CITY OF PRINCE GEORGE

STAFF REPORT TO COUNCIL

1100 Patricia Blvd. I Prince George, BC, Canada V2L 3V9 I www.princegeorge.ca

DATE: March 12, 2021

TO: MAYOR AND COUNCIL

NAME AND TITLE: Walter Babicz, Acting City Manager

SUBJECT: 2024 Para Biathlon World Championships & 2024 World Para Nordic Skiing World Cup Finals and Request for Funding

ATTACHMENT(S):
1. Letter dated February 24, 2021 from the Caledonia Nordic Ski Club;
2. PowerPoint presentation dated March 23, 2020 regarding Prince George 2019 World Para Nordic Skiing Championships;
3. Staff Report to Council dated March 29, 2016 regarding 2019 International Paralympic Nordic World Championships

RECOMMENDATION:

That Council CONSIDERS the request from the Caledonia Nordic Ski Club to provide financial support of up to $250,000 towards hosting the 2024 Para Biathlon World Championships and World Para Nordic Skiing World Cup Finals if the Club is awarded those events, to be funded from the Major Events Reserve, and subject to the Club entering into a Sponsorship Agreement with the City on terms and conditions satisfactory to Administration.

PURPOSE:
For Council decision.

BACKGROUND:
The Caledonia Nordic Ski Club hosted the 2019 World Para Nordic Skiing Championships, with the City of Prince George providing financial support of $250,000 from the Major Events Reserve. The Staff Report to Council dated March 29, 2016 is attached for reference to provide background information regarding that funding request and Council's approval.

A post-event presentation from the Club to City Council was planned for last spring but was canceled due to the COVID-19 pandemic. Kevin Pettersen, Director of Competitions of the Caledonia Nordic Ski Club will now present the attached PowerPoint to Council via Zoom to recap the 2019 Championship event.

In addition, the attached letter dated February 24, 2021 from the Caledonia Nordic Ski Club indicates that the club has requested to host the 2024 Para Biathlon World Championships and the 2024 World Para Nordic Skiing World Cup Finals from March 4 – 17, 2024. If the Club's request is approved, the Club is seeking $250,000 in support from the City to assist with hosting those 2024 events, as follows:

- $20,000 in April 2021 to assist with announcements, video production, audio visual, branding, marketing and promotion, and miscellaneous planning and preparation expenses;

- $20,000 in January 2022 for attendance at 2022 World Championships (learning/observation event), marketing and promotion, and miscellaneous planning and preparation expenses; and

- $210,000 in January 2023 to meet deadlines for matching grant applications for Sport Canada ISEE grant programs.

STRATEGIC PRIORITIES:

This report relates to the myPG Goals of International Connections, Diversified and Vibrant Economy, Clear Identity and Pride, Cultural Richness, Equity and Inclusion, Health and Wellness, and Sustainable Fiscal Management.

FINANCIAL CONSIDERATIONS:

In recent years, the Major Events Reserve has been maintained through a sustainable funding source of annual contributions of $200,000 from the City's Gaming Revenues (the City has a Host Financial Assistance Agreement with the Province in which the City receives 10% of the net revenues of the Treasure Cove Casino). Due to COVID-19, casinos have been closed since March 2020 and the City is temporarily not receiving any revenues from this program. The Major Events Reserve still has some residual funds from prior years and the December 31, 2020 uncommitted balance of the Major Events Reserve is approximately $66,000. If this funding request is approved by Council, the Major Events Reserve could fund the $20,000 instalment in 2021 and the $20,000 instalment in 2022. However, the remaining $210,000 could not be funded from existing reserve funds and the reserve would require a different funding source which at this time, may be the tax levy. Having said that, with vaccination efforts currently in place, it appears likely that the City's gaming revenues will be restored prior to the 2023 tax year.

SUMMARY AND CONCLUSION:

The Caledonia Nordic Ski Club successfully hosted the 2019 World Para Nordic Skiing Championships with a contribution of $250,000 from the City of Prince George. The Club has requested to host the 2024 Para Biathlon World Championships and the 2024 World Para Nordic Skiing World Cup Finals from March 4 – 17, 2024. If the Club's request is approved, the Club is seeking $250,000 in support from the City to assist with hosting those 2024 events.

RESPECTFULLY SUBMITTED:

Walter Babicz, Acting City Manager

Meeting Date: [2021/03/22]