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**TO:** GENERAL COMMITTEE

**SUBJECT:** 2020 ONTARIO WINTER GAMES

**WARD:** ALL

**PREPARED BY AND KEY CONTACT:** S. LEE YOUNG, MANAGER OF RECREATION PROGRAMS, EXT 5166

**SUBMITTED BY:** B. ROTH, DIRECTOR OF RECREATION SERVICES, EXT 4510

**GENERAL MANAGER APPROVAL:** D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

**CHIEF ADMINISTRATIVE OFFICER APPROVAL:** M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

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### **RECOMMENDED MOTION**

1. That the City of Barrie, with the City of Orillia, proceed as a host partner for the 2020 Ontario Winter Games with a total financial commitment of \$20,000 including \$14,150 of facility rental costs and a cash contribution of \$5,850 to be allocated from the Tourism Reserve Fund in preparation for the 2020 Games.

### **PURPOSE & BACKGROUND**

#### Report Overview

2. The City of Orillia will be hosting the 2020 Winter Games from February 27<sup>th</sup>, 2020 to March 1<sup>st</sup>, 2020 by welcoming 3,000+ athletes, coaches, officials and dignitaries to the region to compete and participate in over 25 sports across multiple cities and towns over the four-day competition and draw an estimated 5,000 spectators to the region.
3. The Games can be a springboard for athletes, coaches, organizers and volunteers to move on to the Canada Games, Pan Am Games, and the Olympic/Paralympic Games.

### **ANALYSIS**

4. The City of Orillia has reached out to the City of Barrie to continue its relationship from the 2018 Winter Games, as a host partner. The City of Barrie would be planning for over 1200 athletes that would compete in Speed Skating, Weight Lifting, Sledge Hockey, Wrestling and Karate in City of Barrie facilities.
5. The Games has three tiers of sponsorship:
  - a) \$20,000 – Official Host Sponsor
  - b) \$10,000 – VIP Reception
  - c) \$ 7,500 – Podium Sponsor

6. Along with athletes in the 2020 Winter Games, the majority of friends and families will be staying in the City of Barrie and several accommodations have already been made with the Holiday Inn & Conference Centre, Comfort Inn & Suites, and many others, creating a significant economic impact.
7. The Games will attract an audience from all over Ontario and Games enthusiasts from a larger geography. Tourism Barrie will be engaged to assist in promoting Barrie as an overnight destination for games enthusiasts.
8. The City of Barrie instituted a Municipal Accommodation Tax (MAT) effective January 1<sup>st</sup>, 2019 with the purpose of supporting tourism as an economic driver. Per Council Motion 18-G-150, the City retains 50% of the MAT, which is directed to the Tourism Reserve Fund, with the purpose to fund capital or operating projects that will have a positive impact on the tourism sector through asset development, product development or strategic initiatives.
9. The 2020 Winter Games will attract a significant tourist audience in addition to the local community. Allocating funding from this reserve to support Barrie's hosting of events for the Orillia Games 2020 is consistent with the intent of the MAT, namely to support tourism-focused events, programming and infrastructure.

#### **ENVIRONMENTAL MATTERS**

10. There are no environmental matters related to the recommendation.

#### **ALTERNATIVES**

11. The following alternatives are available for consideration by General Committee:

##### **Alternative #1**

General Committee could choose to provide only funds to cover facility rental costs to the City of Orillia for a total value of \$14,150.

This alternative is not recommended. Only providing funding at the level to cover the rental costs of City of Barrie facilities does not provide the City with the benefit of becoming a true partner with the City of Orillia that includes a seat on the Games Organizing Committee. A seat on the organizing committee will be invaluable in learning the operational and logistical components of hosting an event of this magnitude. Becoming a true partner is deemed appropriate for the magnitude of the event and promotional and economic benefits.

**Alternative #2**

General Committee could choose not to endorse any financial commitment to the City of Orillia.

This alternative is not recommended as staff will be planning to submit a bid to be the lead host for a future Winter Games and our support for the 2020 Winter Games will represent our commitment to building a strong relationship with the City of Orillia with both municipalities fostering a strong culture of sport and recreation in the region.

**Alternative #3**

General Committee could choose to provide a VIP Reception Sponsor level of a total value \$10,000 or Podium Sponsor level of \$7,500.

While these other levels of sponsorship are available, the City would not have the benefit of becoming a true partner with the City of Orillia that includes a seat on the Games Organizing Committee. A seat on the organizing committee will be invaluable in learning the operational and logistical components of hosting an event of this magnitude.

**FINANCIAL**

12. The MAT came into effect on January 1<sup>st</sup>, 2019. Tourism Barrie was designated as the MAT collection agency on behalf of the City of Barrie. Given that the MAT has recently been implemented and that Tourism Barrie is providing quarterly remittances to the City, the amount of total MAT funding is not yet known, as it is dependent upon local hotel occupancy. Based on historic occupancy and room rates, Tourism Barrie has estimated that the City's portion of the MAT to be approximately \$600,000 per annum.
13. The following is a breakdown of the facility costs related to the Winter Games events being hosted by Barrie:

<b>Activity</b>	<b>Cost/hour</b>	<b>Total</b>
Sledge Hockey (HCC)	\$231.98 x 16hrs (prime)	\$ 3,712
	\$163.36 x 15hrs (non-prime)	\$ 2,450
Speed Skating (ARC)	\$231.98 x 15hrs (prime)	\$ 3,480
	\$163.36 x 9hrs (non-prime)	\$ 1,470
Karate (ARC)	\$ 84.05 x 16hrs	\$ 1,190
Weight Lifting (ARC)	\$ 84.05 x 15hrs	\$ 1,116
Wrestling (HCC)	\$ 51.71 x 16hrs	\$ 732
<b>Total Facility Rental Cost</b>		<b>\$ 14,150</b>
<b>Cash Contribution</b>		<b>\$ 5,850</b>
<b>Grand Total</b>		<b>\$ 20,000</b>

14. The City of Barrie's contribution would be comprised of the facility rental costs totalling \$14,150 and an additional cash contribution of \$5,850 for a total of \$20,000. The contribution would be made in 2019 as part of the preparation of the 2020 Games. The cash contribution would be allocated from the Tourism Reserve Fund.

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**LINKAGE TO 2018–2022 STRATEGIC PLAN**

15. The recommendation(s) included in this Staff Report support the following goals identified in the 2018-2022 Strategic Plan:
- ☒ Growing Our Economy
  - ☒ Fostering a Safe and Healthy City
  - ☒ Building Strong Neighbourhoods
16. The host partnership with the City of Orillia to support the 2020 Ontario Winter Games will provide athletes in the Barrie region the opportunity to participate in local competition. The event will also create economic benefit to support Council's strategic goals of Growing our Economy, Fostering a Safe and Healthy City plus Building Strong Neighbourhoods.