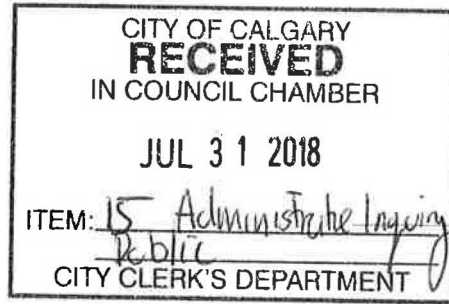




THE CITY OF

CALGARY

CITY CLERK'S OFFICE



ADMINISTRATIVE INQUIRY

CC 660 (R2013-09)

DATE: Monday, July 30th 2018

SUBMITTED BY COUNCILLOR: Cllr Colley-Urquhart, Cllr Chahal

RE: Calgary "Event-Ready Infrastructure"

As discussed at the May 2018 SPC on Community and Protective Services, Tourism Calgary was requested to provide detailed feedback on events Calgary has lost between 2014-2017, due to a deficit in "Event-Ready Infrastructure".

Administration is requested to report back to members of Council no later than October 2018, in preparation for the One Calgary Operating and Capital Budget discussions in consultation with key stakeholders (including but not limited to Tourism Calgary and Meeting and Conventions Calgary (MCC)) on:

- a) Options on how the "Event-Ready Infrastructure" gap can be addressed with timelines;
- b) Examine "lost business" opportunities as they relate to postponed, declined, developmental loss and competitive loss;
- c) Technical deficits in meeting hosting standards on the nine facility gaps identified in the attached

WRITE TO:

(SIGNATURE)

NOTE: Administrative Inquiries must be submitted to the City Clerk at a Regular Business Meeting. ISC: Protected

EVENT-READY INFRASTRUCTURE

The following analysis identifies technical deficits in meeting the hosting standards of various event rights holders from 2014 to 2017. The analysis is limited to events which were referred to and/or considered by Tourism Calgary and Calgary Sport Tourism Authority.

The nine facility gaps identified below could be expanded to include other events which were “lost or declined” for similar reasons. This analysis highlights examples where the absence of event ready infrastructure played a pivotal role in Calgary’s inability to secure the event and/or advance a cost / benefit / feasibility assessment.

EXAMPLE OBSERVATIONS

FACILITY	EVENT OPPORTUNITY	RIGHTS HOLDERS	DATES	ESTIMATED ATTENDEES & POTENTIAL SPEND ¹	POSTPONED, DECLINED, LOST
Glenmore Reservoir	Canadian Masters Rowing Championship	Rowing Canada	July (Annual)	400 participants (pax) \$150K	<p>Declined – course upgrades required.</p> <p>In 2016 Calgary Rowing Club confirmed course upgrades would be required including but not limited to improved lane markers and addressing the requirement for fixed starts. Calgary’s course is 1,500 metres while the requirement for a national and Olympic distance event would be 2,000 metres.</p> <p>Successful bid was Burnaby Lake Rowing Club who possess a facility which is a 2,000 metre long water course buoyed with a sixlane Albano system. The course is one of three FISA standard courses in Canada. The others are located in St. Catherines and Montreal.</p>

	Canadian Canoe Kayak Sprint Championship	Canoe Kayak Canada	August (Annual)	1,200 pax \$550K	<p>Developmental Loss – Calgary Canoe Club withdrew from bid; course and equipment upgrades required.</p> <p>Enhancements are required to the observation tower, course markings and buoys. Candidate destinations must also guarantee at minimum 2 meters depth.</p> <p>Canoe Kayak Canada follow a geographical rotation when awarding the hosting rights to the Sprint Championship. In 2019, the Wascana Racing Canoe Club in Regina, SK will host its fourth consecutive Western Canadian edition. Calgary last hosted the event in 1987.</p>
Repsol Sport Centre	World Junior Swimming Championship	Fédération Internationale de Natation (FINA)	August (Biennial)	1,000 pax \$480K	<p>Declined – An evaluation was not conducted as Calgary does not possess a FINA World Championship Standard Pool.</p> <p>A facility would need to meet the international body's extensive facility rules including automatic officiating equipment, 10 lanes (preferred), consistent 2m depth, 1,500 lux lighting, and minimum 2,000 spectator seats in addition to seating for media, athletes, coaches and officials.</p> <p>The 2017 World Junior Swimming Championship was hosted in Indianapolis, Indiana at the Indiana University Natatorium which has a permanent seating capacity of 4,700 expandable to 6,200 with pool deck seating.</p>
Hosting Clusters	Men's World Lacrosse Championship	Federation of International Lacrosse (FIL)	July (Quadrennial)	1,400 pax \$1.3M	<p>Declined – An evaluation was not conducted given at time of the request for proposals by the FIL, Calgary did not possess a tournamentready, multi-sport field complex with a feature field capable of seating up to 5,000. Spectator seating of 5,000 has since been established at the Calgary Rugby Union as a result of bleachers donated by Tourism Calgary.</p> <p>The 2006 edition was hosted in London, ON at Western University's TD Stadium which features a seating capacity of 10,000. The 2010 edition was hosted at the Armitage Sport Centre in Manchester, UK where a 5,000 seat spectator area was constructed around an artificial turf field. And, the 2014 edition was held at Dick's Sporting Goods Park in Commerce City, Colorado where the stadium can seat up to 18,061 for soccer matches, up to 19,734 for special events.</p>

Midsize Arena	Canadian Tire National Skating Championship	Skate Canada	January (Annual)	500 pax \$400K	<p>Developmental Loss – A requirement of the event is an arena with seating capacity between 6,000 and 8,000. During the evaluation period, Tourism Calgary spoke with event stakeholders who confirmed the Stampede Corral would not be received favorably if it were to be designated the feature venue for a Calgary bid. The Scotiabank Saddledome was unavailable due regularly scheduled NHL programming.</p> <p>The 2018 Canadian Tire National Skating Championship occurred January 8 to 14, in Vancouver, BC at the Doug Mitchell Thunderbird Sports Centre. The venue is a LEED Silver certified international (200ft x 100ft) indoor arena located on the campus of UBC with a seating capacity of 7,500. The facility also hosted the Davis Cup in both 2012 and 2013.</p>
Cricket Pitch	Global T20 Canada	International Cricket Council (ICC) / Cricket Canada	June (Annual)	115 pax \$190K	<p>Declined – Calgary does not possess a One Day Internationals ICC sanctioned pitch. Only two exist in Canada: Toronto Cricket, Skating & Curling Club Ground and Maple Leaf Cricket Club.</p> <p>The Global T20 Canada is a 20-over cricket tournament recently hosted from June 28 to July 15 2018. Matches were played at the Maple Leaf Cricket Club in King City, ON. The facility has 5 cricket grounds and seating capacity of 7,000. The event featured teams from Edmonton, Montreal, Toronto, Vancouver, Winnipeg and Cricket West Indies B Team.</p>
Six Surface Arena	Canadian Ringette Championship	Ringette Canada	March (Annual)	1,175 pax \$850K	<p>Competitive Loss – Calgary has twice unsuccessfully bid for the Canadian Ringette Championship in 2015 and 2017.</p> <p>Ringette Canada will only accept bids which feature six regulation size (200ft x 80ft) arenas. While the Markin MacPhail Centre and Cardel Rec South both feature quad arena facilities, logistics of scheduling 2 to 3 venues were among the reasons cited for unsuccessful bids. By comparison, the Co-operators Centre in Regina, SK features six regulation-size ice surfaces with a main arena providing seating for 1,300 spectators.</p> <p>Additionally, if the facility were conversion friendly, had the proper decking and adequate ceiling height, other hosting opportunities include national and international events in basketball, volleyball, badminton and lacrosse.</p>

Multisport Fieldhouse * 200m with raised banks	World Indoor Masters Championship	World Masters Athletics in cooperation with the International Association of Athletics Federations (IAAF)	March (Biennial)	3,700 pax \$2.7M	<p>Declined - An evaluation was not conducted as Calgary does not meet the facility requirement of an indoor a six lane 200meter synthetic track with raised banks.</p> <p>The Calgary Multisport Fieldhouse Society confirmed Edmonton is currently evaluating the merits of a 2021 bid.</p>
	VC 15U – 18U Nationals	Volleyball Canada	May (Biennial)	3,700 pax \$840K	<p>Competitive Loss – Alberta Volleyball declined to endorse a Calgary based bid instead opting to support a bid from Edmonton.</p> <p>Among the reasons provided from Alberta Volleyball were the turnkey capabilities of the Saville Centre, where the facility features 25 permanent indoor volleyball courts. A Calgary bid proposed the use of the Olympic Oval where 20 temporary courts would need to be installed; this option was deemed too resource intensive for Alberta Volleyball.</p>
	Men's U15 & U17 National Championship	Canada Basketball	August (Annual)	350 pax \$210K	<p>Developmental Loss – In 2014, Basketball Alberta confirmed Calgary would host the 2015 Canada Basketball National Championship provided it met venue requirements. Canada Basketball rotates hosting obligations between its member associations. Basketball Alberta requested seating capacity of 2,000 or greater.</p> <p>Calgary was forced to withdraw its bid when Tourism Calgary was unable to secure access to Mount Royal's Triple Gym, SAIT's Dual Gym, or UofC's Jack Simpson Gym. All three institutions cited the need to prioritize existing day camp programs.</p>
Outdoor Festival Site	Big Top Touring Shows	Cirque du Soleil	Various	165 pax \$1.2M	<p>Postponed - Cirque du Soleil officials are keen to once again bring a Big Top Show to Calgary. The Big Top requires an 820ft x 330ft paved lot with power and sewer in a highly visible location.</p> <p>While Cirque confirms downtown remains their preferred location, it has become increasingly difficult for organizers to align their touring schedules to the only two periods of accessibility at Stampede Park with acceptable temperature ranges. They have also cited higher than average production cost as a barrier to hosting performances in Calgary.</p>

Soccer Stadium	Women's World Cup	Federation International de Football Association (FIFA)	June (Quadrennial)	550 pax \$1.8M	<p>Declined – During the initial feasibility assessment, the required renovations to McMahon Stadium were determined to be costprohibitive in relation to the projected benefits corresponding to Calgary's inclusion in hosting a portion of the 2015 FIFA Women's World Cup.</p> <p>A minimum requirement was a FIFA Recommended Two-Star artificial pitch to be considered capable of hosting matches. Matches were played in Vancouver, Edmonton, Winnipeg, Ottawa, Montreal and Moncton. The largest spectator capacity was Commonwealth Stadium at 56,302 while the smallest spectator capacity was Moncton Stadium at 13,000.</p>
TOTAL:				14,255 pax \$10.67M	

¹ Projected visitor spending represents cost of travel, meals and incidentals for event participants (spectators and accompanying friends and family are unaccounted for). This projected spending does not account for operational expenses required by the organizing committees. These expenditures represent a significant aspect of any projected economic impact along with any capital spending required as a result of hosting the event.

There is a deficit in the variety of hosting infrastructure throughout Calgary. Event hosting is also limited as any hosting opportunity must consider the extent of any dislocation of organizations regularly using the infrastructure.

The types of events that Calgary has been unable to attract due to antiquated infrastructure is also varied. For example, a modern 5,000 – 7,000 seat arena facility would enhance bids for such potential events, including but not limited to: the Davis Cup, The Fédération Internationale de Volleyball (FIVB) World League, Combat Sports, World Hockey Challenge, World Synchronized Skating Championship, World Curling Federation (Ford Women's, Scotties, Canada Cup), Basketball World Cup, and entertainment events. Furthermore, such a facility would be complimentary to current cultural festivals and certain conferences.

Infrastructure is an important feature to the attraction and hosting of events. The ultimate goal is to build a balanced, sustainable and dynamic portfolio of events that produces a broad range of economic and tourism benefits, branding, promotional opportunities, and meaningful community legacies.