

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **October 1, 2019**

FROM: **General Manager, Parks, Recreation & Culture** FILE: **6980-01**
General Manager, Finance

SUBJECT: **2021 Special Olympics – Provincial Summer Games – Sport Hosting Opportunity**

RECOMMENDATION

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

1. Receive this report for information; and
2. Authorize staff to proceed with negotiations to bring the 2021 Special Olympics – Provincial Summer Games to the City of Surrey; and
3. Approve a one-time increase to the maximum grant distribution of up to \$25,000 from the Sport Tourism Grant Fund to support the 2021 Special Olympics – Provincial Summer Games subject to hosting this event in Surrey.

INTENT

The purpose of this report is to seek Council's approval to proceed with negotiations to bring the 2021 Special Olympics – Provincial Summer Games to the City of Surrey.

BACKGROUND

In February 2013, Council adopted the City of Surrey's Sport Tourism Strategy (Corporate Report R036; 2013, attached as Appendix "I") which was updated in fall 2017 to keep up with trends in sport hosting. The Sport Tourism Strategy was developed to advance Surrey as a leader in the Sport Tourism industry and to maximize both economic benefits and sport development opportunities for the residents and businesses of Surrey.

In spring 2017, a Sport Tourism Marketing Strategy was developed which outlines the City's priorities to build relationships and attract sporting events. One focus of the Sport Tourism Marketing Strategy is to attract national and international sporting events to the City of Surrey.

DISCUSSION

Parks, Recreation & Culture Department Staff were approached by Lois McNary, the Vice President of Sport for Special Olympics, BC, to discuss the potential of Surrey as a host for their 2021 Special Olympics – Provincial Summer Games.

Over the past few months, staff have been reviewing the potential of hosting the 2021 Special Olympics – Provincial Summer Games. The 2021 Special Olympics – Provincial Summer Games requires resources from the host city. This event would require financial investment from the City, as is the case with other similar large-scale hosting opportunities. Initial estimates to host the event are anticipated to be \$25,000.

Special Olympics BC Games are the Province's biggest showcase of the abilities of BC athletes, and thus a critical part of Special Olympics mission to change the game for individuals with intellectual disabilities.

Special Olympics – Provincial Summer Games

The Special Olympics BC Summer Games brings more than 1,000 athletes with intellectual disabilities from communities across BC, with athletes ranging from age 2 to age 89. As well as over 1,000 volunteers.

The City is looking to host the 2021 Provincial Summer Games on July 8 – 11, 2021 with teams from the following nine sport regions in British Columbia and the Yukon:

1. Basketball;
2. Bocce;
3. Golf;
4. Rhythmic Gymnastics;
5. Powerlifting;
6. Soccer;
7. Softball;
8. Swimming; and
9. Track and Field.

Event Structure and Impact

The 2021 Special Olympics – Provincial Summer Games is looking for a one-year commitment from the City of Surrey as a host location. Early discussions have identified the following details for a potential agreement:

- A three to four-day tournament in early July 2021, featuring age and skill categories;
- The event would take place at the following locations: Guildford Recreation & Aquatics Centre, Hjorth Park and Bear Creek Park;
- 1,000+ participants, 300 family members, coaches, trainers and an additional 20 officials are expected to attend; and
- City financial support in the amount of \$25,000 would be required to support the operation.

Sport Tourism Grant Fund

Hosting an event such as the Special Olympics – Provincial Summer Games would meet one of the City’s sport tourism objectives outlined in the Parks, Recreation & Culture 10 Year Strategic Plan. The Sport Tourism Grants guidelines indicate a maximum grant distribution of \$5,000. Staff recommend Council approve a one-time increase to the maximum grant distribution of up to \$25,000 for this event. This increase will not compromise the City’s ability to support other Sport Tourism Events. Staff will also pursue corporate sponsorship opportunities to reduce costs to the City.

FUNDING

The Special Olympics – Provincial Summer Games would require minimal staff support to plan and implement the event as Special Olympics BC have a dedicated team who look after all details of event planning. The grant of up to \$25,000 will be used to fund a portion of the facility rental costs required to support this event.

SUSTAINABILITY CONSIDERATIONS

The recommendations of this report support the objectives of the City’s Sustainability Charter 2.0. In particular, the recommendation related to the Sustainability Charter themes of Inclusion and Economy. Specifically, the acquisition supports the following Strategic Directions (“SD”) and Desired Outcomes (“DO”):

- Neighbourhood and Urban Design SD8: Strengthen and promote community engagement and programming in public spaces;
- Community Pride and Engagement SD18: Celebrate and build upon what makes us proud of our community;
Community Pride and Engagement DO20: Surrey residents are proud of their community
- Community Pride and Engagement DO22: There is a high rate of volunteerism among people of all ages and abilities;
- Community Pride and Engagement DO23: Numerous active local clubs, groups and agencies contribute to the community’s well-being; and
- Economy DO12: The City is a destination for visitors, which generates tourism revenue.

CONCLUSION

Large scale provincial, national and international sporting events have a significant economic impact, enhance civic pride, and increase Surrey's image internationally as a sport hosting destination. The Parks, Recreation & Culture Department and Finance Department recommend that Council authorize staff to pursue negotiations to bring the 2021 Special Olympics – Provincial Summer Games to the City of Surrey as generally described in this report.

Laurie Cavan
General Manager
Parks, Recreation & Culture

Kam Grewal, CMA, CPA
General Manager
Finance

Appendix "I": Corporate Report R036; 2013

CORPORATE REPORT

NO: R036

COUNCIL DATE: February 18, 2013

REGULAR COUNCIL

TO: Mayor & Council DATE: February 12, 2013
FROM: General Manager, Parks, Recreation and Culture FILE: 6980-01
SUBJECT: Surrey Sport Tourism Strategy

RECOMMENDATION

The Parks, Recreation and Culture Department recommends that Council:

1. Receive this report as information; and
2. Adopt the Surrey Sport Tourism Strategy, a copy of which is attached to this report as Appendix "A".

INTENT

The purpose of this report is to seek Council adoption of the Surrey Sport Tourism Strategy (the "Strategy"), which is attached as Appendix "A" to this report. The Strategy has been developed on the platform of Surrey's Sport Tourism Plan, which was approved in 2009.

BACKGROUND

In 2008, Tourism Surrey was successful in their application to participate in the Community Sport Tourism Development Program, a joint partnership of 2010 Legacies Now and Tourism British Columbia. The objective of this Program was to support the development of a detailed community specific sport tourism situation analysis and a customized 5-Year Sport Tourism Strategic Plan for each selected community.

During 2009 and 2010 a work program and related public consultation process was undertaken that culminated in the Surrey Sport Tourism Plan, which was presented to Council in December 2010 as part of Corporate Report No. R262;2010, a copy of which is attached as Appendix "B" to this report. Council adopted the recommendation of that report providing a grant of up to \$30,000 to Tourism Surrey related to the implementation of the Surrey Sport Tourism Plan, which was to be matched by Tourism Surrey for a total of \$60,000.

This budget was used to support a part-time Manager position and to develop materials in support of the Plan. A Manager was hired in February 2012 and marketing materials have been developed to support the brand, "Sport Surrey, Ahead of the Game", as a means to attract Provincial, National and International tournaments to Surrey facilities. An example of such marketing material is the Sport Surrey Rack Card, a copy of which is attached as Appendix "C".

DISCUSSION

Tourism related to sports (“sport tourism”) is one of the fastest growing segments in Canada’s tourism industry and many BC communities are recognizing the potential economic and social benefits that sport tourism can deliver.

Surrey has hosted many sports events, including provincial, national and international events. As an example in 2012, the City was the host of the BC Summer Games. These Games allowed the City to showcase its ability to host a major sporting event with a view to attracting additional events of similar stature.

The Build Surrey Program will add over the next few years, several new national-class recreational facilities and sports fields to the City’s inventory including 2 new aquatic centres. These new venues will further expand the type and number of sport hosting opportunities available to the City.

The Sport Tourism Strategy, which is a summary of the actions contained in the Surrey Sport Tourism Plan, has been developed to advance Surrey as a leader in the Sport Tourism industry and thereby to maximize both economic benefits and sport development opportunities for the residents and businesses of Surrey. The Strategy articulates a series of actions that will establish the City as a sport community and tourism destination while ensuring that a balance is maintained between community needs and sport tourism.

The Strategy includes a full inventory of the City’s sport facilities including the new recreation facilities and sport fields that have been constructed to date under the Build Surrey Program, the new facilities that will be constructed under the Build Surrey Program over the next couple of years and the major sporting events and tournaments that the City has hosted since 2010. The Strategy outlines initiatives planned for the time period between 2013 and 2015 that will position Surrey as a preferred location for regional, provincial, national and international sporting events.

SUSTAINABILITY CONSIDERATIONS

The Surrey Sport Tourism Strategy will assist in achieving the goals of the City’s Sustainability Charter; more particularly the following:

- *SC 12 – Encouraging and facilitating volunteerism and participation in community activities by persons of all ages, abilities, and cultural communities;*
- *SC13 – Promoting a variety of opportunities for community celebration and gathering through local and city-wide events and festival; and*
- *EC2 – Fostering an environment to retain and support existing businesses and making Surrey a more attractive place for business investment.*

CONCLUSION

The continued implementation of the Surrey Sport Tourism Plan through the development of the Sport Tourism Strategy will assist to achieve the City's objectives related to sport tourism, being both economic and social benefits. Based on the above discussion, it is recommended that Council adopt the Surrey Sport Tourism Strategy, a copy of which is attached to this report as

Appendix "A".



Laurie Cavan
General Manager
Parks, Recreation and Culture

Appendix 'A' - Surrey Sport Tourism Strategy

Appendix 'B' - Corporate Report No. R262; 2010 (and Surrey Sport Tourism Plan)

Appendix 'C' - Example of Sport Surrey Marketing Material - Rack Card

(Appendices Available Upon Request)

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