022/bc%20senior%20games%20society%20-%20bc%2055%20games%202026%20-%20bid%20application.docx)  
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January 31, 2022

Manvir Aujla  
Community Service Assistant III, Parks, Recreation & Culture  
City of Surrey  
13450 104 Avenue  
Surrey, BC V3T 1V8

Dear Manvir,

RE: Bid Application Package for 2024, 2025 and 2026 55+ BC Games

On behalf of the BC Seniors Games Society, it is our pleasure to invite your community to host the 2024, 2025 or 2026 55+ BC Games to be held in August or September of each year. Your community may bid on any or all of these Games, however, only one will be awarded.

The 55+ BC Games has become an economic tourism event for any community. The last economic study was completed after the 2017 55+ BC Games in Vernon where over 3,500 residents of BC participated in 27 sports, leaving over \$3.3 million in the business community of Vernon and surrounding area.

The BC Seniors Games Society has made some changes, which will make hosting more viable for smaller communities and reduce the workload. In order to reduce the financial and organization demands on a community, the following policies have been implemented:

- Provide for a conference call for smaller communities who are considering submitting a bid to discuss how they can combine with neighbouring communities to make a submission
- Consult with communities to match the number of sports held to the venues available
- Reduce the workload of the host society by increased collaboration with the provincial sport organizations and our organization

The deadline for the bid application submissions is 12:00 pm NOON PT on June 30, 2022. Details on your submissions are included in the attached bid application package.

If you have any questions regarding the bid process, please contact the BC Seniors Games Society Bid Committee Chair Paul Kingan at 250-338-2137 or via email at [bid@55plusbcgames.org](mailto:bid@55plusbcgames.org)

We look forward to receiving your bid application package.

Sincerely,

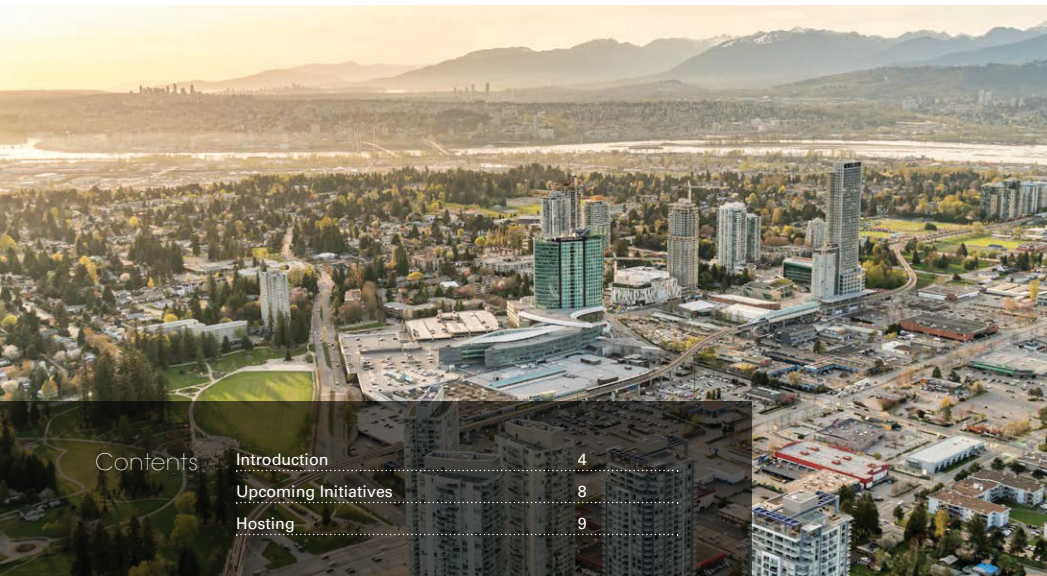
Paul Kingan  
President and Bid Committee Chair, BC Seniors Games Society



# SportSurrey

COME PLAY!





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### City of Surrey Council



COUNCILLOR LINDA ANNE  
 COUNCILLOR DOUG ELFFORD  
 COUNCILLOR JACK HUNDAI  
 COUNCILLOR BRENDA LOCKE  
 COUNCILLOR MANDEEP NAGRA  
 COUNCILLOR ALLISON PRITTON  
 COUNCILLOR STEVEN PETTIGREW



### Message from the Mayor

As BC's fastest growing city, Surrey is the premier place for hosting sporting events and is the Tournament Capital for the Lower Mainland. Since 2017, Surrey has hosted over 166 sport tournaments, including 5 international, 6 national, and 17 provincial events. In 2019, we are proud to be the host city for WickFest, a female hockey festival established by six-time Olympian and multiple gold medalist Hayley Wickenheiser.

As a Council, we are committed to investing smartly in our sports and recreational facilities. This year we will be opening three new ice sheets in Bridgeview in North Surrey and design work has begun on a world class track and field stadium in Bear Creek Park in Newton. We are proud of our high quality and diverse sport offerings we have in Surrey. With our modern facilities, playing fields, swimming pools and ice rinks, Surrey is a destination that can comfortably host events through all seasons.

I invite you to explore all that Surrey has to offer.

Sincerely, Mayor Doug McCallum



### Message from the Chair

Our Surrey Sport Tourism Strategy continues to advance through collaboration with industry leaders to ensure that the sporting events we host reflect the interests of our community – while being responsible, sound investments.

As we expand sport hosting opportunities through the new North Surrey Sport and Ice Complex and the Bear Creek Park stadium, our goal is to deliver world-class experiences for both residents and visitors throughout the year.

Sincerely, Councillor Laurie Guerra

Chair of the Parks, Recreation & Culture Committee

The Tourism Surrey Sport Strategy has been developed to advance the City of Surrey as a leader in the Sport Tourism industry, maximizing both economic benefits and sport development opportunities.

The Sport Surrey Strategy will establish Surrey as a premier sport tourism destination in the Pacific Northwest and Canada while balancing community needs with sport tourism development.



#### The Strategy will be implemented by:

Working closely with our partners to be advocates for the development of sport hosting in the City of Surrey.

Actively seeking out bid opportunities to host provincial, national and international sporting events.

Hosting opportunities on the unique physical and geographical assets in Surrey, taking full advantage of our exiting assets.

Supporting event organizers from the bid stage to the planning stage of their event through Sport Surrey by providing exceptional customer service to participants, spectators and the sport tourism community.

Advocating for sport facilities benefiting both residents and sport tourism.

Establishing strong partnerships and supporting local sport organizations, particularly youth sports.

Tracking and evaluating the results and benefits of hosting major sport tourism events.





Sport Surrey has jointly been developed by the City of Surrey and Discover Surrey to be a central resource to assist bid submissions and to support tournament organizers and rights holders ensuring a successful event.

Some examples of high calibre sporting events that have been hosted in Surrey include:

- o Ball Hockey Western Challenge Cup
- o BC Amateur Golf Championships
- o BC High School Ultimate Championships
- o BC High School Soccer Championships
- o BC Junior Development Track and Field Championships
- o BC Provincial Diving Championships
- o BC Summer Games
- o BC Soccer Provincial A Cup Finals
- o Canada Cup BMX
- o Canada Cup International Field Hockey
- o Canadian Collegiate Athletic Women's Soccer National Championships
- o Canada Cup International Softball Championship
- o Cloverdale Rodeo
- o Colour Me Rad 5K Run
- o Flowerbowl Ultimate Tournament
- o Goalball
- o Hargobind International Wrestling Championships
- o Hockey BC Peevee Provincials
- o Mayors Cup Soccer Tournament
- o Olympic Softball Qualifier
- o Quidditch Canada Western Regional Championship
- o Ringette BC Provincials
- o Rugged Maniac
- o Skate BC Super Series
- o SX Cup International Soccer Tournament
- o Syncro BC Regional Championships
- o Vancouver Whitecaps Adidas Cup
- o Vancouver Whitecaps College Showcase
- o Water Polo National League
- o Wickenheiser Female World Hockey Festival "WickFest"
- o Womens World Softball Tournament
- o World Round-Up Freestyle Skateboarding Championships



SURREY ANNUALLY HOSTS THE LARGEST INTERNATIONAL SOFTBALL TOURNAMENT IN CANADA AND THE THIRD LARGEST IN THE WORLD. AS WELL AS THE LARGEST SOCCER EVENT IN CANADA.



## Upcoming Initiatives

### Marketing

Continue to position Surrey as a preferred location and premier sport host for existing events and targeted regional, provincial and national events

Continue to build presence online with Sport Surrey website, social media and synergies with the City

Identify opportunities with target marketing with the focus to host sports unique to Surrey as well as attract shoulder season sports and conferences

Targeted marketing to key sports including soccer, field hockey, para hockey etc.

Explore opportunities for hosting esports events

Participate and have a presence at the Canadian Sport Tourism Association's National Congress annually

Target marketing to womens and girls sporting events

Provide FAM tours with Discover Surrey to help secure future national and international bids

Encourage Provincial and National sporting organizations to locate their administrative headquarters in Surrey for potential training and event opportunities

Develop links to green sport initiatives

Enhance storytelling of Sport in Surrey and highlight local Champions, events and stakeholders.

CITY OF SURREY - SPORT SURREY TOURISM STRATEGY | 9

### Hosting

Continue to support the growth of international and regional soccer events such as the SX Interntational Cup, Mayors Cup and Whitecaps College Showcase

Meet regularly with local sport organizations and events rights holders to attract events that are aligned with Surrey's unique attributes and assets

Align with Surrey's Festival & Event Support Team (FEST)

Engage existing Sport Surrey Community Champions to support advocacy, events and sport hosting

Expand Sport Surrey's online tools and platforms to share information and related services, calendars of events, templates, venues, volunteers, news and other related information to better assist and educate stakeholders and potential clients

Partner with neighbouring municipalities to coordinate potential sport hosting opportunities

Engage with local and provincial sport groups





### Capital Investment

Open the new North Surrey Ice Complex in 2019 to create additional hosting opportunities for para hockey and ice hockey tournaments in addition to meeting community needs.

Strategically enhance new and existing parks and facilities to support tournament hosting.

### Activity and Performance Measures

Complete Sport Tourism Economic Assessment Model Reports (STEAM) to provide standard post event reporting and analysis, incorporating event performance indicators, visitor metrics and economic benefits.

Continue to support the Sport Surrey grant program.



## WHY CHOOSE Surrey?

### Modern Facilities

Brand new, fully accessible state-of-the-art facilities for a wide range of sports, events and conferences.

### Sport Tourism Experience

Proven track record for hosting, marketing and supporting a variety of competitions at the local, national and international level.

### Affordability

Wide range of competitively priced accommodation and venue rentals

### Arts & Culture

Surrey is home to over 100 languages, major cultural festivals, and a burgeoning arts and culinary scene.

### Transportation

Robust local and regional transportation network

### Location

Situated north of the US border, Surrey is centrally located, 40 minutes from Vancouver and within close proximity to Vancouver International Airport and Abbotsford International Airport.

### Premiere Competition Venues

- 104 Soccer Fields
- 95 Ball Diamonds, including Softball City complex
- 77 Public Tennis Courts
- 14 Synthetic Turf Fields
- 7 Cricket Fields
- 6 Indoor Pools (3 FINA approved)
- 5 Arenas providing 8 sheets of ice
- 3 Track and Field Complexes
- 2 Football Fields
- 2 Rugby Fields
- 1 Kabaddi Field
- Beach Volleyball
- Fairgrounds for adventure races and rodeos
- Multipurpose conference and meeting spaces
- Open space for festivals

