

ITEM 3  
MANAGER'S REPORT NO. 41  
COUNCIL MEETING 1982 06 21

RE: PROPOSAL TO HAVE BURNABY BECOME "THE HOME OF CANADA'S OLYMPIC SOCCER TEAM"

MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendations as contained in the report of the Director Recreation & Cultural Services be adopted.

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1982 JUNE 14

TO : MUNICIPAL MANAGER  
FROM: DIRECTOR RECREATION & CULTURAL SERVICES  
RE : PROPOSAL TO HAVE BURNABY BECOME "THE HOME OF CANADA'S OLYMPIC SOCCER TEAM"

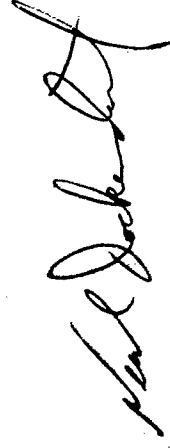
RECOMMENDATIONS:

1. THAT the Municipality of Burnaby adopt Canada's Olympic Soccer Team under the terms and conditions outlined in the report of the Director Recreation & Cultural Services.
2. THAT the Municipal Solicitor prepare for the Mayor's signature a Letter of Understanding with the Canadian Soccer Association.

REPORT

The Commission at its meeting of 1982 June 16, received the attached report on the above subject. The Commission approved the following recommendations contained in the report:

1. THAT the Commission support the adoption of Canada's Olympic Soccer Team as per the terms outlined in the report.
2. THAT the Commission recommend to Council that Burnaby adopt the Olympic Soccer Team.



DENNIS GAUNT  
DIRECTOR RECREATION  
AND CULTURAL SERVICES

PAL:ps  
Attach.

RE: PROPOSAL TO HAVE BURNABY BECOME "THE HOME OF CANADA'S OLYMPIC SOCCER TEAM"

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RECOMMENDATIONS:

1. THAT the Commission support the adoption of Canada's Olympic Soccer Team as per the terms outlined in the report.
2. THAT the Commission recommend to Council that Burnaby adopt the Olympic Soccer Team.

REPORT

The Canadian Soccer Association's Executive Director, Eric King, has approached Mayor W. LeWarne with a formal request for Burnaby to "adopt the Canadian Olympic Soccer Team".

The details of the proposal are outlined in Appendix 1. The basis of the proposal is that the Corporation of Burnaby would facilitate, through Swangard Stadium, the home games of the Olympic Soccer Team between the Fall of 1982 and the Summer Olympic Games 1984 in Los Angeles. The provision of Swangard Stadium is the only direct contribution required. It is the objective of the Canadian Soccer Association, as outlined in the proposal, to identify corporate sponsorships to supplement the Federal Government funding of the team. On this funding basis actual dollar contribution from the Municipality is not necessary.

It is the hope of the Canadian Soccer Association that the "Citizens of Burnaby will feel honoured to serve as hosts to the Olympic Team. The team for its part will entertain them through the playing of exhibition and international games at Swangard Stadium, "The Home of the Olympic Team". The citizens will be made to feel part of the team. It will be their team".

Staff have met with Mr. King and other representatives of the Canadian Soccer Association to discuss the details of the proposal. It is staff's conclusion that the hosting of the Olympic Soccer Team would be a positive contribution by Burnaby toward the development of soccer in Canada. It is viewed that the Burnaby citizens would gain a valued opportunity to participate in the Canadian Olympic program. It should prove to be an exciting and valuable experience for the citizens of Burnaby.

The terms of the agreement affecting Burnaby are:

1. To provide at Swangard Stadium allocation for approximately ten to twelve home games annually.
2. Pre-game practice time in Swangard for the Canadian and visiting team.
3. The Association would pay the current preferred rental rate for the games.
4. Any additional costs related to special needs of the Association will be met by the Association.

These requirements can be accommodated with minimal or no disruption to the normal Stadium schedule and the Canadian Soccer Association is of the present understanding that they would be expected to pay \$275.00 per game for the rental of the stadium in 1982. It is anticipated that the rate will increase in 1983.

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Based on the proposed format for involvement with the Canadian Soccer Association Olympic Team, it is staff's assessment that indirect costs related to extra staffing, maintenance, promotion and other potentially related activities will be minimal.

It is understood should there be special requirements related to the team's program, such as extra seating and promotion, that these costs will be met by the Association.

Additional practice time for the team will be provided through facilities at Simon Fraser and University of B.C. Some backup practice field time would also be available through our community facilities.

Once the schedule for the team is established, ongoing liaison and facility arrangements will be handled in the normal manner through the Recreation and Cultural Services Department staff.

It is anticipated that this involvement will not place any unmanageable demands on our system.

These described terms have been tentatively agreed to by the Association. Implementation of the program is dependent on the support of the Commission and Council.

Staff recommend that the Municipality officially enter into an agreement to host the Canadian Olympic Soccer Team, based on the terms identified in this report.

Since the proposed involvement with the Association does not involve any financial or extraordinary obligations, it is appropriate that the agreement for use of the sport facilities for their program be handled through the existing sport facility allotment contract. This contract is administered by the Recreation & Cultural Services Department.

It is suggested that to officially adopt the team, a letter of understanding be drawn and signed by the Mayor and the chief officer of the Canadian Soccer Association.

ND/seo  
Attach.

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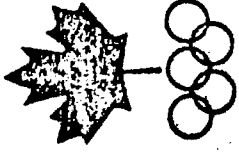
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APPENDIX I

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THE MUNICIPALITY OF EURNABY



THE CANADIAN SOCCER ASSOCIATION

PARTNERS IN THE PURSUIT OF EXCELLENCE

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**PARTNERS IN THE PURSUIT OF EXCELLENCE**

**A Presentation Of**

**The Canadian Soccer Association**

**The Proposal:**

The city of Windsor, Ontario, has adopted Canada's Olympic basketball team. The city of Calgary, Alberta, has adopted Canada's Olympic hockey team. The Canadian Soccer Association proposes that The Municipality of Burnaby, British Columbia, becomes "The Home of Canada's Olympic Soccer Team".

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## THE CANADIAN SOCCER ASSOCIATION

The mandate of the Canadian Soccer Association (C.S.A.) is to promote and develop the game of soccer at all levels. The C.S.A. is unique in the world of North American amateur sports governing bodies in that it governs all levels of the game in Canada, from the 10 year-old boys and girl participating in our youth programme, to the professional teams competing in the North American Soccer League. All come under the control and jurisdiction of the C.S.A.

The C.S.A. is recognized by and affiliated to the Fédération Internationale de Football Association (F.I.F.A.), the world governing body of soccer. The C.S.A. is also acknowledged as the sports governing body by Sport Canada, the department of the federal government responsible for fitness and amateur sport development.

Membership: (1981)

Provincial Associations.....	10
Semi-Professional Leagues.....	1
Professional clubs (N.A.S.L.).....	5

Players:

Youth (Under 18).....	188,102
Senior (Over 18).....	27,781
Semi-Pro/Professional.....	205
TOTAL.....	216,088

Budget:

The Association's 1981 audited financial statement reflects the following expenditures:

General Administration.....	201,904
Coaching.....	220,324
Competitions (Senior) (Youth).....	117,832
National Teams (Olympic/Youth)..... (World Cup).....	172,139
(Administration/Special Projects)..	186,649
Referees' Development.....	527,194
Other Committee Expenses.....	86,950
TOTAL.....	47,166
	18,697
	\$1,578,855

Head Office Staff:

While the Association depends very much upon the thousands of volunteers who work at the grass roots level, the C.S.A. employs nine (9) fulltime professional and support staff at its Ottawa office. These include the Executive Director, responsible for the overall administration of the programme; the Technical Director, in charge of the technical aspects; a National Teams' Coach; a Programme Director, to supervise the organization of all the senior and youth competitions; and support staff which includes an Office Manager, Accountant, Travel Co-ordinator, Product Centre Supervisor, and Word Processor Operator.

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THE PARTNERS

The Municipality of Burnaby

- : A municipality of 134,000 population with a great deal of civic pride.
- : The municipality has no professional sports franchise, thereby providing the citizens with an opportunity to direct all of their enthusiasm and hospitality to Canada's Olympic Soccer Team.
- : Burnaby is blessed with one of the finest soccer facilities in Canada - Swangard Stadium. With a seating capacity approaching 5,000, it is ideal for supporting a project of this nature.
- : Burnaby is the home of the B.C. Soccer Association headquarters, 6255 McKay Avenue. The administration of all soccer in the province is co-ordinated within the Municipality.
- : Simon Fraser University with its first class athletic facilities is located in Burnaby. Already, one third of our Olympic team is training at S.F.U.
- : Burnaby has its own cable vision station, a most valuable asset for the promotion of this project.

The Canadian Soccer Association

- : The mandate of the C.S.A. is to promote and develop the game of soccer at all levels.
- : The Association is unique in the world of North American amateur sports governing bodies in that it governs all levels of the game in Canada from the 10 year old boys and girls participating in our youth programs, to the professional teams competing in the North American Soccer League.
- : The C.S.A. is recognized by, and affiliated to F.I.F.A., the world governing body of soccer.
- : The federal government also acknowledges the C.S.A. as the governing body of soccer in Canada.
- : In 1981, our membership consisted of the following:
 

Provincial Associations .....	10
Semi-Professional Leagues .....	1
Professional Clubs (NASL) .....	5

 Players:
 

Youth (Under-18) .....	188,102
Senior (Over-18) .....	27,781
Semi-Pro/Professional .	<u>205</u>
- : **TOTAL:** 216,088
- : The business of promoting soccer is now a major enterprise. The Association's 1981 audited financial statement reflects programme costs of \$1,578,855.00.
- : While the Association depends very much on the thousands of volunteers working at the grass roots level, the C.S.A. now employs nine fulltime professional and support staff to administer its million dollar programme from the Ottawa office.

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### THE OBJECTIVE

The objective is to bring Canada's Olympic soccer programme to Burnaby in order to provide maximum support to the 1984 Olympic team, bring recognition to the Municipality of Burnaby, and provide for the citizens of Burnaby, international soccer competition.

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### THE PRINCIPLE PLAYERS

#### The Local Organizing Committee:

Its mandate is to involve the citizens of the municipality of Burnaby, and to organize the human and financial resources available to make the partnership a success. In short, to accomplish the objective!

#### The Olympic Team:

At the time of writing, sixty (60) amateur players are training on a daily basis. They are spread twenty (20) at each of the University of British Columbia, Simon Fraser University and the University of Victoria. Having the people of Burnaby behind the team will be a very positive influence on the players.

The support of Burnaby will motivate the players and reinforce their efforts to qualify for the 1984 Olympics.

#### The Canadian Soccer Association:

Similarly, the support of the people of Burnaby will greatly encourage the membership of the C.S.A., the thousands of volunteers who give countless hours to promoting the game, and the more than 200,000 players at all levels.

#### The Citizens of Burnaby:

Hopefully, the citizens of Burnaby will feel honoured to serve as hosts to the Olympic team. The team, for its part, will entertain them through the playing of exhibition and international games at Swangard Stadium, "The Home of the Olympic Team". The citizens will be made to feel part of the team. They will become involved. It will be their team.

#### Business:

It would be the Organizing Committee's task to involve local business and the major corporations already associated with the C.S.A., in the sponsoring of the

Olympic team. The team and its programme will provide promotional opportunities for local businesses.

#### The Municipality:

Since the three (3) west coast universities already serve as the National Team's Training Centre, the Municipality could become more involved, and by so doing create a very positive community image. The Municipality would be perceived as doing its part for Canada's Olympic athletes.

#### The Provincial Government:

"The Road to the Olympics" programme, a fund raising vehicle initiated by the Provincial Government, is already in place and could be used to advantage by the organizing committee. Opportunities to get involved could be provided to the Government of British Columbia, opportunities that would compliment the efforts of the Municipality.

#### The Federal Government:

"Sport Canada", a division of the federal government charged with improving the performance of Canada's Olympic athletes can be expected to provide significant funding of the Olympic team programme. Approximately \$100,000.00 in 1982 alone. It is not inconceivable that the federal government could be persuaded to make a capital contribution to upgrade and enlarge the seating capacity of Swangard Stadium, if it were to become the home of the Olympic team and the venue for Canada's home international matches.

#### The Canadian Sport Community:

Should this proposal be accepted, it will create much attention across Canada, as did the Windsor and Calgary projects, and it will become a model for other Olympic sports.



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THE PARTNERSHIP AGREEMENTWhat Is Being Asked of Burnaby:

- To underwrite the costs of the Olympic team to a maximum of \$50,000 each year, for a period of 3 years.
- Any funds received from the government and corporate sponsors would be applied to the revenues.
- The budget is attached as Appendix "A". If federal government funding, corporate sponsorship and other donations meet the agreed to budget, there would be no cost to the municipality.
- To lend the name of the Municipality of Burnaby to the project.

Responsibilities of the C.S.A.:

- To use its best efforts to secure the maximum financial contribution from the federal government.
- To make every effort to secure corporate sponsorship to the team, in order to erase the underwriting of the programme by the Municipality of Burnaby.
- To take every advantage of other fund raising vehicles e.g. "Road to the Olympics", Olympic Team Boosters, etc. to finance the programme.
- To effectively administer the programme and exercise efficient budget control.
- To work with the Municipality of Burnaby officials to provide optimum benefits to the citizens.

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APPENDIX "A"

CANADIAN SOCCER ASSOCIATION

NATIONAL AMATEUR TEAM PROGRAM

Respectfully submitted,

W. Thomson  
Technical Director  
August 11th, 1981

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NATIONAL AMATEUR TEAM PROGRAM

SUMMARY

COMPETITIVE PROGRAM & BUDGET

1982

Winter Training Program	\$20,000
Training Concentration	57,068.
Cross Canada Tour	30,000
F.I.S.U. Games Tournament	20,000
Friendship Tournament	<u>50,000</u>

\$150,243

1983

Winter Training Program	\$22,000
Pan Am Qualification	50,000
Olympic Qualification	25,000
Cross Canada Tour	30,000
Pan Am Games	<u>10,000</u>

\$137,000

1984

Winter Training Program	\$24,000
Training Competition	10,000
Cross Canada Tour	30,000
N.A.S.L. Tour	30,000
Olympic Games	12,000
Friendship Tournament	<u>20,000</u>

\$126,000

\$413,243

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NATIONAL AMATEUR TEAM PROGRAM

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1982 Program

Winter Training Program (September - April)

\$20,000

Provision for the three Canada "B" teams to participate in the Pacific North West League over the winter training period (September - April) in British Columbia.

Training Concentrations (May - September)

\$57,068

Initial selection of team from three Canada "B" teams for summer competition.

Cross Canada Tour (July)

\$30,000

Competition with each provincial/regional select team across the country or in selected provinces.

F.I.S.U. Games Tournament

\$20,000

Participation in 16-nation tournament for student teams hosted by Mexico.

James McGuire Friendship Tournament (September 1st - 7th)

\$23,175

A bi-annual invitational tournament for Canada, U.S.A., Bermuda and Mexico to be implemented in 1982. Canada could host first tournament at U.B.C. in conjunction with U.B.C./B.C. government and commercial sponsor.

1983 Program

Winter Training Program (September - April)

\$22,000

Continuation of participation in Pacific North West League.

Pan Am Games Qualification (May)

\$50,000

In 1979, a qualifying tournament for CONCACAF was held in Bermuda. Canada could host such a tournament in 1983 at U.B.C. similar to J. McGuire Friendship Tournament.

Olympic Qualification (June)

\$25,000

The preliminary Olympic qualification rounds will probably group Canada with Bermuda on a home and away basis. Competition should allow for one-week preparation camp prior to each game.

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National Amateur Team Program

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Cross Canada Tour (July)\$30,000

Competition with each provincial/regional select team across the country in preparation for Pan Am Games.

Pan Am Games (August 20th - September 3rd)\$10,000

Provision only for training camp prior to departure to Pan Am Games.

1984 ProgramWinter Training Program (September - April)\$24,000

Continuation of participation in Pacific North West League.

Training Concentration (May)\$10,000

Final selection of pool of players for final Olympic preparation.

Cross Canada Tour (June)\$30,000

Competition with regional select teams for final selection of Olympic team.

N.A.S.L. Tour (July 1st - 14th)\$30,000

Final preparation against Canadian N.A.S.L. franchises across the country.

Olympic Games (July 28th - August 12th)\$12,000

Provision for training camp prior to departure to Olympic Games. (C.O.A. project)

J. McGuire Friendship Tournament (September)\$20,000

Assembly and transportation of team to host country (probably Mexico) for bi-annual friendship tournament.

NATIONAL AMATEUR TEAM PROGRAM

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TECHNICAL SUPPORT

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In addition to the annual program budget, the C.S.A. and government have already invested heavily in the technical support of an ongoing National Team Program. The provision of scholarships to players, salary to full-time coaches and honoraria to co-ordinators and managers has been implemented as essential program support.

This program is in operation now, courtesy of various funding agencies. If, however, the program is to continue and operate at full efficiency, the following minimum expenditures would be necessary:

<u>Support Area</u>	<u>Funding/Source</u>	<u>Required Support</u>
Carded Athletes (18)	\$ 86,400 (A.A.P.)*	\$124,800 (24)
Scholarship Athletes (12)	7,200 (C.S.A.)	14,400
National Coach (1)	16,000 (C.S.A.)	16,000
Staff Coach (U.B.C.)	30,000 (U.B.C./S.C.)	30,000
Staff Coaches (U. VIC.)	27,000 (U. VIC/C.A.C.)	30,000
National Team Co-ordinator (S.F.U.)	5,000 (S.C.)	15,000
Manager/Trainer (U.B.C.)	1,000 (S.C.)	5,000
Special Field Maintenance	NIL	6,000
Administration	5,000 (C.S.A.)	<u>5,000</u>
		\$246,200

Present C.S.A./S.C./C.A.C.

University Support

\$172,600

172,000

Required Support:

(Year I)

\$ 73,600

\*A.A.P. - Athlete Assistance Program (Sport Canada)

C.S.A. - Canadian Soccer Association

S.C. - Sport Canada

C.A.C. - Coaching Association of Canada

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SUMMARY OF THREE YEAR PROGRAM REQUIREMENT

YEAR I - 1982

Competitive Program	\$150,243	
Technical Support	<u>73,000</u>	\$223,843

YEAR II - 1983

Competitive Program	137,000	
Technical Support	<u>100,000</u>	237,000

YEAR III - 1984

Competitive Program	126,000	
Technical Support	<u>120,000</u>	<u>246,000</u>
<b>TOTAL:</b>		<u><u>\$706,843</u></u>

