

Canada Winter Games 2007



- 2000 AWG hosted to test Whitehorse's ability to host to a CWG standard
- 2001 submitted Bid to host '07 Games
- 2003 Whitehorse awarded the "07 Games
- 2004 GM hired
- 2005 opened the Canada Games Centre
- 2006 hosted national test events
- 2007 hosted the Canada Winter Games



General Pros and Cons

- Improved recreation infrastructure
- Seniors housing development-Athletes Village
- Community pride
- Athlete development/sport development
- Volunteer development- Venues Management Model
- Media exposure/tourism
- Positive reputation as a host community
- Opportunity to test new transit routing
- Garbage bins launched a new waste management system
- Volunteer burnout
- Local sponsor burnout
- Significant staff resources for a number of years
- Developed/expanded facilities can become O&M challenges (e.g. Sima)



Volunteerism



- Nearly $\frac{1}{4}$ of the Whitehorse population volunteered in the 2007 CWG
- Majority rated the CWG as their best volunteer experience ever
- Venues Management Model empowers volunteers
- The timing of initiating the volunteer program should be planned
- Celebrate success- timing of volunteer events and the wrap up party to consider



Sport Development



- Ties to national sport bodies
- Volunteer board organization
- Exposure to new set of volunteers through the venue management model
- Increased exposure of their sport to Yukoners, enhancing participation numbers post Games
- National standards for hosting- equipment, timing systems
- Increase in coach and officials certification



Athlete Development



- Best Ever Program
- Motivation, expectations
- Enhanced coaching and sport science training
- Youth inspiration



Cost of Games



- Total Operations revenue \$24,882,613M
- Total Operating Expenditures \$24,825,186M
- Total Capital Revenue \$5,437,247M
- Total Capital Expenditures \$5,494,674M



Sponsorship/Marketing



- Hard work because you need the national level sponsors to come on-board
- Board and staff members ideally have contacts and/or are comfortable presenting in national boardrooms
- Creative ideas (Pan North- Canada's North hosting the South)
- Significance of the cultural element

Legacy



- Sport For Life Program
- Equipment and improved facilities for sport groups' programming
- Community Development (volunteer development, exposure to new standards and processes, collaboration/partnerships etc)
- Financial legacy- surplus funding

Economic Development



- Study carried out using the Canadian Sport Tourism Alliance's Sport Tourism Economic Assessment Model (STEAM Pro) analyzed the economic impact of the 2015 CWG on the City of Prince George and the province of BC
- The combination of visitor spending, capital and O&M of the event organizers totaled 55.1M. The resultant increase in net economic GDP was 62.9M throughout the province of which 37.3M occurred in Prince George. The total industry output (or gross economic activity) supported by the event was 123.4M with 83M occurring in Prince George



Economic Development



- The spending supported 693 jobs and 43.1M in wages and salaries throughout the province
- Considerable tax revenues of 2.1M was attributed to Prince George
- 4500 volunteers
- 10,500 visitors traveled to Prince George to participate in or spectate at the Games

Economic Development



- Sport tourism segment of the tourism industry of Canada is 5.2 Billion/yr
- Canada Games, alternating every 2 years between summer and winter are Canada's largest recurring multi-sport event
- The Games are proud of their contribution to Canada's sport development system in addition to their lasting legacy of sport facilities, community pride and national unity

