

# 2023 Canada Winter Games: **Can we do it?**

## Report of the Working Committee



# About the CWG

- Started in 1967
- Largest multi-sport event in Canada
- Targets 'next generation champions'
- Develops Canada's premier athletes
- CWG rotates on cycle that includes every province and territory. Cycle ends in 2035
- After 2035 cycle starts again. Could be 2049 before it comes back to NWT

# Who are we and what's our role?

**Volunteers asked to assess and report to Council on whether Yellowknife has the ability to host the 2023 Canada Winter games:**

- Review information from past Games
- Identify strengths
- Identify concerns and solutions
- Host community meetings to disseminate information
- Provide Council with the Committee findings

# CWG Committee

## Working Committee

### Organization

City of Yellowknife - ex-officio  
City Council  
GNWT - MACA  
GNWT - Yellowknife MLA  
NWT Housing Corporation  
City of Yellowknife  
Sport, Recreation and Youth - MACA  
City of Yellowknife - Community Services  
City of Yellowknife - Corporate Services  
Yellowknife Business Representatives

YK Hotel Association  
YK Education District No. 1  
YK Catholic School Board  
Yellowknives Dene First Nation  
City of Yellowknife  
Sport North  
NWT Tourism

### Name

Mayor Mark Heyck  
Rebecca Alty  
Robert C. McLeod Minister of MACA  
Wendy Bisaro  
Jeff Anderson Vice President Finance/Infrastructure  
Dennis Kefalas, S.A.O.  
Ian Legaree, Director  
Grant White, Director  
Jeff Dalley, Director  
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  
John Dalton  
Bobby Drygeese, Councillor  
Dave Hurley, Facilities Manager  
Doug Rentmeister, Executive Director  
Cathie Bolstad, Executive Director



# BUSINESS OPPORTUNITIES





# Benefits and costs to our business community

- Will there be any additional tax or cost burden?
- What benefits will accrue?

**Glad you asked!**  
**Let us show you...**

# Economic impact of past games

- 2003 – **\$70.4 million**
- 2005 – **\$91.9 million**
- 2007 – **\$176 million**
- 2009 – **\$81.5 million**
- 2011 – **\$131.0 million**

# FINANCE AND FUNDRAISING





# Costs

- What will the Games cost?
- Can we afford to host the Games?
- If we host, how will the Games be paid for?

# What will the Games cost?

## \$50.3 million

| Contributor                               | \$ value millions | Cash           | Value in kind  |
|---|-------------------|----------------|----------------|
| Federal/Territorial Govts                 | \$24.84           | \$24.84        |                |
| City of YK                                | \$15.96           | \$6.62         | \$9.34         |
| In kind from other public institutions    | \$1.50            |                | \$1.50         |
| <u>Sponsors:</u>                          |                   |                |                |
| 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         | \$1.00         |
| <u>Revenues</u>                           |                   |                |                |
| Tickets, merchandising, licensing etc.    | \$1.61            | \$1.61         |                |
| <b>TOTAL</b>                              | <b>\$50.32</b>    | <b>\$36.63</b> | <b>\$13.69</b> |

# How does this compare to previous Games?

- Costs of previous Games:
  - 1999 – \$20.4 million
  - 2003 – \$29.4 million
  - 2007 – \$25.3 million
  - 2011 – \$46.0 million
- Since 1993, all communities have generated a surplus from hosting the Games

# Can we afford this?

- Federal and territorial governments have already committed
- Sponsorships will largely come from out of territory
- City has a plan to fund the Games

# City contribution

How does the City propose to fund its \$15.9 million contribution?

| Source          | Amount                 |
|-----------------|------------------------|
| Formula funding | \$2.63 million         |
| Visitor levy    | \$3.99 million         |
| Value in kind   | \$9.34 million         |
| <b>TOTAL</b>    | <b>\$15.96 million</b> |

# Outside the budget

- The Games count on two projects to be completed prior to the Games:
  - GNWT's housing project  
(athlete housing repurpose post-Games)
  - New aquatic centre  
(in City 10 yr Capital Plan)





# VENUES AND ATHLETE CARE



# Sport venues and athlete care

- Does Yellowknife have the venues needed to host the Games?
- What upgrades and investments will be needed?
- Are facilities sustainably affordable?

# Does Yellowknife have the venues needed to host the Games?

- Yellowknife currently has most of the needed facilities except the pool and a venue for alpine events
- We recommend the City 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 investment are:
  - Ski Club and
  - food services venue
- Other facilities need minor upgrades to meet CWG standards

# Are facilities sustainably affordable?

# Yes

- Upgrades will NOT result in additional O&M cost to the City
- Upgrades will add to the City's rental inventory and create lasting future benefits for residents and sport organizations

# VISITOR SERVICES





# Can we handle all those visitors?

- Do we have the air transport capacity?
- Do we have the rental vehicle capacity?
- What other business needs do we need to consider and take care of?
- Do we have enough accommodations?
- What challenges do we have?
- What options do we have to overcome those challenges?

# Do we have the air transport capacity?



Yes

- Flights, flight capacity and AWG experience demonstrate it
- Early planning with DOT, CATSA, Airlines, RCMP, etc. early is the ingredient for success

# Do we have the rental vehicle capacity?

# Yes

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

# Other business needs?

- Tourism operators count on hotel rooms for Aurora tourists
- Mining industry counts on rooms for their winter road crews

# Enough hotel rooms?

- CWG needs ~1162 rooms for visitors
- Yellowknife will have 1091 by 2023
- 55% - 65% of hotel rooms must be protected for Aurora and business travellers
- Gap of ~500 to 600 rooms

# Can we bridge the room gap?

# Yes

- With innovation, creativity, flexibility
- Bed & Breakfast providers
- AirBnB options
- Home stay program
- Hostel program if required





# VOLUNTEERS



# Can we find the volunteers?

- How many volunteers will be needed?
- Can enough volunteers be recruited?

# Can enough volunteers be recruited?

**4500** volunteers are needed

- Yellowknife has hosted AWG for which approximately 3,000 volunteers were recruited
- The 2023 CWG will need help from industry, GNWT, City and school boards to allow staff to volunteer
- Many volunteers travel to the CWG for the privilege of volunteering



# BENEFITS AND GAMES LEGACY



# What could be our legacy?

- Legacy is an opportunity to deliver lasting changes and benefits
- Legacy begins with people willing to dream about possibilities
- We have some thoughts... do you?

# Legacy – community capacity

- Volunteer capacity increases our ability to host events and festivals
- More high profile sporting events: door to sports tourism is opened
- Coaches and officials participate in national events



# Legacy – profile and pride

- Increased pride in Canada's NWT
- More tourism after the games
- New opportunities for NWT's visual and performing artists
- Increased ability to attract new residents

# Legacy – sport and lifestyle

- A strong base of certified coaches and officials
- A celebration of excellence in sporting leads to healthier lifestyles
- Repurposed housing fills social needs



**Can we do it?**

**“We will either find a way, or make one.”**

**Hannibal**

# *Should we do it?*

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

Email: [communications@yellowknife.ca](mailto:communications@yellowknife.ca)

Survey: complete the survey today or at  
[\*\*www.yellowknife.ca\*\*](http://www.yellowknife.ca)

In writing: City Hall attn. Communications and  
Economic Development Department

# What happens next?

- Committee submits report to Council Feb 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.**



# Questions?

