

May 14, 2021

Dear Mayor and Council,

Thank you for the opportunity at the March 22, 2021 city council meeting to provide both the summary presentation of the 2019 World Para Nordic Skiing Championships, and to discuss the exciting opportunity of hosting the 2024 Para Biathlon World Championships/2024 World Para Nordic Skiing World Cup Finals. The council meeting generated a good discussion and a request by council for further information for considering the funding request for the 2024 event. In particular, what sources of cash funding were obtained for the 2019 World Championships (and likely sources for the 2024 World Championships), the value-in-kind from the City for the 2019 World Championships, a revised funding commitment timeline, a proposed agreement framework for clarifying key expectation of the City contribution, and how the legacy funds from the 2019 World Championships were invested, and how the legacy funds were invested.

### **1. Diversity of cash funding sources and critical dependencies**

The 2019 World Para Nordic Championships were generously supported by a wide diversity of funding sources, and represented a strong collaboration between all levels of government, non-government organizations, as well as corporate sponsors. Given the positive experience and success of the 2019 World Para Nordic Skiing Championships, we anticipate being able to engage the same government/NGO funding partners and similar corporate sponsors for the 2024 World Para Biathlon Championships/2024 World Para Nordic World Cup Finals.

There were critical dependencies for several of the funding sources (i.e. matching requirements) that the City of Prince George funding directly enabled. In other words, it would not have been possible to access other funding sources, without the City of PG funding. The City of Prince George funding of \$250,000 was used to explicitly meet the matching requirements for the \$250,000 Sport Canada International Single Sport Event (ISSE) Grant. As capital funding sources couldn't be used to match the Sport Canada grant, the City of Prince George funding were perfectly suited as matching funds and enabled us to obtain the maximum level of funding from Sport Canada. The City of Prince George funds also enabled access to the \$175,000 BC Gaming Capital grant, and the \$250,000 NDIT Economic Diversification Infrastructure Grant.

As requested, below is list of cash funding sources from the 2019 World Para Nordic Skiing Championships that demonstrates the diversity of funding that is required. The critical dependencies (i.e. funding used for matching requirements) are indicated in superscript.



Amount	Cash Funding Source (Gov't/NGO)	Purpose
\$250,000	City of Prince George <sup>1</sup>	Event hosting
\$250,000	Government of Canada - Sport Canada ISSE Grant <sup>1</sup>	Event hosting (capital expenses not eligible)
\$175,000	Province of BC - BC Gaming Capital Grant <sup>1</sup>	Capital (snowmaking)
\$250,000	NDIT Economic infrastructure <sup>1</sup>	Capital (snowmaking)
\$175,000	Province of BC – Tourism Event Program <sup>2</sup>	Broadcasting, marketing, communications
\$125,000	Province of BC - Sport BC Hosting grant	Event hosting
\$90,000	International Paralympic Committee	Event hosting
\$60,000	International Paralympic Committee	Broadcasting
\$50,000	Government of Canada – Accessibility grant	Capital (accessibility improvements to facility)
\$50,000	Regional District of Fraser-Fort George	Event hosting
\$25,000	Canadian Paralympic Committee	Broadcasting, marketing, communications
\$20,000	NDIT Marketing Grant <sup>2</sup>	Broadcasting, marketing, communications
\$30,000	NDIT Community Halls and Recreation Facilities Grant	Accessibility improvements
\$20,000	Rotary	Accessibility equipment
\$5,000	Tourism Prince George	Event Hosting

Amount	Cash Funding Source (Sponsors)	Purpose
\$100,000	Caledonia Nordic Ski Club	Event hosting
\$25,000	Canadian Tire	Event hosting
\$30,000	Jim Pattison Group/Canfor/SaveOn Foods	Event hosting/food (\$5k value in kind)
\$25,000	Pomeroy Lodging	Event Hosting
\$25,000	TransCanada	Accessibility (program and equipment)
\$5,000	YCS/Pittman Asphalt	Event Hosting
\$1,000	Hart Drugs	Event Hosting

In addition to cash funding sources, there were also gracious value-in-kind sponsors and (totaling approximately \$282,000). The total budget of the 2019 World Para Nordic Skiing Championships was \$2.47 million.



## **2. Value-in-Kind provided by the City of Prince George**

While event funding was used to pay for many of the City of Prince George services (i.e. rental fees for the Civic Centre, snow clearing for Connaught Hill for fireworks, transit bus fees for park-and-ride during event, traffic control during event), there were also several value-in-kind services provided by the city including:

- 1) Waive of parking lot permit/fee for Park-and-Ride transit pick at the Aquatics Centre parking lot (\$1360)
- 2) Helping to clear snow for temporary building at the Caledonia Nordic Centre (est. 3 hours of City equipment – 2 dump trucks and one loader)
- 3) City of PG sanding truck sanded CNSC parking lot 2 times throughout the event
- 4) Staff attending planning meetings

## **3. Funding Commitment Timeline (for City of Prince George funding request)**

In light of the discussion and information shared at the March 22, 2021 council meeting, it seems most appropriate to change the proposed funding commitment timeline (i.e. should the 2024 Para Biathlon Championships/2024 World Para Nordic Skiing World Cup Finals be formally awarded to Prince George). As such, no funds are being requested in this fiscal year (ending Dec 31, 2021), and there wouldn't be an initial request for funds (i.e. \$40,000) until the beginning of 2022 fiscal year and the balance of \$210,000 requested in Jan-Feb 2023. The combined total of \$250,000 from the City of Prince George would allow us to meet the 50% matching contribution of the \$250,000 Sport Canada ISSE grant by the deadline which is one year in advance of the event (i.e. early March 2023).

## **4. Proposed agreement framework for clarifying key expectations/requirements for the City's contributions**

It is recognized that a critical improvement that can be made from the 2019 World Championships is to develop clarity around the key expectations of the City's investment (e.g. requirements for recognition/visibility, activation opportunities, participation, ceremonial involvement, etc.). From the perspective of the different options available (sponsorship agreement, contribution agreement, cost sharing agreement, etc.), it is recommended that a contribution agreement is one of the most aligned tools to achieve this. In particular, it would provide the ability for the City of Prince George to define its own requirements (even before an event is awarded). Furthermore, the City would not have to fit within an event's existing sponsorship structure, but instead the City defines its own benefits/requirements commensurate with the City's investment. It is suggested that the Government of BC Tourism Event Program (TEP) Agreement provides a very good template that could be adapted which provides clarity on many of the key items above, and also has a very comprehensive



accountability/reporting that clearly demonstrate how the requirements have been achieved. We'd welcome the opportunity to work with the City to collaboratively develop such an agreement that incorporates the practical experience and knowledge gained from hosting the 2019 World Championships in order to provide a strong foundation and clarity for hosting future world-class events in our city.

### 5. Investment of Legacy Funds from 2019 World Para Nordic Skiing Championships

For the 2019 World Para Nordics Skiing Championships, we were very fortunate to be able to negotiate with the IPC to keep 100% of legacy funds locally (traditionally the legacy is divided between the IPC and the local organizing committee). This was accepted with the commitment that funds would be re-invested to support the community and hosting of future IPC events. The continued expansion of the snowmaking system was considered the best investment to meet this commitment as well as the best potential to leverage other funding. Attracting future world class Nordic events to the city (all which now require snowmaking capability) also provides an enormous economic impact (\$4-5million+ per event). The investment of the legacy funds to expand the snowmaking system was brought forth to, and supported by, the City in the fall of Sept 2019 (in advance of applying for the NDIT grant).

The below table shows how the legacy funds of \$150,000 have been invested and leveraged to \$725,000 (and potentially to \$1.025 million with the NDIT grant submitted May 14, 2021). Also see the attached maps for a graphical representation of these snow making phases (and also the complete snowmaking expansion plans)

Amount	Source	Matching criteria (source)	Purpose and status
\$150,000	2019 WPNSC legacy funds	n/a	
\$125,000 (secured Feb 2020)	NDIT economic Infrastructure grant	50% matching (2019 WPNSC legacy funds)	Phase 2a - Initial extension of snow making system from stadium to ski trails 3.75km). Add 1.4 km of water pipe with 12 new hydrants and one add one snow gun (status: completed)
\$250,000 (secured Mar 2021)	BC Gaming capital grant	50% matching (2019 WPNSC legacy funds + NDIT = \$275K)	Phase 2b – Add 2 <sup>nd</sup> well to increase water capacity (900 GPM), upgrade electrical service (add 400A), duplicate booster pump, add two fan guns (total of 5 snow guns). These upgrades will support running 10 snow guns at the same time. (Status: in progress – to be completed by Oct 31, 2021)





\$200,000 (secured Nov 2020)	Private donation (Rickbeil family)	n/a	
\$300,000 (in progress)	NDIT economic infrastructure grant (application submitted Mar 14/21)	Minimum 50% (\$200K from private donation + \$100K from BC Gaming capital grant)	Phase 3 – Add 1.3 km of additional water pipe and 14 additional hydrants. Will provide initial coverage to 8 km of ski trails - 5km FIS homologated race courses and 3 km of Para Nordic sit ski course. Trails that would be used for 2024. Also adds 4 more snow guns (total of 9 snow guns).
\$1,025,000	Total (post-2019 WPNSC)		

Thank you for the opportunity to provide this additional information. Please feel free to contact me if you have any questions.

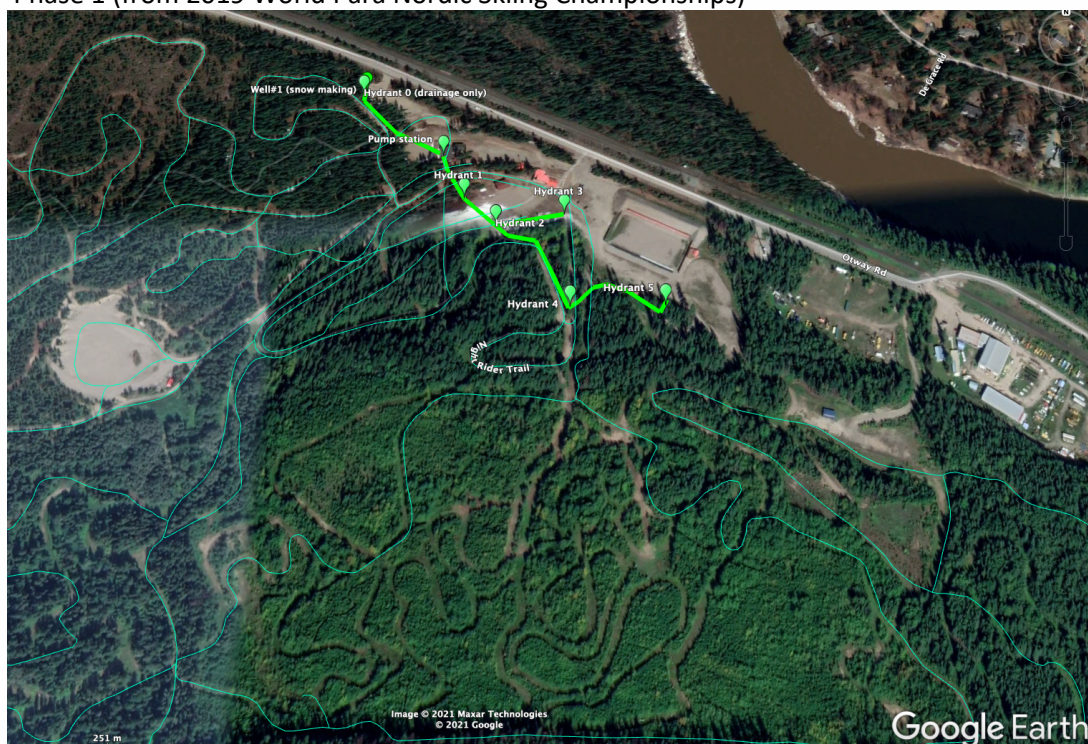
Best regards,



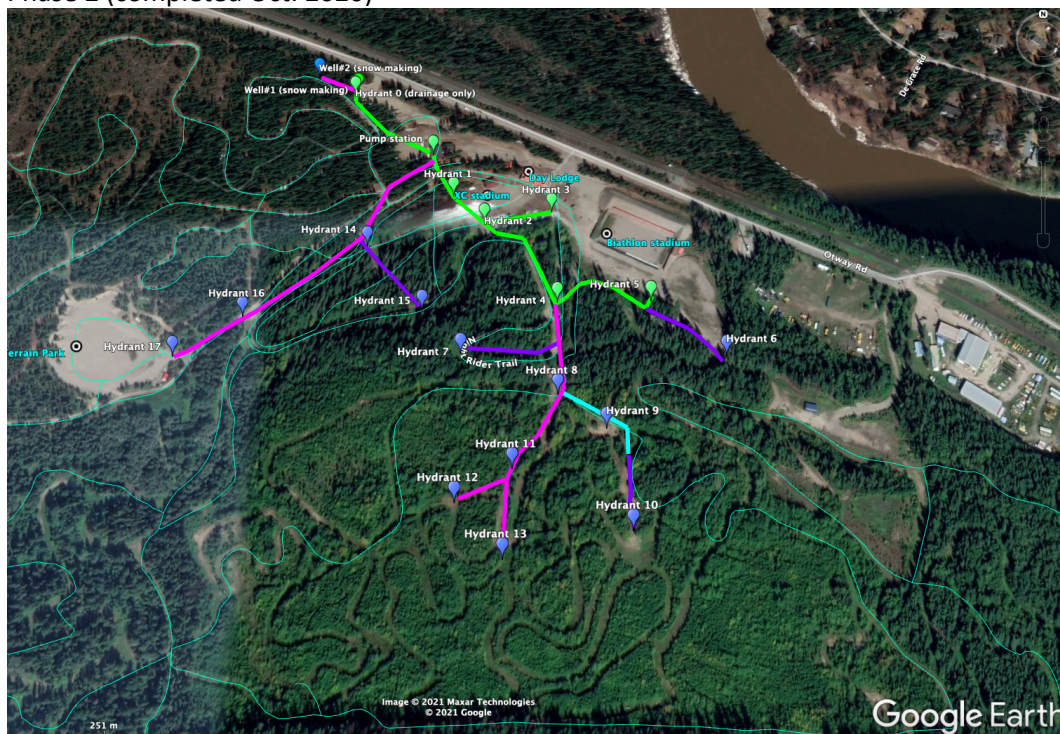
Kevin Pettersen  
Director of Competitions



Phase 1 (from 2019 World Para Nordic Skiing Championships)

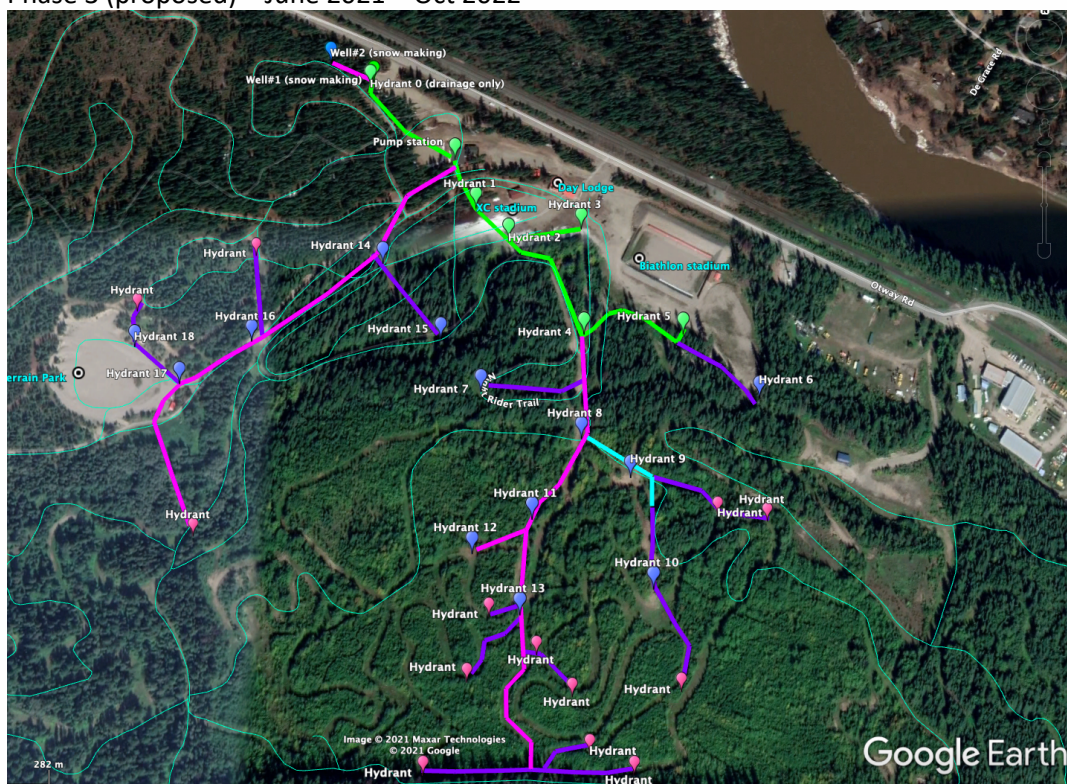


Phase 2 (completed Oct. 2020)





Phase 3 (proposed) – June 2021 – Oct 2022



Complete future snowmaking expansion plan (total of 14km of FIS/IPC homologated trails)

