



2015 Key Focus Areas
(Distributed at BC Canada Games Information Session on
January 8, 2009)

The Canada Games Council will not provide the full evaluation tool until the official launch of the 2015 bid process in /June 2009. We recognize, however, that in order to determine your capacity to enter the official bid process, communities will need sufficient details to build their own business case on whether or not they have the required capacity to enter the bid process by August 7, 2009.

The following five key areas are crucial to the success of the Games and will carry a substantial weighting in the Council's eventual evaluation tool.

This information is intended to help you decide if your community has the capacity to enter the official bid launch by August 7, 2009.

1. Sport Program and Venues

Core to the Games delivery is the ability to host all sports on the program with the appropriate venues required for the level of athlete participating in the Games. The following are *key* elements for bidding communities to consider as you determine your capacity to enter the bid process:

- Your ability to meet minimum field of play standards at each sport venue (materials enclosed); (while the list of 2015 sports is not final, we have provided you with the list of the 2011 sports, and the minimum standards for field of play – please note that some of these may change, but this is the most current information available);
- Your ability to meet support space requirements at sport venues for such things as: medical, venue operations, results centre, venue media centre, broadcast positions, etc.;
- Your ability to meet the minimum standard of 30 minutes travel time between sport venues and the Games Village;
- Your ability to demonstrate a history of hosting major sports events including such things as: Sport or sports if multi-sport games, dates of

competitions, locations of sport venues, number of competitors and officials, officials required from outside of the community, budget, attendance, the number of non-technical volunteers required and recruited.

2. **Games Village**

The Games Village and operation is critical to the overall success of the Games. This venue will significantly impact the athletes', coaches' and managers' overall impression of the Games and the host community. The following are *key* elements for bidding communities to consider as you determine your capacity to enter the bid process:

- Your ability to have a Games Village that is centrally located, (meeting the minimum standard requirement of 30 minutes from the sports venues);
- Your ability to have a Games Village that is within a 90 minute drive of a major airport (that can handle planes with up to 200 passengers and that can handle 6 planes of that size beyond their regular daily capacity for tarmac space, baggage handling and waiting area);
- Your ability to house up to approximately 1800 individuals in week 1 of the Games, and approximately 1800 in week 2 of the Games;
- Your ability to meet a minimum of 60 sq.ft per single bed or 80 sq.feet per bunk bed specifications;
- Your ability to meet minimum lavatory and shower facilities of: 1 toilet / 10 males, 1 toilet / 8 females, 1 urinal / 25 males and 1 shower / 10 persons
- Your ability to meet space requirements in the Games village for such things as food services, medical area (polyclinic), laundry facilities, team storage and equipment preparation area, Games Operations Centre, Mission Centre, coaches' lounge, entertainment areas including computer area/lounges, quiet lounges/common areas, Village Information Centre, National Partners area, transportation mall and mission staff parking.

3. **Revenue Generation**

The Canada Games financial framework includes significant contributions from all three levels of government. This amount does not, of course, cover the full cost of the Games. The following are *key* elements for bidding communities to consider as you determine your capacity to enter the bid process:

- Your ability to demonstrate that your community can generate, in cooperation with the Canada Games Council, an estimated *minimum* \$7M (net) in additional sponsorship, ticketing and merchandise revenue over and above the public financial framework for the Games;

- Your ability to demonstrate a history of corporate sector support for major sport, special events and fundraising campaigns in the community over the last 20 years including such things as: the nature of the event, whether the event was broadcast and if so, the name of the broadcaster, the revenue generation goal, the money raised and the source and amounts of the five largest sponsorships/donations.

The minimum \$7M (net) assumes there are ***no extraordinary*** operating or capital costs and assumes that the public funding levels are consistent with recent Games.

4. **Community Leadership and Capacity**

- Your ability to demonstrate leadership capacity in your community (knowing that you will need 80-100 full time staff and 4000-6000 volunteers in total);
- Your plan to transition from a Bid Committee to a Host Society, should your bid be successful;
- Your ability to demonstrate municipal and community support and quality partner relations;
- Your ability to demonstrate community (local and regional) sport development goals, benefits and to ensure legacies;
- Your ability to have strong working relations with the Canada Games Council and to link community (local/regional) sport development goals, benefits and legacies to the Canada Games Movement nationally (CGC strategic framework).

5. **Budget and Risk Assessment**

- Your ability to create a balanced revenue and expenditure budget using the template provided, with sufficient detail to determine ***financial risks***
- Your ability to deliver the sport programs in existing or new venues within the public financial framework for the Games capital expenditures of \$9M
- Your ability to demonstrate commitments to existing or new venues that fall outside of the \$9M public financial framework for Games capital expenditures

Bidders should consider the following as the minimum amounts of Government financial support to be expected:

Government of Canada – operating	\$8,120,000
Government of Canada – capital	\$3,000,000
Province of BC – operating	\$8,120,000
Province of BC – capital	\$3,000,000
*Municipal government (s) – capital	\$3,000,000

This does not preclude a Municipal Government(s) from contributing to operating funding through a cash contribution, value in kind or both, or committing to capital funding over and above \$3,000,000. The figures above are **planning figures only**, not 100% guaranteed. The Federal and Provincial/Territorial Governments are reviewing the Canada Games financial framework.

The cost of a typical Winter Canada Games is approximately: \$23,200,000 in operating costs and \$9,000,000 in capital costs.

The Canada Games Council will place extreme importance in the evaluation phase on the financial risk associated with each bid proposal received.