

# STAFF REPORT TO COUNCIL

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**DATE:** February 14, 2020

**TO:** MAYOR AND COUNCIL

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

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

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

## RECOMMENDATION(S):

That Council RECEIVES FOR INFORMATION the report dated February 14, 2020, from the Director, Community Services and Public Safety titled “2020 World Women's Curling Championship – Final Update Report”.

## PURPOSE:

The purpose of this report is to update Mayor and Council on the current status of the 2020 World Women's Curling Championship, with the event beginning in two weeks.

## 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. In this regard, 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 also supported the acquisition of funds from additional sources, including funding from the Northern Development Initiative Trust and senior levels of government.

**SUMMARY AND CONCLUSION:**

Mr. Glen Mikkelsen, Vice-Chair Facilities, and Terry Morris, Event Manager, Curling Canada, will be in attendance to provide Council with the final update regarding the 2020 World Women's Curling Championship. The 2020 World Women's Curling Championship begins on March 14, 2020, and concludes on March 22, 2020, at CN Centre.

**RESPECTFULLY SUBMITTED:**

Adam Davey, Director, Community Services and Public Safety

**PREPARED BY:** Glen Mikkelsen, Manager, Entertainment, Prince George Events Group

**APPROVED:**

Kathleen Soltis, City Manager

Meeting Date: February 24, 2020

## Report Approval Details

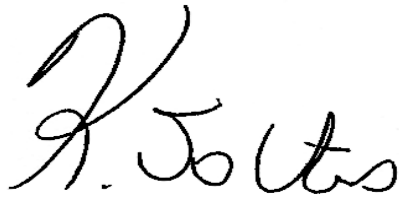
Document Title:	Final Update - 2020 Women's World Curling Championship.docx
Attachments:	- 2020 WWCC STATUS Feb 18.ppt
Final Approval Date:	Feb 14, 2020

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

**Brad Beckett - Feb 14, 2020 - 1:00 PM**

A handwritten signature in black ink, appearing to read 'Brad Beckett', with a stylized flourish at the end.

**Adam Davey - Feb 14, 2020 - 1:22 PM**

A handwritten signature in black ink, appearing to read 'Adam Davey', with a large, stylized initial 'A'.

**Kathleen Soltis - Feb 14, 2020 - 4:49 PM**