
TO: GENERAL COMMITTEE

SUBJECT: 2018 ONTARIO WINTER GAMES

WARD: ALL

PREPARED BY AND KEY CONTACT: S. LEE-YOUNG, MANAGER OF RECREATION PROGRAMS, EXT 5166

SUBMITTED BY: B. ROTH, DIRECTOR OF RECREATION SERVICES, EXT 4510

GENERAL MANAGER APPROVAL: D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

CHIEF ADMINISTRATIVE OFFICER APPROVAL: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That the City of Barrie become a host partner with the City of Orillia for the 2018 Ontario Winter Games with a total financial commitment of \$10,000 including \$1,853 of in kind facility rental space to be accommodated within the 2017 Business Plan.

PURPOSE & BACKGROUND

2. The City of Orillia will be hosting the 2018 Ontario Winter Games from March 1st, 2018 to March 4th, 2018 by welcoming 3,000+ athletes, coaches, officials and dignitaries to the region to compete and participate in over 25 sports, across multiple cities and towns over the four day competition and draw an estimated 5,000 spectators to the region.
3. The Games can be a springboard for athletes, coaches, organizers and volunteers to move on to the Canada Games, Pan Am Games, and the Olympics/ Paralympic Games.

ANALYSIS

4. The City of Orillia has reached out to the City of Barrie to become a host partner. Currently the City of Barrie is planning for 263 athletes that will compete in Badminton, Squash, and Wheelchair Basketball in City of Barrie facilities.
5. The naming rights, partnership rights, advertising, marketing and promotion, and other benefits of becoming a host partner have been outlined in **Appendix A**. The sponsorship advertising summary has been outlined in **Appendix B**. At the Host Partner level, the City of Barrie would have one seat on the Games Organizing Committee.
6. Along with athletes in the 2018 Winter Games the majority of friends and families will be staying in the City of Barrie and several accommodations have already been made with the Holiday Inn & Conference Centre, Comfort Inn & Suites, and many others creating a significant economic impact.
7. The Recreation Department believes this partnership will assist in building a strong relationship with the City of Orillia as the Recreation Department will plan for an expanded role in the 2020 Winter Games through the submission of joint bid with the City of Orillia.

ENVIRONMENTAL MATTERS

8. There are no environmental matters related to the recommendation.

ALTERNATIVES

9. The following alternatives are available for consideration by General Committee:

Alternative #1

General Committee could choose only to provide in kind services to the City of Orillia in respect to facility rental space at a total value of \$1,853.

This alternative is not recommended as the City of Barrie will play a key role in the delivery of the 2018 Winter Games and the \$10,000 total financial commitment is deemed appropriate for the magnitude of the event and promotional and economic benefits.

Alternative #2

General Committee could choose not to endorse any financial commitment or in kind service to the City of Orillia.

This alternative is not recommended as staff will be planning to submit a joint bid with the City of Orillia for the 2020 Winter Games and our support for the 2018 Winter Games will represent our commitment to building a strong relationship with the City of Orillia with both municipalities fostering a strong culture of sport and recreation in the region.

Alternative #3

General Committee could choose to provide a VIP Reception Sponsor level of a total value of \$7,500 or Podium Sponsor level of \$5,000

While these other levels of sponsorship are available, the City would not have the benefit of becoming of a true partner with the City of Orillia that includes a seat on the Games Organizing Committee. A seat on the Organizing Committee will be invaluable in learning the operational and logistical components of hosting an event of this magnitude, in preparation for the potential 2020 Winter Games.

FINANCIAL

10. It is anticipated that any cash contributions would be made in 2017 as part of the preparations for the Games. \$1,853 of in kind facility rental space would be provided for access to City facilities. The \$10,000 total financial commitment identified in the recommended motion would be accommodated through total budget management within the existing 2017 Operating Business Plan.

LINKAGE TO 2014-2018 STRATEGIC PLAN

11. The recommendation(s) included in this Staff Report support the following goals identified in the 2014-2018 Strategic Plan:
- Inclusive Community
 - Vibrant Business Environment
12. The host partnership with the City of Orillia will support the 2018 Ontario Winter Games that will provide athletes in the Barrie region the opportunity to participate in local competition. The event will also create economic benefit to support the vibrant business environment strategic goal.

Appendix "A"

Official Host Partner	
<u>Naming Rights:</u>	<ul style="list-style-type: none"> ✓ City of Barrie Named an Official Host Partner of the Orillia 2018 Ontario Winter Games
<u>Partnership Rights:</u>	<ul style="list-style-type: none"> ✓ Exposure at press conferences ✓ Reserved VIP event seating with priority parking ✓ Exclusive invitations to VIP and media functions
<u>Name/Logo Inclusion:</u>	<ul style="list-style-type: none"> ✓ In all advertising and promotional material ✓ Dominant exposure on all event advertising (print, website) ✓ Logo and link on the Games website (www.orillia2018.ca)
<u>Marketing Elements:</u>	<ul style="list-style-type: none"> ✓ Flyer/Coupon/Product placement in 3000 athlete welcome kits ✓ Prominent recognition as Host Partner throughout all Games communication ✓ Premium signage placement at all sporting venues, and hotel locations ✓ ¾ page advertisement in Winter Games Official Athlete's Handbook ✓ In-venue audio mention and video board coverage where applicable
<u>Promotion:</u>	<ul style="list-style-type: none"> ✓ Recognition during Opening Ceremonies ✓ Banners/signs displayed at venue ✓ Opportunity to award medals ✓ Ownership of co-developed properties ✓ Window Advertisement on all busses used as part of the Games within your municipality
<u>Other:</u>	<ul style="list-style-type: none"> ✓ Official Representative from Municipality to sit on Games Organizing Committee ✓ Commemorative plaque to display at your venue to show your support to the community after the Games



Appendix "B"

Opportunities	Host Partner	VIP Reception Host	Podium
Website	Featured Logo and Link	Featured Logo and Link	Logo and Link
Athlete Handbook	¾ Page	¾ Page	½ Page
Opening Ceremonies Recognition	✓		
Ability to Address VIP Reception		✓	
Representative on Games Organizing Committee	✓		
Bus Window Advertisements	✓		
Social Media Profile Story	✓	✓	✓
Athlete Kit Inclusion	✓	✓	✓
Medal Ceremony Involvement	✓		✓
Signage at all venues	✓		✓
Total Value	\$10,000 Cash or Value In-Kind	\$7,500 Cash	\$5,000 Cash or Value In-Kind