

Prince George 2019 World Para Nordic Skiing Championships

Post-event presentation to Prince George City Council

March 23, 2020



Presented by: Kevin Pettersen, Chairperson, Local Organizing Committee

A Highly Successful World Championships!

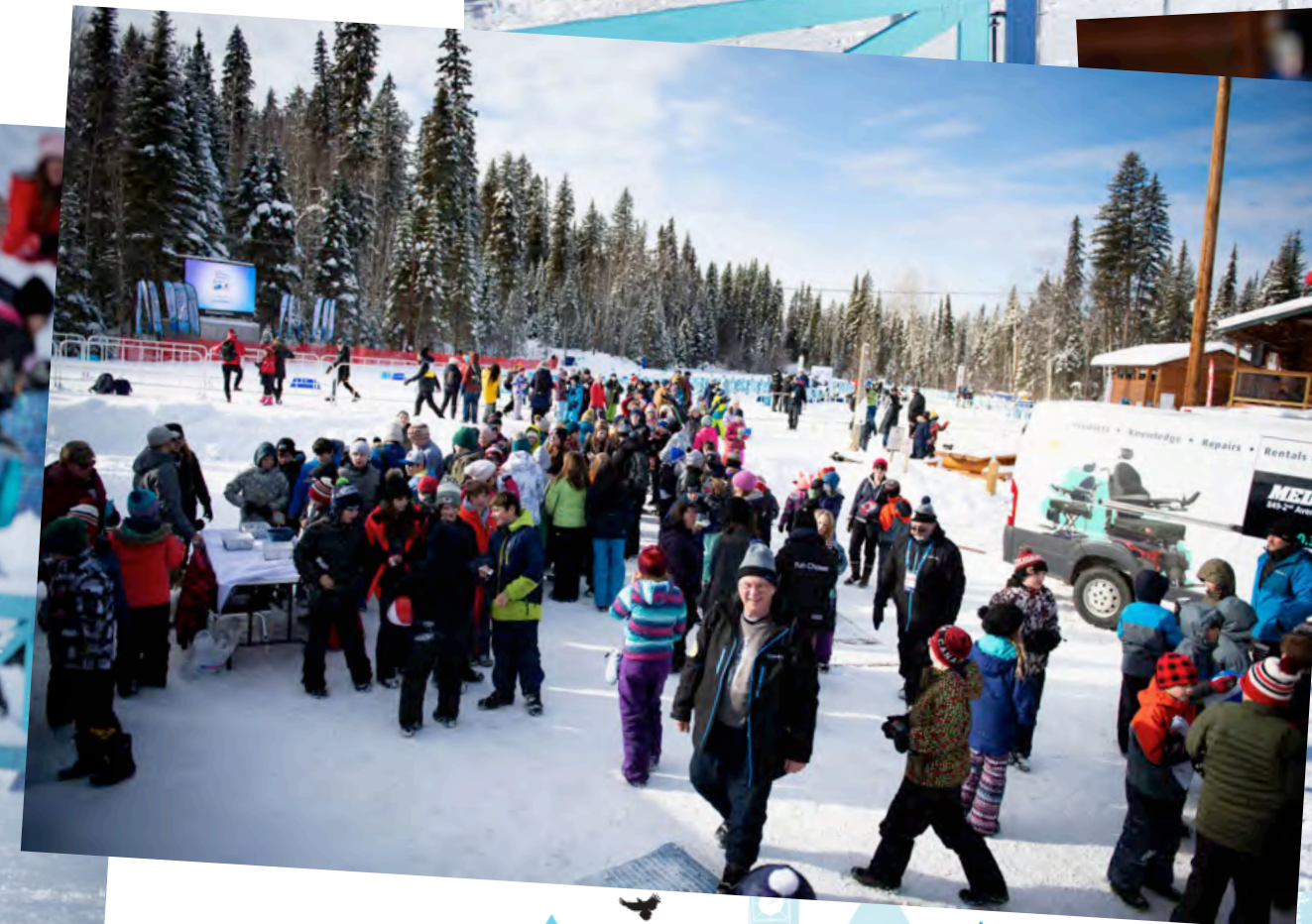


- 17 nations with 202 international team members
- 339 local volunteers and officials
- Event budget: \$2.47 million (delivered on budget)
- Total grant funding: \$1.46 million
- Sponsorships: \$211K cash, \$282K VIK
- Economic impact to Prince George: \$4.42 million
- Key permanent legacies (for community and enabling future events)
 - Snow making system (\$425K)...and expanding!
 - Accessibility upgrades (\$150K)
- Finalist for the 2020 CSTA PRESTIGE Award



The World Championship Competitions

- 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.



Live-stream Broadcasting to the World

- Live-streaming of all ceremonies and competitions
- Production truck & 12 cameras on stadium and courses
- Onsite media teams from Canada, Germany and Norway
- World wide exposure (228K minutes of watch time for live streaming and over 1 million impressions on social media).



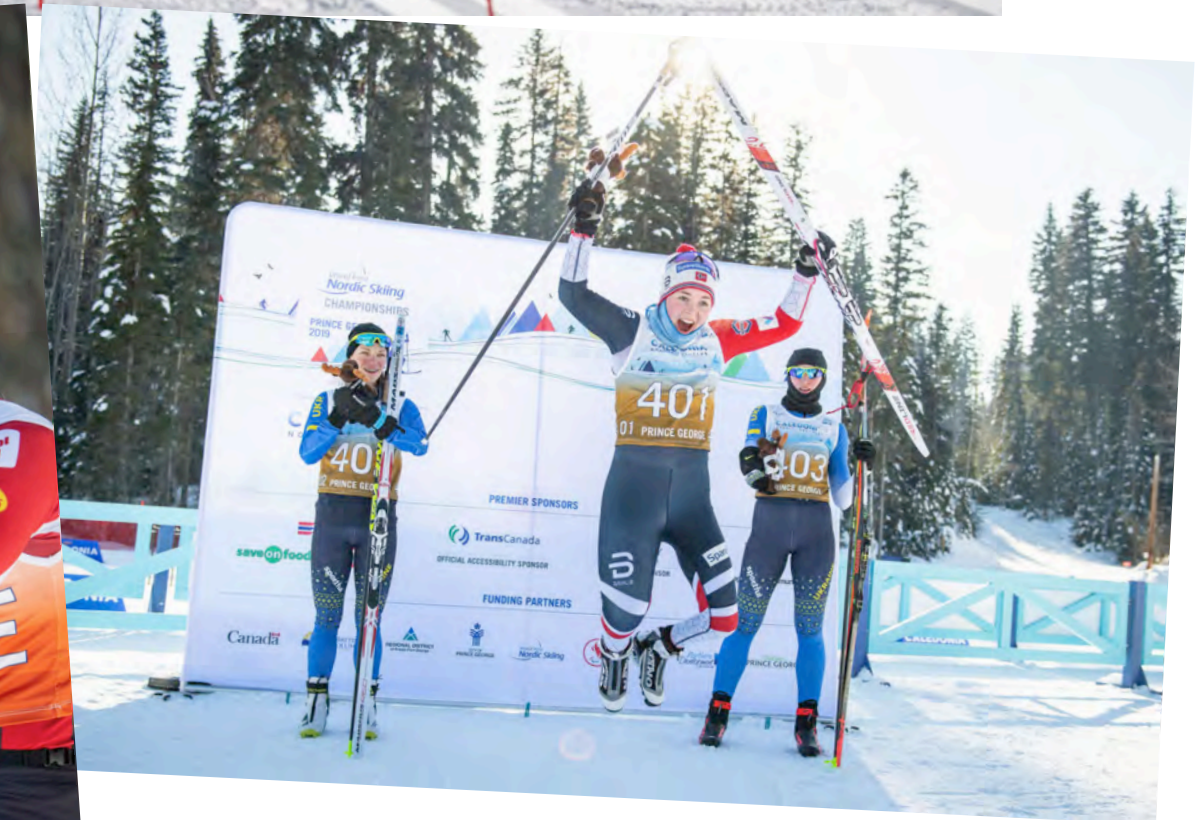
Cultural Experiences

- Built cultural experiences into ceremonies, hospitality events, excursions
- Created lasting memories



Success Stories

- World champions from a wide variety of nations
- Many new and young world champions
- Local media stories about many different nations
- Incredible snow conditions
- Amazing volunteer support
- Teams became embraced in our community
- Many, many smiles!!!



Key Catalysts for the Success of the World Championships



- 2015 Canada Winter Games (and test events)
- Caledonia Nordic Ski Club highly inspired to host world-class Nordic events
- Strong future vision by City of Prince George by establishing major events reserve fund
- Professional assistance from Tourism PG (Sport Tourism) to help assemble winning bid package
- Pride of community and volunteers



Critical Importance of the City Major Events Funding



The \$250K allocation by the City of Prince George....

- directly enabled us to access an additional \$670K of federal, prov, and regional grants (i.e. allowed us to meet grant contribution requirements);
- was explicitly matched to Sport Canada funding (and fully allocated per the Sport Canada funding criteria); and,
- allowed us to begin critical work early (Dec 2016) to promote and prepare for the World Championships.



Our Sincere Gratitude



Thank you so much for enabling us the opportunity to host this extraordinary world championships in our community.

We look forward to a vibrant future of hosting more world-class Nordic events in Prince George!

