

Subject: 2020 Canada 55+ Games Bid**APPROVALS:****Annette Antoniak**_____
Director_____
Chief Administrative Officer**Recommended Motion:**

1. THAT Administration consult with a stakeholder working group to guide the bid development process for the Regional Municipality of Wood Buffalo; and
2. THAT a bid for the Municipality to host the 2020 Canada 55+ Games be prepared by the stakeholder working group for Council's consideration before the May 31, 2018 bid submission deadline; and
3. THAT \$20,000 be included in and allocated from the 2018 Economic Development Branch operating budget to cover costs associated with the bid and bid presentation.

Summary:

The Canadian Senior Games Association (CSGA) has invited the Municipality to bid to host the 2020 Canada 55+ Games, a national four-day sports event that rotates every two years between provinces (this year in Saint John, New Brunswick). The Games, which are held in late August or early September, are modeled on Olympic-style events that have opening and closing ceremonies, medal ranking, an athlete parade, and an opportunity to showcase local community highlights and entertainment. The bid submission deadline is May 31, 2018, and applicants must present their bids at the CSGA Board of Directors Annual General meeting on August 19, 2018, in Saint John, New Brunswick. The successful Games Chair and Host Committee will be announced by the end of October and the Host Agreement signed by December 1.

Background:

The Municipality has hosted numerous successful multi-sport games and last hosted the Alberta 55+ Games in 2003. The 2020 Canada 55+ Games are open to adults aged 55 years and older as of December 31 of the year in which the event is held. As listed in the bid guidelines, there are 18 mandatory events - including bowling (candlepin, five-pin or duckpin). The Municipality does not have a bowling facility but the CSGA board has advised that it is open to receiving a submission without bias and based on merits. The Municipality's bid proposal would instead include 17 mandatory events and five to six optional events. The Host Community is also encouraged to include a bonus event.

Key community stakeholders have been contacted, including the Municipality's Advisory

Committee on Aging; Fort McMurray Tourism Sport Tourism Committee; Golden Years Society; Wood Buffalo Sport Connection, and 2017 Alberta 55+ Bid Committee Co-Chairs. The Games typically involve 1,600 participants.

Budget/Financial Implications:

The Municipality is responsible for the cost of the bid process and, if it is successful, staging the Games. In addition, revenue is typically generated from grants, sponsorships, gifts-in-kind, and a portion of the registration fees to help offset the expense. The Host City agrees to accept any financial loss resulting from the event.

Rationale for Recommendations:

Initial feedback from community stakeholders identifies such benefits as raising the profile of the region, building sport event hosting capacity and reputation, boosting tourism and the local economy, and promoting civic involvement. Key considerations noted are facility infrastructure needs/upgrades, budget, volunteer capacity, technical training and timelines. Part of the bid process will include consultation with operators, sport organizations, cultural groups, and other stakeholders.

Bid guidelines stipulate that a statement of support and a commitment from Council must be part of the submission.

Strategic Plan Linkages:

Pillar 3 - Building a Vibrant Economy Together
Pillar 7 - Building for a Healthy and Active Lifestyle

Attachments:

1. 2020 Canada 55+ Games Bid Guidelines
2. CSGA Letter Canada 55+ Games Facilities for 2020