

WHITEHORSE
2 0 0 7



— JEUX DU —
CANADA
— GAMES —

Whitehorse

**Presentation to Canada
Winter Games Planning
Committee
October 1, 2015**

Denny Kobayashi MA CAE



Today's Agenda

- Introductions
- Overview of the 2007 Canada Games
- Economic Impact Highlights of the 2007 Games
- Local spending
- Capital spending
- Critical Success Factors
- Questions and Answers



The Biggest Event Ever North of 60!

- A premiere Canadian sporting event
- A pan-northern initiative
- Opportunity to explore Canada's emerging frontier
- Unparalleled reach to Canada's North and audiences across the land

IT WAS A UNIQUE OPPORTUNITY IN 2007



WHITEHORSE
2 0 0 7



—JEUX DU—
CANADA
—GAMES—

What's happened in 2007?

- Three northern Governments aligned to present/jointly 'host' the 2007 Canada Winter Games
- 40th anniversary of the Games / FIRST TIME in Canada's North
- 2,700 Athletes / 22 sports / over 14 days
- Bigger than the Vancouver-Whistler 2010 Olympics
- 3,900 volunteers
- Amazing community legacy on several fronts



Community leaders need to be champions...



Piers McDonald, President of the 2007 Canada Winter Games
Premier of the Yukon from 1996 - 2000

Highlights

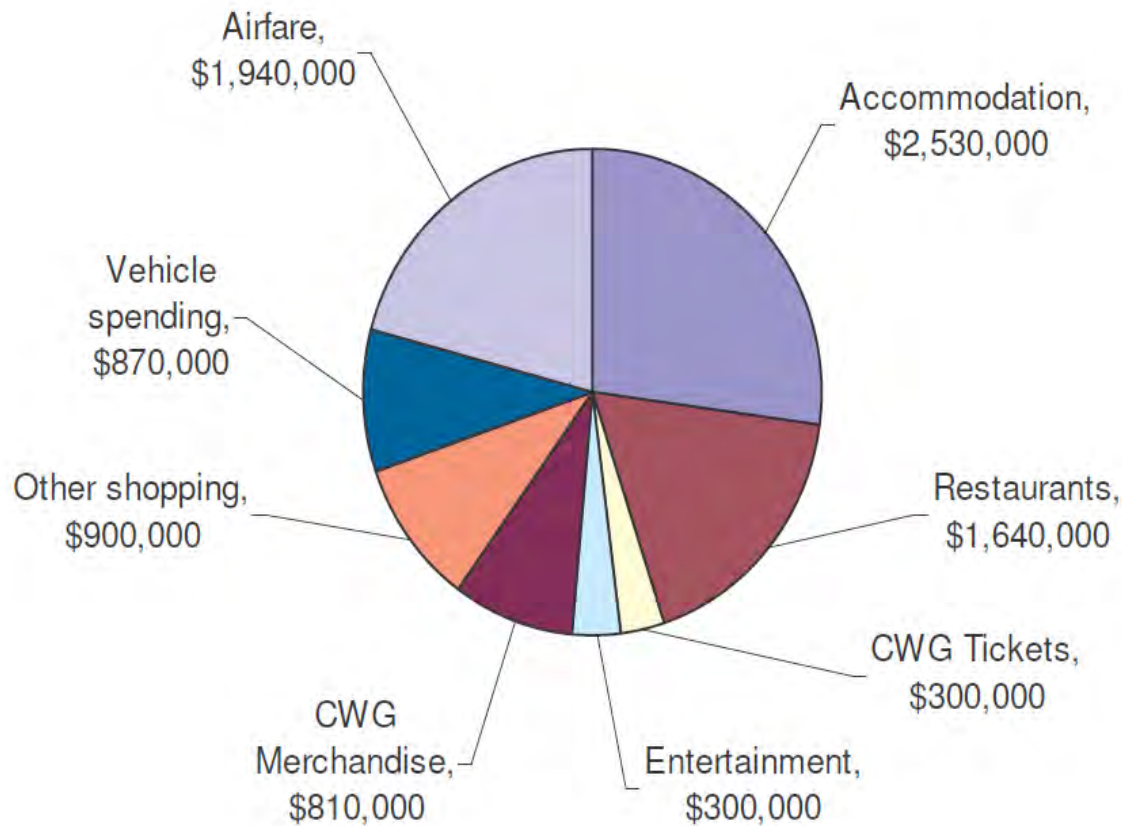
Total economic injection into the Yukon economy from 2003 to 2007	\$94.8 million
Capital spending for infrastructure	\$69.1 million
Operations spending for Yukon goods and services	\$12.6 million
Operational salaries and benefits	\$4.4 million
Visitor spending	\$8.7 million
Total direct and indirect impacts on the Yukon economy	
GDP	\$60.2 million
Employment	1,167 person-years
Incomes	\$39.8 million
Indirect taxes	\$2.6 million
Total direct impacts on the Yukon economy	
GDP	\$36.5 million
Employment	840 person-years
Incomes	\$26.8 million
Indirect taxes	\$1.2 million
Total visitors	7,599
Athletes	2,654
Coaches/managers/officials/artists	1,493
Media/mission staff/VIPs	1,757
Outside visitors	1,695
Total number of assigned volunteers	3,889

WHITEHORSE
2 0 0 7



—JEUX DU—
CANADA
—GAMES—

Breakdown of Local Spending...



Capital Spending...

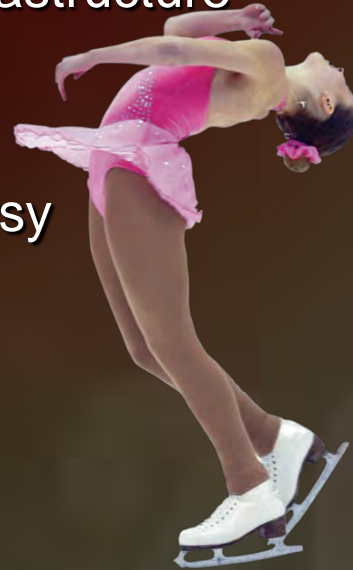
<i>Year</i>	<i>Canada Games Centre</i>	<i>Athletes' Village</i>	<i>Other Projects</i>	<i>Total</i>
2003	1,800,000	0	530,000	2,340,000
2004	18,000,000	50,000	0	18,050,000
2005	12,080,000	9,100,000	100,000	21,280,000
2006	1,210,000	16,780,000	870,000	18,850,000
2007	30,000	8,510,000	20,000	8,560,000
Total	33,120,000	34,440,000	1,520,000	\$69,080,000



Yukon Federal Government 50%
 Federal Government 35%
 City of Whitehorse 15%

Critical Success Factors/Experience...

- Political support at territorial and municipal level is critical – we stumbled in advance of the Games with conflict and lack of consensus
- The legacy of the Canada Games Center and housing only works if the community needs and supports the new infrastructure
- Planning for infrastructure O&M post Games is necessary and will not be without controversy
- Sponsorship is a hard sell and television coverage will be key influencer



Critical Success Factors/Experience...

- Avoid shiny object national sponsors early on
- Engage the local chamber of commerce to be a champion for local sponsors and procurement
- Early federal commitment to confirmed level of funding is CRITICAL
- It will take twice as long as you believe it should take to secure funding supported by signed agreements



Hosting the Games will transform your community...

“Nobody ever asked me to be that good”

Quote from Calgary Olympics volunteer

Believe!



WHITEHORSE
2 0 0 7



—JEUX DU—
CANADA
—GAMES—

Questions?



WHITEHORSE
2 0 0 7



—JEUX DU—
CANADA
—GAMES—

WHITEHORSE
2 0 0 7



— JEUX DU —
CANADA
— GAMES —