

## **COMMITTEE OF THE WHOLE- SEPTEMBER 2, 2008**

### **BID FOR 2010 ACTIFEST – ONTARIO SENIOR GAMES**

#### **Recommendation**

Mayor Linda D. Jackson recommends:

1. THAT Council endorse, in principle, for the City of Vaughan to submit a formal bid to host the 2010 Actifest – Ontario Senior Games to the Sport Alliance of Ontario.
2. THAT a committee, which should include staff from Economic & Technology Development, Corporate Communications and Recreation & Culture, be established to determine the feasibility of hosting the 2010 Actifest – Ontario Senior Games in the City of Vaughan, including information on submission requirements, projected costs, venues, staff resources, sponsorship opportunities and other requirements and provide a comprehensive report to Council at the Committee of the Whole meeting of September 15, 2008.

#### **Economic Impact**

Research indicates that a typical budget to host an event is \$460,000; however, this cost is offset by a \$150,000 grant available to host municipalities from the Ontario Ministry of Health through the Sport Alliance of Ontario. Hosting communities also collect registration fees and may solicit sponsors to offset expenses. Should Council approve the City of Vaughan hosting the 2010 Actifest – Ontario Senior Games, the costs associated with this initiative will be presented to Council as part of the study report from staff at the Committee of the Whole meeting on September 15, 2008.

#### **Communications Plan**

Communication of any Council decision on this matter will be related to the departments identified in this report. Additionally, any future bid proposal will require Corporate Communications to develop a comprehensive plan to communicate and promote the event.

#### **Purpose**

The purpose of this report is to request Council to endorse, in principle, the concept of submitting a formal bid to host the 2010 Actifest - Ontario Senior Games to the Sport Alliance of Ontario and to authorize a Corporate staff team headed by the Economic & Technology Development Department, and supported by the Corporate Communications and Recreation & Culture departments, to scope out and determine the feasibility of hosting the 2010 Actifest – Ontario Senior Games in the City of Vaughan. This report will be provided to Council at the Committee of the Whole meeting of September 15, 2008, which is to include information on submission requirements, projected costs and suitability of hosting the games as it relates to facilitates, staff resources and other requirements to host the event.

#### **Background - Analysis and Options**

The Sport Alliance of Ontario recently provided information on the Ontario Games Program to the Mayor's office. The program includes Youth, Seniors and ParaSport games both for summer and winter sports and activities. The games are funded in part by the Ministry of Health Promotion through the Sport Alliance of Ontario. Funding is also provided by the hosting municipality.

The bid to host the 2010 Actifest - Ontario Youth Games has recently been awarded to the community of Sudbury. It is recommended, therefore, that the City apply to host the 2010 Actifest- Ontario Seniors Games. The deadline to submit a bid to host these games is October 2, 2008.

A typical budget to host an event is \$460,000, however, this cost is offset by a \$150,000 grant available to host municipalities from the Ontario Ministry of Health through the Sport Alliance of Ontario. In addition, communities will collect registration fees and may solicit sponsors to offset expenses.

Ontario Senior Games is a celebration of active living through friendly competition for adults 55 years and older. This event will provide Vaughan seniors with an opportunity to participate in sports and active competitive games. It will benefit our seniors by increasing their physical activity, promoting good health and providing a community program to participate and take a lead role in. Vaughan seniors are already an active and valuable asset in the community and this opportunity will further develop their community participation.

Furthermore, the Games also provide participants, volunteers and spectators an opportunity to experience the excitement of sports and active competition while leaving the host community with a legacy of pride and sport development. Additional benefits to hosting an event are the increase in economic activity and tourism, the development of a strong volunteer base and finally the promotion of active living and physical activity.

It is recommended that Council endorse, in principle, the concept of the City of Vaughan submitting a formal bid to host the 2010 Actifest – Ontario Senior Games to the Sport Alliance of Ontario. Establishing a Corporate staff team headed by the Economic & Technology Development Department, and supported by the Corporate Communications and Recreation & Culture departments to scope out and determine the feasibility of hosting the 2010 games in the City of Vaughan is an important first step towards this end. Staff will provide to Council at the Committee of the Whole meeting of September 15, 2008, information on submission requirements, projected costs and suitability of hosting the games as it relates to facilities, staff resources and other requirements in order to determine whether it would like to further pursue the bid submission.

### **Relationship to Vaughan Vision 2007**

In consideration of the strategic priorities related to Vaughan Vision 2020, the report will provide:

- STRATEGIC GOAL:  
Service Excellence - Providing service excellence to citizens.
- STRATEGIC OBJECTIVES:  
Enhance and Ensure Community Safety, Health & Wellness.

This report recommends a change from the priorities previously set by Council and the necessary resources have not been allocated.

### **Regional Implications**

None

### **Conclusion**

Hosting the 2010 Actifest – Ontario Senior Games has valuable benefits to participants, volunteers and spectators in addition to increasing economic activity and tourism in our community. Vaughan seniors will also gain in that the event will provide an opportunity to

participate in sports and active competitive games, increase physical activity and further develop senior's community participation.

**Attachments**

None

**Report Prepared By**

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Respectfully submitted,

Mayor Linda D. Jackson