

COMMITTEE OF THE WHOLE - SEPTEMBER 19, 2005

2014 COMMONWEALTH GAMES BID

Recommendation

Mayor Michael Di Biase recommends:

That the following resolution be approved:

AND WHEREAS the City of Vaughan has identified supporting the TTC subway extension as a goal within Vaughan Vision 2007

AND WHEREAS the City of Vaughan has identified strengthening the City's diversified economic base, including developing a tourism strategy, as a goal within Vaughan Vision 2007

AND WHEREAS the Commonwealth Games could provide the impetus for developing the City's tourism opportunities; providing local business opportunities, building economic competitiveness and spurring transportation and transit infrastructure investments

Now therefore be it resolved:

That the City of Vaughan supports York Region's bid for the 2014 Commonwealth Games.

That the Mayor and Commissioner of Economic/Technology Development and Communications be appointed as the representatives to work with York Region's bid committee.

Economic Impact

There is no economic impact anticipated at this time.

Purpose

To apprise Council of the York Region bid for the 2014 Commonwealth Games and to seek Council's endorsement for participation in the bid committee.

Background - Analysis and Options

The Commonwealth Games are a unique, world class, multi-sports competition held once every four years amongst the Commonwealth countries. Having started in 1930 at the City of Hamilton in Ontario, the Games now encompass more than 70 nations and territories from every continent, except Antarctica. At the Manchester Games, over 6,000 athletes and officials from 72 nations participated in 17 sports.

The Games programme consists of a minimum of ten sports, five of which are obligatory - athletics, aquatics, lawn bowls, rugby 7s (men) and netball (women). The host country selects other sports from an approved list of individual sports. The host country may, in addition, be required to include events for athletes with a disability.

The Games are funded through international broadcasting rights; corporate sponsorships programs; ticket sales; licensing and merchandising sales and contributions from federal and local governments. To mount the Games, estimates range from \$700 million to \$1 billion. The viewing audience exceeds 1 billion people.

On July 22, 2005, York Region formally submitted a letter of intent to bid on the 2014 Commonwealth Games to national bid organizers. The cost of the bid is estimated between

\$500,000 to \$1 million. At the August 31, 2005 Regional Council meeting, \$500,000 was set aside, pending a report to the September 22, 2005 meeting and an expenditure of up to \$150,000 from the Tax Stabilization Reserve Fund was approved for payment to consultants to assist in the preliminary preparation of a bid for the 2014 Commonwealth Games. The balance is to be raised through corporate sponsorships.

York Region will be facing stiff competition from the other Canadian cities. Winning the Canadian nomination requires teamwork from all York Region municipalities. Each of the municipalities has key strengths. Vaughan will be bringing its world-class soccer facilities, as well as top-notch hotel accommodations, restaurants, cultural and entertainment venues, for the competing athletes, their friends, families and the over 500,000 international visitors.

With the last games held in Manchester, England (2002), the next games going to Melbourne, Australia (March 2006) and New Delhi, India (2010), bid organizers believe that Canada has a good chance of being awarded the 2014 Games. The last time the Games were held in Canada, was in Victoria in 1994. York Region will be competing against Halifax, Hamilton, Calgary and Ottawa. Competing municipalities must submit their bids by November 1, 2005. The winning Canadian bid city will be announced in December 2005, while the announcement of the host city for the 2014 Games will be made in October 2007 in Sri Lanka.

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council, however the necessary resources have not been allocated nor approved.

Conclusion

The Commonwealth Games are an internationally known and respected sporting competition. But more than that, the Games have added benefits of building community capacity, creating cultural events, spurring economic development and building a lasting legacy of sporting facilities (both competition and practice), transit and transportation infrastructure investments. By working in co-operation with York Region to secure the Canadian bid, the City of Vaughan will be positioned to enjoy the cultural, infrastructure, tourism and economic benefits generated by the Games.

Attachments

None

Report prepared by:

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Commissioner of Economic/Technology
Development & Communications

Respectfully submitted,

Michael Di Biase
Mayor

