

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 of Recreation and Events

SUBJECT: 2026 55+ BC Summer Games Co-Host Bid

ATTACHMENT(S):

1. Letter of Support from the City of Quesnel
2. Letter of support from Tourism Prince George

RECOMMENDATION(S):

That Council APPROVES of the City of Prince George submitting a bid to co-host the 2026 55+ BC Summer Games with Quesnel, with a direct financial commitment from the City of Prince George of up to \$100,000, to be funded from the Major Events Reserve.

PURPOSE:

The purpose of this report is to seek Council's approval to bid on a major multi-sport opportunity, the 2026 55+ BC Summer Games.

BACKGROUND:

On January 16, 2017 Council approved the Prince George 10-year Sport Tourism Strategy. One of the strategies was to create a Sport Hosting Calendar to identify gaps and opportunities to host sporting events. Hosting the 2026 55+ BC Summer Games would fit within the SportPG 10-Year Hosting Calendar.

Approximately 4,000 athletes and coaches, along with hundreds of friends and family journey from all over the province to the host communities for the 55+ BC Summer Games. There are a minimum of twenty sports offered in these Games. More than 1,500 local volunteers will be part of this unforgettable event, where athletes 55 years and older will inspire healthy and active lifestyles. Prince George previously hosted the 55+ BC Games in 2008.

The City of Quesnel has requested that our two cities create a partnership to co-host this event. Discussions with BC Seniors Games Society resulted in strong support of this concept. At least two-thirds to a maximum of 85% of the events would occur in Prince George, with the balance in Quesnel.

There are a number of community and economic benefits in co-hosting these Games:

1. 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
2. Community Pride – there is a great sense of community pride and accomplishment after the completion of the process of planning and staging a Games

3. Partnering with the City of Quesnel – building on our “Northern Capital” capacity, creating new and/or strengthened relationships, sharing volunteer and other expertise, and supporting each other in hosting a first class event
4. Equipment legacy – sport equipment purchased by the host society is allocated to local sports organizations or school districts
5. Facility upgrades – minor facility upgrades can be achieved in time for the Games
6. Developing leadership skills – 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
7. Bringing organizations together – municipalities, school districts, Indigenous groups, public health organizations and community minded businesses collaborate to plan and deliver the Games experience
8. Uniting people – up to 1,500 community volunteers come together on a common project and common vision to forge new friendships

Close to 4,000 participants and supporters will utilize approximately 2,000 spaces for accommodation through hotel rooms and RV sites, frequenting numerous community businesses, and visiting a variety of facilities. The estimated economic return to Prince George based on two-thirds of the events and visitors in our city, is over \$3,500,000. The potential economic impact of the 55+ BC Games is significantly higher than hosting other BC Games as participants are responsible for their own accommodation, meals and transportation.

STRATEGIC PRIORITIES:

Building stronger neighborhoods, increasing civic pride, strengthening intergovernmental relations and strengthening and diversifying our economy.

FINANCIAL CONSIDERATIONS:

The BC Senior Games Society will work closely with the Games Organizing Committee to facilitate the event. Along with their own provincial partners and registration fees, as well as many community sponsors, the budget for the 55+ Summer Games is approximately \$350,000. The BC Senior Games Society is responsible for all financial liabilities. Any surpluses will result in legacies for local groups. Typically, the Host Community contributes up to \$60,000 cash and \$55,000 Value-in-Kind (facility rentals etc.). Based on approximately 85% of the events hosted in Prince George, we are seeking up to \$52,000 cash plus \$48,000 value-in-kind contributions to be funded from the Major Events Reserve. The City of Quesnel will be responsible for the balance.

SUMMARY AND CONCLUSION:

Co-Hosting the 55+ BC Summer Games in 2026 is in line with the City’s 10-year Sport Tourism Strategy and Administration recommends bidding on this opportunity.

RESPECTFULLY SUBMITTED:

Andy Beesley, Director – Recreation and Events

PREPARED BY: Debbie Heywood, Supervisor – Event Services

APPROVED:

Walter Babicz, City Manager

Meeting Date: 2022/06/27