

February 24, 2021

TO: Mayor Lyn Hall & Walter Babicz (City Manager)

SUBJECT: Opportunity to host the 2024 Para Biathlon World Championships & 2024 World Para Nordic Skiing World Cup Finals – Request for funding from City of Prince George’s Major Events Funds Reserve

With the incredible success of the 2019 World Para Nordic Skiing Championships, we’ve continued discussions with the International Paralympic Committee with regards to hosting future World Para Nordic events. We’re so pleased that the IPC is very favorably considering our request for Prince George and the Caledonia Nordic Ski Club to host the 2024 Para Biathlon World Championships and the 2024 World Para Nordic Skiing World Cup Finals. A primary vision in hosting the 2019 World Para Nordic Skiing Championships was to position the City of Prince George and the Caledonia Nordic Ski Club as a permanent continental location/venue for hosting future IPC World Cup and World Championship events. If we’re successful in our request to host a 2nd World Championships and combined World Cup finals, it is a very strong signal from the IPC that we’re well on track to achieve that collective vision.

Background:

The 2019 World Para Nordic Skiing Championships broke new ground in many ways. It was the first World Championship sporting event hosted in the City of Prince George (and in the north of the province). It was also the first time the World Para Nordic Skiing Championships were ever held in Canada. When Collin Cameron (from Sudbury, Ontario) crossed the finish line in the Para Nordic sit skiing sprint race, it was also the first time ever a Canadian became a World Champion on Canadian snow. The 2019 World Championships put Prince George on the world stage as the event was live streamed around the world with over 1 million viewers. It even attracted the attention of King Harald V of Norway, who personally congratulated Norwegian Para Nordic skier Vilda Nilsen, who at just 18 years old, won a record 8 World Championships gold medals in Prince George (at her first World Championships).

The other great successes of the 2019 World Championships were:

- bringing together of our community in pride and spirit and opening our lens towards accessibility and the amazing achievements possible by people with disabilities;
- welcoming incredibly inspiring athletes from 17 nations (with 202 international team members);
- involving an incredible 350 local volunteers and officials;
- building a total event budget of \$2.47 million;
- attracting total grant funding: \$1.46 million
- attracting almost \$500,000 in sponsorships (\$211K cash, \$282K VIK);
- producing a total economic impact to the City of Prince George of \$4.42 million;
- establishing permanent legacies for the community & enabling future world-class events)
 - o Snow making system (\$425K) (further expanded by investment of legacy funds)
 - o Accessibility upgrades to Caledonia Nordic Ski Club (\$150K)



The early funding commitment of \$250,000 provided by the City of Prince George was absolutely critical to the success of the 2019 World Para Nordic Skiing Championships. It not only provided resources needed in the early stages of the preparations, but most importantly, it enabled us to meet the financial matching requirements to maximize federal international single sport event (ISSE) hosting grants (i.e. \$250,000), as well as contributing to the successful applications of the BC Gaming Capital grant (\$175,000) and the Northern Development Initiative Trust Economic Diversification grant (\$250,000). As such, the real financial success story of the \$250,000 investment by the City of Prince George is that it was directly responsible for an additional \$675,000 of grants being attracted into the City of Prince George, and also was directly responsible for the success of the 2019 World Para Nordic Skiing Championships which was a \$4.3 million positive economic impact to the City. Furthermore, the success of the 2019 World Championships directly contributes to this opportunity to host the 2024 Para Biathlon World Championships and World Para Nordic Skiing World Cup Finals.

Request of funding from the City of Prince George Major Events Reserve

We are absolutely thrilled that the IPC has opened the opportunity for us to host another World Championship event in Prince George. The 2024 Para Biathlon World Championships and the 2024 World Para Nordic Skiing World Cup Finals are almost identical to the 2019 World Para Nordic Skiing Championships that we successfully hosted. As such, we have a very clear understanding of the scope and scale of the event, a very strong foundation of knowledge of the process and elements for success, and a great depth of local expertise.

As mentioned above, the most crucial element to the success of the 2019 World Para Nordic Championships was the early funding commitment of \$250,000 from the City of Prince George from the Major Events Reserve. As we are looking to employ the same strategy we did in 2019 (i.e. the City's contribution enabling some of the early preparations as well as meet matching requirements for other significant grants), **we'd like to formally make the request to Mayor and Council for \$250,000 if the 2024 Para Biathlon World Championships and 2024 World Para Nordic Skiing World Cup Finals are formally awarded to Prince George and the Caledonia Nordic Ski Club.**

Thank you very much for your amazing support and consideration of our request.

Best regards,



Kevin Pettersen
Director of Competitions
Caledonia Nordic Ski Club



Synopsis of 2024 World Para Biathlon Championships/2024 World Para Nordic Skiing World Cup Finals

Proposed dates of competitions: March 4 – March 17, 2024 (see IPC chart below)

2024 World Para Biathlon Championship (March 4 – 10, 2024) – 4 competition days

2024 World Para Nordic Skiing World Cup Finals (March 12 -17, 2024) – 4 competition days

March 2024																	
Date	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Day	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Org			Prince George, CAN BT WCH									Prince George, CAN - WC Final					
Discipline			Arr	Tr	Tr	BT	BT		BT	BT			BT	CC		CC	CC

Estimated number of countries to attend: 20-25 nations

Estimated number of athletes and team members to attend: 250 – 350

Livestream broadcast coverage: all competitions and ceremonies

Livestream broadcast audience: 1 – 2 million world wide

Estimated number of volunteers and officials: 350-400

Estimated event budget: \$2.5 - \$3 million

Estimated grant revenue: \$1.5 - \$2 million

Estimated sponsorship revenue: \$500K - \$750K

Estimated local economic impact (City of Prince George): \$5 - \$6 million

