

# STAFF REPORT TO COUNCIL

1100 Patricia Blvd. | Prince George, BC, Canada V2L 3V9 | [www.princegeorge.ca](http://www.princegeorge.ca)

**DATE:** January 3, 2020

**TO:** MAYOR AND COUNCIL

**NAME AND TITLE:** Adam Davey, Director of Community Services and Public Safety

**SUBJECT:** Prince George Events Group: 2020 Major Sport & Special Events

**ATTACHMENT(S):** Nil

**RECOMMENDATION(S):**

That Council RECEIVES FOR INFORMATION the report dated January 3, 2020, from the Director of Community Services and Public Safety, titled "Prince George Events Group – 2020 Major Sport & Special Events."

**PURPOSE:**

This report is presented for Council information and provides a summary of major sport and special events, that the City is assisting or supporting in 2020, and that produce a significant economic impact.

**BACKGROUND:**

Prince George is a leader in terms of quality sport and other special event hosting. The 2015 Canada Winter Games served as the initial catalyst and assisted with securing the hosting of other major sport events that included: the 2016 Canadian Native Fastball Championships, 2019 World Para Nordic Skiing Championships, and numerous regional and provincial level tournaments. Additionally, several major corporate and industry conferences have been hosted in Prince George in recent years.

Building on the success over the past half-decade or so, the City is now well positioned to host numerous high profile events on a go-forward basis. Simplified, major sport and special events no longer appear to be "one-offs," but rather consistent annual occurrences. These events generate economic impact in the community measuring in the millions of dollars per year, in addition to bringing thousands of visitors to town and enhancing the city's brand.

In order to better support these events, a realignment of several Divisions within the Community Services Department in late 2019 provides the City and its customers with service improvements towards successful sport and special major event hosting services. Three previous Divisions (Sports Tourism, Prince George Conference and Civic Centre, and CN Centre and Arenas) have been amalgamated into one new team, called the Prince George Events Group (PGEG). This group consists of three new re-branded and integrated Divisions: Entertainment, Event Services, and Operations. The PGEG seeks to support sport events and events that produce significant economic impact within the community. The PGEG is a three-year renewal program which is intended to be fully streamlined as a "one-stop-shop" in time to support the 2022 BC Summer Games. Additionally,

interdepartmental teams are utilized for large complex events that span numerous areas within the City.

2020 is expected to be a very busy year with numerous high profile events. Highlights of the major sport event list include:

- ✓ Women's World Curling Championships, in March;
- ✓ Western Canadian Ringette Championships, also in March;
- ✓ Canadian Masters' National Badminton Championships, in April;
- ✓ Canadian Native Fastball Championships, in July; and
- ✓ numerous other regional and provincial level sport events

A select list of major corporate events includes:

- ✓ Natural Resources Forum, in January;
- ✓ Council of Forest Industries, in March;
- ✓ Northern Emergency Support Services Conference, in April;
- ✓ North Central Local Government Association 2020, in May;
- ✓ Cirque du Soleil and multiculturalism week/event in June;
- ✓ Cariboo Rocks the North and BCNE, in August; and
- ✓ Numerous other annual, industry and special events that the City may be involved in from a venue and/or support perspective.

In total, the City is currently tracking over 100 significant events for 2020, including annual events and new events.

#### **STRATEGIC PRIORITIES:**

Major sport and special events support the following MyPG Goals: Clear identity and pride; Supportive and engaged community; Diversified and vibrant economy; International connections; Sustainable business; and Organizational excellence.

#### **FINANCIAL CONSIDERATIONS:**

The City of Prince George provides financial support to many events and the list of supports continues to increase. Local nonprofit sport organizations pay a reduced rate on the rental of City sport, recreation and cultural buildings, parks and sport fields via the Comprehensive Fees and Charges Amendment Bylaw. Additional funding supports for events are available via the following City of Prince George grants:

- myPG Community Grant streamlined and approved by Council on February 13, 2014;
- Celebrate PG Community Grant (partnership with Tourism Prince George) was approved by Council on August 31, 2015;
- SportPG Hosting Grant was approved by Council on March 6, 2017;
- MeetingsPG Hosting Grant was approved by Council on February 4, 2019; and
- Major Sport Event Program, as part of the SportPG Program, was approved by Council on December 16, 2019

#### **SUMMARY AND CONCLUSION:**

The City of Prince George plays a lead role in hosting major sport and other special events. New funding programs and a newly aligned Prince George Events Group ensure the community continues to grow in regards to successfully bidding on and hosting major sport events. The 2020 list of major events, selectively shared above, demonstrates that the City is building on our already strong reputation for hosting quality events.

**RESPECTFULLY SUBMITTED:**

Adam Davey, Director of Community Services and Public Safety

**PREPARED BY:** Brad Beckett, Senior Manager, Prince George Events Group

**APPROVED:**

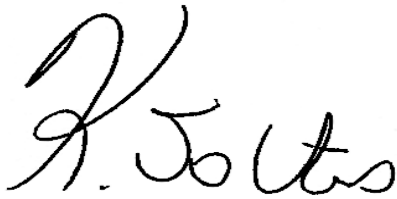
Kathleen Soltis, City Manager

Meeting Date: 2020/01/20

### Report Approval Details

Document Title:	2020 Major Special Events Report.docx
Attachments:	
Final Approval Date:	Jan 6, 2020

This report and all of its attachments were approved and signed as outlined below:

A handwritten signature in black ink, appearing to read "K. Soltis". The signature is fluid and cursive, with the first letter of the first name being a large, stylized capital 'K'.

**Kathleen Soltis - Jan 6, 2020 - 12:38 PM**