

City of Prince George
1100 Patricia Blvd,
Prince George,
BC V2L 3V9

May 25, 2023

Dear Deanna,

Re: Prince George Community Foundation and Rotary Mega Park

As we shared in the email dated January 13th, 2023, the Prince George Community Foundation and Rotary Club of Prince George remain committed to the concept of a multi-purpose recreation facility ("Mega Park") for the community and region. We respectfully submit this letter (through administration) to the City of Prince George Mayor and Council regarding additional considerations about the proposed Mega Park.

The intention of this project is to create a public recreation space where families of all ages and abilities can come together and enjoy the outdoors in the same space. The mental and physical health benefits of outdoor community spaces have been well studied and documented, including overall benefits to emotional wellness, and increased physical health.

In addition to adding to the quality of life for residents, we believe this facility will increase revenue opportunities for the City of Prince George and this factor should be part of the decision-making process for this project. Based on our research of other park facilities of similar nature, a variety of economic benefits and potential revenue sources include:

- Tourism – the park would draw visitors from outside of the city, resulting in the use of hotel/motel rooms, restaurants, and other entertainment venues during their stay.
- Job creation during construction – local resources will be utilized during the construction of the park.
- Construction supplies – materials for the construction of the facilities would likely be sourced locally including lumber, gravel, fixtures, etc.
- As contemplated in the proposal, another source of revenue is the proposed world class Red Bull Certified Pump Track, which could potentially be considered as a host location for the Red Bull UCI Pump Championships.

"The Red Bull UCI Pump Track World Championships has already succeeded in creating a revolutionary global pump track racing series with over 23 ground-breaking events taking place around the world in 2018. More than 2,000 athletes participated in over 19 countries and 67 riders competed in the first World Final that saw local heroes, elite BMX racers and MTB World Champions compete on an even playing field." – RedBull.com

We envision the proposed Prince George pump track opening the doors for Northern BC riders to participate in regional competitions and/or qualification events. In addition to providing opportunity, the events will draw large crowds to Prince George, thus providing economic opportunities. The City of Langford BC is one example community which is benefiting from having a local pump track.

"Langford is launching a new weekend bike festival, which will include a qualifying tournament for the international Red Bull Pump Track World Championships. The festival, dubbed Langford Bikefest, will include the qualifying tournament, a local bike race series, a kids education and games zone, food trucks and displays. The event is on track to draw 600+ participants and close to 1,000 spectators." – CTV News

At this point there are no actual revenues figures resulting from Pump Track events, however the crowds which the facility draws is defiantly an economic driver for local businesses.

The Foundation and Rotary are also in early discussions with a number of community stakeholders about operating on site. If these partnerships come to fruition this could mean potential decreased costs of maintenance and security for the City.

We welcome the opportunity to meet with Council and Administration provide additional details and clarification.

Sincerely,



Catherine Pennington
President PGCF

Sources

<https://www.redbull.com/ca-en/event-series/pump-track-world-championship>

<https://vancouverisland.ctvnews.ca/mobile/international-biking-competition-coming-to-langford-b-c-1.5881949?cache=clipId=89619/7.337230/7.292501/7.292501/7.301265/7.326366/7.326366/7.328397/7.330803/7.341097>

<https://web.westshore.bc.ca/events/Langford-BIKEFEST-2022-2903/details>