

**DATE:** October 23, 2019

**TO:** MAYOR AND COUNCIL

**NAME AND TITLE:** Adam Davey, Associate Director, Community Services

**SUBJECT:** 2020 World Women's Curling Championship – Update Report

**ATTACHMENT(S):** Curling Canada PowerPoint Presentation

**RECOMMENDATION:**

That Council RECEIVE FOR INFORMATION the report dated October 23, 2019 from the Associate Director, Community Services titled “2020 World Women’s Curling Championship – Update Report”.

**PURPOSE:**

The purpose of this report is to update Mayor and Council on the progress of the 2020 World Women’s Curling Championship. Curling Canada provided an introductory presentation during the July 29, 2019 Council Meeting. Two follow-up update presentations were scheduled to occur on November 4 (tonight), and a final presentation on February 24, 2020.

**STRATEGIC PRIORITIES:**

The City’s 2018 annual report identifies “Enhance Prince George’s attractiveness to visitors, especially for meetings and sporting events” as a Council Focus Area. Further, the City’s long-term strategy, ‘myPG Goals,’ within the Social Health and Well-Being pillar includes: “Health & Wellness,” and “Supportive and Engaged Community.”

**DISCUSSION:**

The 2020 Women’s World Curling Championship (WWCC) represents a pinnacle achievement for Prince George. For example, it is only the second world championship to be held in Prince George (the 2019 World Para Nordic Skiing Championships was the first), and the event could attract a world television audience exceeding 80 million. This is unprecedented for an event in Prince George.

Canada last hosted the WWCC in 2018 in North Bay, Ontario. Based on the experience in North Bay, it’s expected that the event in Prince George will attract a cumulative attendance of up to 60,000 to CN Centre, and bring a local economic impact of \$4-5 million. In addition, the competition in North Bay attracted a global television audience of more than 86 million in Europe, Asia, and North America.

The City of Prince George secured the WWCC by providing a funding commitment of \$300,000. Tourism Prince George is partnering with the City to maximize the value of the event for the community and local businesses. The City is supporting the acquisition of funds from additional sources, including the Province of BC, which is providing \$213,000 in grant funding to support this event. Curling Canada is also applying

for a grant through the Northern Development Initiative Trust, for additional support funding (Council's consideration of support is also on the November 4, 2019 Agenda). Additionally, the City and Curling Canada have recently completed the event Sponsorship Agreement. The Sponsorship Agreement outlines the benefits Prince George will receive for its investment in the event and the City has worked with Tourism Prince George to secure various ways that the City will be profiled. These include a booth in CN Centre providing visitor services, advertisements in various WWCC materials, and distribution of video footage featuring Prince George to media covering the event.

**SUMMARY AND CONCLUSION:**

Mr. Glen Mikkelsen, Vice-Chair Facilities, and Kyla Rushton, Marketing Coordinator, Curling Canada, will be in attendance to provide Council with an update regarding the 2020 World Women's Curling Championship. The 2020 World Women's Curling Championship will be held from March 14 - 22, 2020 at CN Centre. A final update to Council is planned to occur during the February 24, 2020 Meeting.

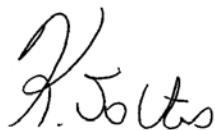
**RESPECTFULLY SUBMITTED:**



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Adam Davey, Associate Director, Community Services

**APPROVED:**



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Kathleen Soltis, City Manager  
Meeting date: November 4, 2019