



Item.....	12
Meeting.....	2009 Jul 20

COUNCIL REPORT

TO: CITY MANAGER **DATE:** 2009 July 16
FROM: DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES
SUBJECT: **BID TO HOST THE 2012 BC SENIORS GAMES**
PURPOSE: To request approval for the City of Burnaby's bid to host the 2012 BC Seniors Games and commitment of funding and in-kind support services and facilities.

RECOMMENDATIONS:

1. **THAT** approval be given for the City of Burnaby's bid to host the 2012 BC Seniors Games.
2. **THAT** commitment be given to support the Games with \$55,000 in the 2012 Operating Budget and to provide in-kind support services and facilities with a deemed value of \$50,000 for a total contribution of \$105,000.

REPORT

At its 'Open' Meeting of 2009 July 15, the Parks, Recreation and Culture Commission received the above noted report and adopted the three recommendations contained therein.

A handwritten signature in cursive script that reads "Dave Ellenwood".

Dave Ellenwood
DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

DE:tc

Attachment

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TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE COMMISSION

FROM: DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

SUBJECT: BID TO HOST THE 2012 BC SENIORS GAMES

RECOMMENDATIONS:

1. **THAT** Commission support the City of Burnaby's bid to host the 2012 BC Seniors Games.
2. **THAT** Council be requested to concur.
3. **THAT** Council commit to support the Games with \$55,000 in the 2012 Operating Budget as well as providing in-kind support services and facilities with a deemed value of \$50,000 for a total contribution of \$105,000.

REPORT**BACKGROUND**

Appearing under correspondence on the 2009 April 15 Commission agenda was a letter (Attachment #1) from Ms. June Parsons, President of the BC Seniors Games Society inviting the City of Burnaby to bid to host the 2011 or 2012 BC Seniors Games. Commission asked that staff look into the feasibility of bidding to host these games as Burnaby has never hosted the Seniors Games. The deadline for bid submission is 2009 September 30.

BC SENIORS GAMES

The first BC Seniors Games were held in Vernon in 1988, and have taken place in different BC communities every year since. The purpose of the Games is to provide an opportunity for all BC Seniors to compete in an organized sport, recreation, or cultural event that promotes fitness, mental stimulation, individual achievement, and community pride. The Games are open to all seniors aged 55 years and over. There are approximately 3,500 to 4,000 participants from all parts of BC who will take part in 24 to 29 different activities during a five day period at the end of August.

To: Parks, Recreation & Culture Commission
From: Director Parks, Recreation & Cultural Services
Re: BID TO HOST 2012 BC SENIORS GAMES

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FINANCIAL COMMITMENT OF THE HOST CITY

A typical BC Seniors Games operating budget is approximately \$300,000. The Province of BC provides cash contribution of \$85,000, and approximately \$110,000 is raised from participant registration fees. The host City is required to make a commitment of \$55,000 and provide in-kind facilities and services totalling \$50,000 in value. Other funds totalling \$50,000 would need to be raised by the organizing committee in the host City.

ECONOMIC BENEFIT TO THE COMMUNITY

The economic benefit to the City hosting a BC Seniors Games is significant. The 3,500 - 4,000 participants in the Games stay in commercial accommodation, eat meals at local restaurants, use local transportation, shop extensively, and visit local entertainment venues. In addition, the Games themselves generate further economic benefits locally through purchasing Games related goods and services. The City of Nanaimo estimate that the 2007 BC Seniors Games generated approximately \$2,000,000 of economic benefit to their community. It would be reasonable to expect that the City of Burnaby would have a similar result.

SUPPORT FOR THE BID

Preliminary results show strong community support for hosting the BC Seniors Games as the four Burnaby Seniors Societies unanimously endorsed the concept of hosting the Games and felt that many of their members would be interested in competing or volunteering to help out. Tourism Burnaby has indicated that from their perspective this would be a very beneficial event to host. They have agreed to assist in the development of the bid package and will contribute both staff time and money towards it. Staff anticipate that there will be broad support in the community for hosting the Games.

CONCLUSION

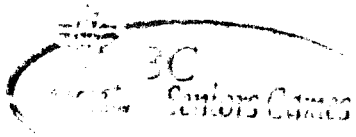
The BC Seniors Games is an event that provides significant economic benefit to the City with a relatively minor commitment of staff time, fiscal and facility resources. The 25th Anniversary of the BC Seniors Games will be in 2012 which will coincide with the opening of the City's new recreation facility in the Southeast area. It will present an ideal opportunity to showcase the new facility as well as the City's other facilities during this anniversary event. The successful hosting of the BC Seniors Games would add to Burnaby's growing reputation as one of the premier sport tourism destinations in the Province.



Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

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Commission Agenda
Date 2009 Apr 15
Correspondence (c)



Temporary address: 2089 Vallis Place
Sidney, BC V8L 2L3
Email: bcsqs@shaw.ca Web Site: www.bcseniorgames.org

March 25, 2009

Dear Mayor Derek Corrigan
4949 Canada Way
Burnaby, BC V5G 1M2

Attachment #1

Re: Invitation to Host the BC Seniors Games

On behalf of the BC Seniors Games Society, it is my pleasure to invite your Community to host the 24th and 25th consecutive annual BC Seniors Games to be held in the last week of August in 2011 and 2012. Your Community may bid on one or both of these Seniors Games, however, only one will be awarded.

These two years are banner years for the Society, with several changes initiated:

- o the games will be held over 5 days
- o participation of over 3,700 55+ residents from all over BC, participating in a minimum of 28 sports
- o a new tier system of selecting sports within the Senior Games
- o cancellation of supplying box lunches to all participants

The games being held in August will allow the smaller Communities to use school facilities and have the ability to use College/University beds for additional accommodation.

The BC Seniors Games has become an Economic Tourism Sporting Event for any Community. The last economic factor was completed after the 2007 Nanaimo BC Senior Games, where 3,560 55+ residents of BC participated in 28 sports, leaving over \$2,000,000.00 in the Business Community of Nanaimo.

The BC Seniors Games Society assists the Host Communities and Volunteers by providing Event Management Services through an Agreement with the BC Games Society. We provide \$85,000.00 in funds from the Ministry of Healthy Living and Sport as well as a portion of all Participant registration fees.

A Bid Package is enclosed. The deadline for bid proposals is 12 noon on September 30, 2009 to be received at the BCSGS temporary office at 2089 Vallis Place, Sidney, BC V8L 2L3.

If you have any questions regarding the bid process, please contact Peter Denby (Bid Committee Chair) at 250.383.5820 or bcsqs@shaw.ca.

We look forward to receiving your bid proposal.

Sincerely

June Parsons, President
BC Seniors Games Society

NOTE
This is for the information of the Commission

***AVAILABLE IN THE CITY CLERK'S OFFICE**