

STAFF REPORT TO COUNCIL

1100 Patricia Blvd. | Prince George, BC, Canada V2L 3V9 | www.princegeorge.ca

DATE: June 27, 2022

TO: MAYOR AND COUNCIL

NAME AND TITLE: Andy Beesley, Director Recreation and Events

SUBJECT: 2022 Women's World Curling Wrap-Up Report

ATTACHMENT(S): None.

RECOMMENDATION(S):

That Council RECEIVES FOR INFORMATION the report dated June 27, 2022, from the Director of Recreation and Events titled "2022 Women's World curling Wrap-Up Report".

PURPOSE:

This report provides summary notes and highlights from the recent 2022 Women's World Curling Championship held at the CN Centre this past March 19 – 27, 2022.

BACKGROUND:

The 2020 World Women's Curling Championship was scheduled for March 2020, but the pandemic forced the event's cancellation one day before the event's opening banquet was scheduled. It was a devastating blow for organizers, Curling Canada staff, City staff, volunteers, and the competitors. Despite the tremendous emotional, financial and other hardships caused by this cancellation, and two years of uncertainty due to the COVID pandemic, the City of Prince George successfully hosted the 2022 Women's World Curling Championship, with reviews from the organizers, participants, fans and partners all indicating an extremely successful event despite the continuing challenges.

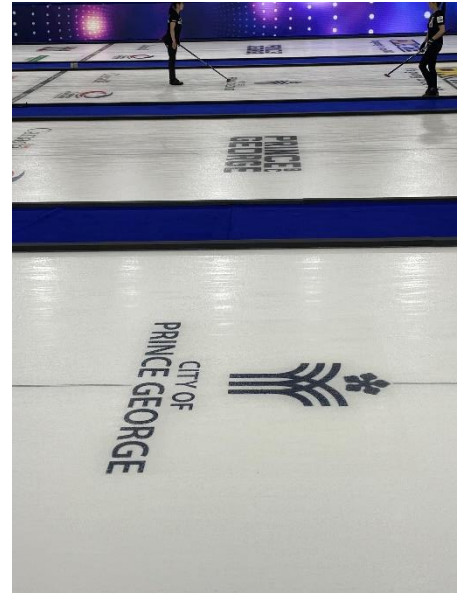
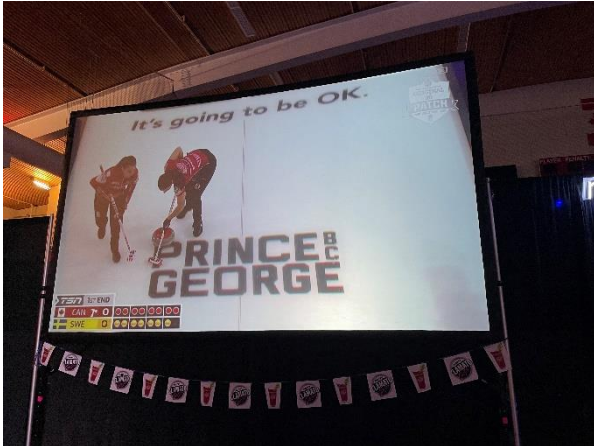


Over the nine-day tournament, 34,773 people attended.

The City of Prince George was promoted in a positive manner, and recognized widely and frequently, with highlights including:

- Professionally produced opening videos prior to each of the 24 draws, featuring videos created with the Lheidli T'enneh first nation, and several City of Prince George representatives
- On Ice Logos, visible to 100% of spectators and virtually all camera angles;
- Digital ads (Website, Social Media, TV, Score clock, Welcome signage at YXS, etc.)

- Souvenir Program developed by the City of Prince George Communications manager and Tourism PG;
- Prince George Accommodation list and bus/walking route maps for visitors;
- Prince George Experience Guides for participants and visitors



The tournament featured 15 original TV broadcasts on TSN, with a total of 46 hours of live broadcast coverage, and an additional 55 hours of repeat broadcasts on TSN and TSN2. The overall reach was 4,708,000 Canadians on TSN and RDS. On average, 349,400 Canadians watched the tournament at any given minute of original broadcast coverage. These figures do not include the international viewing through the World curling TV broadcasts. Millions in Japan, China, across Europe, and the United States saw the WCTV feed. The tournament delivered mass reach and generated many millions of media impressions across traditional linear television, digital, and social media touchpoints. While specific numbers are not yet in for the 2022 WWCC, as a comparison, the WWCC 2018 event realized overall impressions at 86.73 million people.

Tourism Prince George reported 1,751 visitors visited their booth during the draws, including fans from Sweden, Germany, USA, Brazil, Eastern Canada, Western Canada, and across British Columbia. Approximately 35% - 40% of all ticket-holders were from outside of Prince George, with several hotels reporting blocks of rooms dedicated to out of town guests and participants. According to Stat Canada, the average Canadian Traveler spends \$330 per overnight stay, while same-day visitors average \$178 per day. The number of visitors was particularly encouraging since only a few weeks prior to the event, there was no certainty the event would occur, let alone if fans would be able to attend. With a very limited amount of time to sell tickets and for people to make travel plans to Prince George, the event organizers were very pleased with the number of visitors.

The Lheidli T'enneh First Nation were included prominently and helped to facilitate a sense of inclusion, respect and partnerships. Chief Dolleen Logan was featured in each opening video welcoming visitors to their territory. For the final championship draw, First Nation carvings were showcased in the arena, and featured in the broadcast as the game was played.

The event created several lasting legacies, including:

- Approximately \$47,000 50/50 funds donated to support the Prince George Curling Club and an additional \$8,408 donated to Curl BC,
- Many local volunteers trained to properly judge and time a world championship curling event,
- Local volunteers trained on how to make and sustain world-class curling ice,

- Building the staff, volunteer and hospitality capacity to host larger national or international sporting events,
- A positive financial outcome for Curling Canada, which was especially gratifying after the negative financial implications from the 2020 event cancellation,
- A surprisingly extra emotional positive response from the organizers and all partners and participants, realizing that as a result of the beginning of the COVID pandemic this was one of the first major sporting events to be cancelled in 2020. Furthermore, the 2022 event was one of the first major sporting events held with spectators. This will result in poignant long-term positive memories from this extra meaningful event.
- Team Canada won the bronze medal!

STRATEGIC PRIORITIES:

Hosting the 2022 WWCC supports Council Priorities including building and maintaining the relationships necessary to advance coordinated advocacy and action on shared goals; maximize the quality of life for all residents, and broadly market the affordability and quality of life in Prince George.

FINANCIAL CONSIDERATIONS:

Council approved a \$300,000 grant from the Major Events Reserve Fund for the 2020 event. Due to the extreme last-minute nature of the cancellation/postponement and the fact that most of the major expenses had been incurred, we were unable to recoup this. However, Curling Canada indicated they would do everything they could to reschedule this event in Prince George. A new agreement was successfully negotiated for the 2022 event, which saw the City of Prince George agreeing to no cash contributions, but up to \$200,000 of in-kind venue costs (CN Centre and Kin 1) supported from the Major Events Reserve Fund. Additionally, as per the agreement the City was successful in applying for a \$250,000 grant from the BC Fairs, Festivals & Events Recovery Fund, which flowed through to Curling Canada, and supported the event's indigenous involvement, marketing/communications, and volunteer expenses.

The following budget numbers are from Curling Canada, who advise us that these are audited internal numbers. More definitive background information will be available later this summer when these numbers are finalized. At that time, Curling Canada will receive their audit report, and the financial details will be publicly reviewable on their website.

**BC Fairs, Festivals, & Events Recovery Fund
Event Budget Template**

Applicant Organization	City of Prince George
Name of Event	2022 World Women's Curling Championship
App # (internal use only)	

**** Grant request cannot exceed 20% of the operational budget (event expenditures), up to a maximum of \$250,000 ****
**** Event operational budget must be greater than \$10,000****

Revenue	Actual	
	Dollar Amount	
Earned Revenue		
Registration Fees	\$	19,300
Ticket Sales	\$	551,074
Merchandise/Souvenirs	\$	28,341
Concession/Vendor Revenue	\$	111,321
Fundraising		
Other (specify) - LOCAL SPONSORSHIPS	\$	223,363
Subtotal	\$	933,399
Contribution from Applicant and Partners		
Applicant Organization		
Local Government	\$	200,000
Provincial Government (excluding BCFE Funds)	\$	100,000
BCFFE Funds	\$	250,000
Federal Government	\$	249,000
Donations		
Sponsorship		
Other (specify)		
Subtotal	\$	799,000
Total Revenue	\$	1,732,399

If BCFE funds will be used for a specific Expenditure, select YES in the BCFE Fund.

Expenditures	Actual	
	Dollar Amount	BCFFE Fund
Fees		
Programming Fees (Artists, Speakers, Presenters, etc.)	\$ 10,884	Yes
Honorariums (Indigenous consultation and blessings, etc.)	\$ 7,944	Yes
Contractor Fees		
Officials Fees	\$ 48,871	
Sanctioning & Licence Fees	\$ 151,349	
Other (specify) MEMBER ASSOCIATION AND LOC DISTRIBUTIONS	\$ 79,215	
Subtotal	\$	298,263
Direct Costs		
Venue/Facility Rental	\$ 109,773	
Transport of The Patch Floor from Dawson Creek	\$ 4,240	
Event Insurance	\$ 33,197	
Travel	\$ 62,888	
Accommodation	\$ 72,177	
Per Diem	\$ 39,411	
Meals & Hospitality Fees	\$ 36,424	
Banquets, Receptions & Ceremonies		
Concession/Vendor	\$ 83,485	
Accreditation		
Security	\$ 26,464	
Medical		
Equipment	\$ 48,673	
Merchandise/Souvenirs		
Signage & Tickets		
Clothing	\$ 5,839	
Volunteers	\$ 51,430	\$ 26,465
Other (specify) ICE TECHS	\$ 49,147	

Other (specify) CONSUMABLES	\$	30,174	
Subtotal	\$		653,322
Communications			
Promotional Materials (program guide etc.)	\$	8,751	Yes
Website Design/Production			
Advertising (print, digital)	\$	132,016	Yes
Photography & Video	\$	19,848	Yes
Other (specify) LED BOARDS FOR SCOREBOARDS AND SIGNAGE	\$	22,161	Yes
Subtotal	\$		182,776
Overhead			
Staff Wages	\$	70,589	
Administration	\$	4,234	
Venue Staff Wages	\$	60,303	
Rental of Workspace			
Utilities	\$	4,300	
Other (specify) CONTRACTORS	\$	149,454	
Subtotal	\$		288,880
Total Expenditures	\$		1,423,241
Net Profit/Loss	\$		309,158

SUMMARY AND CONCLUSION:

This event would not have occurred if it were not for the direction, support and financial approvals provided by City Council. Additionally, the volunteers, corporate sponsors, contractors and fans not only endured a great deal of lengthy angst, stress, worry, time, hurdles and sacrifice, but were triumphant in creating a remarkable successful event. While the Recreation and Events department took the lead in hosting this event, it is gratifying to recognize the outstanding cooperation and support from staff from all departments in the city.

The entire City of Prince George can very happy and satisfied that along with hosting a great event for the participants and fans, we have also created a lasting legacy and positive reputation that will service us well as we plan on future major events.





05 May 2022

Local Organising Committee
2022 BKT Tires & OK Tire
World Women's Curling Championship
Prince George
Canada

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www.worldcurling.org

Dear Glen, Jen, Michelle and Shelley

I am now writing to thank each of you and your excellent Committees for the outstanding success of the 2022 BKT Tire & OK Tire World Women's Curling Championship.

As I said in my closing speech, we waited 2 years to be with you in Prince George following the cancellation in 2020 and it was well worth the wait.

From start to finish the whole Championship ran like clockwork and the excitement from having fans back in the stands from both the athlete perspective and the TV Viewers made our first Championship since our successful curling appearance in both the Beijing Olympic and Paralympic Winter Games even more special.

This was my final World Women's Curling Championship in my role as President and I was delighted to inform my fellow Board Members last week at our meetings in Geneva that I would have no hesitation in returning with a World Championship to Prince George in the future – you were all quite outstanding!!

Congratulations and my sincere thanks once more

Best wishes

A handwritten signature in black ink that reads "Kate".

Kate Caithness CBE
President
WORLD CURLING FEDERATION



RESPECTFULLY SUBMITTED:

Andy Beesley, Director, Recreation and Events

APPROVED:

Walter Babicz, City Manager

Meeting Date: [2022/06/27]