

Subject: 2022 Arctic Winter Games, Bid Assessment**APPROVALS:****Annette Antoniak**_____
Director_____
Chief Administrative Officer**Recommended Motion:**

THAT Administration consult with a stakeholder working group to guide the bid development process for the Regional Municipality of Wood Buffalo; and

THAT a bid for the Municipality to host the 2022 Arctic Winter Games be prepared and submitted by the stakeholder working group before the November 30, 2018 bid submission deadline; and

THAT \$30,000 be allocated from the 2018 Economic Development Branch operating budget to cover costs associated with the bid and bid tour; and

THAT funding up to a maximum of \$4,000,000 be allocated from the Emerging Issues Reserve to the 2022 Arctic Winter Games Host Society, subject to Council's approval of the proposed games budget and the Regional Municipality of Wood Buffalo being the successful bidder.

Summary:

On September 20, 2018, the Arctic Winter Games International Committee along with the Alberta Sport Connection held a bid workshop with interested host communities for the 2022 Arctic Winter Games. Administration attended the session to gather information and provide a recommendation related to next steps.

The Regional Municipality of Wood Buffalo (RMWB) and Grande Prairie are the two communities that have expressed interest in submitting a bid. Informal communication with some local stakeholders suggests a general interest in hosting but the key considerations noted below are also a very important part of assessing suitable bid opportunities.

Background:

On May 17, 2018, the RMWB received a letter of invitation from the Alberta Minister of Culture and Tourism to bid on the opportunity to host the 2022 Arctic Winter Games

(AWG). The AWG occur every two years, rotating between four locations.

The AWG is an international sport festival bringing together athletes and cultural participants from the Northwest Territories, Yukon, Nunavut, Alaska, Greenland, Russia, Nunavik, northern Alberta and the Indigenous people (Sami) of Norway, Finland and Sweden.

The AWG, generally held in March, have opening and closing ceremonies, medal ranking, an athlete parade, as well as an opportunity to showcase local community highlights and entertainment. As listed in the Arctic Winter Games staging manual, there are 20 sports as well as cultural events. The AWG typically involve 2,000 participants and attract many spectators and special guests from across the northern hemisphere.

On July 20, 2018, in an effort to meet the required timeline and provide a response to the invitation from the Alberta Minister of Culture and Tourism, the RMWB submitted a letter of potential interest to bid on the 2022 Arctic Winter Games. The letter indicated that the Municipality was in the process of bidding on another major multi-sport games (i.e. 2020 Canada 55+ Games) and pending the outcome in mid-August 2018, the Municipality would be better able to assess the opportunity to bid for the right to host the 2022 Arctic Winter Games and confirm next steps.

In August 2018, the Canada Senior Games Association publicly confirmed that Kamloops was selected to host the 2020 Canada 55+ Games.

Budget/Financial Implications:

The Host City is responsible for the cost of the bid process and, if it is successful, staging the Games. Additional funding is typically generated from grants, sponsorship, gift-in-kind, and registrations to help offset the expense. The Host City agrees to accept any financial loss resulting from the event. The Government of Alberta provides \$1.8M in funding to support operational aspects of the Games which typically cost between \$5 - 8M. The economic impact report in Grande Prairie post Arctic Winter Games in 2010 was \$7.65M.

Rationale for Recommendation:

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. Some of the key considerations include:

- The bid submission deadline is November 30, 2018 and a community bid tour is required to be held the week of January 13, 2019. Given the tight timeline Administration would have to immediately work with community as a part of the bid development process. In addition, the Arctic Winter Games International Committee along with the Alberta Sport Connection, indicated that the bid evaluation process will focus mainly on community and sponsor support at the time of the bid tour as well as community benefits and proposed enhancements

that will be made to support the Games.

- There is a requirement to host the opening and closing ceremonies indoors. The Municipality does not currently have an indoor venue large enough to accommodate this many people at one time. In 2004, when the Arctic Games were hosted here, a temporary indoor venue was built. The approximate cost was \$1M. Another alternative would be to include an outdoor venue in our bid proposal despite the indoor requirement and highlight the success of the 2018 Alberta Winter Games outdoor opening ceremonies.
- Schools or other facilities are required for the accommodations of athletes, coaches and cultural participants. Bunk beds or off the floor beds are a requirement of these games. As an alternative, temporary camp accommodations have been proposed and utilized to host past games athletes and coaches. Temporary accommodations could cost an estimated \$1.3M based on past games. During previous bid processes, schools have been identified as the preferred option.
- During the bid workshop administration was notified that athletes will only be permitted to travel to satellite venues once in the week, and finals are not permitted at satellite venues. This limits our ability to host a region wide event and could impact the number of urban facilities required to host the event and have a greater impact on community facility users.

Attracting major events such as the 2022 Arctic Winter Games aligns with Council's 2018-2021 Strategic Plan by supporting regional economic and cultural development, and helping to build a vibrant, sustainable region that residents are proud to call home.

Strategic Priorities:

Regional Economic Development

Attachments:

1. 2022 Arctic Winter Games Facility Requirement Checklist

2. 2022 Arctic Winter Games Bid Template