

PRINCE GEORGE  
**2024**  
**PARA**  
BIATHLON  
WORLD  
CHAMPIONSHIPS  
NORDIC WORLD  
CUP FINALS



PRESENTED BY  
**CALEDONIA**  
N O R D I C • S K I • C L U B



Summary Presentation to Prince George City Council  
February 3rd, 2025

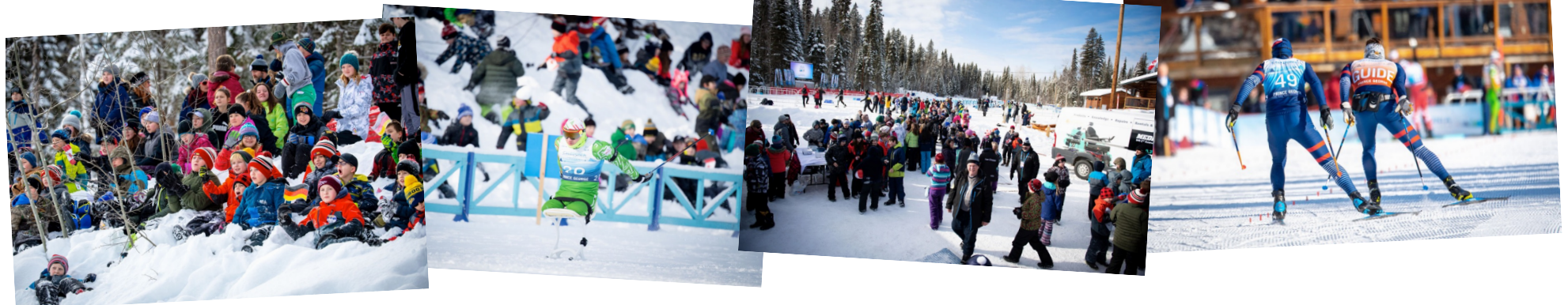
Presented by: Kevin Pettersen, Chairperson, 2024 Para Biathlon World Championship & 2024 Para Nordic World Cup Finals



**Building on our successes**

# The 2019 World Para Nordic Skiing Championships

- 7 competition days; 2 training days
- 3 Para biathlon events; 4 Para cross country events
- 114 World Championships medals awarded
- Spectacular conditions (chilly, but brilliant sunshine)
- Energetic volunteers and spectators with hundreds of school children able to attend.



## 2019 - A Highly Successful World Championships!

- 17 nations with 202 international team members
- 339 local volunteers and officials
- Event budget: \$2.47 million (delivered on budget)
- Total grant funding: \$1.46 million
- Sponsorships: \$211K cash, \$282K VIK
- Economic impact to Prince George: \$4.42 million
- Key permanent legacies (for community and enabling future events)
  - Snow making system (\$425K)
  - Accessibility upgrades (\$150K)





# **| 2024: Bringing two Worlds together**

## Building from success of 2019

Goal from 2019 World Para Nordic Skiing Championships

- Become a permanent international venue by bringing the magic of Prince George and exceeding expectations
- IPC very impressed with CNSC/Prince George
- New Para Biathlon World Championship created (combined with Para Nordic Skiing World Cup Finals).
- CNSC/Prince George directly awarded these events for 2024 (formal announcement Oct 2022)
- New governance of Para Nordic by FIS/IBU



# Bringing two worlds together in 2024

- 2024 Para Biathlon World Championships
  - March 5 – 10 , 2024
  - 4 competition days; 2 training days
- 2024 Para Nordic World Cup Finals
  - March 12 – 17, 2024
  - 4 competition days; 2 training days
- ~16 countries, ~100 athletes, ~100 coaches/tech
- ~350 volunteers/officials \$3.3 million budget
- \$1million+ permanent legacy (snowmaking system to Caledonia)
- \$7.2 million total economic impact
- Greatly contributes to hosting of future world Nordic events (FIS/IBU)



Creating Magic In Prince George - The Experience

## Our Amazing Venues – Canada Games Plaza/PGCCC

A vibrant hub for:

- Opening Ceremonies
- Medal Ceremonies
- Closing ceremonies
- Celebratory banquet





Creating Magic In Prince George – The Experience

## Our Amazing Venues – Accommodations

---

Guiding principle – ease of mobility

- Adjacent to CWG Plaza/PGCCC
- Freedom to move independently
  - Shopping, restaurants, services
- Strategic placement of teams



Creating Magic In Prince George - The Experience

## Our Amazing Venues – Caledonia Nordic Ski Club

- World class Nordic facility
- Certified competition trails
- Large pool of sports officials/volunteers
- Legacies – Expanded snowmaking, Accessibility improvements.
- Becoming a continental venue for world level Nordic events (para and able-bodied)



Creating Magic In Prince George - The Experience

## Our Amazing Downtown Experiences

---

Teams and guests centralized downtown

- Stimulate the desire to explore downtown
- Our opportunity to create an amazing downtown experience and create a world buzz



Creating Magic In Prince George - The Experience

## Our Amazing Cultural Experiences

Opportunities to showcase unique cultural experiences to the world

- Excursions, hospitality events, performances
- Creating lasting memories - for many happy returns!



Creating Magic In Prince George - The Experience

## Our Amazing People

---

Community pride and volunteerism are our greatest legacies

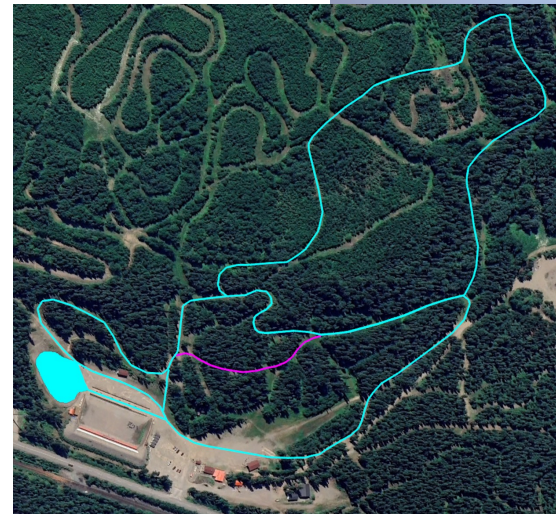
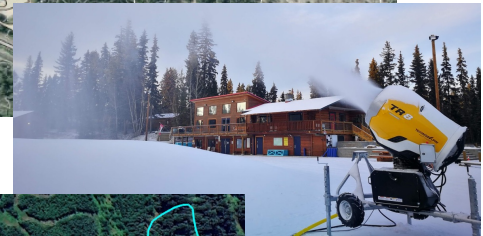
- These World Championships allow us to elevate these qualities to the world stage
- Inspiring and growing the next generation of incredible volunteers



# Legacies from 2024

Snowmaking system expansion (\$1.1 million)

- Phase 2 (2021) – 2019 legacy/NDIT/BC Gaming
- Phase 3 (2022) – private donation/NDIT
- Most modern Nordic snowmaking system in Canada
  - 7km of trails covered, 31 hydrants, 9 snow guns
- “Pre-loaded” 2024 legacy
- “Game changer” - Attracting national and international events
- Community benefits (earlier and longer ski season)
- And more legacies to come! (i.e. paved competition trails for summer roller ski & roller biathlon events, camps, and recreational use).



# Enormous gratitude to our sponsors and funding partners



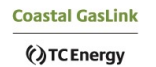
We respectfully acknowledge that this event takes place on the unceded territory of the Lheidli T'enneh First Nation. We thank them for allowing us the opportunity to gather and celebrate on their ancestral lands.

[WWW.CALEDONIACOMPETITIONS.COM](http://WWW.CALEDONIACOMPETITIONS.COM)

## Presenting Sponsor



## Premium Sponsors



## Funding Partners



## Showcase Sponsors



Thank you all  
so much!

