

The City last hosted the BC Summer Games in 2012. These games were very successful in raising awareness of the abilities of BC athletes and showcasing the City as a sport tourism destination. Significant economic impact was received by the City, from hotels, restaurants, retail and other similar vendors. Nanaimo, B.C. estimates their economic impact from the hosting of the 2014 BC Summer Games resulted in the direct spending in their local economy of \$1.1 million by participants as well as \$821,00 by event organizers.

Invitation to Bid on the BC Summer Games 2026

In February 2020, the City of Surrey received an invitation from the BC Games Society to apply to host the BC Summer Games in 2026, as described in Appendix "I". The Games are scheduled for undefined 4-day period in July of 2026. The deadline for bid submission is February 18, 2021.

A report on the invitation to host the BC Games was considered by the Parks, Recreation & Culture Committee at their June 17, 2020 meeting, at which time the Committee resolved to recommend to City Council that the City apply to host the 2026 BC Summer Games with funding commitments as noted in the recommendation section.

DISCUSSION

Planning for the BC Summer Games typically begins about 2 years prior to the Games. Typically, the BC Summer Games attracts about 3,600 participants during the four-day competition period. Benefits to the host community include significant economic impact created by the athletes, their families and visitors coming to the host city immediately prior to and during, following the Games. This economic impact is estimated to be in the range of \$2 million to \$3 million.

The City has the capacity to support the BC Summer Games through an excellent range of venues, including the use of School District facilities. A resolution will be required from the Board of School District #36, indicating support for the bid application and willingness to donate the necessary School District facilities during the Games.

The City has the capacity to recruit the necessary number of volunteers to ensure a successful BC Summer Games through our volunteer services team and central volunteer registry, which contains the names of hundreds of willing volunteers.

Upon approval of this report, Parks, Recreation & Culture Department staff will be taking the following actions to proceed with the bid application for the BC Games:

- Completing the submission of a formal bid for the 2026 BC Summer Games by the given deadline of February 18, 2020;
- 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 accommodations.

FUNDING

The Government of B.C., through the Ministry of Healthy Living and Sport, will provide \$600,000 for the administration and operation of the 2026 BC Summer Games. As part of the application process, the prospective hosting community is required to commit resources to the BC Games. A minimum of \$55,000 cash and \$55,000 of in-kind services and facilities is required for the planning and staging of the Summer Games. In addition, the Host Community must employ a full-time Operations Manager for approximately 9 months in advance of, and during the Games to ensure that the Games are properly planned and managed. It is estimated that such a position would cost approximately \$45,000 for the 9-month period. These items will be budgeted within the 2025 fiscal budget with the remaining amount being carried forward into the 2026 fiscal year.

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

The hosting of the 2026 BC Summer Games will provide a myriad of economic and community benefits. This includes significant economic impact to the City through direct Games budget operating spending and visitors to the community over the four-day Games as well as minor facility upgrades that can be achieved in time for the Games either through municipal budgets or from partial Games funding. The opportunity to host will also cultivate community pride, foster sport development and create a social legacy tied to the games within the City of Surrey. Council approval to host the Games will bring significant positive media opportunities and allow for the City to be seen as a sport hosting destination.

Laurie Cavan
General Manager
Parks, Recreation & Culture Department

Appendix "I": Letter of Invitation from the BC Games Society
Appendix "II": Sport Surrey's Sport Tourism Strategy



February 10, 2020

Laurie Cavan
General Manager
City of Surrey

Dear Laurie,

On behalf of the Province of BC and the Ministry of Tourism, Arts and Culture, the BC Games Society is pleased to invite your community to bid as a host of one of the following premier events in provincial sport.

Bids are now being accepted for:

2024 BC Winter Games
2026 BC Winter Games

2024 BC Summer Games
2026 BC Summer Games

A complete Bid Package was sent to your Mayor and Council this past week. Please find attached the Bid Package which is also available at (website address). Submissions will be accepted by the BC Games Society until September 18, 2020.

As you know, events such as these are vital to any BC community. The BC Games can provide a catalyst for both sport and community development while also exposing the province to all your city has to offer.

As noted in the Bid Package, there will be two information meetings; however, any questions prior to those meetings can be directed to Alison Noble at alisonn@bcgames.org or 250.387.1375.

Thank you for your consideration to host a BC Winter or BC Summer Games in your community. We wish you the very best for a successful bid.

Sincerely,

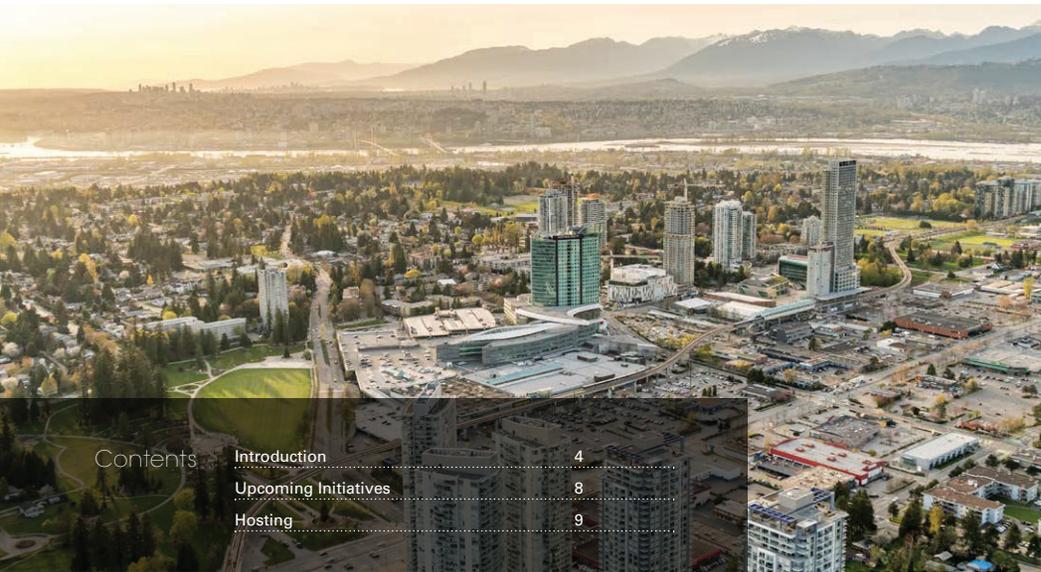
Jamey Paterson
Chair, BC Games Society

Alison Noble
President and CEO

SportSurrey

COME PLAY!





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City of Surrey Council



COUNCILLOR LINDA ANNE
 COUNCILLOR DOUG ELFORD
 COUNCILLOR JACK HUNDAI
 COUNCILLOR BRENDA LOCKE
 COUNCILLOR MANDEEP NAGRA
 COUNCILLOR ALLISON PRITON
 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.

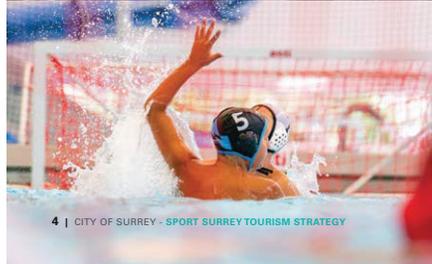
As we expand sport hosting opportunities through the new North Surrey Sport and Ice Complex and the Bear Creek Park stadium, our goal is to deliver world-class experiences for both residents and visitors throughout the year.

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.

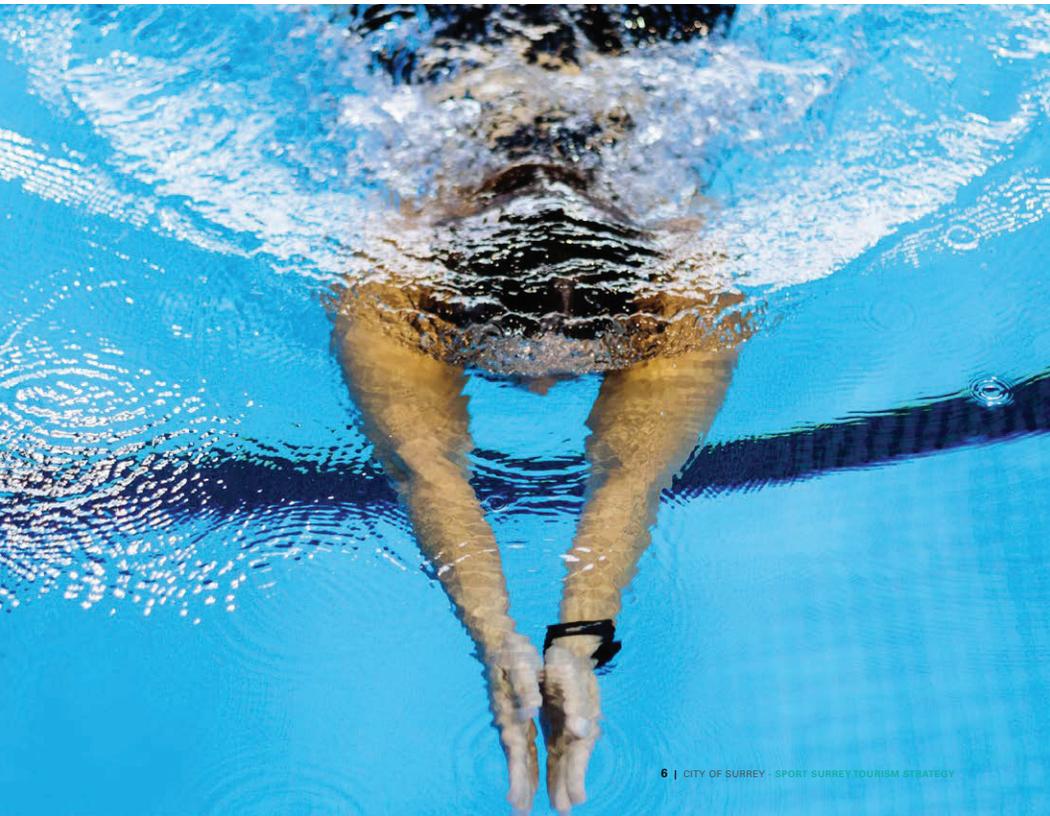
Hosting opportunities on the unique physical and geographical assets in Surrey, taking full advantage of our exiting assets.

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 Pee wee 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



