

Who are we? What is our role?

Yellowknife City Council established the Canada Winter Games Working Committee in February, 2015 to assess and report to Council on whether Yellowknife's ability to host the 2023 Canada Winter Games.

To do so, the committee was asked to:

- review information and reports generated from past Games
- identify key strengths
- identify areas of concerns and solutions
- host community meetings to disseminate information
- provide Council with the Committee's findings.

Working Committee

Organization	Name
City of Yellowknife - ex-officio	Mayor Mark Heyck
City Council	Rebecca Alty
GNWT - MACA	Robert C. McLeod Minister of MACA
GNWT - Yellowknife MLA	Wendy Bisaro
NWT Housing Corporation	Jeff Anderson Vice President Finance/Infrastructure
City of Yellowknife	Dennis Kefalas, S.A.O.
Sport, Recreation and Youth - MACA	Ian Legaree, Director
City of Yellowknife - Community Services	Grant White, Director
City of Yellowknife - Corporate Services	Jeff Dalley, Director
Yellowknife Business Representatives	Cameron Buddo, BMO
	Shane Clark, Sunrise Real Estate
	Renee Comeau, Chamber of Commerce
	Kathy Gray, Inukshuk Publishing
	Kevin Hodgins, Stantec Architecture Ltd.
	Leanne Tait, Tait Communications
	Antoine Gagnon, CPETNO
	Joey Cruz, General Manager, Days Inn
	John Stephenson, Trustee
YK Hotel Association	John Dalton
YK Education District No. 1	Bobby Drygeese, Councillor
YK Catholic School Board	Dave Hurley, Facilities Manager
Yellowknives Dene First Nation	Doug Kentmeister, Executive Director
City of Yellowknife	Cathie Bolstad, Executive Director
Sport North	
NWT Tourism	

What are the benefits and costs to our business community?

Will there be any additional tax or cost burden on businesses?

Yellowknife businesses have questions about the cost of the CWG, in particular:

- Will the CWG result in increased taxes before and after the Games?
- Will the CWG remain on budget?
- Will Yellowknife be burdened by ongoing high maintenance and operating costs for underutilized facilities?
- Will there be significant pressure on the pool of sponsorship funds, which will erode sponsorship for other community needs and initiatives?

These questions formed part of the research of the CWG Task Teams. The Committee's assessment, options, recommendations, and impacts are included in the Committee's report.

What benefits will accrue to the business community?

Benefits to business will accrue before the Games as businesses support pre-Games trials, upgrades to venues, and provide support to Games administration.

Benefits to businesses will accrue during the Games as the Games attract a significant number of visitors to Yellowknife. Hotels, car rental companies and other visitor services and retailers will benefit. However, Games visitors can be expected to spend less than traditional tourists on food and entertainment as these are largely provided at the Games venues.

Post-Games benefits to business will be derived from improved business capacity, increased visitation to the NWT due to destination awareness and new infrastructure which enable future sport competitions.

How much will the Games cost?

What will the games cost?

The games will cost

\$50.3 million

Up to 90% will be spent in the NWT!

Can we afford this?

yes

- The Governments of Canada and the NWT have already committed their contributions
- The City of Yellowknife has a plan for its portion
- There are contracted/confirmed multi-year national sponsors

A detailed budget is included in the Committee report.

There are two major capital projects that are outside the budget:

- GNWT portion of a housing project to house the athletes.
- A new aquatic centre as originally planned in the City's 10-year Capital Plan.

Canada Winter Games Committee



Where will the money come from?

Contributor	\$ value millions	Cash	Value in Kind
Federal/Territorial Governments	\$24.84	\$24.84	
City of YK	\$15.96	\$6.62	\$9.34
In kind from other public institutions	\$1.5		\$1.5
Sponsors			
Canada Games Council	\$1.35	\$1.35	
Non-northern sponsors (national/regional)	\$3.60	\$1.75	\$1.85
Local/northern sponsors	\$1.46	\$0.46	\$1.0
Revenues			
Tickets, merchandising, licensing etc.	\$1.61	\$1.61	
TOTAL	\$50.32	\$36.63	\$13.69

Where will the City's contribution come from?

Source	Amount
Formula funding	\$2.63 million
Visitor levy	\$3.99 million
Value in kind	\$9.34 million
TOTAL	\$15.96 million

What about Sport Venues and Athlete Care?

Does the City have the venues needed to host the Games?

Yellowknife currently has most of the required facilities except the pool and a venue for alpine events. The City will ask the CWG Council for approval to replace alpine events an alternate approved sport.

What upgrades and investments will be needed?

The facilities needing the most upgrading are the Ski Club and a food services venue.

Other facilities will require either permanent or temporary minor upgrades (for example lighting, bleachers, sound barriers) to meet CWG standards.

Can the upgrades and new facilities be affordably completed?

Yes.

Upgrades will NOT result in additional operational and maintenance cost to the City, but in some cases will add to the inventory of equipment available in the City's rental inventory, and create lasting future benefits for city local, and territorial residents and sport organizations.

Can we accommodate and manage all our visitors?

Does Yellowknife have the air transport capacity to host the Games?

Yes.

Yellowknife Airport is capable of handling increased air and passenger traffic, and has done it before.

Does Yellowknife have the rental vehicle capacity to host the Games?

Yes.

Yellowknife auto rental and dealerships were consulted and indicate with advance planning vehicles can be added to address demand. Public transportation is also available and can be expanded.

Does Yellowknife have the hotel capacity to host the Games?

Yellowknife does not currently have, and is not projected to have the hotel capacity to accommodate all the visitors to the Canada Winter Games due to demand from aurora tourism and mining industry business clientele.

What will be the impact on "aurora" tourists?

The Canada Winter Games happen during peak aurora viewing season. Operators count on the availability of hotel rooms for their clients.

How can needs be met and impacts be managed?

It is recommended that 55% - 65% of available rooms be protected for aurora tourists and business travellers.

Can Yellowknife accommodate the Games visitors?

Yellowknife can accommodate Games visitors with innovative approaches to fill a gap of 500 – 600 rooms. Opportunities include Bed and Breakfast accommodations, homestay, and hostel programs.

We need many volunteers: can we find them?

How many volunteers will be needed?

The anticipated number of volunteers needed for the 2023 Games as estimated by the Canada Games Council is

4,500

Can enough volunteers be recruited?

Yes.

Yellowknife has a successful record of hosting the Arctic Winter Games and has proven that by recruiting approximately 3,000 volunteers.

The 2023 CWG will need the support and cooperation of larger corporations, GNWT, City and school boards to allow staff to volunteer leading up to and during the Games.

Additionally, many volunteers travel to the CWG for the privilege of volunteering.



Where do we go from here?

- Committee submits report to the City (February 5)
- Council decides whether or not to host CWG 2023

if yes...

Council accepts opportunity to host and provides its proposal to Canada Games Council

Canada Games Council assesses YK's ability to host Games and awards

if no...

City advises Canada Games Council it declines the opportunity to host CWG 2023

NWT does not have opportunity to host Games for up to 30 years.

Yellowknife has a proven track record in hosting multi-sport games. Yellowknife hosted the Arctic Winter Games successfully in 1970, 1984, 1990, 1998 and 2008.

In order for a city the size of Yellowknife to successfully host a Canada Winter Games all stakeholders must be on board and work together.



What are the benefits and legacy when it's all over?

Since 1993, all host communities have generated a surplus from hosting the Games.

Overall, the Games have a huge economic impact:

2003 - \$70.4 million

2005 - \$91.9 million

2007 - \$176 million

2009 - \$81.5 million

2011 - \$131.0 million



What are the benefits and legacy when it's all over?

Canada Games legacy is about our residents using a unique opportunity leading up to the Games and during the Games to deliver lasting changes to Yellowknife and the NWT that can be enjoyed for years after.

Community Capacity Building

- Yellowknife's capability to host high profile events, tests and competitions opens sports tourism potential.
- Trained volunteers, new volunteer systems and new friendships strengthen our own community events.
- Coaches and officials enjoy new opportunities to participate in and contribute to national events.

Increased National Profile

- National exposure creates increased pride in Canada's NWT at home and among Canadians.
- Canadians will travel to the NWT after the games which brings new tourism benefits.
- New economic opportunities for NWT's visual and performing artists emerge.
- Increased ability to attract new residents.

Community Pride and Canadian Pride in our Community

- The culture and diversity of our community is celebrated and people feel connected to the community.
- National and regional pride builds in our country and community.

Sport Development & Healthy Lifestyle

- Increased training and certification for coaches and officials means stronger sporting programs and better athlete development.
- Athletes' housing becomes repurposed other community needs.

What do you think could be Yellowknife's legacy?

We want your feedback!

All feedback received by February 5 will accompany the Canada Games Working Committee report to City Council.

Here's how you can be heard:

Email:

communications@yellowknife.ca

Survey:

complete the survey today or at www.yellowknife.ca

In writing:

City Hall attn. Communications and Economic
Development Department