

DATE: May 31, 2021

TO: MAYOR AND COUNCIL

NAME AND TITLE: Adam Davey, Director of Community Services & Public Safety

SUBJECT: 2022 Women's World Curling Championships (WWCC)

ATTACHMENT(S): None

RECOMMENDATION(S):

That Council APPROVES up to \$200,000 for in-kind costs associated with hosting the 2022 Women's World Curling Championships to be funded from the Major Events Reserve.

BACKGROUND:

The COVID-19 pandemic led to the cancelation of the 2020 WWCC the day prior to the event beginning, in March 2020. Since that time, all involved partners have been in communication and have been working together to bring the event back to Prince George (preferably in 2022), pending Provincial Public Health approvals and the go-ahead from the sport's sanctioning bodies, including the World Curling Federation and Curling Canada.

The City and Curling Canada have agreed to the following high-level items:

- The City of Prince George paid \$300,000 to Curling Canada to host the 2020 WWCC in Prince George. Additional in-kind labour costs were not included.¹ While already spent in the lead-up of the 2020 event, the sponsorship benefit to the City of that contribution has been carried forward by Curling Canada;
- While not seeking an additional cash contribution, Curling Canada is now seeking that the City cover in-kind costs for hosting a future WWCC. These are estimated at approximately \$150,000 - \$200,000. The only contractually fixed cost the City would have to cover relates to the construction of the media box by non-City staff, estimated to cost approximately \$20,000 - \$30,000. The remainder of the in-kind costs are related to City labour, venue rental fees, and other supports;
- All other details within the 2020 Agreement remain unchanged, including sponsorship recognition.

STRATEGIC PRIORITIES:

Hosting the 2022 WWCC supports numerous Council Focus Areas identified in the City's Annual Report. Together with the 2022 BC Summer Games, major events promise to be an important element in the City's COVID-19 economic and community recovery process.

¹ Labour costs are not included for most events and/or shows the City co-promotes or purchases (considered a cost of doing business). Forms part of the annual facility budget.

FINANCIAL CONSIDERATIONS:

The \$200,000 has been earmarked from the Major Events Reserve. With Council's formal ratification of that decision, the remaining balance of the Major Event Reserve is approximately \$66,387.

SUMMARY AND CONCLUSION:

The opportunity to host this event in 2022 is reflective of the efforts that have been made by staff and community members over the last year to bring this event back to Prince George. The 2020 WWCC was the first event to be cancelled due to the pandemic; it now has the potential to be the first large event Prince George will host post-pandemic. Based on the Province of BC's Restart announcement on May 25, 2021, no limits to indoor spectator sports could be in play by September 7, 2021 at the earliest – essentially returning to normal social contact. This could serve to help restore social connections within our community and foster local excitement in ways that only events can. Curling Canada and World Curling Federation were extremely impressed with the energy and effort City staff and local volunteers put into the 2020 event. We look forward to giving our hardworking, dedicated volunteers and community the opportunity to welcome this event back with more enthusiasm than before.

Curling Canada shall carry forward the City's \$300,000 sponsorship value from 2020 and apply it to 2022. In addition, however, the City is being asked to provide in-kind costs estimated at approximately \$200,000 to host the 2022 event. It is recommended these funds be covered from the Major Events Reserve. Similar to the 2020 event, the City is currently working with the PG Cougars to ensure they are able to schedule around this two-week period (away games).

RESPECTFULLY SUBMITTED:

Adam Davey, Director of Community Services & Public Safety

PREPARED BY: Jen Rubadeau, Civic Events Coordinator

APPROVED:

Walter Babicz, Acting City Manager

Meeting Date: 2021/06/14