

June 4, 2021

Dear Mayor and Council,

Thank you for the invitation to present further information and attend the June 14 Prince George City Council meeting. Due to personal circumstances, I am severely limited in my ability to provide the specific information requested to meet the deadline for information in advance of the meeting.

I am, however, able to provide you a very comprehensive report from the 2019 World Para Nordic Skiing Championships that will hopefully provide Council confidence in our management of the generous investment of \$250,000 from the City for that event, and our ability to successfully manage and host future world level events, such as the 2024 Para Biathlon World Championships (and our related request for the City's support from the Major Events Reserve).

The BC Tourism Event Program (TEP) final report was one of the most comprehensive reports we prepared for the 2019 World Championships and we were highly commended by both Destination BC and Sport BC for the thoroughness and comprehensiveness of this report. Because there were no reporting requirements for the City funding, we felt that this would provide an extremely good basis for due diligence for the City's funding contribution. The TEP final report and accompanying attachments were provided to the City by email on Dec. 16, 2019.

The main TEP final report document (*see TEP Final Report - C18TEP0045 2019 World Para Nordic Ski Championships.pdf*) also has a series of associated attachments which contain more detailed information that related to the main TEP final report document. The entire package is presented to Council for completeness but based on previous questions and comments, the specific section that may be of interest to council are:

- The main TEP final report document (see TEP Final Report C18TEP0045 2019 World Para Nordic Ski Championships.pdf)
- A summary of the 2019 WPNSC event budget *see attachment: TEP Section 5 2019_WPNSC_event budget and TEP accounting.pdf*
- The economic impacts to the City *see attachment: TEP Section 2d STEAM 2019 World Para Nordic PostEvent.pdf*



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- Meeting the provincial visibility/recognition requirements, which we used for the City as well see attachment: TEP Section 4- ProvBC Recognition Requirements Also attached are the announcement video from Dec 9, 2016 and photos from the announcement highlighting the support from the City of Prince George
- Live-streaming/social media reach data *see attachments*
 - TEP Section 7 Social Media stats from IPC.pdf
 - TEP Section 7 Social Media stats Edge Comm.pdf
 - TEP Section 7 Social Media stats JPBG.pdf

I will also be able to attend the June 14 Prince George City Council to answer any further questions. Thank you for your consideration of this information, and I look forward to meeting with you on June 14.

Best regards,

Kevin Pettersen Director of Competitions



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vent Name:	
Prince George 2019 World Para Nordic Skiing Championships	
Event Date(s):	
February 15 - 25, 2019	
Event Location(s):	
Caledonia Nordic Ski Club, Prince George, BC	
Section 2 – TOURISM AND ECONOMIC OUTCOMES OF THE EVENT	
Please provide a summary of the key tourism and economic outcomes:	
Overall visitation: (Please include total participants and attendees. A more detailed breakdown of visitation is required in the event demographics table below)	International teams members 202 Volunteers - 339 Spectators ~500/day (i.e. 8 competition days)
Hotel room nights generated:	International teams -1616 Officials, Broadcast, IPC staff- 436
Incremental tourism revenues: Direct tourism revenue generated from event for accommodation food/bev, & ground transportation (teams, officials, contractors)	\$775,055
Overall economic impact: See attachment: TEP Section 2d - STEAM 2019 WPNSC post event.pdf (please attach an economic impact report if available)	PG \$4,417,068 BC \$5,290,568 Canada \$5,682,496
Local employment generated from the event: See attachment: TEP Section 2d - STEAM 2019 WPNSC post event.pdf	Direct \$360,802 Indirect \$575,000 Induced \$134,839
Other: Legacies - Snowmaking, Accessibility enhancements, etc See attachment: TEP Section 6 - Chairperson Report to CNSC AGM (Oct 24 2019)	Snow making system \$450,000 Accessibility enhancements \$150,000
Section 3 – IMPACT OF TEP FUNDING Please provide a summary of the impact of TEP funding (for example: describe the	
were achieved through TEP funding, how did TEP funding expand or broaden the re See attached document: TEP Section 3 - Impact of TEP funding - expansion and broadening of reach.pdf See attached document: TEP Section 3 - photos - livestreaming, media room, spectators, medals.pdf See link to live stream broadcasts distributed via: 1) International Paralympic Committee: https://www.paralympic.org/prince-george-2019/highlights 2) Canadian Paralympic Committee: https://paralympic.ca/news/cpc-and-cbcradio-canada-offer-streaming championships Section 4 – PROVINCIAL RECOGNITION	ach of your event).
Please provide a summary of the provincial government recognition during, before	e or after the event (for
example, logo placement, provincial funding acknowledgments, advertisements, etc See attached document: TEP section 4 - ProvBC - Recognition requirements.pdf).
Section 5 – EVENT BUDGET AND TEP ACCOUNTING	
Please attach your Final event budget and final accounting of the Tourism Events I	

Section 6 – EVENT TESTIMONIES (OPTIONAL)

Please share the success of your event with us through testimonies, quotes, photos, or narratives of your

event. See below attachments and links:

- TEP Section 6 Chairperson Presentation to IPC (May 7 2019)
- TEP Section 6 Chairperson Report to CNSC AGM (Oct 24 2019) - TEP Section 6 - Quotes from 2019WPNSCH (success of event).pdf
- 2019 WPNSC Professional photos photos.bergmedia.ca/wpnsc/
- 2019 WPNSC Broadcast news features (CKPG/JPBG)https://ckpgtoday.ca/world-para-nordics
- TEP Section 6 List of newspaper articles from 2019WPNSC.pdf
- TEP Section 6 Narrative summary of influence on future events.pdf

Section 7 – EVENT DEMOGRAPHICS

Please complete the following summary of key event demographics as applicable to your event.

KEY POST EVENT DEMOGRAPHICS	Number/List
Participants/Athletes (if applicable)	numbers below are per day - event was 10 days
International Participants/Athletes	180
National Participants/Athletes (from outside B.C.)	20
Local and Regional Participants/Athletes (from B.C.)	2
Total Participants/Athletes	202 per day
Attendees/Spectators	numbers below are per day - event was 10 days
International Attendees/Spectators	30 int'l attendees/~10 int'l spectators
National Attendees/Spectators (from outside B.C.)	15 national attendees/~40 national spectators
Local and Regional Attendees/Spectators (from B.C.)	337 local attendees/500 local spectators
Total Attendees/Spectators	932 per day x 10 days
Broadcasting – Countries/networks (if event was televised)	
International networks (list - network/country)	ARD Germany and Norwegian Ski Federation (NSF)
National networks (list - networks)	CPC distributed live-stream tootage/summaries to national broadd
Provincial networks (list - networks)	
Local networks (list - networks)	CKPG/Jim Pattison Broadcast Group
Television audience (if event was televised)	No direct statistics as event was live-streamed (web broadcast)
International TV audience (number)	No direct statistics as event was live-streamed (web broadcast)
National TV audience (number)	No direct statistics as event was live-streamed (web broadcast)
Provincial audience (number)	No direct statistics as event was live-streamed (web broadcast)
Web broadcast audience (number)	See attached: TEP Section7 - Social Media stats from IPC.pdf
Media	IPC, ARD, NSF, CPC, CKPG/JPBG, Prince George Citiz
Media in attendance (list)	Vista Radio, PG Now, Prince George Matters
Media impressions (Twitter, YouTube, Instagram, etc.)	See Note 1 below
Main media partner (if applicable)	Jim Pattison Broadcast Group / Prince George Citizen (print media
Other (please specify)	We had an integrated marketing/media approach between the IPC CPC and LOC (contracted services by Edge Communications)

Note 1 - See attached documents:

TEP Section7 - Social Media stats from IPC.pdf

TEP Section7 - Social Media stats from Edge Comm.pdf

TEP Section7 - Social Media stats from JPBG.pdf

Table #1(A) - Economic Impact Summary - Combined Total: (Dollars)	Prince George (CA)	British Columbia	Canada
Initial Expenditure	\$3,402,975	\$3,402,975	\$3,402,975
Gross Domestic Product (at basic prices)			
Direct Impact	\$614,449	\$639,254	\$639,254
Indirect Impact	\$910,433	\$1,701,883	\$1,804,548
Induced Impact	\$309,231	\$583,244	\$666,227
Total Impact	\$1,834,113	\$2,924,381	\$3,110,030
Total/Direct (A)	2.98	4.57	4.87
Total/Initial (B)	0.54	0.86	0.91
Wages & Salaries			
Direct Impact	\$360,802	\$377,445	\$377,445
Indirect Impact	\$575,000	\$965,126	\$1,024,154
Induced Impact	\$134,839	\$245,677	\$288,748
Total Impact	\$1,070,641	\$1,588,248	\$1,690,347
Total/Direct (A)	2.97	4.21	4.48
Total/Initial (B)	0.31	0.47	0.50
Employment (full-year jobs)			
Direct Impact	6.8	7.0	7.0
Indirect Impact	9.3	14.5	15.3
Induced Impact	2.1	3.5	4.1
Total Impact	18.2	25.0	26.4
Total/Direct (A)	2.68	3.55	3.75
Total/\$1 Million (B)	5.35	7.36	7.77
Taxes (Direct Impact)			
Federal	\$105,209	\$107,267	\$107,267
Provincial	\$90,868	\$97,144	\$92,776
Municipal	\$16,559	\$12,832	\$17,200
Total	\$212,636	\$217,243	\$217,243
Taxes (Direct, Indirect and Induced Impact)			
Federal	\$240,459	\$342,695	\$361,687
Provincial	\$202,992	\$295,026	\$305,830
Municipal	\$54,400	\$83,773	\$93,085
Total	\$497,851	\$721,494	\$760,603
Industry Output			
Direct & Indirect	\$3,945,347	\$4,400,852	\$4,631,993
Induced Impact	\$471,722	\$889,716	\$1,050,503
Total Impact	\$4,417,068	\$5,290,568	\$5,682,496
Total/Initial (B)	1.30	1.55	1.67



TEP final reporting for 2019 World Para Nordic Skiing Championships Impact of TEP Funding – incremental benefits and broadening of reach

The Prince George 2019 World Para Nordic Skiing Championships was a groundbreaking event in many different ways. It was the first time a world championship of any kind has ever been hosted in the City of Prince George, it was the first time the World Para Nordic Ski Championships has ever been hosted in Canada, and it was by far the largest and most prestigious event that our Caledonia Nordic Ski Club has ever hosted. As such, we were "front and centre" on the world stage, and the TEP enabled us to do an incredible job in terms of...

- having a very polished and cohesive brand/image (from the very beginning),
- being able to professionally promote and market the event
- attracting several public funding partners and amazing sponsors, and

• being able to live-stream and share stories of the event all around the world. In terms of the incremental impact of the TEP funding, CNSC has never done anything on this scope and scale before, so all this was new. We had tremendous help from the IPC, the CPC, and local media, marketing and communication companies. Right from the very beginning (starting with the branding and design) we wanted to ensure that we did everything we could to not only meet, but exceed expectations at every touch point. I'm very pleased to say that we accomplished that vision very well. We received tremendous accolades from the international media community for the work that was done in delivering this event to the world (some even saying that it was on par or exceeded with what they've seen at the Olympic and Paralympic games).

I was very fortunate to be able to observe and learn from previous Para sports world championships (both the 2017 World Para Nordic Championships in Finsterau Germany, and the 2017 World Para Athletic Championships in London England). These opportunities were incredibly important as they were vastly different in scope and scale, but greatly informed us and instilled ideas of how we could raise the bar for our World Championships.

The building of awareness and promotion of the 2019 World Championships started over 2 years out from the event. In December 2016, we were able to officially announce being awarded the event by the IPC. This was a big announcement hosted at CNSC with representative from all levels of government and the Chief of the local First Nation. We were able to live-stream this event around the world and also share a professional produced announcement video world-wide (by integrating into our IPC and CPC partner social media channels).



Between the official announcement (December 2016) and the event itself (February 2019), we leveraged every opportunity to promote the event. We have excellent relationships with the local media (television, radio, print media) and all were very interested in capturing and promoting the various stories (earned media) that developed in the lead up to the event (i.e. announcements for funding, partnerships, sponsors, accessibility improvements to facility, construction of snow making system, volunteer recruitments, accessibility awareness, IPC technical visits, etc). In addition we also hosted our 1-year out, which we were delighted to welcome Michelle Stillwell, a multi Paralympian/world champion in Para athletics to highlight the amazing benefits of Para sports (greater of inclusivity in sports and society, accessibility, being part of an incredible supportive and embracing community). This also included a "try it" event, where kids and adults of all abilities were encouraged to try sit-skiing for the first time (including Michelle Stillwell). We also hosted a 6-month out event at Canada Games Plaza in the middle of summer. At this event, we were able to reveal our mascot (leveraging TourismPG's "Fraser the moose"), the medal design, recognize our public funding partners, and hosting a Para biathlon "try it" event (laser biathlon rifle and targets) which was extremely popular.

Throughout this lead up, we were so fortunate to be able to work with Epic Designs who helped us create the brand and design for the 2019 World Championships. Epic Designs also created the branding and design for the 2015 Canada Winter Games. Following the 2015 CWG, CNSC contracted Epic to develop new branding for the Caledonia Nordic Ski Club with the goal to leverage the design elements from the 2015 CWG. Downtown Prince George did the same. Our goal with the branding and design for the 2019 World Championships was to align with the CNSC (which would also align with Downtown Prince George). This would enable us to leverage existing branding assets both at the CNSC and throughout Downtown (i.e. light post banners, building murals/designs) that would have a cohesive look and feel (without the expense of having to invest in rebranding everything). Once the brand and design elements were delivered we worked with Epic to design the integral image and look elements for the world championships (communications templates, website and social media templates, marketing/promotion design work, sponsorship proposal, medal design, merchandise and volunteer uniform designs, electronic banners, field-of-play banners (horizontal and flag banners), civic plaza banners, airport arrivals window banner, airport electronic team welcome banners, competition bibs, media guide, event program, podium design, ceremony backdrop design. etc.). We were also very fortunate to bring on Papyrus Printing as a sponsor which provided us very good value for producing all the various branding and design products.



Our formal promotion and marketing campaign started in the fall of 2019 with an integrated approach between the IPC, CPC and the Local Organizing Committee (LOC). The Jim Pattison Broadcast Group graciously came aboard as the local broadcast partner and provided a tremendous package of integrated media services (TV features, news stories, TV/radio/digital ads, radio interviews, etc.). In addition, the Prince George Citizen Newspaper was our official print media partner and provided newspaper features, ads, info guides, etc. In bringing everything together under an integrated approach, we contracted Edge Communications to coordinate and deliver the marketing/promotions and communications on behalf of the LOC. Edge Communications worked both with the JPBG as well as other broadcast, radio, advertising and print media in the fall and winter leading up to the World Championships.

In order to support the media (local, national, international) for the event itself, we developed a comprehensive media guide, provided a media centre (work area) and perhaps most importantly, we contracted a media liaison for the duration of the event. The media liaison helped media with any requirements, inquiries, set up interview with athletes, help with making local connections, developing local stories, etc.

The live-streaming of the 2019 World Para Nordic Skiing Championships was an incredible opportunity that the TEP enabled. We have never had a televised event at our Nordic ski club, and it is very uncommon to have televised coverage of ski races in Canada (even at national competitions). We were introduced to professionally produced live-streaming video coverage at the 2017 World Para Nordic Skiing Championships in Finsterau Germany. At the time, live-streaming was quite new for the IPC, but greatly enabled bringing Para sports competition to the world very efficiently by leveraging social media platform technology. We worked very closely with the IPC Broadcast Manager to understand the needs and requirement for live-streaming our 2019 World Championships. A key requirement was fibre optic connectivity (sponsored by Telus) and then to develop a plan with IPC broadcasting (and their video production contractor) to establish camera locations, cable layout, video production equipment, video display throughout venue, sports presentation (announcing, interviewing) and providing real time live-streaming footage, incorporating local video vignettes (BC tourism videos), and providing highlights and summaries for local/national/international media.



The event itself was extremely successful attracting 110 elite Para Nordic athletes from 17 countries around the world. The Championships took place as scheduled from Feb 15 to Feb 24, 2019, and all competitions and ceremonies (opening ceremonies, recognition and medal ceremonies, and closing ceremonies) were livestreamed globally via the International Paralympic Committee media channels as well as the Canadian Paralympic Committee (CPC) media channels. In addition, footage from the live streaming was prepared for international broadcasters (i.e. ARD Germany, Norwegian Ski Federation) as well as the Canadian broadcasting consortium affiliated with the CPC. The live-stream broadcasting involved the rental of a self-contained broadcast truck, cameras, cabling and associated equipment from SW in Kelowna. The IPC video production and camera crew were contracted from the Czech Republic, and the IPC live-stream commentator and interviewer were contracted from the UK. For all competitions and ceremonies, live commentating accompanied the live-stream video. Furthermore the interviewer introduced the competition for each day, as well as introducing local tourism video vignettes, and interviewed each medal winner at the end of each competition (6 per day). The live streaming was not only broadcast around the globe but also locally and also at the Nordic centre (i.e. jumbo display screen at the edge of the main stadium as well as on TVs throughout the building at the venue). It was a spectacular experience to be able to use live-streaming video to share the incredible competitions and stories of the 2019 World Championships with the world (both near and far). We know that the King of Norway actually watched the livestreaming as he personally contacted Vilde Nilsen (a multiple gold medallist from Norway) to congratulate her.

In summary, the funding provided by the TEP was an extremely valuable catalyst that enabled us to provide an incredible experience to the world in both the lead up to, and of for the hosting of , the Prince George 2019 World Para Nordic Skiing Championships. It helped not only to fund many of the above activities, but it also activated/enable us to leverage other complimentary opportunities and resources (i.e. sponsorships, value in kind services, additional funding). We were able to create magic in Prince George, and we are sincerely grateful to the Province of BC for creating the TEP which enabled this.

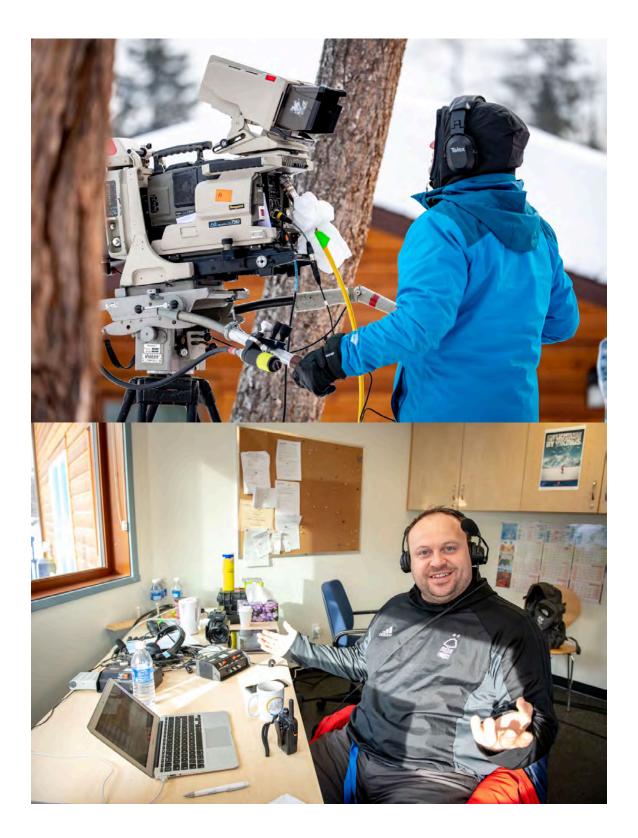
Best regards,

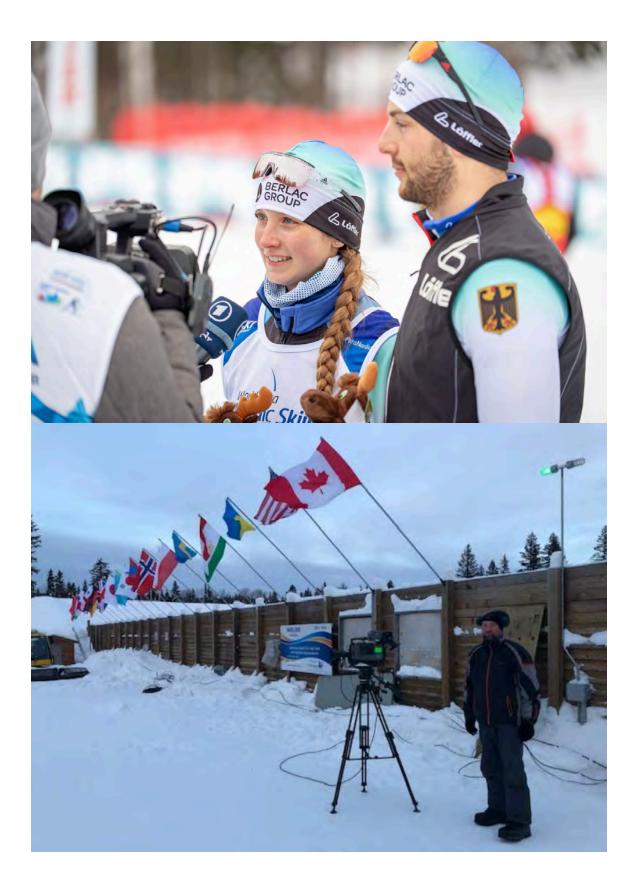
Kevin Pettersen Chairperson, Prince George 2019 World Para Nordic Skiing Championships





























Province of BC Visibility Requirements Met by the Recipient



Fence banner in finish area

Fence banner in start area



Feather Banners on either side of ColossoVision Screen (in main stadium) – all races livestream broadcasted



Recognition Ceremony Backdrop (in main stadium) – all recognition ceremonies live-stream broadcasted

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CH PRINC 2019 — PI	Redef And Moratic Skiing HAMPIONSHIPS ICE GEORGE PRESENTED BY EEDONIA DICK SKI + CLUB			
NORD	DIC · SKI · CLUB			
NORD	DIC - SKI - CLUB PREMIER SPONS	ORS		F
	PREMIER SPONS	POMEROY Inna surres HOST HOTEL SPONSOR	Caring for our community	E
2 -	PREMIER SPONS	POMERCY Inn a surres HOST HOTEL SPONSOR	Caring for our community	E
save (1) food:	PREMIER SPONS	IND A SUITES HOST HOTEL SPONSOR	Caring for our community	E







Victory/Medal Ceremony (backdrop) –All medal ceremonies live-stream broadcasted



Lightpole banners – lining entrance to the Prince George Civic Centre/Canada Games Plaza adjacent to athlete hotels and the location of opening, closing and medal ceremonies



Pop up banner at 6 month out event – funding partner recognition, medal design, mascot reveal





Feather banner - Prince George Winterfest (Para Nordic sit ski try-it event)



Event Programme – Funding Partners on back cover

Media Guide - Funding Partners on back cover

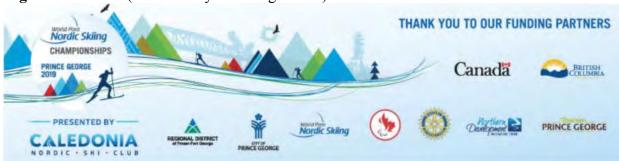




Event Poster - 200 Distributed around Prince George and Area

Website - Prince George 2019 Worlds Para Nordic Skiing Championships





Digital ad banner (ran on all dynamic digital ads)

Print Media - advertisement and bottom banner



WHEN TO TAKE THOSE HEALTH SUPPLEMENTS

CHRISTY BRISSETTE

Whether multivitamins and other dietary supplements are necessary for the general population is a source of debate. Supplements remain recom mended for certain populations with mended for certain populations with specific conditions – such as pregnant women who should take folic acid to reduce the risk of neural tube defects, or children in developing countries whose diets do not provide enough vitamin A and iron. But recent studies have found there is ingrificient avidence to encemp and from, but recent studies have found there is insufficient evidence to recom-mend multivitamin supplements to the average healthy American, and that in fact, taking too much of certain vitamins or occurs harm. can cause harm.

These studies seem to have little effect on the global supplement in-dustry, which is worth an estimated \$128 billion, according to 2017 data from the Nutrition Business Journal, or on the American public, Fifty-two percent of respondents to the 2011-2012 U.S. National Health and Nutrition Examination Survey reported using dietary supplements – unchanged from the 1999-2000 survey. As a registered dietitian, I believe a nu-

As a registered dietitian, I believe a nu-tritious diet is the best way to achieve a healthy foundation. Supplements (as the name suggests) can be used as a comple-ment to help a person with certain deficiencies meet their nutrient needs. If you're taking a supplement because of such a deficiency way should true take If your e taking a supplement because of such a deficiency, you should try to take if in a way that could promote optimal absorption. Supplement timing can seem complicated, so let's simplify when to take some of the most common dietary supplements and why.

When to take supplements

There is debate about whether taking your vitamins in the morning or at night is best. The theory goes that because you're getting nutrients throughout the day from food, having your nutrition supplements at night helps your body get some nutrition as you sleep. But Jeffrey Blumberg, a professor of nutrition science and policy at Tuffs University in Boston, says, "Digestion slows down during sleep, so taking

slows down during sleep, so taking your nutrient supplement late at night would not be associated with an efficient abcorption."



A customer shops at a GNC store in New York in 2013.

Neil Levin, a clinical nutritionist at

NOW Foods, agrees that morning is best for multivitamins and any B vitamins. "Multivitamins tend to do best when taken earlier in the day, as the B vitamins in them might stimulate metabolism and brain function too much for a relaxing

brain function too much for a relaxing evening or before bed," Levin says. Although morning is probably ideal, the best time of day is the time you'll remember. Put the supplement bottles on your kitchen counter next to your coffee your act of they jog your memory when you reach for your morning cup. Or keep them in your lunch bag or briefcase so you'll remember them.

With food or without?

Most supplements should be taken with food to reduce the chances they'll upset your stomach and to stimulate digestion and improve absorption. For a select few, it really doesn't matter if you take them on an empty stomach. So you take them on an empty stomach. So which ones should you pay attention to? Iron, magnesium and fish oil supple-ments are the most common culprits for digestive upset when taken on an empty stomach, so take extra care to have these with a magnet memory. with a meal or snack. Fat-soluble vitamins A. D. E and K are

better absorbed when you have them with a meal or snack that contains at least a teaspoon of fat, about five grams.

The same goes for your multivitamin, which contains these vitamins. For ex ample, if you're taking your multivitamin with your breakfast, make sure you're having some almond butter with your oatmeal or avocado with your eggs and toast. For probiotics, preliminary research

suggests taking them with a meal or 30 minutes before a meal could be better than taking them after eating. Hydration is also important, Blumberg rydration is also important, buunnerg says. "Fluid intake is especially important for the disintegration of the supplement tablet or capsule and for dissolution of water-soluble nutrients such as vitamin C and B vitamins," he says. So be sure to wash down all supple-ments the outdate or function

So be sure to wash down an suppre-ments with a tall glass of water. The main exception to the "take with food" rule for dietary supplements is with certain types of minerals. Only chelated mineral supplements can be taken without food, Levin says. Chelation ments where a optimed has been beund occurs when a mineral has been bound occurs when a mineral has been bound to an acid, so it doesn't rely on your stomach acid to break it down. Calcium citrate and magnesium glycinate are the main examples. (If this level of detail is overwhelming, take your supplements with fond the neuroscore heare.) with food to cover your bases.)

Better together Some nutrient dynamic duos include

vitamin D to boost calcium absorption and vitamin D to boost calcular assorption and vitamin D to boost iron absorption. That's why taking in these nutrients simultaneously via supplements or boost-ing with food sources is ideal. A classic example is having your iron supple-ments with a close of errors into a conments with a glass of orange juice to get the absorption-boosting effects of the vitamin C

Better apart

Calcium can affect your body's ab-sorption of iron, zinc and magnesium. I sorption of iroh, zinc and magnesum. I recommend taking any calcium supple-ments at a different meal than any iron supplements or your multivitamin. Also, your body absorbs calcium more effec-tively when you take 600 milligrams or less at a time. If you're taking more than been at discussion and the second less at a time. If you re taking more than that per day, you'll want to split up the dosage into morning and evening doses. Fibre is another nutrient you'll want to take apart from other supplements and medications because it interferes with absorption. I recommend doing so before bad if you area't athin surptions also set bed if you aren't taking anything else at that time.

Here's a sample schedule for optimal bsorption of the supplements named. With breakfast

Multivitamin or prenatal multivitamin/ folic acid

Bvitamins Omega-3s Probiotics With lunch

Calcium

Vitamin D With dinner

Iron Vitamin C Before bed Fiber supplement (with a large glass of water)

water) If it init, practical for you to remember to take supplements at lunch or other points during the day, don't worry. Have your multivitamin and any fat-soluble vitamins (A, D, E and K) with food that contains some far, keep your calcium and iron separate, and you'll be fine. You'll be even better off if you focus on eating nutritious whole foods, because science suggests that this, rather than supplements, is the optimal way to get your nutrients.

Brissette is a registered dietitian, nutrition writer, TV contributor and president of 80TwentyNutrition.com



Print Media Insert – Schedule of Events (special 4 page insert)

Back and front pages



Inside pages

.....

THE 2019 WORLD PARA NORDIC SKIING CHAMPIONSHIPS

COMPETITION SCHEDULE











Newspaper Ads (Front Page – bottom banners)



Newspaper Ad – inside advertisement



races begin Saturday with the 10-12.5-kilometre biathlon events. C country takes the spotlight Sund Otway with free technique 10 kr 7.5 km events. Races follow on N Wednesday, Thursday, Saturday Sunday. Races start at 10 a.m. 7 done by 4 p.m. each day.

7.5 km events. Races follow on P Wednesday, Thursday, Saturday Sunday. Races start at 10 a.m. r done by 4 p.m. each day. Cross-country racers will cor in four events – freestyle sprin distance, long-distance classic open/mixed relay. Biathletes three events – sprint, individu distance.

Medal ceremonies will foll race day at 7 p.m. and the Pi Civic Centre auditorium. Th opening ceremonies start th 6 p.m. at Canada Games Pi While there will be free p

While there will be free p able at the site, there is a p bus shuttle service to Otwi twice daily from the Aqua (8:30 or 9 a.m., and 11 a. return bus leaves from Ot (noon and between 2 and

The event is staged even Local organizing commi Pettersen got a firsthand takes to host a Para Nor last year in Canmore ar the 2017 WPNS in Fins "Finstrau is a very sp

area near the Czech Ro kind of like a resort co had logistics (problem teams from all these l hotels, 40 or 50 minu venue and back," Per we're real fortunate we are to our airpor the venue.

"A lot of the piece now. We were all a streaming and the pic Committee kic we can do everyth We wanted to be a promote Prince G vignettes of the c on board with th around the worl the frontiers wit and I think they we are taking it

Pettersen an their homewo helping to ma won the approready for the already in Prislopes at Otw

Organization Legal Name:	Caledonia Nordic Ski Club
Project Title:	2019 World Para Nordic Ski Championships

Anticipated Revenues 1	Cash	In-Kind ²	
ederal Government Funding ³			
Canadian Heritage - Sport Canada		\$244,921	
Other federal department or agency (specify)			
Federal Accessibility Grant	\$49,985		
CPC Marketing Grant		\$25,000	
	Sub-total	\$319,906	\$(

Provincial Government or Agency (specify)			
Gaming Capital grant	\$175,000		
Destination BC/TEP grant		\$175,000	
MEH Grant		\$125,000	
Accessibility Grant/VIASport		\$25,000	
Municipal Government or Agency (specify)			
City of Prince George		\$250,000	
Regional District of Fraser Fort George		\$50,000	
	Sub-total	\$800,000	\$

on-Government Revenues (Specify)			
Northern Development Initiatives Trust (3 grants)	\$300,000		
IPC Subvention grant & Broadcasting grant	\$149,793		
Caledonia Nordic Ski Club	\$50,000	\$197,813	
Corporate sponsors & other donations; interest	\$186,575	\$35,000	
Sub-total	\$686,368	\$232,813	
Total	\$1,806,274	\$232,813	
Total Revenues	\$2,039,087		

Anticipated Expenses ¹	Cash	In-Kind ²
Travel	\$77,970	
Event / Venues	\$638,113	\$197,813
Promotion and Communication - non-TEP funded	\$173,740	\$35,000
TEP-funded: Image & look (design, medals, banners, signage)	\$43,588	
TEP-funded: communications (website, paid media, digital media)	\$48,271	
TEP-funded: media (livestream, media trailer, media guide)	\$83,141	
Volunteer Support	\$56,246	
Consultant-Proessional Fees	\$95,600	
Administration	\$4,785	
Legacy	\$132,762	
International Federation Sanction Fee	\$7,500	
Prize Money	\$0	
Capital Expenses	\$444,558	

Total	\$1,806,274	\$232,813
Total	\$1,806,274	\$232,813
Total Expenses	\$2,039,087	
Balance ⁴	\$0	

IPC/WPNS Sport Presentation

Belgrade, Serbia – May 7, 2019 Prince George 2019 World Para Nordic Skiing Championships Post-event presentation





Prepared by: Kevin Pettersen, Chairperson, Local Organizing Committee

The Path to the World Championships

The Path to the World Championships Building from a Strong Legacy

- Pre-2015 CNSC strategic plan
 - Facilities, Events, Officials, Community
- IPC Para Nordic Training (Len Apedaile)
 - "Top Para Nordic facility in North America"
 - Encouraged to bid on Para Nordic World Cup
- Asked to bid on 2019 World Championships
- Intent-to-bid package submitted (June 2016)
- Formally awarded Dec 2016







The Path to the World Championships Organizing Partners

- International Paralympic Committee (IPC)
- World Para Nordic Skiing (WPNS)
- NPC Canadian Paralympic Committee (CPC)
- NSO Cross Country Ski Canada (CCC)
- LOC Caledonia Nordic Ski Club (CNSC)







Objectives/benefits of the PG 2019 WPNSC

- Fantastic ability to promote our city and region on the world stage
- Community legacies:
 - Accessibility improvements & accessibility awareness
 - Increase awareness of CNSC and Para Nordic sports
 - Snowmaking system (first Nordic centre in BC)
 - Fibre optic broadband connection to the world (1 Gbps)
- Become permanent WPNS continental venue & attract more world level events
- Economic benefit from World Championships: ~\$5.2 million*

*Sport Tourism Economic Impact Assessment Model





Formation of the Local Organizing Committee

Local Organizing Committee (LOC)

- A special committee under the CNSC
- Mandate plan and deliver the 2019 WPNSC
- Chairperson Kevin Pettersen (Oct 2016)
- LOC Recruitment Spring 2017 to Fall 2017
- 20+ person volunteer committee
- Supported by contracted staff (event manager, financial administrator, marketing/communications contractor)
- Monthly meetings (started Jan 2018)







Planning the World Championships - Key steps

- July 2016 Intent-to-bid (City "seed" funding \$250K)
- Dec 2016 Official announcement
- Feb 2017 Attended Finsterau WCH (summary report)
- March 2017 Secured venues, branding, recruiting LOC
- June Aug 2017 Budget estimates (\$1.7M)
- Sept Oct 2017 Grant applications
 - Hosting \$125K Prov./\$245K Fed./\$250K City/\$50K RDFFG
 - Live-streaming/Marketing \$175K Prov./\$25K CPC/\$20K NDIT
 - Snowmaking (Prov. \$175K; NDIT \$250K) Legacy
 - Accessibility Improvements (\$125K Fed/NDIT/Prov.) Legacy
- Dec 2017 Canmore WC (test event)
- April 2018 Sponsorship plan (goal \$150K+)



019 World Para Nordic

CALEDONIA

Skiing Championships



Planning the World Championships – Key steps (cont'd)

- Hire Event Manager & Finance Administrator (April 2018)
- Sport Presentation (May 2018)
- Sponsorship phase 1 (May June 2018)
- Site Visit 1 Race Director (June 2018)
- Competition venue construction (June Oct 2018)
 - Accessibility upgrades, snowmaking system
- Site Visit 2 Race Director/Tech Delegate (Oct 2018)
- Biathlon International Referee Seminar (Oct 2018)
- Sponsorship phase 2 (Sept Nov 2018)
- Volunteer recruitment/training (Sept Dec 2018)
- Operational preparations for WCH (Oct 2018 Feb 2019)
- World Championships (Feb 15 24, 2019)
- Wrap up and Reporting (March June 2019)



Branding

- Key to creating a professional, consistent and cohesive image for the World Championships
- Contracted Epic Designs early (Spring 2017)
- Designed to leverage existing branding from CNSC and Downtown Prince George
- Critical to do early so as many things as possible can benefit from branding to give a professional image (e.g. grant applications, sponsorship, communications, marketing, presentations merchandise, medals, bibs, banners, etc.)





Funding Partners (Grants)

Province of BC (total \$475,000)

- Tourism Event Program (broadcasting, marketing/ communications, image/look) \$175,000
- BC Gaming capital grant (snowmaking) \$175,000
- Hosting BC grant (event hosting) \$125,000

NDIT (total \$300,000)

- Economic Diversification (snowmaking) \$250,000
- Community Halls/Recreation (accessibility improvements) \$30,000
- Marketing \$20,000

10

Total funding partner contributions: \$1.46 million Total budget: \$2.47 million Total funding: \$2.48 million (100+%)



City of Prince George

• Event hosting - \$250,000

Federal Government (total \$250,000)

- Sport Canada (event hosting) \$245,000
- Accessibility improvements \$50,000

International Paralympic Committee

• Event hosting \$90,000

Canadian Paralympic Committee

• Marketing \$25,000

Rotary - Accessibility Improvements - \$20,000

Tourism PG - Marketing - \$5000



Sponsorship Partners

Presenting Sponsor (cash - \$100K)

• Caledonia Nordic Ski Club - \$100K

Premier Sponsors (cash - \$105K)

- Canadian Tire \$25K
- Jim Pattison Group/Canfor/SaveOn Foods \$30K
- Pomeroy Lodging (official host hotel) \$25K
- TransCanada/Coastal Gas Link \$25K

Showcase Sponsors (value in kind - \$245K; cash \$5K) •

- Integrity Welding (\$10K) donated welding
- Telus (\$25K) donated fibre optic connection/service
- CP Communications (\$25K) donated Icom Radios
- Jim Pattison Broadcast Group (\$125K) Advertising
- Brandt (\$10K) donated use of loader
- 2019 World Para Nordic Championships

11

- World Paro CHAMPIONSHIPS PRINCE GEORGE 2019
- Papyrus Printing (\$10K) discounted printing services
- Colossovision (\$10K) discounted large video screen
- Prince George Citizen (\$10K) newspaper advertising
- Diversified Transports (\$10K) buses (schools outreach)
- Pittman Asphalt (\$10K) gravel for stadium + \$5K cash
- Northland Water and Sewer (\$10K) discounted pumps, pipes
- Medichair (\$10K) donated medical/accessibility equipment
- TechnoAlpin (\$10K) discounted & demo snowmakers

Friends of Championships (value in kind ~\$22K; cash \$1K)

23 companies provided at least \$1K (primarily value in kind)
 Total Sponsorships - cash \$211,000; VIK ~\$292,000K



Building Momentum toward the World Championships

Building Momentum – Community Engagement

Guiding principle - "Sharing the experience"

- Formal Announcement Dec 2016
- Funding Announcement Jan 2018
- 1 year out event Feb 2018
- PG Summerfest July 2018
- 6 month out event Aug 2018
- Cross roads street festival Sept 2018
- Local gov't/services clubs presentations Oct–Jan 2018
- PG Winterfest/Schools outreach Feb 2018







Building Momentum – Marketing and Promotion

Team - Marketing contractor and Media sponsor (Jim Pattison Broadcast Group) – initiated Oct 2018 with thrust toward:

 comprehensive marketing/communications plan (integrated with IPC/CPC platforms)



Nordic Skiind

CHAMPIONSHIP

140 Athletes + Over 20 Countries

PRINCE GEOR

Building Momentum – Volunteer Recruitment

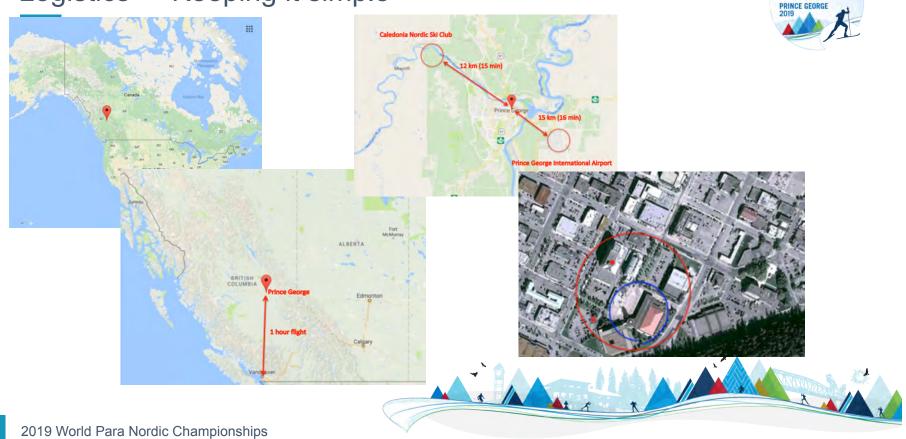
- Volunteer uniform design and elements Spring 2018
- Awareness at events/soft recruitment Summer 2018
- Volunteer registration/finalize uniforms Sept 2018
- Active recruitment/confirm numbers
 (original estimate 250 actual 340) Oct-Dec 2018
- Uniform sizing and ordering (Oct-Nov 2018)
- Training sessions (accessibility/hospitality) and uniform pick-up – Jan-Feb 2019
- World Championships! (Feb 2019) all smiles ☺
- Volunteer appreciation event (April 2019)





Creating Magic in Prince George

Logistics – "Keeping it simple"



Nordic Skiing

CHAMPIONSHIPS

Team Accommodations

Guiding principle – ease of mobility/logistics; ability to enjoy downtown without need for transportation

- Adjacent to ceremonies venue
- Easily accessible to downtown shops , amenities and facilities
- Location for team captain meetings
- Served breakfast and dinner at hotels
- Single pick-up point for transportation to venue







2019 World Para Nordic Championships

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Experiencing Downtown Prince George

Accommodating teams in downtown core

- Enabled teams to explore and experience downtown
 - Shopping, entertainment
 - Restaurant, breweries, etc
- Our opportunity to create an amazing downtown experience and create a world buzz







Ceremonies Venue

Prince George Civic and Convention Centre

- Opening Ceremonies
- Victory Ceremonies
- Closing ceremonies
- Celebratory banquet

Located adjacent to team hotel and contributed to well attended victory ceremonies by teams







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Competition Venue – Caledonia Nordic Ski Club

- World class Nordic facility
- Use existing biathlon and competition trails
- Large pool of sports officials/volunteers
- Legacies Accessibility improvements, sit ski trails, snowmaking, VI targets
- Potential permanent venue for World Para Nordic Skiing Championships







Competitions Venue



Nordic Skiing

CHAMPIONSHIPS PRINCE GEORGE



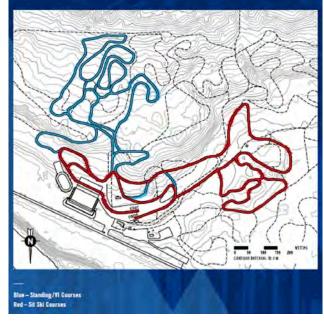
Competitions Venue – Overview





Competitions Courses









The competition schedule

- 7 competition days; 2 training days
- 5 competition days during weekend/holiday
- 2 competition days during week (many schools groups)
- Only minor start time adjustments for temperature







DATE	TIME	EVENT	LOCATION
Friday Relations (1)	9.00am - 2.00pm	Official Training BT Middle	CNSC/Otway Nordic Centre
	4:00pm - 5:30pm	Team Captains Meeting (private)	Courtyard Marriott Fir Room
	6:00pm	Opening Ceremonies	Canada Games Plaza
Saturday Tribuary 16	10.00am-3.30pm	BT Middle	CNSC/Otway Nordic Centre
	3,30 pm - 5,00 pm	Official Training CC Middle	CNSC/Otway Nordic Centre
	5:00pm-6:00pm	Team Captains Meeting (private)	Courtyand Marriott Fir Room
	7:00pm	Victory Ceremonites	Prince George CMc Centre Auditorium 101
Sunday	10.00am -1:45pm	CC Middle	CNSC/Otway Nordic Centre
February 17	2:30pm-4:00pm	Official Training CC Sprint	CNSC/Otway Nordic Centre
	5:00pm-6:00pm	Team Captains Meeting (private)	Courtyard Marriott Fir Room
	7/00 pm	Victory Ceremonies	Prince George Child Centre Auditorium 101
Monday	10.00am - 2.30pm	CC Sprint	CNSC/Otway Nordic Centre
Externacy 16	7:00 pm	Victory Ceremonies	Prince George Chitc Centre Auditorium 101
Tuesday	9:00.am - 4:00 pm	Training (non-competition)	CNSC/Otway Nordic Centre
Fabricary (B	5.00pm-6.00pm	Tisam Captains Meeting (private)	Courtyard Marriott Fir Room
Wednesday Information	10.00am-2:35pm	BT Sprint	CNSC/Otway Nordic Centre
	2.45pm-4.45pm	Official Training BT	CNSC/Otway Nordic Centre
	5:00 pm - 6:00 pm	Team Captains Meeting (private)	Courtyard Marriott Fir Room
	7:00pm	Victory Ceremonites	Prince George Child Centre Auditorium 101
Thursday	10.00am-4.00pm	BT Individual	CNSC/Otway Nordic Centre
February 21	7:00 pm	Victory Commonies	Prince George Divic Centre Auditorium 101
Friday	10:00 am - 4:00 pm	Training (non-competition)	CNSC/Otway Nordic Centre
February 22	10.00am - 2.00pm	Official Training CC Long	CNSC/Otway Nordic Centre
	2:00pm-4:00pm	Official Training CC Relay	CNSC/Otway Nordic Centre
	5:00 pm	Team Captains Meeting (private)	Courtyard Marnott Fir Room
Saturday	10,00 am - 11:35 am	CC Relay	CNSC/Otway Nordic Centre
February 23	12 noon - 3:00 pm	Official Training OC Long	CNSC/Otway Nordic Centre
	5:00pm	Team Captains Meeting (private)	Courtyard Marriott Fir Room
	7/00pm	Victory Ceremonies	Prince George DMc Centre Auditorium 101
Sunday	10.00am - 2.00pm	CC Long	CNSC/Otway Nordic Centre
February 24	5:00 pm	Victory Geremonies	Prince George Child Centre Auditorium 101
	6:15pm	Closing Cetertonies	Prince George Chic Centre Auditorium 101
	7:00pm	Celebration Banquet (by invitation unly)	Auditorium 102/103

2019 World Para Nordic Championships

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Live-stream broadcasting

- Live-streaming of all ceremonies and competition
- Production truck & 12 cameras on stadium and courses
- Crew: 15 for TV production, commentator/interview, 3
 equipment technicians & IPC broadcast manager
- Supported onsite media teams from Canada, Germany and Norway











Cultural Experiences

Built cultural experiences into:

- Ceremonies, hospitality events, excursions
- Created lasting memories





2019 World Para Nordic Championships

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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!!!





-

Carton

Nordic Skiing

A big thanks to our amazing people!

Community pride and volunteerism are one of our greatest legacies

- The World Championships allow us to elevate these qualities to the world stage
- Inspiring and growing the next generation of incredible volunteers





2019 World Para Nordic Championships

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Until we meet again....

Thank you so much for the opportunity to host this extraordinary event in our community!

We look forward to welcoming everyone back for future World Championships!



Nordic Skiin

2019 World Para Nordic Championships

30



P.O. Box 1243, Prince George BC, V2L 4V3 PHONE/FAX 250.564.3809

Caledonia Nordic Ski Club Annual General Meeting

Past President's Report Kevin Pettersen

World Para Nordic Skiing Championships

As Chairperson of the Local Organizing Committee for the Prince George 2019 World Para Nordic Skiing Championships, I couldn't have been more pleased with how these World Championships all came together. Since this was the first World Championships of any kind in our city, our vision was to create magic in Prince George and really ignite the community spirit, promote our great club and Nordic sports and open the lens towards accessibility and inclusiveness. I truly believe we delivered on this vision exceedingly well. In watching previous Para sports, it's so inspiring to see the incredible power of the human spirit. These athletes are phenomenal and are so welcoming, gracious and down-to-earth. It was an incredible honour hosting them in our city, and it was fantastic to see them explore the city and make themselves at home.

This transformational event brought together 17 nations, 200 athletes and supporting members, international media, and over 350 local volunteers and brought an amazing spirit of collaboration within the community and attracted over 40 corporate sponsors and funding partners (and generated a sizeable cash surplus legacy – see below). The total economic benefit from this event is estimated to be \$5.2 million. Of this, the club itself received an astounding \$800K in legacy. Approximately \$650K is in capital assets (i.e. snow making systems, accessibility improvements, etc.) and ~ \$150K in a cash legacy. (See below for how this cash legacy is being further leveraged to further expand the total legacy to ~\$1.2 million).

For the event itself, we were incredibly blessed with fantastic weather conditions for the World Championships. Despite being a bit chilly in the first part of February, by the time the World Championships started, the temperatures were much better and the snow conditions for the skiing were amazing. The cold temperatures help



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preserve the gleaming white snow in the trees, and the live-stream broadcast that went around the world looked incredible!

For the World Championships (and for each large event that we host) we look to build legacies that will help position us for the future. For this event, our key capital legacies were accessibility improvements to our facility and the first phase of a snow making system. The accessibility improvements were not only important for this event, but more importantly they help us to welcome more people to our facility with diverse accessibility needs...this range from people with visual or limb impairments, to parents/grandparents with young children to people with injuries, or those people enjoying their golden years. We were able to install upgrades such an automatic door openers, landscaping with integrated ramps, elevated viewing platforms, high visibility edging, as well as specialized matting that is laid on the snow to allow wheelchair access on soft surfaces. This was so exciting to have this in place for the World Championships and to see the unexpected positive reactions from the participants, spectator, volunteers, etc.

The other incredible legacy was the first phase of the snow making system that we installed in the stadium areas. When we were awarded the World Championships back in 2016, we had to have a plan to guarantee snow. After having to move the 2017 Biathlon National and North American Championships from Prince George to Canmore (due to low snow conditions), snow making became "front and centre" for us. Our original plan was to cover all the trails that would be used for the 2019 World Championships, but with the change in provincial government that occurred, we had to alter our plans. Fortunately, we were very successful in getting two large capital grants which enable us to build the first phase of a snow making system in our stadiums (this first phase was designed to be expanded to the full extent of the Para Nordic competition trails). The snowmaking system was installed by our own staff, and worked incredibly well. By the end of December, Mother Nature took over (and didn't stop!). For the World Championships we've had some of the best snow conditions ever, and the ski season continued through to mid-April.

As an added bonus, with the legacy surplus funds (\$150K) that we've created from the World Championships, I'm currently working to leverage that for grant funding (for a total of \$375K of additional funding) that could see us expand the snow-



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making system out to the trails (as per the original plan). If successful, we will have one of the longest (8km), most modern and efficient snowmaking systems at a Nordic Centre in Canada!

We had a tremendously successful experience organizing and hosting the World Championships. We not only met, but also exceeded, our vision. As in hosting previous large events, it allowed us take a transformational step forward. It increased our lens toward improving and understanding accessibility; it helped instill pride and confidence in our volunteers, our club and community to host the world; and, established critical legacy pieces that position us well for growing our club and contribution to the health and vitality of our community and also hosting future prestigious events. Well done team Caledonia!

Respectfully,

Kevin Pettersen

CNSC Past President Chairperson, 2019 World Para Nordic Skiing Championships





TEP Final reporting for 2019 World Para Nordic Skiing Championships

Summary of newspaper articles covering the Prince George 2019 World Para Nordic World Championships

The Prince George Citizen (local newspaper) did an amazing job covering the 2019 Prince George WPNSC and wrote a substantial amount of articles throughout the World Championships.

Here are the links to the electronic version of the articles (as well as images of the inserts)....

Feb 14, 2109

https://www.princegeorgecitizen.com/sports/back-on-familiar-ground-1.23633746 https://www.princegeorgecitizen.com/news/local-news/local-songwriter-pens-para-nordic-theme-1.23633761 https://www.princegeorgecitizen.com/news/local-news/local-songwriter-pens-para-nordic-theme-

https://www.princegeorgecitizen.com/sports/prince-george-ready-for-para-nordic-worlds-1.23635361

Feb 15, 2019

https://www.princegeorgecitizen.com/sports/world-will-be-tuned-in-to-otway-1.23635316 https://www.princegeorgecitizen.com/news/local-news/wheelchair-dancers-to-perform-at-para-nordicopening-ceremony-1.23635306

Feb 16, 2019

https://www.princegeorgecitizen.com/news/local-news/prince-george-welcomes-the-world-1.23636598 https://www.princegeorgecitizen.com/canada-s-cameron-claims-para-nordic-silver-1.23636938 https://www.princegeorgecitizen.com/sports/sit-skier-eskau-digs-otway-course-1.23636610 https://www.princegeorgecitizen.com/biathlon-bronze-for-arendz-hudac-just-misses-podium-1.23636964

Feb 19, 2019

https://www.princegeorgecitizen.com/sports/cameron-strikes-gold-for-canada-1.23637932 Cameron claims Canada's first medal at Para Nordic (see attachment) Arendz claims silver for Canada (see attachment)

Feb 20, 2019

https://www.princegeorgecitizen.com/mckeever-coming-to-p-g-later-this-week-1.23637396 https://www.princegeorgecitizen.com/news/local-news/students-made-para-nordic-flag-display-1.23639293

Feb 21, 2019

Digging Deep (front page picture) - See attached photo https://www.princegeorgecitizen.com/masters-proving-unbeatable-at-worlds-1.23640517 https://www.princegeorgecitizen.com/para-nordic-athletes-loving-otway-1.23640519

Feb 22, 2019 Eyes on the prize (front page photo) - see attached photo https://www.princegeorgecitizen.com/sports/golden-again-1.23642224



https://www.princegeorgecitizen.com/sports/rad-not-so-bad-at-world-championships-1.23642225

Feb 23, 2019 https://www.princegeorgecitizen.com/news/local-news/swim-champion-huot-switches-lanes-to-becomepara-sport-ambassador-1.23643513 https://www.princegeorgecitizen.com/sports/world-para-nordic-broadcasts-streamed-all-over-the-world-1.23643529

Feb 26, 2019 https://www.princegeorgecitizen.com/podium-performance-1.23643786

Feb 27, 2019 https://www.princegeorgecitizen.com/mckeever-does-it-again-1.23644381 https://www.princegeorgecitizen.com/wilkie-arendz-find-silver-lining-in-distance-race-1.23644389



97/16 Insert and Articles



World Para Nordic Skiing

CHAMPIONSHIPS

PRINCE GEORGE





COMPETITION SCHEDULE

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8141 OTWAY RD, PRINCE GEORGE, BC, V2M 7B4 WEB 2019WORLDPARANORDIC.CA PHONE 250.564.0392

Feb 21, 2019



Whites at the The Prince George 2019 World Para Nordic Skiling Championships get some unofficial practice in on the biathion range Thursday at Otway Nordic Centre. A variety of events are being held until Feb. 24.

ATHLETICS, LIVE MUSIC AND THE COLDEST NIGHT

The Occupation of **Heather Rose**

Until Sunday, Feb. 24 at Theatre North-Writt, #26-556 North, Nichako Rd., The Occupation of Heather Rose will be presented. It's the first play ever staged by Theatre NisrdWeat, Theenty-first years later the theatre is beinging it back. It's



a beautiful heartwarming and inspiring play that charts the growth in the under-standing of a naive nurse working on the Snake Lake Reserve in Northern O For more information call 250-624-0039 or email POVI@theat-morthwest.com.

World Para Nordic Skiing Championships

Champtonsmps Until Sunday, February 24 at the Caledonia Nordic Sta Club, 8141 Otway Rd, the Nordid Para Nordic skiling Championabigs use para Nordic athletes who are prouped into three classes for competition (sitting, standing, and visu-ally impaired) and will compete in four ross-country skiling and flow blathlon medial events over a period of 20 days. There will be about 140 athletes from 20 different nations, more than 200 coaches and officials at the revert. For more information visit www.caledo-For more information visit www.caledo-

Spruce Kings

Friday and Saturday at 7 p.m. come on own to the Rolling Mix Concrete Arena and watch the action close up as the Spruce King play on the road to the RBC ab. For m e information visit www. ngs.bc.ca.



562-5200 250

Prince George Cougars

Toenday and Wirdnewday at 7 p.m. at CN Centre, 2187 Ospika Bird., come sup-port the Cougars in their regular season on their way to the championship. For more information visit were provigers.

Chris Goodwin Live

Friday from 7 to 9 p.m. at the Oakroom Grill, 304-3023 Central St. West, Chris Goodwin, a newcomer to the local music scene will perform country, Rolt, pop and rock. As a solo musician, Chris brings his earliese units and how of all music rocs. As a seen massian, Chris bridge bis unique woler and lower of all music to his performances. Enjoy as evening of music suited for everyone, for more information call 250-277-1882 or email outroomgrift@hotmail.com.

Lyle Bats and The Alkemist

Friday at 8 p.m. at the Omineca Arts Gentre, 369 Victoria St., Lyle Bats and The Alkemist present an all ages show. Lyle Bats is a new musical projection from Williams Lake featuring Brent Morton. For more infomration call 250-552 0826-or email info@ominecoartscentre com. Entry is \$30 at the doot.

Live Music at Northern Lights

Saturday from 7 to 9 p.m. at the Northern Lights Estate Winery, 745 Prince George Pulpmill Rd., there are local entertainers presenting live music. This week will feature a performance by Red Wyne. For more information call 250-564 1112 or email slowhabarga@ až.m

Coldest Night of the Year

Saturday from 4 to 8 p.m. at 5r. Gdes Presbyterian Chareh, 1500 Edmonton Sr., APAC, Association Advocating for Women and Community, is bosting the Caldest Night of the Yosa, new, five or 10 km family-friendly winter walk a chon

Canada to support individuals experi-encing homelessness, hunger and other barriers by raising funds and awareness. barriers by raising funds and awareses All proceeds will go to ANAC's various housing programs to support individua in securing and trainitationg brouksy. To regioner contact Alanna Le Cerl at 250-487-3037 or email programman-seculity of the security of the security of the security security of the se aper@cawacahelter.org

Afro Fusion Dinner

Saturday at 5:30 p.m. at the College of New Caledonia, 3330-22nd Aw., CNC Black History committee is bosting an Alvo Pusion Cuisine Dinner and enter-

Also Pasion Cubine Dataset and enter-tuinment where proceeds will go to an endowment burnary. Tackets for age 13 and up are \$25 each, age 7 to 12 are \$30, six and under are free. Tukets are at CNC Bookstore, UNRC Bookstore, UJ Alvo Supernitive and Books & Comparts, For more information call 776-349-1317 or email yange?@cnc. bc.ot.

Mulled Wine Festival

multiples while resulted Saturally from 12-30 to 2 pm, and 2:30-10-4 p.m., at Northern Lights Estate Winnery, 345 Prince George Pulpmill Rd., the winnery is hosting its fourth. Annual Winner Wine Postival. Tickets are 525, which includes a tarting mug and fire to one for their Lowours. For more information call 250-504-1152 or email infolliarcheolideroniders of info@morthcrallahtesiners.ca

Miracle Theatre

Thursday, Feb. 28 until Wednesday, March 20 at 8 p.m. with 2 p.m. mati-news on March 3, 19 and 17 at ArtSpace, above Books & Co., 3685 Third Ave., Hallway There is a professional theats production with across hired from acro Canada. This comedy is about friends for life donal theater

This comedy is about thrends for late and the surprises that arise when a new doctor comen to town. This year's beneficiary is the Commu-nity Foundation and all net proceeds will wan the new Children of Prince George Fund. Tickets are \$33 at Books & Ca. or call 250-363-6637.



Feb 28, 2019







WORLD PARA NORDIC GAMES







the particular instance (Score)

The World Para Nordic Skiing Championships wrapped up Sunday at Orway. The athletes, coaches, organizers and spectators gathered at the lodge for a group photo Saturday, top. Canada's Mark Arendz paces himself on an uphil section while competing in the men's cross-country 20 km Standing CT on Sunday afternoon, above left. Above right, Canada's Brian McKeever, foreground, and Dreytre Sularko of the Ukraine make their way around the course in the men's roos-country 20 km Visually impaired CT on Sunday. Wide Nilsen of Norway competes in the cross-country 20 km Visually impaired CT on Sunday. Wide Nilsen of Norway competes in the cross-country penrelay Saturday morning, right, Prince George-Mackenzie MLA Mike Mon's places the silver medal for the cross-country mixed relay on Team Canada's Natale Wilkie during the medal centers.

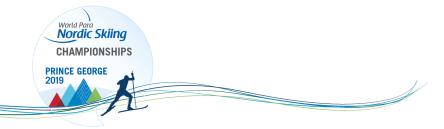


CITIZEN



UNBC Timberwolves Legacy Breakfast

Wednesday, March 6, 2019 Charles Jago Northern Sport Centre are spend ti 520 k.m. Breathert and Program Bild k.m. to 830 k.m.



If you have any questions, please feel free to contact me directly (telephone: +1 250 564 0392 email: kpettersen@2019worldparanordic.ca)

Best regards,

Kevin Pettersen Chairperson Prince George 2019 World Para Nordic Skiing Championships

Quotes from the 2019 World Para Nordic Skiing Championships

"World Championships at home, Paralympics at home, we've experienced both now and it's a good feeling. It's nice to be back in Prince George, the organizers and volunteers have been fantastic and it's been a wonderful World Championships for he whole team"

Brian McKeever, Team Canada (VI skier) Paralympic multi gold medalist; 20 time Para Nordic World Champion

PG Citizen, Feb. 27, 2019 "Once again, McKeever on top of the world" https://www.princegeorgecitizen.com/mckeever-does-it-again-1.23644381

"It's really fast out there today and the downhills are wicked. The uphills are really technical and really good. It's my favourite race course and I'm just happy to be here. It's amazing."

Jessie Bachinsky, member of Team Canada NextGen team (and 2015 Canada Winter Games athlete)

PG Citizen, Feb. 27, 2019 "Once again, McKeever on top of the world" https://www.princegeorgecitizen.com/mckeever-does-it-again-1.23644381

"It's been absolutely phenomenal – I've traveled the world for the last eight or nine years doing various events and the levels of organization here are off the scale. I've done two Olympics and Paralympics and other major world events and everything has been top-drawer"

Alan March, International broadcast commentator

PG Citizen Feb 23, 2019 "World Para Nordic broadcasts streamed all over the world" https://www.princegeorgecitizen.com/sports/world-para-nordic-broadcasts-streamed-all-overthe-world-1.23643529

"I like Prince George a lot. I like the tracks, and for us it's going very well. I'm a technical skier and I like it fast like that, otherwise I have too much power and I don't have strength anymore".

Clara Klug, Team Germany (VI skier/biathlete) Paralympic Medalist; Para Nordic World Champion

PG Citizen, Feb 21, 2019 "Masters proving unbeatable at worlds" https://www.princegeorgecitizen.com/masters-proving-unbeatable-at-worlds-1.23640517

"I would say this has definitely surpassed expectations – it's a World Cup venue we've never been to and it's a place most have never heard of so it was a bit of an unknown. It's a beautiful place and once we got to the venue that when it really showed. It's amazing sit-ski terrain and you can see from the live coverage, that it has been awesome out here. They've had lots of fans, a whole busload of kids was out here today enjoying the perfect weather we got lucky with. The venue's been great and the volunteers have been awesome." Aaron Pike, Team USA (sit skier/biathlete) Paralympic Medalist; Para Nordic World Champion PG Citizen Feb 21, 2019 "Para Nordic athletes loving Otway" https://www.princegeorgecitizen.com/para-nordic-athletes-loving-otway-1.23640519

This is pretty spectacular for a para Nordic event where you can just get on the snow right away, the way they have the wax cabins and you can just ski in and ski out of the lodge, you don't have to walk up. When driving through the town and you get here to the Nordic centre its like a winter wonderland here with all the trees and you're skiing through the trees, which is really unique. You don't get that in a lot of sit-ski courses. There a lot of downhills, uphills and turns and you really have to be awake for it and it's been really fun, and the volunteers have been absolutely so sweet here.

Oksana Masters, Team USA (sit skier/biathlete). Paralympic multi gold medalist and multi World Champion

PG Citizen Feb 21, 2019 "Para Nordic athletes loving Otway" https://www.princegeorgecitizen.com/para-nordic-athletes-loving-otway-1.23640519



Arbitetes at the The Prince George 2019 World Para Nordic Skiing Championships get some unofficial practice in on the biathlon range Thursday at Otway Nordic Centre. A variety of events are being held until Feb. 24.

"The courses are really good, especially for a sit-skier. In my opinion they are really fair with no dangerous parts. It's challenging but not dangerous. The downhill parts are not too heavy for the high-handicapped ones. The track is better for us because we need a good track, that's very important. We need a deep track. If it's just on the surface it's not strong enough we get out of it and that's not good."

Andrea Eskau, Team Germany (ski skier/biathlete)

PG Citizen Feb 16, 2019 "Sit-skier Eskau digs Otway course"

https://www.princegeorgecitizen.com/sports/sit-skier-eskau-digs-otway-course-1.23636610

"A whole new generation of fans will witness para sports for the first time. The facilities and snow conditions are world class"

Dr. Robert Steadward (founding President of the International Paralympic Committee)

PG Citizen Feb 16, 2019. "Prince George welcomes the world". https://www.princegeorgecitizen.com/news/local-news/prince-george-welcomes-the-world-1.23636598



TEP final reporting for 2019 World Para Nordic Skiing Championships

Summary of influence on future events

With the Prince George 2019 World Para Nordic Championships now complete, we have been receiving many accolades both domestically and around the world for the high quality of the live stream broadcasting and the positive impact it has had in elevating the World Para Nordic Championships, the Caledonia Nordic Ski Club and City of Prince George to world class status for hosting World Championship events. This was even recently referenced as an influencing factor for being awarded the 2020 Women's World Curling Championships. In addition, based on this experience, the International Paralympic Committee has expressed keen interest to hold future Para Nordic World Cups and World Championships in Prince George. We have also been encouraged by a highly influential international ski federation (FIS) to pursue FIS Cross Country skiing World Cups, World Masters Championships given the impression we made with the 2019 World Para Nordic World Championships.

Best regards,

Kevin Pettersen, Chairperson Prince George 2019 World Para Nordic Skiing Championships



Prince George World Para Nordic Skiing Championships Wrap Up Report

April, 2019

Communications

- > 10 Media Releases sent out pre event, 1 post event
- > Earned media was activated on:
 - Jim Pattison Broadcast Group (The River, The Drive, CKPGTV, CKPG Today)
 - My Prince George Now
 - Vista Radio
 - Prince George Citizen
 - Prince George Matters
 - Prince George Daily News
 - CFIS
 - CBC

Marketing

- ➢ Budget
 - \$25,000 Jim Pattison Broadcast Group Sponsorship
 - \$ 9,500 Other local and regional media including Prince George Citizen Sponsorship of \$1,500
 - See media spend on Appendix A

Creative

- Creative messaging was developed for radio, TV, print ads, 97/16 centre pull out, social media, digital, website
- > Campaigns ran to promote:
 - Generic Welcome the World branding
 - Become a Sponsor
 - Merchandising
 - Volunteers Needed
 - Thank you to Sponsors
 - Try It Event @ Downtown Winterfest
 - Opening Ceremonies
 - On Now
 - Park & Ride
 - Streaming
 - Closing Ceremonies
 - Thank you



Digital Online Reporting Please note all outlets report differently

Glacier (Citizen Parent Company)

Line item	City	Ad server impressions	Ad server clicks	Ad server CTR
PGC - Caledonia Nordic Ski Club - PG 2019		05000		0.00%
WPNKC - Feb 1 to 24 2019 - 3:1 - Geo 1 PGC - Caledonia Nordic Ski Club - Feb 1 to 24	Prince George	35000	98	0.28%
2019 - 3:1 - Geo 2	100 Mile House	436	1	0.23%
PGC - Caledonia Nordic Ski Club - Feb 1 to 24	Too wille House	430	<u>'</u>	0.23%
2019 - 3:1 - Geo 2	Burns Lake	50	0	0.00%
PGC - Caledonia Nordic Ski Club - Feb 1 to 24	Barrio Earlo		Ť	0.0070
2019 - 3:1 - Geo 2	Dawson Creek	318	0	0.00%
PGC - Caledonia Nordic Ski Club - Feb 1 to 24				
2019 - 3:1 - Geo 2	Fort Saint John	326	0	0.00%
PGC - Caledonia Nordic Ski Club - Feb 1 to 24				
2019 - 3:1 - Geo 2	Houston	113	0	0.00%
PGC - Caledonia Nordic Ski Club - Feb 1 to 24				
2019 - 3:1 - Geo 2	Kamloops	31799	53	0.17%
PGC - Caledonia Nordic Ski Club - Feb 1 to 24				
2019 - 3:1 - Geo 2	Kitimat	100	0	0.00%
PGC - Caledonia Nordic Ski Club - Feb 1 to 24				
2019 - 3:1 - Geo 2	Mackenzie	144	0	0.00%
PGC - Caledonia Nordic Ski Club - Feb 1 to 24				
2019 - 3:1 - Geo 2	Quesnel	173	3	1.73%
PGC - Caledonia Nordic Ski Club - Feb 1 to 24				
2019 - 3:1 - Geo 2	Smithers	34	0	0.00%
PGC - Caledonia Nordic Ski Club - Feb 1 to 24				
2019 - 3:1 - Geo 2	Terrace	252	1	0.40%
PGC - Caledonia Nordic Ski Club - Feb 1 to 24			_	
2019 - 3:1 - Geo 2	Vanderhoof	66	0	0.00%
PGC - Caledonia Nordic Ski Club - Feb 1 to 24		1100	_	0.470/
2019 - 3:1 - Geo 2	Williams Lake	1190		0.17%
Total Date range	Feb 1, 2019 - Fe	70001 eb 24, 2019	158	0.23%



My Prince George Now

Impressions (Total):	9,980
Clicks (Total):	5

Prince George Daily News

Prince G	eorge Da	ilv Nev	vs	
Advertiser				Championships
Start Date	2019-02-0			
End Date	2019-02-2			
Advertis	er Statist	ics		
Day	Impr.	Clicks	CTR	
25-02-2019	0	0	-	
24-02-2019	355	2	0.56%	
23-02-2019	639	3	0.47%	
22-02-2019	1180	2	0.17%	
21-02-2019	994	2	0.20%	
20-02-2019	1004	1	0.10%	
19-02-2019	1222	1	0.08%	
18-02-2019	1039	0	-	
17-02-2019	505	0	-	
16-02-2019	786	3	0.38%	
15-02-2019	1130	6	0.53%	
14-02-2019	850	2	0.24%	
13-02-2019	880	2	0.23%	
12-02-2019	1287	4	0.31%	
11-02-2019	1579	1	0.06%	
10-02-2019	1047	1	0.10%	
09-02-2019	443	3	0.68%	
08-02-2019	991	3	0.30%	
07-02-2019	950	3	0.32%	
06-02-2019	1023	1	0.10%	
05-02-2019	1489	2	0.13%	
04-02-2019	2928	1	0.03%	
03-02-2019	959	5	0.52%	
02-02-2019	949	0	-	
01-02-2019	1603	2	0.12%	
Total	25832	50	0.23%	



Online Digital

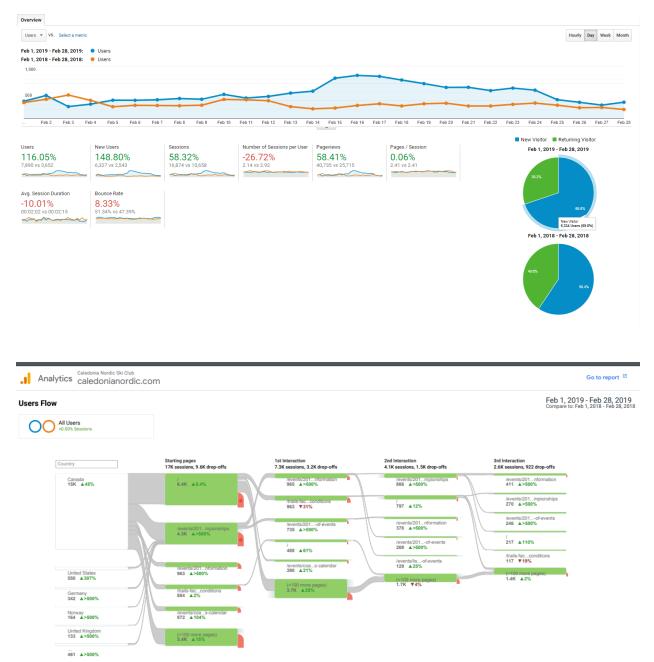
Digital Programmatic			
02/01/2019 - 02/28/2019			
Name	Imps. Won	Clicks	CTR
Retargeting	13,720	39	0.28%
Regional - Ski & Snow Audience	16,932	35	0.21%
Regional - Premium Canadian Whitelist	41,399	40	0.10%
Regional - Ski & Snow Articles	23,241	17	0.07%
PG - Ski & Snow Audience	35,388	82	0.23%
PG - Ski & Snow Articles	29,319	29	0.10%
PG - Premium Canadian Whitelist	79,405	120	0.15%
	239,404	362	0.15%

Social

Social			
11/16/18 - 02/28/2019			
Name	Imps. Won	Clicks	CTR
Ads Network: Click Thru to Site	171,795	3,085	1.80%
Pre-Championships General CTA	74,344	260	0.35%
During Championships General CTA	51,141	327	0.64%
Opening Ceremonies	8,573	333	3.88%
Closing Ceremonies	3,549	92	2.59%
Park & Ride	34,188	520	1.52%
Boosted Posts*	51,855		N/A



Web Stats February 1-28, 2019 vs. February 1-28, 2018 Audience Overview





Geographic Overview

		Acquisition			Behavior		
c	country 🔿	Users 🤄 🔶	New Users 🦿	Sessions ()	Bounce Rate	Pages / Session ?	Avg. Session Duration ?
		116.05% 7,890 vs 3,652	148.55% 6,328 vs 2,546	58.32% + 16,874 vs 10,658	8.33% • 51.34% vs 47.39%	0.06% 2.41 vs 2.41	10.01% • 00:02:02 vs 00:02:15
1.	Canada						
	Feb 1, 2019 - Feb 28, 2019	6,722 (84.76%)	5,192 (82.05%)	15,224 (90.22%)	49.95%	2.46	00:02:06
	Feb 1, 2018 - Feb 28, 2018	3,483 (95.11%)	2,379 (93.44%)	10,447 (98.02%)	46.94%	2.43	00:02:17
	% Change	92.99%	118.24%	45.73%	6.40%	1.27%	-7.54%
2.	United States						
	Feb 1, 2019 - Feb 28, 2019	490 (6.18%)	474 (7.49%)	550 (3.26%)	79.82%	1.53	00:00:26
	Feb 1, 2018 - Feb 28, 2018	113 (3.09%)	104 (4.08%)	135 (1.27%)	70.37%	1.79	00:00:54
	% Change	333.63%	355.77%	307.41%	13.43%	-14.80%	-51.47%
3.	Germany						
	Feb 1, 2019 - Feb 28, 2019	221 (2.79%)	213 (3.37%)	342 (2.03%)	51.17%	2.49	00:01:51
	Feb 1, 2018 - Feb 28, 2018	5 (0.14%)	5 (0.20%)	9 (0.08%)	33.33%	2.78	00:04:08
	% Change	4,320.00%	4,160.00%	3,700.00%	53.51%	-10.21%	-55.35%
4.	Morway						
	Feb 1, 2019 - Feb 28, 2019	86 (1.08%)	78 (1.23%)	164 (0.97%)	49.39%	2.32	00:01:50
	Feb 1, 2018 - Feb 28, 2018	4 (0.11%)	4 (0.16%)	5 (0.05%)	80.00%	1.20	00:00:20
5.	Inited Kingdom						
	Feb 1, 2019 - Feb 28, 2019	76 (0.96%)	69 (1.09%)	133 (0.79%)	61.65%	2.20	00:01:0
	Feb 1, 2018 - Feb 28, 2018	6 (0.16%)	6 (0.24%)	6 (0.06%)	100.00%	1.00	00:00:0
	% Change	1,166.67%	1,050.00%	2,116.67%	-38.35%	120.30%	10 ⁴
6.	Ukraine						
	Feb 1, 2019 - Feb 28, 2019	34 (0.43%)	28 (0.44%)	71 (0.42%)	60.56%	1.76	00:00:5
	Feb 1, 2018 - Feb 28, 2018	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:0
	% Change	∞%	~%	~%	∞%	∞%	e0 ¹
7.	💶 India						
	Feb 1, 2019 - Feb 28, 2019	33 (0.42%)	33 (0.52%)	34 (0.20%)	61.76%	1.65	00:00:2
	Feb 1, 2018 - Feb 28, 2018	7 (0.19%)	7 (0.27%)	8 (0.08%)	50.00%	1.75	00:01:0
	% Change	371.43%	371.43%	325.00%	23.53%	-5.88%	-62.54
8.	France						
	Feb 1, 2019 - Feb 28, 2019	32 (0.40%)	30 (0.47%)	51 (0.30%)	62.75%	2.00	00:00:3
	Feb 1, 2018 - Feb 28, 2018	1 (0.03%)	1 (0.04%)	2 (0.02%)	50.00%	2.00	00:00:0
	% Change	3,100.00%	2,900.00%	2,450.00%	25.49%	0.00%	307.84
9.	Sweden						
	Feb 1, 2019 - Feb 28, 2019	29 (0.37%)	25 (0.40%)	40 (0.24%)	35.00%	3.68	00:03:1
	Feb 1, 2018 - Feb 28, 2018	2 (0.05%)	2 (0.08%)	2 (0.02%)	100.00%	1.00	00:00:0
	% Change	1,350.00%	1,150.00%	1,900.00%	-65.00%	267.50%	00
0.	- Poland						
	Feb 1, 2019 - Feb 28, 2019	20 (0.25%)	19 (0.30%)	42 (0.25%)	61.909	6 2.07	00:03:
	Feb 1, 2018 - Feb 28, 2018	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.009	6 0.00	00:00:
	% Change	∞%	0.96		~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~	6 096	

**Some of the % changes not reading on Google Analytics



Creative

Main frame examples of dynamic ads

CALEDONIA





15 FEBRUARY • NOW AT 7PM • MOVED INDOORS!



DEPARTING FROM THE AQUATIC CENTRE PARKING LOT ON 18TH AVE CHECK 2019WORLDPARANORDIC.CA FOR TIMES

INTERNATIONAL COMPETITION INTERNATIONAL COMPETITION ON NOW AT THE 2019 WORLD PARA NORDIC SKIING CHAMPIONSHIPS! OTWAY NORDIC CENTRE • ALL EVENTS FREE TO ATTEND



The following frames ran in addition to the main frame on all dynamic ads

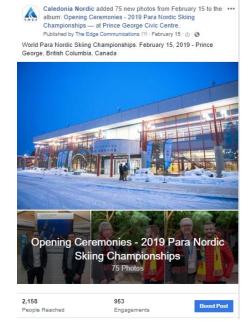


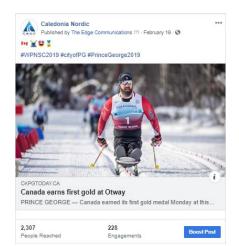






Examples of Social posts







s I?l - February 16 - 📀

Caledonia Nordic



Caledonia Nordic Published by The Edge Co

Published by The Edge Communications 1% - February 19 © With limited parking out at our center, the Park A Ride Shuftle is a great option to take in the Prince George Opti World Para Nortic Sking Championships action! Full schedule: https://www.caledonianordic.com/.../2019-w.../park-rideschedule Full event info; www.2019worldparanordic.ca...See More



Caledonia Nordic is at Play PG Golf & Curling. *** Puclained by The Edge Communication in 11° February 22 Prince George © Our Team Germany finders dook a break from #UPRESC019 competition/training on Wednesday evening and headed to Play PG Golf & Curling to give curling a shot of the first time! Looks like their skills transferred well from snow to ice • Nordic Parassi Team Deutschland Tourism Prince George. Cyl of Prince George.



215

932 People Reached Bo



Appendix A

PLATFORM		
	Total	
Radio		
97.3 The Wolf (Vista)	1,104.00	
94.3 The Goat (Vista)	1,104.00	
CFIS	360.00	
Pattison: Drive/River	25,000.00	Sponsorship
CFNR	1,120.00	
ти		
CKPG TV		Sponsorship
Print		
Prince George Citizen	1,500.00	Sponsorship
97/16	-	
Pattison Outdoor	666.68	
Luggage Carousel		
Leaving Airport		
Hwy 97 f South		
Social		
Facebook/Instagram	998.00	
Online		
Prince George Citizen Digital		Sponsorship
My Prince George Now	180.00	
Prince George Daily News	400.00	
CKPGToday.com		Sponsorship
Online Digital	2,000.00	
Total Campaign	34,432.68	

Nadia Medeiros <nadia.medeiros@paralympic.org>Fri, Apr 5, 2019 at 7:42 AMTo: Kevin Pettersen <kpettersen@2019worldparanordic.ca>, Rafael Maranhao<rafael.maranhao@paralympic.org>Cc: Sandy Whitwham <sandy@theedgecommunications.com>

Hi, Kevin!

Please find below our stats from the Nordic Worlds. We don't measure reach anymore. Instead, we measure impressions. **Impressions** are the number of times your content is displayed to someone's feed.

Facebook and Twitter are not giving us the reach anymore.

Let me know if I can help with something else.

Regards, Nadia

Nordic 2019 – Prince George (Canada)

Facebook

Impressions	636,909
Followers Added	165
Engagements	53,768
Video Views (non-livestream)	22,423
Livestream Views	65.321

Twitter

Impressions	354,542
Followers Added	82
Engagements	3.517
Video Views (non-livestream)	29.034
Livestream Views	XXXX

Instagram

Impressions (Feed)	42,858
Followers Added	62
Engagements	3,204
Video Views	5,410

YouTube:

	Livestream	VODs
Views	21,073	9,405
Watch time	227,925	

World Para Nordic Skiing Championships Web Stats

World Para Nordic Billboards/ Leaderboards First Run – Nov.26/18 – Jan.7/19

The River/The Drive

Volunteers - 762 impressions, 2 clicks

Welcome the World – 2,572 impressions, 3 clicks

Become a Sponsor – 773 impressions, 0 clicks

Merchandise – 1,071 impressions, 2 clicks

CKPGToday

Volunteers – 7,402 impressions, 13 clicks

Welcome the World - 24,388 impressions, 22 clicks

Become a Sponsor – 7,416 impressions, 8 clicks

Merchandise – 9,870 impressions, 1 click

World Para Nordic Volunteer Billboard/Leaderboard Revised – Jan.8/19 – Jan.31/19

The River/The Drive

Volunteers (Jan.8/19 – Jan.11/19) – 453 impressions, 0 clicks

Sponsors (Jan.8/19 – Jan.31/19) – 3,550 impressions, 1 click

CKPGToday

Volunteers (Jan.8/19 – Jan.11/19) – 3,174 impressions, 7 clicks

Sponsors (Jan.8/19 – Jan.31/19) – 38,832 impressions, 40 clicks

WELCOME ADS Billboards/Leaderboards

The River/The Drive

Welcome Korea (Feb.1/19 – Feb.3/19) – 265 impressions, 0 clicks

Welcome Ukraine (Feb.7/19 – Feb.8/19) – 214 impressions, 1 click

Welcome Georgia (Feb.9/19) – 68 impressions, 1 click

Welcome Canada (Feb.11/19) – 143 impressions, 0 clicks

Welcome Finland (Feb.12.19) – 76 impressions, 1 click

Welcome France (Feb.12/19) – 83 impressions, 0 clicks

Welcome USA (Feb.12/19) – 78 impressions, 0 clicks Welcome Japan (Feb.12/19 – Feb.13/19) – 156 impressions, 0 clicks Welcome Mongolia (Feb.13/19) – 46 impressions, 0 clicks Welcome Great Britain (Feb.13/19) – 78 impressions, 0 clicks Welcome Poland (Feb.13/19) – 58 impressions, 0 clicks Welcome Brazil (Feb.13/19) – 71 impressions, 0 clicks Welcome Austria (Feb.13/19) – 71 impressions, 0 clicks Welcome Kazakhstan (Feb.13/19) – 62 impressions, 0 clicks

CKPGToday

Welcome Korea (Feb.1/19 – Feb.3/19) – 4,810 impressions, 5 clicks Welcome Ukraine (Feb.7/19 – Feb.8/19) – 1,984 impressions, 1 click Welcome Georgia (Feb.9/19) – 534 impressions, 1 click Welcome Canada (Feb.11/19) – 1,297 impressions, 0 clicks Welcome Finland (Feb.12.19) – 810 impressions, 2 clicks Welcome France (Feb.12/19) – 856 impressions, 4 clicks Welcome USA (Feb.12/19) – 835 impressions, 1 click Welcome Japan (Feb.12/19) – Feb.13/19) – 1,453 impressions, 0 clicks Welcome Mongolia (Feb.13/19) – 653 impressions, 0 clicks Welcome Great Britain (Feb.13/19) – 729 impressions, 2 clicks Welcome Poland (Feb.13/19) – 676 impressions, 1 click Welcome Brazil (Feb.13/19) – 678 impressions, 0 clicks Welcome Austria (Feb.13/19) – 678 impressions, 2 clicks Welcome Kazakhstan (Feb.13/19) – 666 impressions, 1 click

World Para Nordic Sponsors Billboard/Leaderboard Revised – Feb.1/19 – Feb.15/19

The River/The Drive

1,892 impressions, 4 clicks

CKPGToday

16,602 impressions, 13 clicks

World Para Nordic Sit Skiing Billboard/Leaderboard – Feb.6/19 – Feb.10/19

The River/The Drive

408 impressions, 1 click

CKPGToday

3,579 impressions, 6 clicks

World Para Nordic Opening Ceremonies Billboard/Leaderboard – Feb.7/19 – Feb.15/19

The River/The Drive

888 impressions, 5 clicks

CKPGToday

6,941 impressions, 10 clicks

World Para Nordic 'On Now' Billboards/Leaderboards - Feb.15/19 - Feb.24/19

The River/The Drive

On Now – 792 impressions, 1 click

Streaming – 956 impressions, 4 clicks

Park & Ride – 484 impressions, 0 clicks

CKPGToday

On Now – 3,599 impressions, 5 clicks

Streaming – 3,634 impressions, 5 clicks

Park & Ride – 3,448 impressions, 5 clicks

World Para Nordic Closing Ceremonies Billboards/Leaderboards – Feb.21/9 – Feb.24/19

The River/The Drive

604 impressions, 1 click

CKPGToday

3,901 impressions, 2 clicks

World Para Nordic "Thank You" Billboards/Leaderboards – Feb.27/19 – Mar.3/19

The River/The Drive

965 impressions, 2 clicks

CKPGToday

7,527 impressions, 7 clicks