

**DATE:** April 12, 2023

**TO:** MAYOR AND COUNCIL

**NAME AND TITLE:** Andy Beesley, Director of Civic Facilities & Events

**SUBJECT:** Engage Sport North – Partnership Proposal

**ATTACHMENT(S):** None

**RECOMMENDATION(S):**

That Council APPROVES the request from Engage Sport North for registered targeted athletes to be provided free access to the Prince George Aquatic Centre, as described in the report dated April 12, 2023, from the Director of Civic Facilities & Events titled, “Engage Sport North Partnership Proposal”.

**PURPOSE:**

To review a partnership request from Engage Sport North and the Prince George Aquatic Centre.

**OVERVIEW:**

Engage Sport North is a non-profit sport delivery organization that supports athletes, coaches, officials, educators, parents, and sport leaders in Northern BC in partnership with the Canadian Sport Institute.

One function of Engage Sport is to offer benefits for targeted athletes and coaches who have met specific criteria and benchmarks created by their Provincial Sport Organization. Registered targeted athletes & coaches receive assistance to help with the financial cost as they work their way from a provincial development athlete or coach all the way to being a potential Olympian.

Engage Sport North is requesting a partnership with the City of Prince George where local registered targeted athletes will receive free access to the Prince George Aquatic Centre during regular operational hours. The free pool access is for individual drop-in use and not used as a replacement or add-on circumventing pool rental agreements. Currently in Prince George there are sixty-two targeted athletes having forty registered with Engage Sport.

Municipalities throughout BC have become partners with the Canadian Sport Institute offering free pool access to their registered targeted athletes. Those municipalities include Kamloops, Kelowna, Chilliwack, Vancouver, Abbotsford, Burnaby, Surrey, Nanaimo, Victoria, Saanich, among others. In addition to local targeted athletes receiving free access to the Aquatic Centre, the partnership would recognize those BC registered targeted athletes from other municipalities who visit Prince George and show their current

Pacific Sport Centre card (photo id.). Locally the Charles Jago Northern Sport Centre is a current partner with Engage Sport North providing free access to their facility for registered targeted athletes.

The Canfor Leisure Pool does not have a gym and is not for elite athletes, and is therefore not included in the proposal.

**Should the Prince George Aquatic Centre become a partner with Engage Sport North, the benefits are as follows:**

- Added value for local targeted athletes to develop or maintain their skills and abilities.
- Added value for families who are considering moving to PG who are looking for high quality recreation/sport facilities for their targeted athletes.
- Added value for BC targeted athletes who are visiting P.G. from another municipality.

**STRATEGIC PRIORITIES:**

The proposal fits with The City's Social Health and Well-Being Priorities to maximize the quality of life for all residents along with the Economic Diversity and Growth Priorities by marketing Prince George as a place to invest, live and visit promoting the presence and use of local assets and amenities in a way that aligns with growth goals.

**FINANCIAL CONSIDERATIONS:**

The City of Prince George provides aquatic services that benefit the community funded through subsidized user fees. This partnership would not incur additional operational costs due to the small number of targeted athletes using the facility at any given time. The City will review the partnership on an annual basis and reserves the right to cancel or opt out at any time.

**SUMMARY AND CONCLUSION:**

Administration seeks direction from Council to approve or deny this partnership proposal and will track pool visits to determine facility usage and operational impacts.

**RESPECTFULLY SUBMITTED:**

Andy Beesley, Director of Civic Facilities & Events

**REPORT PREPARED BY:** Jim Worthington, Manager, Aquatics Division

**APPROVED:**

Walter Babicz, City Manager

Meeting date: April 12, 2023