

January 9, 2012

Honourable Ida Chong
Minister of Community, Sport and Cultural Development
PO Box 9056
Stn Prov Govt,
Victoria, BC V8W 9E2



Dear Minister Chong:

I write to you on behalf of the BC Wheelchair Sports Association to request financial support to host the 2012 Canada Cup International Wheelchair Rugby Tournament, which will take place at the Richmond Olympic Oval from June 18th to 23rd. The Canada Cup is not only one of the world's most prestigious wheelchair rugby tournaments, but this year it is also the final internationally sanctioned tournament for competing teams prior to the London 2012 Paralympics. As such, we expect the top eight teams in the world to attend.

The Canada Cup was created in 2004 both to give BCWSA international hosting experience and to provide the Canadian wheelchair rugby national team with a high-quality competition opportunity in Canada. The experience we garnered hosting this biannual event allowed us to win the rights to host the 2010 World Wheelchair Rugby Championships (2010 WWRC), which brought an estimated 2.8 million dollars to the City of Richmond and set several records for parasport events. It is estimated that the economic impact of this year's Canada Cup will be 1.86 million dollars.

Hosting the 2012 Canada Cup at the Richmond Olympic Oval will allow us to enhance a variety of program elements that could not be accommodated at other facilities in the Lower Mainland, such as the Burnaby Bonsor Community Centre. This decision, however, will have financial implications. This year, our budget to deliver the 2012 Canada Cup is \$560,000, which is nearly double the 2008 Canada Cup's \$310,000 budget. The increased budget not only allows us to host the event at the Olympic Oval, but it will also permit us to implement several legacy projects that will have a positive impact on the sports system in BC. ***For this reason, we are requesting a hosting grant in the amount of \$125,000 from the Ministry of Community Sport and Cultural Development.***

These legacies will build on those already created thanks to the 2010 WWRC and include the following initiatives:

- Delivering a successful schools program, including a demonstration team program, curriculum support and an equipment (wheelchair rugby sport wheelchairs) program.
- Creating and implementing a comprehensive communications plan, including a social media plan.
- Contracting the development of a "Social Media 101" resource to be shared across the sports sector in BC.
- Fully webcasting the tournament in order to expand its audience and the messages of our sponsors.
- Revising the 2010 WWC website to promote the 2012 Canada Cup and future Canada Cups.
- Creating and implementing a successful marketing and advertising program to maximize spectator attendance.

BC WHEELCHAIR SPORTS

3820 Cessna Drive, #210, Richmond BC V7B 0A2
tel 604-333-3520 Fax 604-333-3450 Toll Free 1-877-737-3090 info@bcwheelchairsports.com www.bcwheelchairsports.com



CSC-2013-00033
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As a legacy of hosting the 2012 Canada Cup, we plan to create a "Social Media 101" resource for the sport sector in BC. BCWSA will contract the creation of this resource to our current communications coordinator, who was responsible for the successful 2010 WWRC social media plan and will spearhead the 2012 Canada Cup social media campaign. The 2010 WWRC taught us the power of a coherent social media strategy and we want to share our learnings with the sport sector in BC. The anticipated cost to complete this resource will be \$15,000 and is included in our total request for financial support.

Since we began hosting international wheelchair rugby events in 2004, BCWSA has established a reputation as a world leader and we are excited to continue to set the bar high with the 2012 Canada Cup International Wheelchair Rugby Tournament. Already, the 2012 Canada Cup has generated significant excitement. We have a waiting list for countries wanting to attend the tournament and have already received enthusiastic support from past 2010 WWRC sponsors. Darin Hurnanen, Marketing Manager for Coloplast Canada, recently wrote, "I've spoken with Clara [The International Project Manager for Coloplast] and she continues to proclaim that the World Wheelchair Rugby Championships in 2010 are still the model to which all other tournaments are compared. It's exciting to think that you are bringing that same excitement and expertise to the Canada Cup this year."

With the generous support of the Province of BC, we were able to set the bar high with the hosting of the 2010 WWRC. This year, we hope to continue to build on the learnings and legacies of event management as we host what is known as the best international wheelchair rugby tournament in the world outside of the world championships and Paralympic Games.

Thank you so much for considering this request. If you require further information, please contact me at knewman@bcwheelchairsports.com or 604-333-3521. I look forward to hearing from you soon in hopes that we can move forward with our plans.

Sincerely,

Kathy Newman
Executive Director

Copy David Galbraith, ADM Arts, Culture & Sport
Margo Ross, Executive Director Sport Branch
Patrick Harris, President, BCWSA

BC WHEELCHAIR SPORTS

3820 Cessna Drive, #210, Richmond BC V7B 0A2

tel 604-333-3520 Fax 604-333-3450 Toll Free 1-877-737-3090 info@bcwheelchairsports.com www.bcwheelchairsports.com



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Hall, Jane M CSCD:EX

From: Wasylik, Bruce CSCD:EX
Sent: Wednesday, September 19, 2012 9:14 AM
To: Ross, Margo CSCD:EX
Subject: RE: Davis Cup

Thanks Margo

s13

B

-----Original Message-----

From: Ross, Margo CSCD:EX
Sent: Wednesday, September 19, 2012 9:05 AM
To: Wasylik, Bruce CSCD:EX
Subject: FW: Davis Cup

-----Original Message-----

From: Galbraith, David J CSCD:EX
Sent: Wednesday, September 19, 2012 8:45 AM
To: Wrean, Doug L CSCD:EX; Ross, Margo CSCD:EX
Subject: FW: Davis Cup

Something for the horizon potentially.

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport
Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

-----Original Message-----

From: Rob MacKay-Dunn s22
Sent: Wednesday, September 19, 2012 7:57 AM
To: Galbraith, David J CSCD:EX
Subject: FW: Davis Cup

FYI Dave - Davis Cup coming back to Canada in February against the powerhouse Spain.

Thanks again for your help connecting with Moira.

R.

>

>----- Original Message -----

>**From:** Michael Downey
>**Sent:** Wednesday, September 19, 2012 06:53 AM
>**To:** s22

>Subject: Davis Cup

>

>

>Canada drew #1 ranked Spain today for the WG tie in February. The tie
>will be played here in Canada ... and for sure not on clay!

>

>Wow!

>

>Michael

Pages 5 through 9 redacted for the following reasons:

s13

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Tuesday, January 10, 2012 1:43 PM
To: Galbraith, David J CSCD:EX; Ross, Margo CSCD:EX; Wasylik, Bruce CSCD:EX
Subject: Medium Sized Events

These are pressing on us! Kathy Newman has just written in (2012 Canada Cup – Wheelchair Rugby), Mayor of Kamloops has just written in (2013 Brier – bid), Luge has promised a letter soon on the 2013 World Championships (bigger than World Cup). Plus we have outstanding the Ford World Curling Championships (2014) and the 2012 LPGA Canadian Open.

Here is quick spreadsheet from last Friday that I did not get a chance to show anyone.

Luge and Kamloops (Brier) seem to need decisions soon (end of January). If a BN is needed I'll get on it. D.



Medium sized
events Jan 2012.x..

Mid-Sized Hosting

Not Responsive

Requests		Comments
2014 World Curling	\$250,000	s13
	Not Responsive	Not Responsive
2012 Canada Cup WR	\$125,000	s13
	Not Responsive	

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Wednesday, November 2, 2011 3:53 PM
To: Ross, Margo CSCD:EX; Wasylik, Bruce CSCD:EX
Subject: Event Note

Margo – I accepted your changes, did a bit of tidying and (in yellow highlighting) tried to get in the idea that

s13

s13

If you get a bit of time to review today then I can finalize with Joyce tomorrow and get it to Dave. Otherwise Friday. D.



Event Budget
Decision note Nov.

Pages 13 through 16 redacted for the following reasons:

s13

Hall, Jane M CSCD:EX

From: Wasylik, Bruce CSCD:EX
Sent: Thursday, February 2, 2012 2:50 PM
To: Ross, Margo CSCD:EX; Wrean, Doug L CSCD:EX
Subject: Mid-Sized Hosting Matrix Document.docx

This is the updated event funding matrix based on my understanding of Monday's discussion with MIC.

Doug - The Minister asked if

s13

s13

Other than that I think the proposed distribution is straightforward.



Mid-Sized
sting Matrix Docu

Page 18 redacted for the following reason:

s13

Hall, Jane M CSCD:EX

From: Ross, Margo CSCD:EX
Sent: Tuesday, May 15, 2012 1:54 PM
To: Wasyluk, Bruce CSCD:EX
Cc: Wrean, Doug L CSCD:EX
Subject: FW: 2012 World Cup - Abbotsford
Attachments: World Cup_Abbotsford.pdf; UCI_World_CUp_Budget.xlsx.pdf; 2012 UCI SX Bid Guide Booklet-2.pdf; BMX_SX_Overview.pdf

Bruce – can you review the following before I send it to Dave? You mentioned that there might be more than one event so need to make sure the facts are correct.

David:

s13

Moira called to ask if we had heard about this request.

Key points are Cycling BC:

- has already received funding for this event: \$8 k in support of the bid in the April intake) and \$5k through the 2nd intake for the event itself.
- Is asking for \$187k.

s13

s13

s13

s13

The bid for this event was also supported by a sport-hosting grant provided by the Government of British Columbia. “Cycling BC has been a fantastic partner with the Province in making sure B.C. families have access to safe and high-quality sporting opportunities like the World Cup BMX,” said Ida Chong, Minister of Community, Sport and Cultural Development. “The Province provided \$5,000 through Hosting BC because sport helps build local economies and encourages our youth to become active.”

“This successful World Cup bid could not have been achieved without the support of the Provincial Government and we remain very appreciative of their ongoing commitment to the sport of cycling.” Said Wayne Pomario, President of Cycling BC. “This event will help promote participation in BMX racing in Abbotsford as well as at our other affiliated tracks in Surrey, Maple Ridge, North Vancouver and Kamloops.

From: Moira Gookstetter [<mailto:mgookstetter@bcSPORTagency.com>]
Sent: Tuesday, May 15, 2012 12:10 PM

To: Ross, Margo CSCD:EX
Subject: FW: 2012 World Cup - Abbotsford

Hi Margo;

Here is the cycling package that was emailed directly to the Minister.

Moira

Moira Gookstetter, CFRE
Vice President, BC Sport Agency

T: 778.327.5172 F: 778.327.5199 TF: 1.866.427.2010
1000-510 Burrard Street, Vancouver, B.C. V6C 3A8***

***New office address as of April 1, 2012

From: Scott Ackles
Sent: May-15-12 12:09 PM
To: Moira Gookstetter
Subject: FW: 2012 World Cup - Abbotsford

Scott Ackles
Chief Executive Officer
BC Sport Agency

T: 778.327.5134 F: 778.327.5199 TF: 1.866.427.2010

***New office address as of April 1, 2012: 1000-510 Burrard Street, Vancouver, B.C. V6C 3A8

From: Keith Ryan [<mailto:keith@cyclingbc.net>]
Sent: May-10-12 12:51 PM
To: ida.chong.mla@leg.bc.ca
Cc: Scott Ackles; mike.dejong.mla@leg.bc.ca
Subject: 2012 World Cup - Abbotsford

Honorable Ida Chong, M.L.A.
Minister of Community, Sport and Cultural Development
Room 323
Parliament Buildings
Victoria, BC
V8V 1X4

Dear Minister,

Please find attached to this email information and a request regarding the 2012 BMX Supercross World Cup - Abbotsford.

Sincerely,

Keith Ryan
Chief Executive Officer
Cycling BC
keith@cyclingbc.net



Honorable Ida Chong, M.L.A.
Minister of Community, Sport and Cultural Development
Room 323 Parliament Buildings
Victoria, BC
V8V 1X4

7 May 2012

Dear Minister;

Re: 2012 BMX Supercross World Cup - Abbotsford

In 2011, Cycling BC was fortunate to receive "bid funding" from the Government of British Columbia to help secure the rights to a 2012 BMX World Cup. I am delighted to report that the International Cycling Federation (Union Cycliste Internationale) has awarded the final leg of the 2012 BMX Supercross World Cup series to British Columbia. This prestigious event will take place from September 10th to 15th in Abbotsford. The event will be located in Abbotsford's West Riding (Michael de Jong, Minister of Health) and Abbotsford's Electoral District (Ed Fast Minister of International Trade & Minister for the Asia-Pacific Gateway).

BMX Supercross made its Olympic debut as a cycling event at the 2008 Summer Games in Beijing and will make its second appearance at the London 2012 Games – the Abbotsford race will crown a World Cup Champion for both the men and women as it is the last leg of the 2012 BMX Supercross World Cup series and the the first race after the Olympics. This event will attract over 120 international athletes, 50 overseas media outlets, and an estimated 1000 out-of-town spectators.

Olympic Success Celebration

Tory Nyhaug, a 20-year-old BMX athlete from Coquitlam, will represent British Columbia at the 2012 Olympic Summer Games in London. We are delighted to report that Tory's performance over the last 12 months has proven him to be a medal contender for both the 2012 Olympic Games as well as the 2012 BMX World Championships being held in May. The Abbotsford World Cup will provide British Columbians the opportunity to see Tory and the rest of British Columbia's elite BMX athletes perform on a world stage. It will also provide an opportunity to celebrate the performance of other BC athletes competing at the 2012 London Olympics:

- Catherine Pendrel (2012 World Champion – Cross Country Mountain Bike)
- Zach Bell (Silver Medal – 2012 Track World Championships)
- Jasmin Glaesser (Silver & Bronze Medal – 2012 Track World Championships)
- Gillian Carelton (Bronze Medal – 2012 Track World Championships)



These athletes are all projected to win medals at the 2012 Olympic Games and a World Cup event will provide a great opportunity for public congratulations on behalf of the Provincial Government. Other athletes, such as Ryder Hesjedal from Victoria and Svein Tuft from Langley, are 2012 Tour de France participants and will contend for a medal in the Men's Road Race & Time Trial.

2015 Pan Am Games – Canada

Hosting this level of competition in Canada (BMX Supercross World Cup) as an annual event has become even more critical since Canada was awarded the 2015 Pan Am Games. The Pan Am Games include BMX as one of its medal events. A domestic World Cup can support the preparation of athletes for the Pan Am Games in 2015.

We have already secured substantial financial support from the City of Abbotsford, who have committed to completed significant upgrades to the BMX track. These improvements will add more permanent bleachers to increase the capacity of the venue and ensure a suitable power supply is available for the TV production. As an Olympic discipline, this event meets Sport Canada criteria for sport hosting and we have submitted a concurrent application to Canadian Heritage. Cycling BC is funding the redevelopment of the BMX track to meet Olympic standards and underwriting the financial operation of the event.

Worldwide Broadcast

This event will be broadcasted live across the world through major TV networks as well as via the Internet. IMG Media is currently negotiating the North American broadcasting rights for this event and we anticipate coverage through Canadian and American networks. The 2010 UCI BMX Supercross World Cup was distributed as follows:

- Europe; 600 minutes, estimated viewers app 1,000,000
- Asia & Middle East; 350 minutes, estimated viewers app 800,000
- America; 500 minutes, estimated viewers app 1,000,000
- Oceania; 300 minutes, estimated viewers app 500,000
- In 2010 all events were broadcasted live or delayed live (Pan Europe)
- In 2010 all events were shown live on Freecaster.tv

Together with hosting the last leg of the BMX Supercross World Cup series, Cycling BC is organizing a Community Mountain Bike Festival that will include skills clinics, skills competitions and a mountain bike race.

Healthy Living & Schools Initiative

Cycling BC will also be using the formal announcement of this event to launch our new High School Cycling Initiative. Cycling BC will be offering all Middle & High



Schools in British Columbia a free cycling program. The program consists of a six-week bike skills course for grade 6/7/8 students. Cycling BC will provide all equipment and instruction at no cost to the schools or students. Our organization has already purchased two full sets of equipment including cargo trailers to transport the equipment, bicycles, and helmets. One trailer will be located on Vancouver Island while the second will be based in the Fraser Valley. This initiative is part of Cycling BC's ongoing commitment to help young British Columbians adopt a healthy lifestyle through cycling.

The Provincial Government's continued support of major events has perhaps been one of the most important legacies from the 2010 Winter Olympic Games. The Provincial Government has played a critical role in supporting the recent Davis Cup Tie held at the UBC Arena (\$100,000), the Olympic Soccer Qualifiers (\$250,000) and the 2014 Special Olympic Canada Summer Games (\$1 million). We would like to ask the Government of BC to consider a similar level of support for the 2012 BMX Supercross World Cup.

Cycling BC asks for consideration of a grant of \$187,500, bringing the total Provincial Government support for this event to \$200,000. A comprehensive business plan and budget to support our request are attached. Myself and other members of our organization would be available at a time of your choosing to discuss the event in more detail. The economic impact of this event is estimated in excess of \$1 million providing a substantial return of government support. A full post-event economic impact study will be completed immediately following the event.

Thank you for your continued support for sport and healthy living in British Columbia.

Yours sincerely,

Keith Ryan
Chief Executive Officer

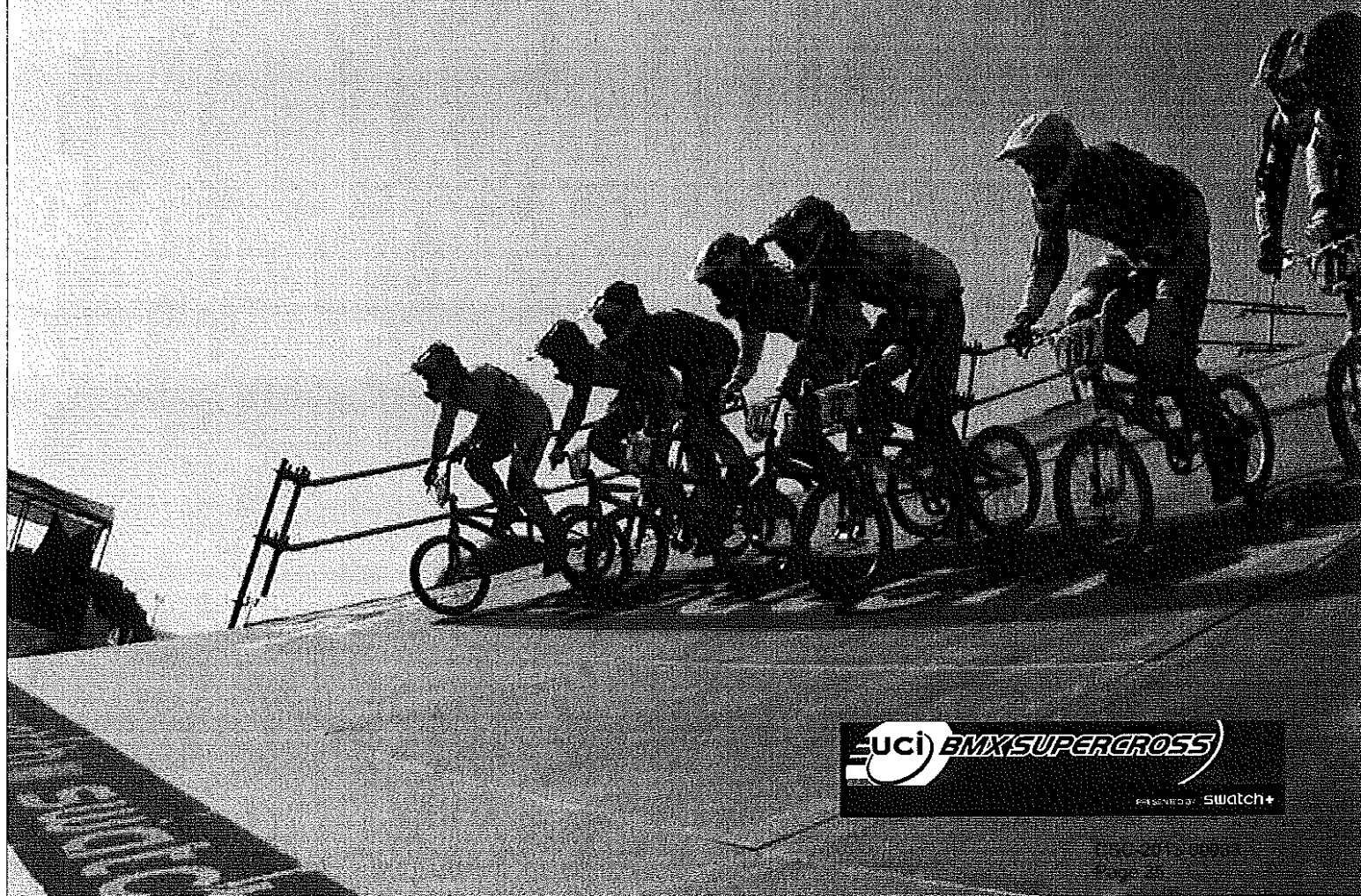
CC: Scott Ackles, Chief Executive Officer, BC Sport Agency
Honorable Michael de Jong, Minister of Health, MLA Abbotsford West

Income	Forecast	Expenses	Forecast
Activities / Events	\$10,250.00	Advertising	\$14,000.00
Donations	\$8,650.00	Antidoping	\$5,564.50
Food and Beverage	\$25,000.00	Awards & Athlete Recognition	\$18,490.00
Exhibitor Revenue	\$19,500.00	Communication	\$5,000.00
Goods Sold	\$19,500.00	Music & Performance	\$2,900.00
Provincial Government Grants	\$187,500.00	Food & Beverage	\$11,652.00
Participant Revenue	\$23,150.00	Guest Services	\$3,325.00
Federal Government Grant	\$50,000.00	Goods For Sale	\$6,987.50
Race Entry	\$5,000.00	Accommodation Costs	\$55,000.00
Sponsorship	\$65,000.00	Insurance	\$6,300.00
Spectator Revenue	\$39,000.00	Marketing	\$10,200.00
Bike Swap Commissions	\$14,500.00	Doctors and Medical Response Team	\$58,000.00
City of Abbotsford	\$40,000.00	Meetings	\$2,000.00
Toursim Abbotsford	\$10,000.00	Printing	\$4,800.00
Advertising Revenue	\$27,000.00	Protocol & Ceremonies	\$4,000.00
		Contract Staff	\$82,400.00
		Sanctioning Costs	\$18,550.00
		Security	\$6,600.00
		Shipping Costs	\$1,200.00
		Signage	\$4,000.00
		Storage	\$2,000.00
		Track Build/Maint	\$34,265.00
		Transportation	\$4,500.00
		Travel Expense	\$6,000.00
		Venue Infrastructure	\$83,458.00
		Volunteer Recognition	\$2,500.00
		Waste Disposal	\$384.00
		TV Production	\$56,000.00
		Economic Impact Study - Post Event Reporting	\$6,500.00
	Forecast		Forecast
Total Income	\$544,050.00	Total Expense	\$516,576.00
		5% Contingency	\$25,828.80
		Adjusted Total Expense	\$542,404.80
	Forecast		
Profit (Loss)	\$1,645.20		

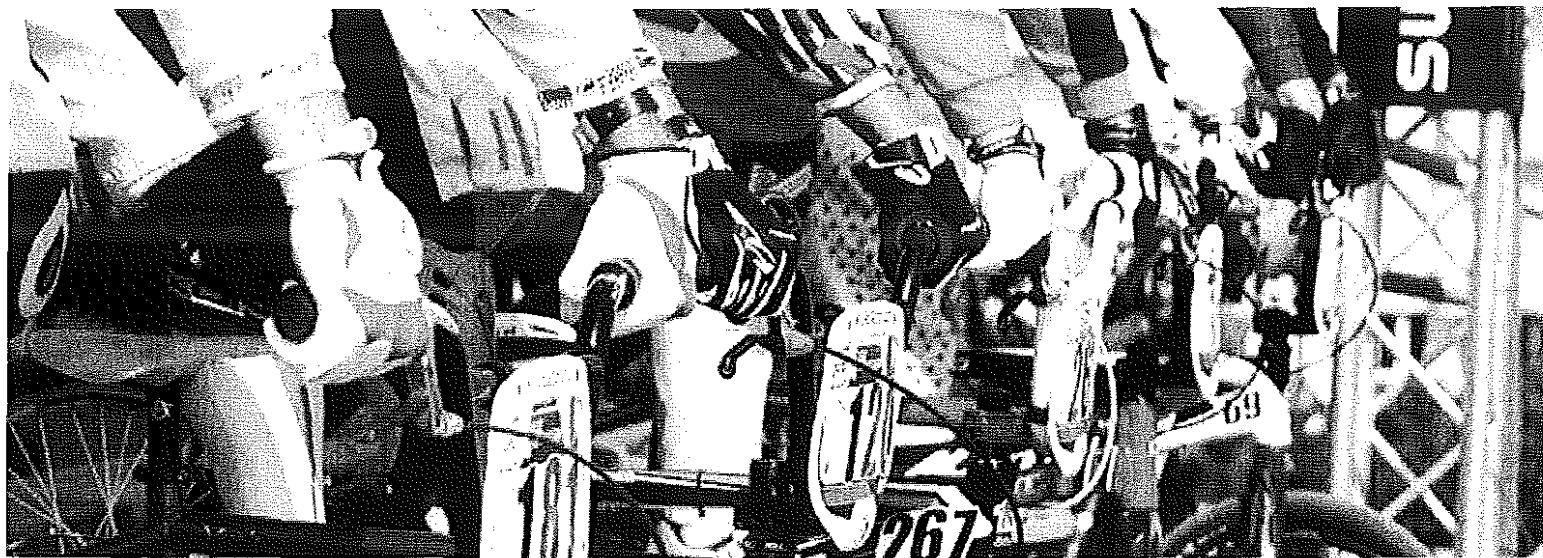
2012 UCI BMX Supercross World Cup



BID GUIDE



PRESENTED BY swatch+



Bicycle moto cross (BMX) started in the late 1960s in California, around the time that motocross became a popular sport in the USA.

In April 1981, the International BMX Federation was founded, and the first world championships were held in 1982. Thus, since January 1993 BMX has been fully integrated into the Union Cycliste Internationale.

The main BMX areas in the world were and are the U.S.A., Europe and Australia, whilst South America has also been growing rapidly over the past years.

The International Cycling Union (UCI) is cycling's International Federation recognised by the International Olympic Committee (IOC). The UCI was founded in Paris in 1900.

The UCI administers and promotes the development of the eight disciplines of cycling all around the world (road, track, mountain bike, BMX, para-cycling, cyclo-cross, trials and indoor cycling).

Over 2400 competitors from 38 countries participated in the 2009 UCI BMX World Championships that was held in Brisbane, Australia and in 2010 UCI BMX World Championships in Pietermaritzburg over 1600 competitors where on hand.

In August 2008, BMX made a successful debut at the Summer Olympic Games in Beijing, China. For the 2012 Olympic Games, BMX has moved into the Olympic Park and is predicted to make a huge impact scheduled for 3 competitions days in the second week of the Olympics.

GLOBAL SX EVENTS INC.

As from January 1, 2011, the UCI BMX Supercross World Cup will be managed by Global SX Events Inc.

Global SX Events has acquired all management, marketing and TV rights related to the UCI BMX Supercross World Cup.

Global SX Events Inc is lead by the most experienced staff around **Johan Lindstrom**— After working 10 years as the UCI BMX Coordinator, he will now bring the know-how to GSX and bring the BMX Supercross to the next level.

Tom Ritzenthaler— BMX track builder extraordinaire, who will continue through EliteTrax Inc. and build the most demanding and spectacular BMX tracks in the world. In addition, a number of experienced consultants will assure a top notch delivery of the BMX Supercross event.



UCI BMX SUPERCROSS WORLD CUP

The UCI BMX Supercross World Cup is:

- The premier BMX racing series in the world, with a prize purse of over 150'000 \$
- Featuring 5 events per year on four continents
- The most exciting and spectacular BMX racing events ever produced
- Featuring the very best male and female BMX riders
- Only BMX racing series featuring the Olympic format
- Main Qualification events for the Olympic Games

UCI BMX
SUPERCROSS
WORLD CUP

PARTICIPANTS

Each round of the BMX Supercross World Cup has approximately 200 to 250 participants from 30 Countries

The current high-profile male riders are:

Maris Strombergs, 26 (LAT)
Donny Robinson, 26 (USA)
Mike Day, 26 (USA)
Sam Willoughby, 21 (AUS)
Thomas Hamon, 26 (FRA)

The current high-profile female riders are:

Laetitia Le Corguille, 25 (FRA)
Shanaze Reade, 23 (GBR)
Arielle Martin, 26 (USA)
Sarah Walker, 23 (NZL)

EVENT SPECTATORS IN 2010

Round 1 (Madrid, Spain) was viewed by over 5'500 spectators

Round 2 (Copenhagen) was viewed by over 4'000 spectators

Round 3 (Chula Vista) was viewed by over 4'500 spectators

Round 4 (Frejus, France) was viewed by over 5'000 spectors with an estimated 50,000 visitors to the (Roc d'Azur) event.



TELEVISION & BROADCASTING RIGHTS

The 2010 UCI BMX Supercross World Cup (4 events) was produced by Friday TV U.K. and distributed as follows:

- **Europe;** 600 minutes, estimated viewers app 1'000'000
- **Asia & Middle East;** 350 minutes, estimated viewers app 800'000
- **America;** 500 minutes, estimated viewers app 1'000'000
- **Oceania;** 300 minutes, estimated viewers app 500'000
- **In 2010** all events were broadcasted live or delayed live (Pan Europe)
- **In 2010** all events were shown live on Freecaster.tv

DEMOGRAPHICS

- Young males and females from 12 to 24 years old
- Financially able to purchase your good and services
- They are Independent/leader personality type
- They are active participants of action sports
- They live in the Europe, Australia, and USA



PLUG AND PLAY

The UCI BMX Supercross is unique in the fact that it is a plug-and-play event for a local organizer.

The UCI and GSX are bringing valuable core staff and equipment. A few examples:

- All timing equipment and staff are supplied by Swiss Timing
- Start gate is supplied by Pro Gate
- Branding implementation is done by GSX staff.
- The complete TV production is done by Friday TV
- GSX is supplying an experienced DJ
- GSX is supplying the race announcer
- UCI is supplying a number of International Commissaires
- GSX is supplying the track builder and designer

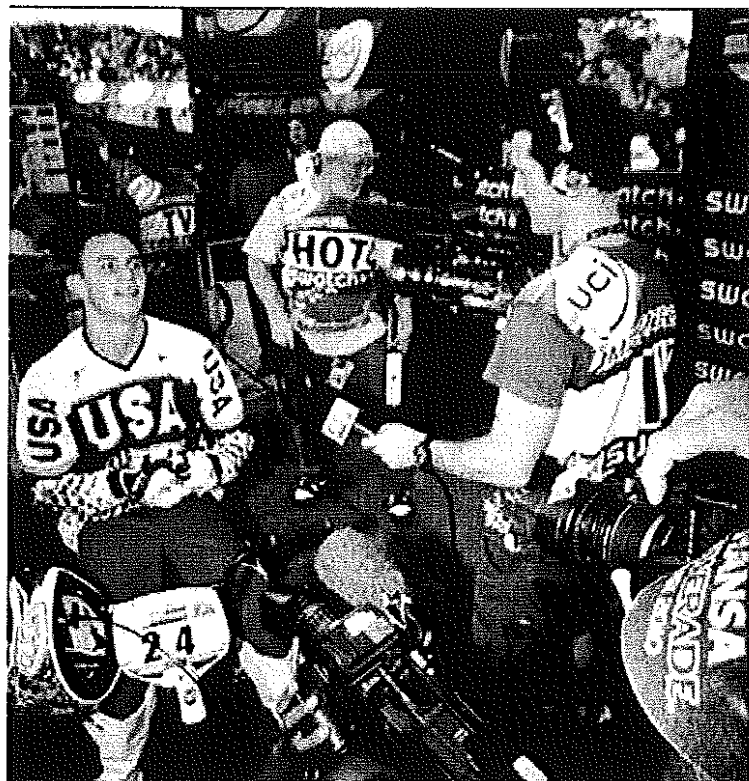
2012 CALENDAR

The 2012 UCI BMX Supercross World Cup will have a minimum of 5 legs during the pre-scheduled dates below

Start Date	End Date	Event	Country	Venue
24/02/2012	25/02/2012	UCI BMX Supercross World Cup	Any country	TBC
23/03/2012	24/03/2012	UCI BMX Supercross World Cup	Any country	TBC
13/04/2012	14/04/2012	UCI BMX Supercross World Cup	Any country	TBC
11/05/2012	12/05/2012	UCI BMX Supercross World Cup	Netherlands	Papendal
14/09/2012	15/09/2012	UCI BMX Supercross World Cup	USA	TBC
12/10/2012	13/10/2012	UCI BMX Supercross World Cup	Any country	TBC

RIGHTS OF THE ORGANISERS

The UCI respectively through Global SX Events hold the marketing and sponsorship rights to the 2012 UCI BMX Supercross World Cup. However, the UCI and GSX grant the organizer an average of 50% of the visibility depending on the location. The marketing rights are described in appendix 2.



Commitments of the Organizers & the UCI

GSX acquired the rights from UCI and is the owner of the worldwide broadcasting rights (including radio, TV, internet and any other multimedia broadcasts) of the 2012 UCI BMX Supercross World Cup. However, if the Organiser supplies the technical equipment for the TV production, GSX may grant the broadcasting rights within the host country to the Organiser (or host broadcaster).



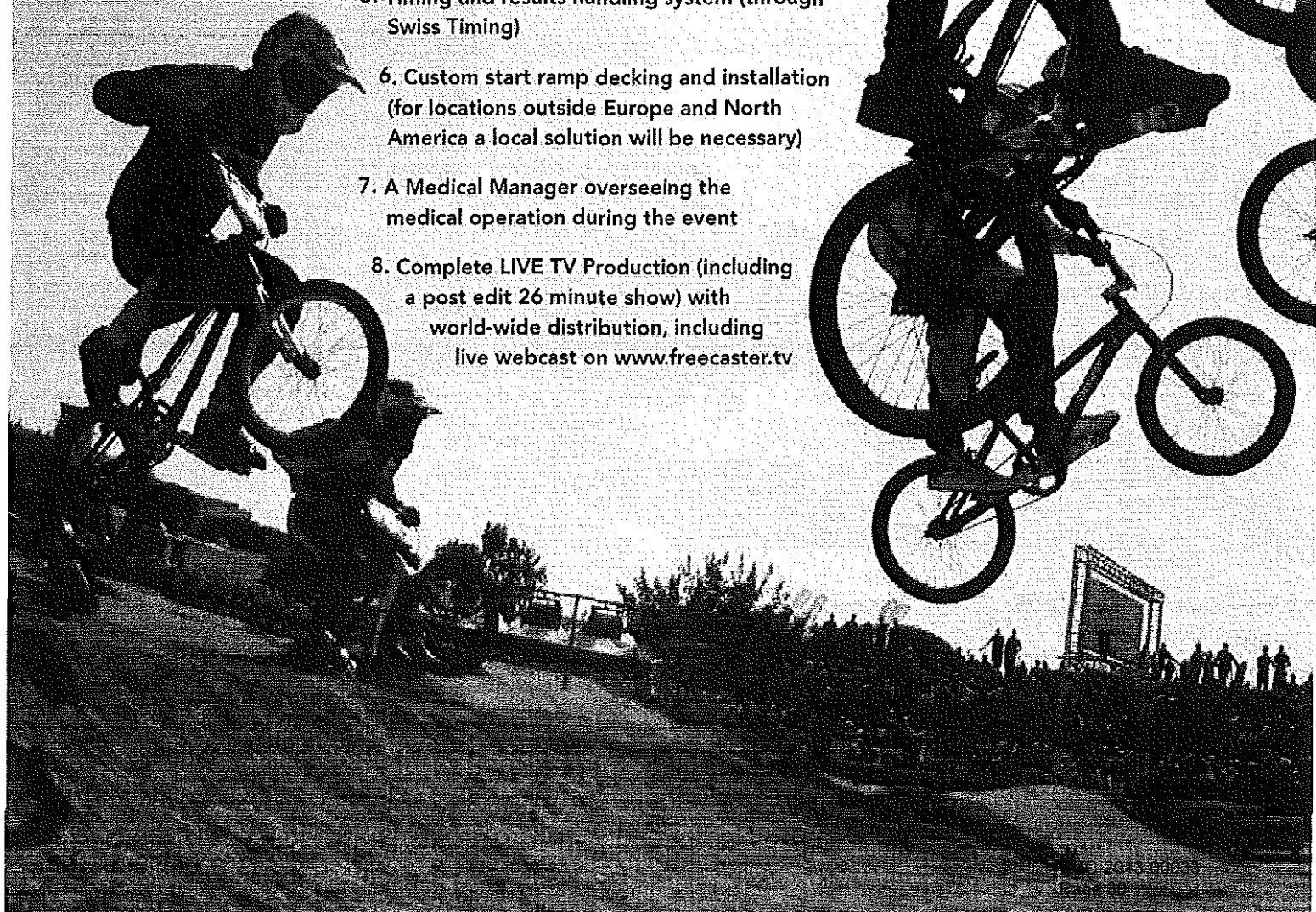
UCI
SERVICES

1. 2012 UCI BMX Supercross World Cup label,
2. Supply trophies for the final overall standing.
3. Payment of the overall prize money as mentioned in appendix 1
4. International Commissaires panel (3 persons)
5. Riders online registration system on www.uci.ch



GSX
SERVICES

1. UCI BMX Supercross general coordination & management.
2. General press service of the series, including internet services (results, photos etc)
3. Worldwide promotion of the 2012 UCI BMX Supercross World Cup
4. Official track builder services through EliteTrax
5. Timing and results handling system (through Swiss Timing)
6. Custom start ramp decking and installation (for locations outside Europe and North America a local solution will be necessary)
7. A Medical Manager overseeing the medical operation during the event
8. Complete LIVE TV Production (including a post edit 26 minute show) with world-wide distribution, including live webcast on www.freecaster.tv





ORGANISER SERVICES

- Organisation of the 2012 UCI BMX Supercross World Cup according to the terms and conditions of the series (c.f. 2012 UCI BMX Supercross Practical Organisation Guide);
- Payment of the minimum event prize money as mentioned in appendix 1;
- Human resources and necessary equipment for the track construction (c.f. 2012 UCI BMX Supercross World Cup Practical Organisation Guide).
- Supply 150 room nights for Global SX and UCI staff in hotel (near venue) during the event;

ORGANISER FINANCIAL RESPONSIBILITIES

The organizer is obliged to pay a € 10'000 calendar fee. In addition to other mentioned responsibilities for the Organiser, the model of the financial responsibilities in appendix 3 shall act as an outline for the provision organisation budget.

UCI FINANCIAL RESPONSIBILITIES

- Payment of the Overall Prize money (As in Appendix 1)
- Supply the trophies for the Overall Standings
- International Commissaires panel (3 persons)

BIDDING PROCEDURE

A) SELECTION OF THE CANDIDATES FOR THE 2012 UCI BMX SUPERCROSS WORLD CUP:

A UCI technical delegate or GSX representative visit will be organised for every new site. The following elements will be taken into consideration:

- Technical aspects of the site
- Geographical situation
- Evaluation of the general competences for the organisation of such an event

B) THE NATIONAL FEDERATIONS OR ORGANISERS/CANDIDATES WILL HAVE TO SUPPLY THE FOLLOWING INFORMATION FOR EACH CANDIDATURE:

- A support letter of the National Federation
- An introduction letter describing the motivations of the candidature
- Organiser's address
- References and events already organised by the organizer and on the venue/track (if it already exists);
- Requested dates (with reference to the period mentioned above) ;
- Infrastructures available (track, grand stands, press room, meeting rooms, commissaires room, accreditation-registration center, official hotel etc.);
- Team accommodation possibilities
- Provisional complete budget (incomes and expenses);
- Geographical situation (airport distance, freeway access, big cities and accessibility to the site);
- Map and profile of the venue and (if already exists) the track. Preferably in colour and in A4 form.
- Do you plan more events than the UCI BMX Supercross World Cup? If yes which one and when.

Four (4) files have to be prepared in English and returned to the UCI before **1st July 2011** to the following address:

Ms. Ellen Bollandsee
International Cycling Union (Off road)
1860 Aigle, Switzerland
Mail to: ellen.bollandsee@uci.ch

In addition, a copy of the file shall also be sent to:

Global SX Events
Creekside Plaza 1000 Suite 300
Gahanna, Ohio 43230 USA
Mail to: johan.lindstrom@gsxevents.com

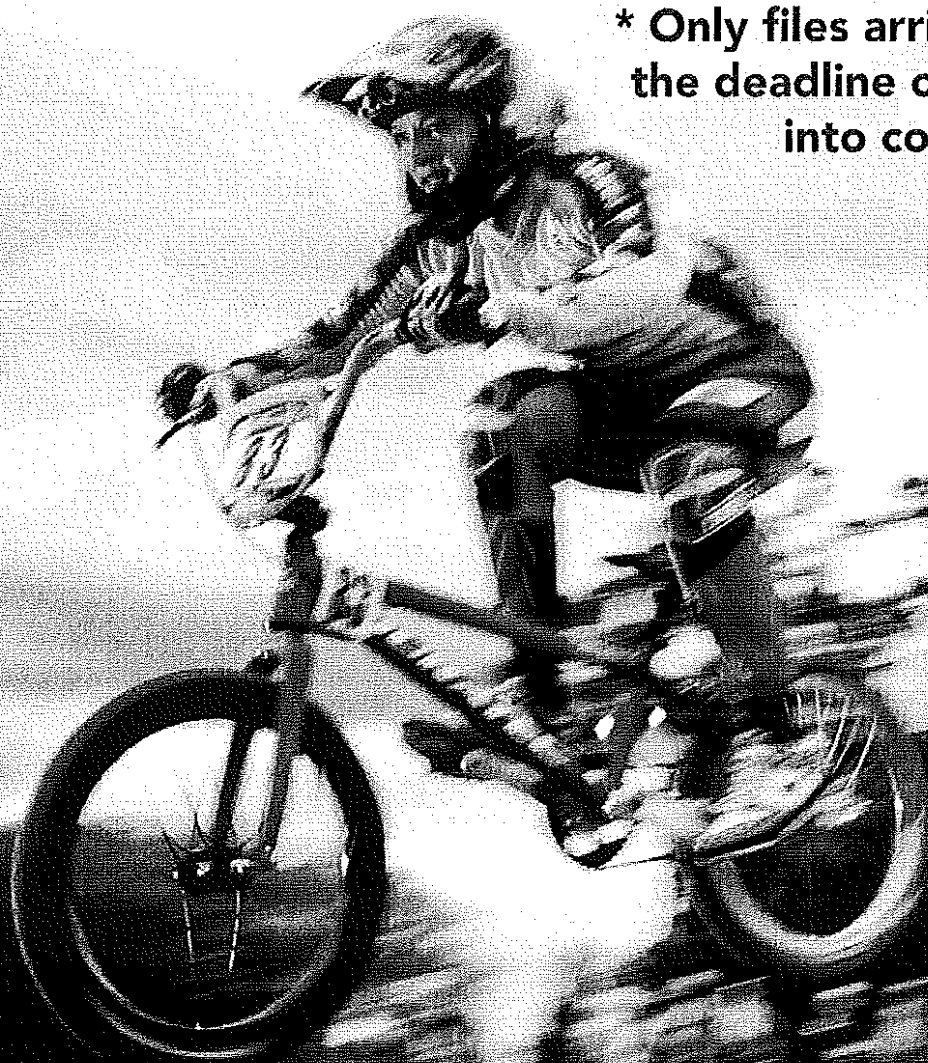
The candidatures will not be confirmed before:

a) The signature of a contract, which will be sent to each candidate and/or the hosting National Federation.

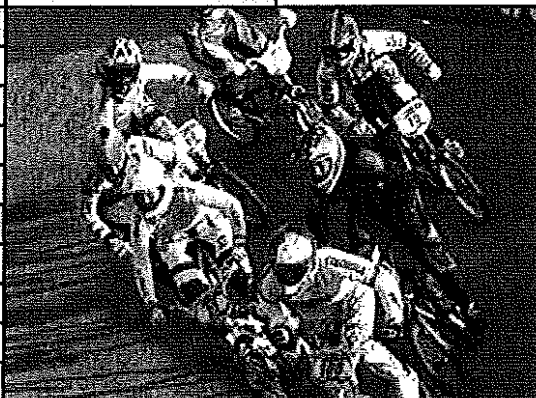
b) The UCI will evaluate the received bids, which have signed the contract and will announce the selected venues and organisations of the 2012 UCI BMX Supercross World Cup by letter and later on followed by a press release.

**ATTRIBUTION
PROCEDURE**

*** Only files arriving before
the deadline can be taken
into consideration.**



**APPENDIX 1
PRIZE MONEY
GRID (SUBJECT
TO CHANGE)**

BMX SUPERCROSS	MEN ELITE		WOMEN ELITE			
	Per Round	Overall	Per Round	Overall		
1st	€ 2'866	€ 6'000	€ 1'500	€ 3'000		
2nd	€ 1'666	€ 4'000	€ 733	€ 2'000		
3rd	€ 1'000	€ 2'500	€ 300	€ 1'250		
4th	€ 800	€ 1'500	€ 267	€ 800		
5th	€ 666	€ 1'200	€ 233	€ 700		
6th	€ 600	€ 1'000	€ 200	€ 600		
7th	€ 500	€ 800	€ 187	€ 500		
8th	€ 400	€ 600	€ 167	€ 400		
9th		€ 550		€ 275		
10th		€ 500		€ 250		
11th		€ 450		€ 225		
12th		€ 400		€ 200		
13th		€ 350		€ 175		
14th		€ 300		€ 150		
15th		€ 250		€ 125		
16th		€ 200		€ 100		
Dropping out semi-finalists (1st semi-final)						
5th	€ 150					
6th	€ 133					
7th	€ 100					
8th	€ 60					
Dropping out semi-finalists (2nd semi-final)						
5th	€ 150					
6th	€ 133					
7th	€ 100					
8th	€ 60					
TOTAL	€ 9'384	€ 20'600	€ 3'587	€ 10'750		

**APPENDIX 2
MARKETING
RIGHTS**

See Separate Document

2012 UCI BMX SUPERCROSS - MODEL OF FINANCIAL OBLIGATIONS			UCI	GSX	Organizing Com
Administration, Staff					
GSX Staff	General management			X	
UCI Staff	1 x Technical Delegate		X		
UCI Commissaires	3 x commissaires		X		
Official photographer				X	
UCI Anti-doping personnel	2 x		X		
General Race Organisation	Min 15 x persons				X
Implementation personnel	2 x staff			X	
Timing staff	Swiss Timing x 4			X	
Track building staff	min 1 x builder			X	
Track building volunteers	4 x volunteers				X
Announcer	1 x GSX, 1 x OC			X	X
Deejay	1 x GSX			X	
Medical Manager	Min 1 person			X	
Local First Aid & medical staff					X
Catering - staff					X
Site visits			X	X	
General administration				X	
Calendar/rights fee					X
UCI online registration system			X		
Events Costs					
Track material					X
Heavy machinery rental					X
Start Ramp scaffolding					X
Start Ramp custom deck*				X	
Start gate				X	
Timing equipment				X	
Video Screen					X
Start/Finish/podium arch trussing					X
Spectator grandstands					X
Safety Air fence				X	
Track cover/plastic					X
Barriers					X
Toilet facilities					X
Riders covered area start/finish					X
Administration/timing				X	
Administration facility					X
PA System					X
Communication/radios				X	X
TV/Media/Promotion					
TV Production	TV Production			X	
Onsite Communication	Onsite Communication				X
Accreditation system	Accreditation system			X	
Media/press facility	Media/press facility				X
Banners/Back drops	Banners/Back drops				X
Number plates	Number plates			X	
Information signs	Information signs				X
Promotion	Promotion				X
Promotion	Website, program, poster, flyers			X	
Miscellaneous					
Prize Money per event					X
Prize Money overall			X		
Trophies per event					X
Trophies overall			X		
Riders catering	200 rider x 3 days				X
Anti-doping facility					X
Anti-doping tests			X		

APPENDIX 3 MODEL OF FINANCIAL OBLIGATIONS



Business Plan for the Hosting of a 2012 BMX World Cup in Abbotsford



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2012 UCI BMX World Cup
Abbotsford, BC

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1 Executive Summary

On January 31st, 2012 Union Cycliste Internationale awarded Cycling British Columbia the final round of the 2012 UCI BMX Supercross World Cup. The importance of hosting this level of event has never been greater as Canadian athletes like Tory Nyhaug ascend the world rankings and prepare for the 2012 and 2016 Olympic Games.

Mission Statement – Organizing Committee

The Organizing Committee's mission statement is as follows:

To organize world-class cycling competitions that lead to international success for elite Canadian athletes.

Key Objectives – Organizing Committee

- To host a World Cup Supercross Event that helps Canadian athletes prepare for International competitions
- To promote Canada, British Columbia and Abbotsford as through international media exposure
- To host a World Cup Supercross event that encourages participation the sport of BMX in Canada

The hosting of this event in 2012 will specifically support the development of Canadian BMX athletes in the training to win stage of LTAD and most notably the development of Tory Nyhaug who finished 5th overall in the 2011 World Cup standings. This athlete's performance at the highest level of the sport now makes him a serious medal contender for both the 2012 and 2016 Olympic BMX events. Cycling British Columbia spearheaded the construction of a new BMX Super-cross start hill in 2011, which has in turn allowed us to secure the final round of the 2012 World Cup season.

The construction of a Canadian Supercross Track and the hosting of a regular World Cup event are essential for the proper preparation of current and future Olympic athletes. Until the construction of the Abbotsford Supercross track in May 2011, Canadian athletes were forced to train at the USOC BMX Facility on San Diego. Securing a World Cup event has facilitated the opportunity for Canadian athletes to train year round on home soil prior to the 2012 Olympic games. Importantly, the Abbotsford track re-construction will happen in June and provide Tory Nyhaug with valuable training on an Olympic standard track. The USOC has already placed considerable restrictions on access to the facilities in San Diego.

Hosting a regular Supercross World Cup in Canada provides valuable preparation for Canada's elite BMX riders and will play a critical role in their preparations for other rounds of the world cup, the World BMX Championships and future Olympic games. This event will also play a critical role in providing accessible World Cup competition other younger Canadian athletes who have entered the Training to Win stage and are looking toward competing at the 2016 Olympic and Paralympic Games in Rio, Brazil.

A World Cup BMX event in Canada will attract considerable national and regional media coverage. The media exposure will be further enhanced by the projected success of Tory Nyhaug at World Cups, World Championships and Olympic games. The combination of these two factors can and will encourage young athletes to pursue BMX

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as an Olympic sport and help ensure that Canadian's secure future international success.

Recent changes to the design of World Cup/Olympic standard tracks and the adoption of the Supercross start hill as a standard has created steep learning curve female athletes in the Training to Win stage. The first jump and the aggressive features of Olympic standard tracks make the presence of a domestic competition even more critical for female competitors.

With an estimated 125 elite competitors and as many as 2000 people expected to visit Abbotsford during the event, an economic impact of \$200,000 on the local economy can be expected. With a large proportion of visitors coming from the western United States, the event can help to stimulate tourist visits to Abbotsford, the Fraser Valley and the Lower Mainland.

The Canadian Cycling Association's Mission Statement is as follows:

To create and sustain an effective system that develops talented Canadian cyclists to achieve Olympic, Paralympic and World Championship medal performances.

Operational Strategies

Cycling BC has set up a separate events team to organize all aspects of this event and other smaller races (2012 Cyclo-cross Nationals, etc). All the 2012 BMX World Cup events are operated in partnership with the Union Cycliste International (UCI) and the global Rights Holder (GSX events) and the specific responsibilities of each level of organization are specified in the UCI BMX Supercross Organisation Guide

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OC and NSO Obligations

The follow graphic outlines the general obligations for the hosting of this event:

2012 UCI BMX SUPERCROSS - MODEL OF FINANCIAL OBLIGATIONS		The costs relates to		
1	Administration, Staff	UCI	GSX	Organizing Com
	GSX Staff	General management	X	
	UCI Staff	1 x Technical Delegate	X	
	UCI Commissaires	3 x commissaires	X	
	Official photographer		X	
	UCI Anti-doping personnel	2 x	X	
	General Race Organisation	Min 15 x persons		X
	Implementation personnel	2 x staff	X	
	Timing staff	Swiss Timing x 4	X	
	Track building staff	min 1 x builder	X	
	Track building volunteers	4 x volunteers		X
	Announcer	1 x GSX, 1 x OC	X	X
	Deejay	1 x GSX	X	
	Medical Manager	Min 1 person	X	
	Local First Aid & medical staff			X
	Catering - staff			X
	Site visits	X	X	
	General administration		X	
	Calendar/rights fee			X
	UCI online registration system	X		
2	Events Costs			
	Track material			X
	Heavy machinery rental			X
	Start Ramp scaffolding			X
	Start Ramp custom deck*		X	
	Start gate		X	
	Timing equipment		X	
	Video Screen			X
	Start/Finish/podium arch trussing			X
	Spectator grandstands			X
	Safety Air fence		X	
	Track cover/plastic			X
	Barriers			X
	Toilet facilities			X
	Riders covered area start/finish			X
	Administration/timing		X	
	Administration facility			X
	PA System			X
	Communication/radios		X	X
3	TV/Media/Promotion			
	TV Production	TV Production	X	
	Onsite Communication	Onsite Communication		X
	Accreditation system	Accreditation system	X	
	Media/press facility	Media/press facility		X
	Banners/Back drops	Banners/Back drops		X
	Number plates	Number plates	X	
	Information signs	Information signs		X
	Promotion	Promotion		X
	Promotion	Website, program, poster, flyers	X	
4	Miscellaneous			
	Prize Money per event			X
	Prize Money overall		X	
	Trophies per event			X
	Trophies overall		X	
	Riders catering	200 rider x 3 days		X
	Anti-doping facility			X
	Anti-doping tests		X	

Economic Impact

The economic impact of international BMX events is substantial. The 2007 World Championships resulted in \$5.1m of direct, indirect and induced impact on GDP across the province as a whole, \$3.7m of that accruing to Victoria. The total impact on industry output is estimated at \$8.1m in Victoria plus an additional \$3.1m in the rest of B.C. Total tax revenue at federal, provincial and municipal levels of government amounted to \$2.4m.

Using previous World Cups as a guide, we can expect the average length of stay for out of country and out of province visitors to be a minimum of 3 days with a maximum of 6. During their stay they will spend, on average, \$200 per day. And the majority of them will likely return to British Columbia for future holidays or events.

As a partnership of Cycling British Columbia and the Abbotsford BMX Club, the 2012 BMX World Cup will achieve a number of objectives shared by senior levels of government and the sport community.

Both federal and provincial governments are committed to optimizing the economic social and sport development impacts of hosting international sports events. These benefits include the potential to increase physical activity and the health of citizens, especially youth; to increase participation in sport. Governments are also interested in showcasing British Columbia and Canada as a successful sporting nation in the years following the 2010 Winter Olympics. The 2012 BMX World Cup offer governments an opportunity to advance all of these objectives.

Hosting the world's best BMX athletes will provide a unique opportunity for British Columbia's BMX racers to compete in front of an enthusiastic and supportive crowd and to push their training and competition to higher levels.

This business plan spells out the nature and scope of the event, its potential to positively impact the development of cycling in British Columbia and Canada and its significant economic impact. It provides a justification for an investment by the federal and provincial governments in a spectator-friendly, youth oriented, and strategically important World Cup BMX event.

History of BMX Cycling

Inspired by Motocross Racing, Bicycle Motocross (BMX) racing started in the 1970s as California youth copied their motorcycle racing heroes by taking their bicycles "off-road" onto dirt tracks. BMX holds an "extreme" sport appeal and it represents a strong youth movement within cycling. Since its inception, it has grown into an internationally recognized sport with more than 60,000 licensed BMX riders with Union Cycliste International (UCI) affiliated organizations worldwide and another 40,000 in the United States not affiliated with the UCI.

This youth aspect is one of the primary reasons the International Olympic Committee accepted it into the Summer Olympic schedule in 2004. The 2012 Summer Olympics in London will include BMX as part of its competition schedule and Canada has a potential gold medalist in Tory Nyhaug. Inclusion as an Olympic event will capture the interest of the youth market and result in anticipated additional participation growth worldwide.

In 2004, the UCI introduced the first high-level training program for BMX athletes and coaches, leading up to the Beijing Olympics. National Cycling Federations were invited to send athletes and trainers to the World Cycling Centre in Switzerland to take part of the first BMX training course of its kind.

Abbotsford 2012 World Cup will be one of the most important pre-Olympic events, as results will help prepare the National team members for the Olympics. Reflecting the growth of the sport around the world, the World Cup are now contested by athletes from more than 40 nations.

Bid History

The construction of the new Supers-cross start hill has proven to be a significant catalyst in bidding for a BMX World Cup. As with other sports, a prior commitment of funding from government is critical to the success of the bid to host a BMX World Cup. Consequentially, Cycling BC is applying for Provincial and Federal funding prior to being formally awarded a BMX World Cup. As a result, all government commitments to funding would be contingent on the bid being successful.

Principal Players

Cycling British Columbia

Affiliated with the CCA, CBC is the provincial governing body for the sport of cycling in British Columbia. It is a not-for-profit association registered under the BC Societies Act and represents the full range of cycling disciplines including Road, Track, Cyclo-cross, Mountain Biking and BMX.

CBC's main responsibilities include:

- ♦ Licensing riders, coaches & officials
- ♦ Developing racing calendars
- ♦ Training coaches & officials
- ♦ Supporting local clubs
- ♦ Sanctioning & insuring cycling events

- ♦ Providing training and development courses & clinics
- ♦ Developing athletes
- ♦ Operating a Cycling Resource Centre

The Board of Directors, elected by members at the Annual General Meeting, provides policy direction to staff. Other important volunteers serve Cycling BC as race organizers, coaches, commissaires, instructors and committee members.

Abbotsford BMX Club

Abbotsford BMX Club is the society that operates the Abbotsford BMX Track and offers racing opportunities to BMX athletes in Abbotsford and other parts of the Fraser Valley. The club has extensive hosting history of both National and International events. This includes two National Championships in the past 5 years and the BMX Pre-world event in 2007.

The Canadian Cycling Association (CCA)

The CCA is Canada's oldest sport governing body. The Association was known as the Canadian Wheelmen's Association when it was founded in 1882. In 1968, it was officially named the Canadian Cycling Association. The CCA is the recognised authority by the UCI on all aspects of sport cycling in Canada.

Today, more than a century later, the CCA continues to pursue its mission to lead and support the development and growth of cycling in Canada through programs, leadership development and technical expertise. The CCA has an excellent high performance program led by full-time professional coaches at national and regional cycling development centres, a strong calendar of national and international events. In 2003 launched a national introduction to cycling program for youth called Sprockids.

The CCA is the sum of its member provincial/territorial cycling associations and is governed by a board of directors comprising a president, five directors at large and a national team athlete director. Expert volunteers and staff lead programs for athlete, coach, officials and event development. The association's national office is located in Ottawa.

Membership of individuals, clubs and trade teams is processed through the affiliated provincial and territorial associations, including Cycling BC.

Purpose of Business Plan

The purpose of this business plan is to bring into focus the full scope and context for the BMX World Cup, including the strategic advantages for Canada in hosting this sport at such a critical stage of its evolution to Olympic Games status.

The plan will outline a vision of the future for the Sport in Canada as a result of this event and will provide reasons why investment in this event and this sport are integral to future sport development, strong community health indicators, community development initiatives, and environmental impacts.

The plan will also indicate how this event can assist in the delivery of healthy community and family initiatives; how it can showcase and position the city, province and country in the years following the 2010 Olympic Games; how it act as a valuable ally in supporting the international Olympic family and how it can help develop sport connections to over 25 nations world-wide.

2 Description of the Event

Sport Governing Body

The UCI governs the sport of cycling and operates a World Cup Series for a variety of cycling disciplines including Road, Track and BMX, Mountain Bike and CycloCross. It is affiliated with the International Olympic Committee (IOC).

The UCI is a non-profit organization founded in 1900, and is the association of the National Cycling Federations, including the CCA. Its headquarters are in Aigle, Switzerland. UCI believes that cycling should be valued as a competitive sport, a popular leisure activity and an environmentally friendly means of transport around the world.

The aims of the UCI are as follows:

- ♦ Regulate cycling at the international level;
- ♦ Promote cycling in every country throughout the world and at all levels;
- ♦ Organize the World Championships for all disciplines;
- ♦ Encourage friendly relations between members of the cycling family;
- ♦ Promote sporting ethics and fair play;
- ♦ Represent the sort of cycling and defend its interest on national and international bodies;
- ♦ Collaborate with the International Olympic Committee with respect to Olympic cycling events.

The UCI is also concerned with the following areas:

- ♦ Training and development
- ♦ The fight against doping
- ♦ Developing equipment
- ♦ Ethics
- ♦ Good governance
- ♦ Protecting the environment
- ♦ Promoting women's cycling
- ♦ Involving disabled people.

General Description of BMX

This sport is primarily a focus for young riders between the ages of 5 and 18. Participation also includes adult categories with riders as old as 55+. This dynamic has evolved the sport to be one with a strong family orientation and one that encourages life-long participation. It is not unusual for entire families to compete in various age and gender categories. Also, because of the young average age of participants, parents travel with their kids and are very involved with the operation of local tracks and the running of events.

The sport is reasonably cost effective for families from an equipment and participation standpoint. Single design bikes with simple components, track memberships and competition entry fees are affordable.

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This sport is primarily a focus for young riders between the ages of 5 and 18. Participation also includes adult categories with riders as old as 55 and older. Because of this dynamic, the sport has evolved into one with a strong family orientation that encourages life-long participation. It is not unusual for entire families to compete in various age and gender categories. Also, because of the young average age of participants, parents travel with their kids and are very involved with the operation of local tracks and the running of events.

On the competitive side, there is a well-established professional circuit for elite competitors. These riders range in age from 16 to 25 and up. The World Cups provides classifications for the elite competitors as well as "all-comers" classifications, thus ensuring large participation bases for competitors and spectators alike.

The sport itself takes place on closed circuit made of dirt and featuring bumps, jumps, corners and straights. Courses are generally between 300-400 metres in length and can feature elements unique to the elite competitors.

The sport itself takes place on closed circuit made of dirt and featuring bumps, jumps, corners and straights. BMX races are held on circuits of around 350 metres, including jumps, banked corners and other obstacles. Eight riders compete in each heat (qualifying rounds, quarter finals, semi-finals, finals) with the top four qualifying for the next round.

The main BMX areas in the world were and are the U.S.A., Europe and Australia, whilst South America has also been growing rapidly over the past years. BMX has been integrated with many national cycling federations. Currently, there are 75 national federations with official BMX activities recognized by the UCI.

UCI BMX World Cups

The UCI BMX Supercross World Cup is the world's most prestigious BMX racing series, open only to junior and elite racers. The Abbotsford World Cup would mark the debut of regular high profile international BMX Racing in Canada. Besides offering valuable International Cycling Union rankings points and a healthy prize purse, the Abbotsford event provides valuable preparation for athletes attending the subsequent World Cups, World Championships and Olympic competition.

Race classes & criteria's

Combined class for Elite Men & Junior Men (17 Years and older) and combined class for Elite Women & Junior Women on selected events. Riders must carry an international license issued by their National Federation.

Ranking points

The UCI BMX Supercross World Cup is a class 2 event and will count for individual points in the UCI BMX Ranking, also eligible for the Nations ranking functioning as the Olympic Qualification criteria. Every year the UCI shall bestow upon the first-place overall finisher in each 20" competing class at elite and junior level recognized by the UCI, the title of "UCI BMX Supercross World Cup Champion".

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Abbotsford, BC

Track layout and features

The Supercross track is similar to traditional BMX racing, however the track is much more challenging, with major double-jumps, step ups and a very technical "rhythm section". The track also needs to have a very large (scaffolding) start ramp, to be able to gain the necessary speed. The start ramp is 8 meters high, 10 meters wide with an 18/28° sloping angle.

Total length of the track:

minimum of 300 metres, maximum of 350 metres with an average lap time of 30-40 seconds.

Area of track:

minimum 90 x 60 meters

Width of the track:

minimum of 5 meters

Height of the scaffolding starting ramp:

minimum of 8 meters

Participation Numbers - Competitors

Traditionally, sport participation reaches peak levels when the event is hosting in Europe. North American based competitions are the next most attended events while South American and Australian events, due to the distance from strong participation regions tend to fare the worst attendance-wise. With the sport's Olympic announcement in 2004, participation surged dramatically.

Participation Numbers – Spectators

The large competitor participation numbers, combined with the relatively young age of the majority of the competitors and the family aspect of the sport, means that most of the competitors travel with family members. It is estimated that each competitor will travel with a minimum of 2.5 additional people. As a result, close to 2000 competitors, family members, officials and media are expected to visit the host community as part of the immediate "BMX Supercross Family".

Table 2-1		Table 2-2	
List of Participants by Function		List of Participants by Origin	
		North America	1545
Elite Competitors	125	South America	100
Coaches/Support Staff	300	Europe	200
Officials	20	Africa	30
Visiting VIP's	30	Eurasia	50
Attending Spectators	1500	Australasia	50
Total	1975	Total	1975

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Additional spectators drawn to the event will add to these numbers. It is expected the majority of these spectators will travel from the Pacific Northwest region (BC, WA, OR), Alberta and California.

3 Strategic Considerations

The International Perspective

The North American West Coast is the birthplace for this sport and continues to be one of the most active regions in the world for sport participation levels. As the sport prepares for participation in the 2012 Olympic Games the Abbotsford World Cup will be part of a series seen to be a vital link moving the sport from its strong grass roots levels to a greater level on the International sport stage.

The West Coast of Canada is seen as an ideal location to host a World Cup in the pre-Olympic year due to its proximity to the Western United States and British Columbia's strong connections to China and Asia. It is also centrally and conveniently located between the two other BMX hotbed locations of Europe and Australia.

As the IOC continues to build its Olympic brands (Summer and Winter), it is making adjustments to its sports rosters with a view to adding sports with a younger demographic both in terms of participants and in terms of its fans. The addition of "X-Sports" like Snowboarding in the winter Olympics was made for this reason. The addition of BMX Cycling is the Summer Olympics equivalent to Snowboarding.

The Canadian Perspective

The Canadian BMX system is undergoing change as it moves to its Olympic status. These Worlds are seen as a strategic opportunity to strengthen the CCA BMX brand, build greater awareness of the sport and establish a proper grass roots to high performance development system that ties into and reinforces the development systems of other cycling disciplines. The overall objective is to develop cyclists that evolve from one cycling discipline to another as the skill sets evolve. BMX is a critical first step in this perspective as the explosive nature of the sport lends itself well to developing high performance athletes in quick times. From here the natural progression would move athletes into Track, Mountain Biking and finally Road Cycling.

The Provincial/Regional Perspective

The majority of Canada's best BMX riders have come from BC and Alberta. Currently, British Columbia boasts one of the hottest Olympic prospects in the world - Coquitlam's Tory Nyhaug. The World Cup will provide Tory, other National Team Members, and others from the region the opportunity to compete at the highest levels on their home turf, while preparing our athletes for Olympic and World opportunities.

The Local Perspective

As Sports Town Canada, Abbotsford is a natural location for high performance cycling. The Fraser Valley region boasts ideal year around weather for training, a good variety of roads and terrain for riding, and a strong cycling infrastructure.

This event will be instrumental in building and utilizing a world class BMX facility that will aid in attracting, on a regular basis, additional important BMX events. These additional events will be an instrumental fiscal legacy of the games, driving economic impacts, athlete development and community support well into the future.

Additional Perspectives

This event also offers the following benefits:

- ♦ It provides an opportunity for the host facility operator to develop stronger connections to the sport system and opens up partnership opportunities with the sport
- ♦ It provides the host facility operator to develop additional infrastructure through the development of a new track and the redevelopment of the existing track to all-year sport field and parking use – both uses support identified high need requirements
- ♦ The development of this infrastructure and related programs leads to additional opportunities for recreational and competitive pursuits for local citizens and complements Provincial goals for being the fittest jurisdiction to ever host an Olympics
- ♦ It provides an opportunity for Canada's cycling industry to showcase its products to an international marketplace
- ♦ It provides an opportunity for British Columbia to export its knowledge to other jurisdictions hosting major sporting events.
- ♦ It will provide an opportunity for the Province to host members of the Olympic Family, the London Organizing Committee and other guest
- ♦ It can provide the Canadian Bicycle Trade Industry with important exposures internationally.
- ♦ It will drive important Sport Tourism based rubber tire visitors from throughout Western Canada and the Pacific North West, as well as international visitors arriving by air.

4 Impacts of hosting

Legacy

The legacy of these events is measured in hard legacy items and soft legacy items. The legacy from this event is already evident and will grow through and beyond the event. The legacy of this event will stretch from coast to coast to coast across our great land.

Hard Legacy

Most visibly, the greatest legacy of this event is a world-class track to be re-developed on 1.5 acres of land at the Abbotsford Athletic Park. This track will feature the best in international starting gates; a design that ensures the integrity of the track is retained even in inclement weather and an infrastructure to support multiple club use, National Team Programs and recreational programming.

In addition through funding support, Cycling BC has secured a set of BMX bikes for use at the track for disadvantaged youth. This program will be fully developed in time for the World Cup and will assist in providing barrier free access for the Fraser Valley youth looking for an outlet for their energy.

A net profit is another important legacy we are striving to achieve and our motivation is in building a stronger future for BMX and cycling in general in Canada. Cycling BC and Abbotsford BMX will share in financial legacy with other affiliated tracks in BC through a grant. Importantly, these monies would be tied to program development in support of BMX in their respective community.

Soft Legacy

Our soft legacies, those that are harder to quantify and measure include the development of human capital; the training of athletes, coaches and officials; the training of volunteers and the implementation of programs to assist disadvantaged youth participate, barrier-free in the sport. This investment connects to societal legacies including a healthier more active population, pride in sport achievements by local and Canadian athletes and pride in community. As we near 2012, our province is garnering additional attention and events like these support the positive aspects we wish to portray to our international observers.

Impact on Cycling in Canada and on BMX in particular

BMX represents an important youth movement within cycling. With its "extreme" sport reputation and its inclusion as an Olympic event a greater interest and participation rate from the youth market is being seen.

Hosting the event in Canada provides additional awareness of the sport across the country and will further the growth of the sport amongst young Canadians in particular those from Abbotsford and British Columbia. BMX is an excellent feeder system for other cycling disciplines. Its youth focus and relatively barrier free access to participation creates a much larger pool of cycling talent in the country. BMX teaches good fundamental cycling skills, which can ultimately be applied to other cycling disciplines such as track and mountain bike and, indeed, other sports such as luge and skeleton (all

these sports share a common theme - manoeuvring an object with your body along a track at speed).

At the provincial level, British Columbia will benefit from increased profile of BMX. This increase in profile will encourage for the emergence of more clubs and tracks and ultimately to more organized cycling programs and initiatives.

Impacts on Canadian Athlete Development

BMX is an excellent discipline to develop athletes through all the stages of cycling's Long-Term Athlete Development Model, which has been developed by the CCA and is being rolled out across the country. Good BMX riders develop explosive power, excellent motor co-ordination, high technical skills and a good tactical brain. This makes BMX a natural training ground for future cyclists in all disciplines.

The CCA benefits in terms of youth development, as there is the potential for BMX to feed athletes to other cycling disciplines. BMX teaches good fundamentals which can ultimately be applied to any cycling discipline. Growth in BMX will lead to more organized cycling programs and initiatives at the national level.

The event will also help to expand/demonstrate the capacity within BC in terms of participation and volunteerism. It will demonstrate the capability to deliver top-level events while encouraging a sense of pride within BC and Canada to host world events.

Canada's potential to take medals

As a relatively new and still developing cycling sport, BMX offers Canadian athletes to opportunity be competitive with the best in the world. Canada's best medal potential exists with Tory Nyhaug from Coquitlam.

Impact on Canadian Coaches and Officials

As host country, we will supply the majority of officials to manage the competition. Canada currently has two active international status officials. In 2003 the CCA implemented a plan to add to this number in preparation for hosting Worlds and the anticipated growth of BMX in Canada as a result of hosting. International level events have been hosted in Canada since 2003 to provide needed experience and development of officials.

It is already confirmed that UCI will continue to assign Canadian international officials to the World Cups and the 2012 Summer Olympics. Through the active encouragement of this process from the CCA a trickle down effect will be one of increased levels of recruitment and training of more provincial level officials. The CCA will work closely with its provincial and territorial associations to support the development of provincial level officials.

With the announcement of Olympic status, Sport Canada funding and Coaching Association of Canada funding has now become available. This has facilitated the hiring

of Adam Muys (Cycling BC Director of BMX) as National BMX Team coach and the addition of BMX programs to the network of National Cycling Centres. BMX athletes have also been added to the national team list and are working more regularly with National Coaching Certification Program (NCCP) certified coaches. As these athlete numbers increase, so too will coaching teams and coaches with BMX specializations. In anticipation of this growth, the CCA has created NCCP courses specific to BMX.

Impact on Active Lifestyle & Active Communities

The BMX World Cup 2012 will enhance Abbotsford reputation as host for international sporting events. The exposure will lead to more citizens becoming involved in cycling as a recreational pursuit and an added influx of people from outside Abbotsford seeing the city as a tourist destination for cycling holidays. The event will have a significant positive impact on the Fraser Valley region as a location of choice as an active community for people who are looking for active lifestyles.

Impact on Skills Development for Volunteers

This event will attract a large number of local, as well as lower mainland based volunteers involved with the 2010 Olympic games. An orientation and training program will provide this core of volunteers with skills and experience they can put to use in other volunteer activities.

Parents and volunteers already experienced in setting up BMX competitive events will be exposed to an international level event with competitors from more than 40 countries. This will improve the level of competence within the sport in the Fraser Valley region and provide a team of volunteers for future high calibre events at the legacy track.

Impact on Activities Prior to and after A World Cup

The level of activity around the organization of the BMX World Cup will grow leading up to the event. There will be an increased awareness of BMX and involvement in the sport before and after the event. This awareness will be further enhanced because of the involvement in BMX in the London Olympic Games. A significant legacy will be left in Abbotsford relating to the sport of BMX in the form of an updated facility and enhanced presence of BMX through the Provincial and National programs. The economic spin-offs to the community will be significant this has been addressed in another section of this plan.

Economic Benefits of Hosting the BMX World Cup

The economic benefits of hosting this international event are best measured through economic impact of direct and indirect spending associated with the event and the exposure a local community generates through TV and other Broadcast exposures. For this event these measurements provide an extremely convincing case for a strong level of funding support from the agencies that benefit from these impacts.

Economic Impact

Based on a established standards for calculating Economic Impacts, the 2012 BMX World Cup is expected to generate in almost \$1 million of direct economic impact for the Fraser Valley. Using an average (x2.25) of standard industry ratios (x2.0 to x2.4) this direct impact is equivalent to approximately \$3.1 million in indirect spending.

This estimated impact is largely generated by 1500 expected out of town visitors directly attributable to the event. These people will largely remain in the Abbotsford area for an average of 5 days and will require approximately 2000 room nights. The indirect spending includes the re-spending of this money by the wage earners, suppliers, contractors and other recipients of the direct spending.

A breakdown of the event participants is listed on the following tables:

Table 2-1	
List of Participants by Function	
Elite Competitors	125
Coaches/Support Staff	300
Officials	20
Visiting VIP's	30
Attending Spectators	1500
Total	1975

* Attending spectators are the family members travelling with the participants. A 2.5:1 attending spectator to participant ratio is estimated.

The large number of participants travelling to Abbotsford directly as a result of this event is unique for a single event World Cup. This component makes this event extremely attractive to host communities and the funding agency who invest in the event, due to the sheer size of this contingent.

The 2003 World Championships in Adelaide Australia are the last BMX event to have generated a post event economic impact report. The 2003 Worlds with 1412 competitors recorded an economic impact in excess of \$3.3 million (Australian). The following additional impacts were clarified:

- ♦ Average length of stay for out of country and out of state visitors was 12 days
- ♦ Average daily spending for out of country and out of state visitors (excluding airfares) was \$222 (Australian)
- ♦ Out of country and out of state visitors accounted for 69% of event ticket sales
- ♦ 72 % of out of country and out of state visitors indicated they were likely to return or would highly recommend others to visit

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- A \$1 (Australian) investment in the event resulted in a \$15 (Australian) return on investment to the State

TV Broadcasting Impact

The UCI BMX World Cups have been telecast internationally since their inception and the annual worldwide viewing audience of these events are measured in millions of cumulated viewing audiences and many more millions in reach.

UCI was unable to provide a broadcast coverage schedule for North and Central America. The tracked coverage throughout the rest of the world took the message to over 30 distinct countries while also broadcasting over Pan Regional broadcasters in Europe, the Middle East and Africa, substantially adding to the world-wide reach enjoyed by the event.

Canada enjoyed very strong coverage of the sport and the 2005 Worlds in 2005. CBC TV had a crew in Paris producing 4 x 30 min features planned to run during the fall of 2005. This BMX coverage was in addition to the Canadian Championships and a Quebec BMX World Cup race they covered earlier in the season.

5 SCHEDULES

Milestones and Critical Path

Our key milestones in the planning and development of this event include the following:

2011, March	Business Plan completed
2011, March	Sponsorship program begins
2011, March	Grant requests submitted
2011, May	Construction Complete for Super-cross Start Hill
2011, March	Organizing Committee Recruitment
2011, September	Abbotsford/Cycling BC in place
2011, September	Website launch
2012, February	Site preparation begins
2012, September	2012 World Super-cross - Abbotsford

A more detailed critical path is being developed in concert with the development of our organization structure and staffing plan.

Competition Schedule

The World Cup Super-cross competition is scheduled over 2 days of competition and 2 days of training. Using the temporary indoor track at the adjacent Agrifair building, Cycling BC is proposing a schedule for the event that includes a major challenge event for non-elite riders (the same format used at the BMX World Championships).

Additional Events Schedule

A schedule of additional events is currently being developed. Once confirmed, these events will comprise the full complement of activities taking place during the World Cup time period. These potential events include but are not limited to the following:

- ♦ BMX Challenge Competition
- ♦ Extreme Sport Demos and Competitions
- ♦ Music Concert
- ♦ Vendor Fair
- ♦ International Food Fair

6 AIMS & OBJECTIVES

Our Core Strategic Objectives

There are several objectives in hosting this event in Canada. They can be summarized as follows:

NSO/PSO Objectives

- ♦ To use this event to develop a stronger high performance BMX system in Canada and BC
- ♦ To prepare high performance athletes for Beijing and the 2008 Summer Olympics
- ♦ To increase the awareness of BMX nationally and provincially
- ♦ To increase the CCA and CBC presence in BMX cycling in Western Canada and on Vancouver Island
- ♦ To lead the amalgamation or joint cooperation of BMX groups in Canada under the CCA/UCI Brand
- ♦ To increase participation levels in BMX and in cycling as a whole
- ♦ To showcase Canadian and BC athletes
- ♦ To provide greater participation opportunities and access for Canadian athletes

Local Objectives

- ♦ To provide a facility legacy for the continued development of BMX cycling in Abbotsford
- ♦ To continue to showcase Abbotsford and BC as a world-class host for major sporting events in the wake of a successful 2010 Olympics
- ♦ To showcase BC and Western Canada as the most active BMX regions in the country
- ♦ To develop new standards for the planning and delivery of this event through improved transfer of knowledge to future host communities, improved data collection on the economic impact of the event and the general overall delivery of the event
- ♦ To provide volunteer training opportunities that may tie-in to future international level events
- ♦ To provide a health and wellness message to citizens, especially youth
- ♦ To provide the legacy, resources and infrastructure to position Abbotsford as a prime and regular host for future BMX events of a provincial, national and international level

Relevance to key stakeholders

This event supports the objectives of key stakeholders as follows:

Governments

Both federal and provincial governments are committed to optimizing the benefits of sport hosting; to increasing physical activity and the health of citizens, especially youth; to increasing participation in sport; and to maximizing the economic impact of hosting international sports events. They are also interested in showcasing British Columbia and Canada as a successful sporting nation in the years following the 2010 Winter Olympics.

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The 2012 BMX World Cup offer governments an opportunity to advance all of these objectives.

Sport Bodies

A world class BMX facility will be left as a legacy of this event that will provide significant opportunities for local athletes and the general public to participate in organized recreational and competitive BMX programs. At the provincial level a regional BMX program will be established that will see provincial level athletes training at this facility. The new BMX track will become an integral part of the expanded National Cycling Centre that see national team BMX riders in residence using the facility. In addition many competitions will be held annually at all levels providing expanded opportunities for athletes, coaches and program development.

Tourism Agencies

The 2012 BMX World Cup will see a significant influx of athletes, supporters, officials and the general public to the Fraser Valley region. These visits have a major impact on tourism and the tourism infrastructure. Not only will this benefit the local economy in 2012, but also in the longer term as the facility will host numerous regional, national and international BMX events in the years to come. The spin-off to the tourism industry specifically and to the economy of the region in general will be extensive.

Community Stakeholders

The bid includes a commitment to expand the lasting BMX legacy for the city and the country. With support from the local, provincial and national sport organizations discussions are underway to integrate BMX into the designation of the Abbotsford Track as a National BMX Training Centre. Long-term plans envision a permanent year-round BMX training and competition track. To support preparations for the World Cup, Abbotsford will have opportunities to host Provincial and National Championships.

7 PROJECT TEAM

Host Organizing Society and Biographies

The Abbotsford BMX World Cup society will be established to take on the responsibility of organizing this event.

The Society will fulfill the following purposes:

- ♦ To prepare the formal bid for a BMX World Cup event in 2012
- ♦ To plan, manage and deliver a 2012 BMX World Cup and any other events or activities related to this event (subject to a successful bid);
- ♦ To maximize the economic impact to Abbotsford and the Fraser Valley as a result of these events;
- ♦ To establish a legacy from these events to benefit cycling within Abbotsford.
- ♦ To establish a legacy from these events for the general benefit of cycling in BC and Canada

The society will representatives of Cycling BC, the CCA and the Abbotsford BMX Club. The event organization will be managed by:

Kevin MacCulsh,

- ♦ Fulltime member of the Cycling BC Staff national office staff since 2005
- ♦ Currently: Director Technical Programs for Cycling BC
- ♦ Chair of the CCA Events Committee
- ♦ International BMX and Mountain Bike Commissaire
- ♦ Assigned as BMX Commissaire at the 2012 London Olympic Games
- ♦ Technical coordination of numerous national calendar events, national championships, and Canada Games.

Keith Ryan

- ♦ Keith is currently the Chief Executive Officer of Cycling British Columbia and has over 20 years of management experience in both the sports and business sectors.
- ♦ Previous to his current role he held the post of Executive Director with the British Columbia Soccer Association for four years where he managed a budget of \$4.5 million and led a team of 16 staff.
- ♦ Keith has extensive experience with International events and in 2004 launched a professional soccer event called the International Pacific Soccer Series.
- ♦ Keith has also been very successful in securing large sponsorship agreements with values between \$30,000 and \$1.4 million.

Organizational Plan

The organization charts details the relationship between the Society and its stakeholders and provides details on the structure of the Organizing Committee and Sub-Committees.

Key Organizing Committee Roles & Responsibilities

The respective roles and responsibilities of the key Organizing Committee members include:

General Manager- Kevin MacCuish

Reports to Board

Accountable for:

- ♦ The overall planning, delivery and operation of the event
- ♦ The development of the new competition facility
- ♦ The identification and negotiation of major, non-business related funding programs

Finance and Administration – Diana Hardie

Reports to General Manager

Accountable for:

- ♦ The financial integrity and well being of the event
- ♦ All administrative systems, human and volunteer resources and general operating procedures, operations and systems
- ♦ Development and oversight of Human Resource policies
- ♦ The recruitment, training, scheduling and recognition of all staff and volunteers including uniforms, food services and final celebration
- ♦ Development of policies and support for all volunteers across all disciplines.
- ♦ Managing and supporting teams and individuals in their accommodation and local travel planning

Sport Competition Advisor – Tara Mowat

Reports to General Manager

Accountable for:

- ♦ The day to day delivery of the field of play activities
- ♦ Establish and manage the overall sport program
- ♦ Produce the overall registration process and master schedule
- ♦ Establish and manage the sport information and medical services area
- ♦ Link for results and scoring
- ♦ Coordination with UCI

Venue Operations – Steve Baxter (President of Abbotsford BMX Club)

Reports to General Manager

Accountable for:

- ♦ The day to day delivery of the non-field of play activities, including guest services, FOH operations, waste management, access control, and and the support and oversight of merchandisers and concessionaires
- ♦ Managing the relationship with the venue operator
- ♦ Responsible for the results communications and scoring needs of the overall event
- ♦ Planning and delivery of all ceremonial, entertainment and protocol related activities associated with the event
- ♦ Overall support of the events from delivery / FFE & asset control point of view
- ♦ Develop and deliver an overall security plan and coordinate needs across all emergency service areas

Business Development & Communications – Nicole Rochefort

Reports to General Manager

Accountable for:

- ♦ Generating business relationships that drive event revenues and in-kind support from all potential private and public sources
- ♦ Developing and executing a overall marketing and communications plan in support of the financial, participation and awareness goals of the event
- ♦ Establishes the commercial operations for merchandising and ticketing
- ♦ Developing special activities and events to raise awareness and generate donations.

Plans for Recruiting Key Positions

The Board will review the proposed organizational charts and recommended staffing levels. Once these have been confirmed by the board key positions will be recruited as follows:

Senior Volunteers (Committee Chairs) – Recruitment will be managed by the Board through a process of identifying key community leaders with experience in related areas of responsibility and making individual requests for participation.

Paid Staff – The Board will ratify the decisions of the General Manager in the hiring of Board identified staff positions. Responding to a public call for employment, candidates will be considered based on major event experience and the ability to work well under pressure. Sport specific experience will be weighted according to the position.

Event Volunteers – Each Committee Chair will be responsible for identifying their specific volunteer team needs and working with the GM and the Volunteer chair will seek out their own team members.

8 FINANCIAL BUDGET & CASH FLOW

Budget Summary

To ensure the validity of the budgeting process, budgets and input from previous BMX World Cups as well as budget from other major events hosted in the region were compared, adjusted for the Abbotsford market and vetted by experienced major event planning specialists. This process led to the development of a budget in excess of

Revenues

Revenue opportunities fall into four main areas as described below:

Government/Public Agency Funding

At the municipal level, commitments in providing 1.5 acres of land (market value \$900,000) to build the competition venue and additional services (site preparation, staff assistance) and facilities (complimentary meeting space) are providing the organizing committee with approximately \$100,000 in value in kind services. Through Sport Canada and the Government of BC, funding applications, consistent with existing funding programs for hosting World Cup for Olympic sports is underway. Previous funding support for other World Cups events provide some guidance in our budget projections of \$237,500 (\$50,000 Federal, \$187,500 Provincial) from this source.

Registration Fees

The UCI provides 100% of the registration fees to the host organization. With 125 elite competitors expected this revenue is estimated at 20,000 CHF or \$21,000 CDN based on current exchange rates.

Ticketing

Due to the large competitive contingent and their accompanying support team (ie. most of the competitors travel with their family) a large portion of ticket sales is guaranteed. Our ticket prices will be comparable to ticket prices at the 2004 – 2006 Worlds. Based on UCI estimates we are estimating over 1500 spectators. The sport's current relatively low profile with the general population provides a caution to budget for low-ticket sales from the population at large.

Sponsorships/Merchandising

The proximity of the 2012 Olympic Games and the current economic climate will influence the amount of sponsorship revenue available for this event. Merchandise and Trade Booth sales are expected to be relatively strong for this type of event.

Expenses

The budget's expense side includes the following expense categories:

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Executive

The major outlay in this section is the hosting rights fee due and payable to UCI prior to the event.

Finance & Administration

Staffing comprises the majority of this budget section.

Technology & Broadcasting

It is anticipated that a host broadcaster will be interested in managing the broadcast and production on our behalf without our need to cover full costs. Consequentially, the budget contains Broadcasting support costs of \$50,000 based on previous bids to cover the 2007 World BMX Championships in Victoria. The balance of this budget section comprises costs for the Telecommunications, Scoreboards, Sound, and other related costs.

Sports

Anti doping and the majority of commissaries costs are mostly the responsibility of host organization. Our costs cover medical support costs (ie. Doctors, First Responders), event specific track equipment costs and other miscellaneous sport specific needs.

Venues

Venue costs are our largest single budget item. This includes three major components:

- **Venue Construction** –This track is considered the event's major legacy item as it will be designed to support National Team needs, future event hosting for local, regional, national and international events and local club use.
- **Venue Overlay** –The provision of some additional seats has been secured by a sponsorship agreement with Fortis BC. Working with other major local events and local governments we are working on an arrangement that would see some of these seats purchased and left in the community as a legacy for future sporting and cultural event uses. The balance of these seats will be rented. This line item also includes expenses to return the site to its post event configuration.

Operations

The operations budget includes security, transportation, materials management and accreditation support.

Volunteers

The budget includes funds to train, outfit and recognize our team of 100 volunteers.

Communications and Awareness

Included in the communication budget are items related to developing awareness of the event and ticket sales, media relations, the printing and publication of necessary materials like programs, tickets, posters, banners, signs, website development and hosting and other miscellaneous costs associated with the development and communication of our event brand.

Protocol, Ceremonies and Special Events

The hosting of VIPs, and the planning, preparation and delivery of opening, closing and awards ceremonies is a critical component of the event and includes a back drop that will include substantial recognition of Government and Corporate Partners.

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Marketing and Selling Costs

A budget item has been established to support the generation of sponsorship, ticketing and merchandise sales.

Contingency

A 5% operating contingency has been allocated.

Reporting procedure & controls

Cycling BC is underwriting the initial support for this event and as a result managing the budget and tracking and paying approved expense items.

Meeting the UCI Hosting Requirements

The hosting requirements specified by the UCI are outlined in the UCI's BMX Organization Guide. These two documents provide the direction required to develop and host the actual operation of the sporting component of the event. The event marketing and promotion and the development of value added activities and services, as part of the Worlds is the responsibility of the host society. The contract and guide provide minor guidance in these areas.

The key requirements imposed by UCI in hosting a BMX World Cup include:

- ♦ The final competition timetable must be agreed to by the UCI
- ♦ The host society must provide appropriate trophies for top placements in each category.
- ♦ Video Screen
- ♦ Start/Finish Line Archways
- ♦ TV Camera Platforms
- ♦ 150 Room Nights for the Rights Holder (GSX)
- ♦ Local Sponsorship agreements to be submitted to GSX/UCI before final approval
- ♦ Production of an official poster and an official program
- ♦ Insurance coverage
- ♦ A competition venue
- ♦ Event services areas including:
 - Accreditation Centre
 - Registration room
 - Race Headquarters
 - Race Administration Office
 - Commissaires Room
 - Team Manager Meeting Room
 - VIP Area

Facility and Track Development Plan

The Abbotsford Track has all the major facility components in place to host a BMX World Cup. This includes a new Supercross Start Hill partially funded by B2Ten and paved corners which were funded by the BMX community.

Accommodation Plan

It is anticipated that in excess of 2000 people will travel to Abbotsford as a result of the World Cup. The average length of stay during the event is anticipated to be 5 days with many of these people staying in the region for personal enjoyment and exploration for upwards of another week. BMX cycling enjoys a rich tradition of families within a region travelling from event to event with their own recreational vehicle; as such an important part of the accommodation plan for these people is access to campground facilities.

Communication Plan – External

To build awareness and ticket sales, an external communication plan will be developed that comprises elements focused on the following audiences:

Sport

- ♦ The National Sport Federations from participating countries and their riders and families
- ♦ Provincial and State (United States) Sport Federations and their riders and families
- ♦ BMX Clubs (riders and families) in Canada and the United States

Media

- ♦ Canadian national and regional Sport Media in general
- ♦ American regional Sport Media in general
- ♦ National and International sport media with specific Cycling or BMX interest

General Public

- ♦ General awareness campaign for Island, Provincial and Regional publics

The plan's key messages will include the following themes:

- ♦ BMX is a fast, exciting sport with spills and thrills
- ♦ BMX is enjoyed by all ages from 5 to 55
- ♦ BMX is one of the newest Olympic sports (part of the 2012 Summer Olympics)
- ♦ The UCI BMX World Cup features the best riders in the World

The communications plan will feature a multi-lingual website with downloadable information to assist in the travel, accommodation and hospitality of our visitors. The URL, will be secured in the event of a successful bid,

The development of an event logo consistent with UCI standards has been completed and confirmed by the UCI Management Committee. This logo will be featured on all of our communication pieces and promotional activities.

Additional delivery vehicles under consideration for the plan include a short promotional video, posters, a countdown newsletter, key banners and signage along streets and highways, earned media and bought media and direct marketing activities.

A complete communications plan is currently under development and will be forwarded upon completion.

Communication Plan – Internal

Internal communications, those made available to event participants, will include:

Athletes & Coaches

- ♦ Moto and race notice boards – for posting moto sheets, results and other relevant information for the athletes and coaches.
- ♦ Mailboxes – each team will have a mailbox for distribution of notices, meeting information, start lists, results and other relevant information
- ♦ Team Manager meetings – daily briefings with team managers will be conducted

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- ♦ Signage – appropriate signage, both informational and directional, that ensures riders and coaches are familiar with how to get around the site and get to the areas they need for various activities from accreditation to medals ceremonies.

Spectators

- ♦ Announcer – the announcer is the main link between the spectator and the event activities.
- ♦ Video screen – a large scale video screen will serve as the point of information for spectators to see start lists, results and instant replays (during championship races)
- ♦ Event program – an event program will be produced that describes the sport and its history, provides profiles on top competitors, describes the intricacies of the sport and any other information relevant to their understanding and enjoyment of the event.

Transportation Plan

This event will attract upwards of 2000 visitors to Abbotsford from those directly connected to the event. A larger number these folks travelling from Western Canadian and the North and Western States are expected to arrive by vehicle and many of these will be travelling in an RV.

Security Plan

Security for this event is minimal. The athletes, officials, UCI family do not require any security for their activities. Security for the event site will include access control teams during event times and overnight site security to protect the venue from possible vandalism or inappropriate use.

Timing and Results Plan

The UCI/GSX operates its own timing and results system for the World Cups and is responsible for the people who operate it and the equipment needed to operate it.

A minimum of one large video projection screen will be installed in the stadium and in part will be used to communicate start lists, unofficial finish placements and final results. The screen(s) will also accommodate live video feeds of the races as provided by the broadcaster.

Volunteer Plan

It is anticipated that over 100 volunteers will be needed to support this event. Hours of operation of the event can reach 15 hours on some days and therefore volunteers will be working in shifts throughout the day.

Volunteers will be recruited both through the existing local sport system as well as more globally in the region through a general call for volunteers.

Volunteers will be supported with general event and task specific training, team uniforms, and a recognition program, including a final wrap-up social event.

Media Support Plan

Our media team will comprise an Event Press Officer and a UCI Press Coordinator as well as additional media team volunteers. The UCI/GSX Press Coordinator will be responsible for publishing official photos, results and reports and who will act as the link between the Organizing Committee and the UCI in all media related issues. The Press Officer will operate the media room, arrange and run press conferences, write and issue stories and contact the media as necessary to increase interest in the event.

Our media room will provide attending accredited media with full access and services to support them in researching, writing and filing their stories. A separate area will be established for the daily UCI Media Conference. A post race interview area will also be established near the finish line.

Photographers and broadcasters will be provided with competition area access in designated areas through the use and distribution of bibs.

Broadcasting Plan

UCI retains exclusive worldwide broadcasting rights to the event. The host organization has the option to pay for production costs in exchange for the Standard TV rights for Canada.

Medical Response Plan

All medical facilities will be available during official practice times and the competitions. At least one, but preferable two, licensed physicians will be present and available at the track at all times during practice and competitions. A Red Cross team will provide First Aid, and injured riders will be treated in the triage area to be located in the Bear Mountain Arena. An evacuation plan will be in place to support the needs of more seriously injured athletes. This plan will include support from two ambulances stationed at the site at all times during training and competition times.

A separate Red Cross team will circulate the event site to care for spectators and volunteers in need of medical assistance.

Anti-Doping Plan

In July 2004, UCI became compliant with IOC/WADA international anti-doping standards and all of their World Cup events fall under these testing requirements. For the BMX Worlds UCI will be responsible for the appointment of the Anti-Doping inspector and the costs of tests. The organizing committee will appoint an assistant inspector to act as the liaison between the organizing committee and the inspector and to assist the UCI Anti-doping Inspector throughout the entire event. The UCI is also responsible for notifying all member countries about the Anti-Doping program in effect for the event.

Riders will be made aware that they must bring their license with them when they are drug tested. Riders to be drug tested will be chaperoned at the finish line by a specially designated person. Riders will be made aware that, according to UCI rules, a positive

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result will be noted if the rider is not present for his/her test, and that it is their responsibility to check if they have been appointed to be drug tested.

Anti-Doping facilities

Facilities for this program are secured within the Agrifair complex and will include 3 separate areas as follows:

Waiting room - furnished with drinks, TV, magazines, books, and comfortable seats.

Changing/Bathroom - with separate men's and women's toilets for taking the samples and a shower or washbasin.

Administration room - with two desks, a phone &/or radio handset and electrical outlets

Risk Management Plan in case of Doping Infraction

Doping tests in this discipline involve a 2-week turn-around on results. As a result doping infractions will be announced by the UCI and will affect the nation and rider affected. The event will be well over by that point and the event organizer will not be involved in the notification and announcement processes.

Ticketing Plan

The competitor's travelling companions, family and friends purchase the greatest majority of tickets. Because of this our ticket strategy will fall in line with traditional World Cup ticket prices:

Ticket Type	Daily	2 Day Pass	3 Day Pass	4 Day Pass
Under 5 Years	Free	Free	Free	Free
5 – 12 Years	7	12	15	17
Over 12 Years	14	24	30	34
Family	40	55	80	85

Event Tickets for non-locals will be offered directly from the event website and available at the venue on the event days. Additionally, we will work to develop ticket promotions that provide local citizens with the opportunity to purchase tickets at reduced prices through the retail outlets of the partner and/or sponsor.

Entertainment Plan

As a sport, high-energy, knowledgeable announcers provide much of the feel at a BMX event. We will secure the services of top announcers and build our event entertainment to complement these people. The nature of the sport means there are predictable breaks between rounds of competition and during these breaks we have high-energy, extreme entertainment activities taking place. Activities under contemplation include other X-Sport demonstrations like Skateboard half-pipe, BMX freestyle, and King of the mountain bike jumping.

Ceremonies Plan

BMX is considered an extreme sport and as such our ceremonies plan will use ideas from the "extreme" world and will incorporate the "feel" of the World Cup event we are hosting. There are three types of ceremonies to be held during the event as follows:

Opening Ceremonies

Features an introduction of the participating countries, words of welcome from the host organization and the UCI and appropriate entertainment indicative of the host region.

Medal Ceremonies

Medal ceremonies will take place on a dedicated stage located at one end of the stadium. These ceremonies will provide opportunities for VIPs and sponsor representatives with visible opportunities to be involved in the event. Trophies and awards will reflect a uniquely British Columbian image, object or representation.

Closing Ceremonies

Traditionally low scale, these ceremonies will draw an exciting conclusion to the event and invite everyone to participate in other BMX events.

Sponsorship Plan

The host organization is responsible for developing its own sponsorship program and can secure any local sponsors that do not conflict with the UCI's Presenting and Main sponsors.

Accreditation Plan

All athletes, coaches, officials, media and VIPs register directly with UCI through an existing web based application. The on-site system will provide options for late accreditations of VIPs and media (athletes and coaches must all be pre-registered) and for making changes to existing accreditations.

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Appendix 1 – Economic Impact Study 2007 BMX World Championships

2007 UCI BMX World Championships

Colwood, BC

Economic Impact Assessment



November 2007

Executive Summary

The following analysis provides an estimate of the tourism economic impact of competitors (and the family and friends who accompanied them to) the 2007 UCI BMX World Championships held in Colwood, B.C. from July 26 to July 29, 2007 as generated by the Sport Tourism Economic Assessment Model.

The 2007 UCI BMX World Championships is a participant driven event, with a much larger economic impact attributed to participants and “accompanying spectators” (people who come with competitors, media, coaches, and officials) than “regular” spectators. A questionnaire was given to each of the 1495 competitors via their registration package. The questionnaire solicited information about the competitor and their traveling party regarding their place of origin, the size of the traveling party, their main mode of travel to Victoria, the length of stay in Canada and in Victoria, and the type accommodation and length of stay in that accommodation in the Victoria area. Similar questionnaires were distributed to media, coaches, officials and VIPs.

Canadian competitors made up the largest team, accounting for almost one-third of people entered in the Championships. The USA sent the second largest contingent - one out of every five competitors. A sizeable contingent (210 competitors) came from Latin America; the Columbian team was the largest from that region (49 competitors). France (73 racers) and the Netherlands (60 racers) were the largest European representatives.

The 2007 BMX World Championships were a major success, making a substantial economic contribution to Victoria. Direct spending is estimated at \$5.2m. This resulted in \$5.1m of direct, indirect and induced impact on GDP across the province as a whole, \$3.7m of that accruing to Victoria. The total impact on Industry output is estimated at \$8.1m in Victoria plus an additional \$3.1m in the rest of B.C. This level of economic impact supported 122 jobs (but not full-time equivalent jobs) in Victoria, paying \$2.8m in wages and salaries, and another 31 jobs (paying \$0.8m in wages and salaries) elsewhere in the province. Total tax revenue at federal, provincial and municipal levels of government amounted to \$2.4m.

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The partners in this study included:

B.C. Ministry of Tourism, Sports and the Arts
West Shore Economic Development Association (WEDA)
Tourism BC
Royal Roads University

1.0 Background

The 2007 UCI BMX World Championships were held in Colwood, B.C. between July 26th and July 29th, 2007. This annual event, last held in Sao Paulo, Brazil in 2006 and in Paris, France in 2005. The Brazil competition attracted over 1200 competitors from 37 countries ranging in ages from six to sixty. Paris saw almost 2400 competitors from 36 nations. Results from the 2007 event were used to determine qualifying points towards the sport's Olympic debut at the 2008 Beijing Games.

The Championships are distinctive in the sporting world because of their youth and family orientation. The 2007 event, as in the past, encompassed both elite level and challenge level competitions. As a result it drew a high proportion of challenge competitors aged 16 or younger and in many instances more than one family member competed in the championships among the different classes.

These features contribute to the participant-driven nature of the event, that is, competitors and the people accompanying them to the event. The economic impact of competitors and the people in their traveling parties (referred to as "accompanying" spectators), far exceeds the economic impact of spectators who do not have a direct connection to competitors (referred to as "regular" spectators). Therefore the focus of the research on which this report is based was participants – competitors and the accompanying spectators - as defined above.

Royal Roads University was asked: (i) to act as project manager and (ii) to develop and implement a methodology to assess the tourism economic impact. Royal Roads worked on this project in partnership with the B.C. Ministry of Tourism, Sports and the Arts (MTSA), Tourism BC and the Westshore Economic Development Association (WEDA).

The following section (Section 2) describes the survey methodology employed to collect data on competitors and accompanying spectators who attended the 2007 UCI BMX World Championships. Section 3 summarizes the characteristics of these groups. Capital and Operational expenditures of running the event are discussed in Section 4. In Section 5, the data gathered are used to generate an estimate of the economic impact of the 2007 UCI BMX World Championships using the STEAM model developed by the Canadian Sport Tourism Alliance (CSTA). Section 6 concludes the study. Additional information about the traveling parties is reported in Appendix 1 at the end of this report. The survey instrument is detailed in Appendix 2.

2.0 Project Methodology

The 2007 UCI BMX World Championships is a participant driven event, with a much larger economic impact attributed to participants and “accompanying spectators” than “regular” spectators. The survey methodology that was used canvassed the whole population of participants rather than drawing a random sample from the list people who registered as competitors. The major factor in choosing to distribute a self-completion questionnaire rather than conduct intercept interviews was the fact that registration data indicated that 54% of competitors were under sixteen years of age. Research ethics dictated that competitors aged 15 years or younger could not be approached unless an accompanying adult was present. This restriction would have seriously limited the feasibility of conducting intercept interviews of young competitors. By contrast, given the family oriented nature of the event, it was quite feasible to ask competitors aged 15 years or younger to have an accompanying adult complete the questionnaire with them.

Distributing a self-completion questionnaire also helped to address the possibility of repeat sampling of different members of a single traveling party over the course of a multi-day event. These problems were acute at the 2007 UCI BMX World Championships because multiple members of a family could be competing in the Challenge classes. Since information on travel patterns (mode of travel and length of stay for example) is gathered on the basis of traveling party (defined as family and friends accompanying the competitor) , not individuals, the introductory letter asked competitors to return only one questionnaire per traveling party to avoid double counting.

Another advantage of the self-completion format is the opportunity to provide the questionnaire in more than one language. With competitors from 39 countries, it would be prohibitively costly to cater for every possibility regardless of whether an interview or questionnaire approach was taken. Table 1 below shows the distribution of languages amongst the competitors.

Table 1: Languages Spoken by Competitors¹

	Number of Competitors	%
ENGLISH	974	65.2
SPANISH	220	14.7
FRENCH	73	4.9
OTHER LANGUAGES	227	15.2

Spanish speakers made up almost 15% of the total number of competitors. This made translation of the questionnaire and the introductory letter into Spanish a priority. While competitors from France made up only 5% of the total population, the percentage of Francophones was higher due to sizable contingents from Quebec, and potentially others

¹ The number of French speakers listed in Table 1 is likely to understate the true number Francophones (as explained in the text. Therefore the figure in Table 1 is an estimate of the “lower limit” of French speakers. As a result, the number of English speakers is a slight over-estimate as it includes Francophone Canadians. Similarly the number of speakers of “other languages” includes an unknown number Francophones from Belgium and Switzerland.

from multilingual Belgium and Switzerland. As a result, and because of Canada's official bilingualism, a French translation was also made available.

A questionnaire was given to each of the 1495 competitors via their registration package: 1203 in the Challenge classes and 292 in the Elite classes. The questionnaire solicited information about the competitor and their traveling party regarding their place of origin, the size of the traveling party, their main mode of travel to Victoria, the length of stay in Canada and in Victoria, and the type accommodation and length of stay in that accommodation in the Victoria area. The Spanish version was distributed to all participants from Latin America and Spain. French versions were distributed to competitors from France, and a note was attached advising Canadian and Swiss competitors that a French version was available at the main entrance where the questionnaires were to be dropped off.

Drop boxes for completed questionnaires were available at the main entry to the venue on the two practice days preceding the Championships and on the four race days. Copies of the questionnaire, in English, Spanish and French, were available at the drop-off desk at the main entry so competitors could complete them on the spot. Returning a questionnaire made the competitor eligible for a prize draw.

Similar questionnaires soliciting information about the traveling parties accompanying media, officials and VIPs were distributed through a number of outlets: at team manager meetings; via notice boxes for team officials; at the registration centre; hand-outs by volunteers in the VIP lounge; and, in the media centre. Spanish and French were made available at all distribution points. Drop boxes were available at these distribution points for completed questionnaires.

3.0 Visitor Profiles

The focus of the study was on competitors and accompanying spectators because the project's stakeholders had concluded that the 2007 UCI BMX World Championships was a participant-driven event (see, for example, the Economic Impact Forecast conducted prior to the Championships). Tourism economic impacts are generated largely through "bed nights" in paid accommodation, and meals eaten away from home. The Economic Impact Forecast suggested that the vast majority of competitors and accompanying spectators were likely to spend at least one night away from home in order to attend the competition. Regular spectators were expected to be largely drawn from the local population of Southern Vancouver Island. For those who live locally, any spending on the event displaces spending they would make in the region regardless of the presence of the 2007 UCI BMX World Championships.

Information on the number of registered competitors, and media, coaches, officials and VIPs, was provided by the event's organizing committee.

3.1 Competitors

Registration data provided by the event organizers showed a total of 1675 racers were registered for the Challenge classes (Standard and Cruiser). A further 423 racers were registered in the Elite classes. However analysis of the registration data showed these figures were deceptive, as individuals could register in more than one class of racing, e.g. both Standard and Cruiser classes, or Elite and Elite Cruiser classes. Competitors did not compete in both Challenge and Elite competitions. Eliminating the multiple registrations, revealed that 1495 distinctive competitors were registered for the 2007 UCI BMX World Championships in Victoria.

Table 2: Geographic Origin of Competitors

	CHALLENGE	ELITE	TOTAL	% OF TOTAL	RETURNS AS % OF TOTAL
CANADA	446	29	475	32	
USA	265	60	325	22	
EUROPE	193	30	223	15	
REST OF WORLD	298	173	471	31	
	1203	292	1495		

Canadian competitors made up the largest team, accounting for almost one-third of people entered in the Championships. The USA, where BMX originated, sent the second largest contingent - one out of every five competitors. A sizeable contingent (210 competitors) came from Latin America; the Columbian team was the largest from that region (49 competitors) – see table A.1 in Appendix 1 for full details by country. France (73 racers) and the Netherlands (60 racers) were the largest European representatives. The sport is also very popular in Australasia², and access to the West Coast across the

² Australia and New Zealand.

Pacific along with Australia's host country status for the 2009 Championships, drew 68 Australian and 42 New Zealand riders to Victoria.

Victoria is a distinctive venue for an international sports event because of its island location. Access to the city and the Championship venue is very difficult on a "day trip" basis, with almost anyone attending from outside of lower Southern Vancouver Island likely needing to stay overnight in the Victoria area. This would be true in particular for competitors who required an early start to practice and to race on competition days. As a result, almost 100% of competitors (and accompanying spectators) were expected to be spending at least one night away from home in the Victoria area (made up of eight municipalities: Victoria, Colwood, Langford, Metchosin, Esquimalt, View Royal, Saanich, and Sidney).

Table 3: Profile of Competitors

Participants:		1495
Average Length of Stay in Victoria:		8.25 nights
Age Profile:	< 19 years old	66%
	19 - 44 years old	31%
	45 years and older	3%
Distance traveled by non-local domestic competitors:	80-319 km	9%
	> 320 km (within BC)	1%
	> 320 km (from other provinces)	90%
Average # of Day-trips by same day attendees		3

A total of 331 competitor questionnaires were returned, of which 28 were deemed incomplete or duplicates from a traveling party. The 303 valid returns contain information about 1245 individuals from an estimated total population of 3933 competitors and accompanying spectators, which gives the study a confidence interval of 2.3% (19 times out of 20).

Competitors from 22 of the 39 countries represented at the 2007 UCI BMX World Championships returned questionnaires. The majority of returns were from Canada and the USA, which is not surprising since these two countries had by far the highest levels of participation at the Championships. Seven countries from Latin America were represented in the returns, as well as nine European countries and four from other parts of the world. This wide geographic spread of returns means that the sample is likely to represent the mix of competitors who have traveled to Victoria, and validated the effort to translate the questionnaire into Spanish and French.

3.2 Accompanying Spectators

Accompanying spectators are the family members and friends who have traveled to the event with the competitors. The questionnaire surveyed competitors about both the total party size and the number of competitors and officials (coaches, media, etc.) in their party. Party members who are not competitors or event officials are deemed accompanying spectators. The average number of accompanying spectators per traveling party from the survey is used to estimate the total number of accompanying spectators.

Table 4: Estimate of the Number of Accompanying Spectators

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	Average Number of Accompanying Spectators Per Competitor* (A)	Total Number of Registered Competitors (B)	Estimate of the Number of Accompanying Spectators (A)x(B)	%
CANADA	2.2	475	1045	43
USA	1.3	325	422	17
REST OF THE WORLD	1.4	695	973	40
		1495	2440	

* The estimate is derived from the survey of competitors.

We have assumed that all the overnight visitors have come to Victoria specifically for the 2007 UCI BMX Championships and would not have traveled to the region otherwise.

Table 5: Profile of Accompanying Spectators

Accompanying Spectators:		2440
% Staying at least one night away from home		100%
Average Length of Stay in Victoria:		8 nights
Distance traveled by domestic competitors:	80-319 km	9%
	> 320 km (within BC)	1%
	> 320 km (from other provinces)	90%
Average # of day-trips by same day attendees		3

3.3 Media, Coaches, Officials and VIPs

The logistics of organizing a major international sporting event depends on the efforts of a large number of people. At the 2007 UCI BMX World Championships, 494 people were officially registered by the Union Cycliste Internationale (UCI) under categories that included media, coaches, officials and VIPs. While a higher proportion of these people came from the Victoria area (especially media and event organizers) compared to competitors and accompanying spectators, coaches and officials from the 39 participating countries contribute a highly diverse group.

Table 6: Profile of Media, Coaches, Officials and VIPs

Registered Media		101
Registered Coaches and Officials		262
Organizing committee and technical support		131
Average Length of Stay in Victoria area		8.3 nights
% spending at least 1 night away from home		72%
Place of origin (% of total)	Within 80 km of Victoria	25%
	80 - 320 km from Victoria (within BC)	3%
	Other Canadian	17%
	USA	13%
	Other International	42%
Average # of Day-trips by same day attendees		3.5

Sixty-two valid questionnaires were returned by media, coaches, officials and VIPs from 20 different countries. The information gathered represented the travel details of 272 individuals out of an estimated total of 713 people accounted for in the traveling parties that included at least one person who was registered as media, coaches, officials and

VIPs.³ This gives a confidence interval of 4.7% (19 time out of 20).

4.0 Capital and Operating Expenditure

The Victoria BMX 2007 World Championship Society was established to organize and host the Championships. The Society's accounts showed capital expenditures of \$370,881 and operating expenditures of \$633,319. In addition, the Society received donated land for the venue, valued at \$900,000, and volunteer labour time to run the event, for which no specific monetary value is estimated. Food and labour were also donated from various sponsors for the VIP lounge. However, the value in kind donations are not included in the expenditure figures – estimates of GDP for example only include the value of market transactions. Therefore the direct operating and capital expenditures for the 2007 UCI BMX 2007 World Championships is \$1,004,200, which resulted in indirect and induced expenditures that are estimated by the STEAM model and reported below.

³ The low number of accompanying spectators per party reflects the fact that many media, coaches, officials and VIPs traveled to Victoria on their own, or in the company of other competitors, media, coaches, officials and VIPs.

5.0 Results

The economic impact of the 2007 UCI BMX World Championships was estimated using the STEAM model developed by the Canadian Sport Tourism Alliance (CSTA). The model uses expenditure data from Statistics Canada⁴ and parameters estimated through data collected by the questionnaire survey⁵ to estimate direct, indirect spending and induced economic impact that resulted from holding the event in Victoria.⁶ The overall economic impact of the 2007 UCI BMX World Championships is summarized in Table 7 (see Appendix 2 for a glossary of terms used by the STEAM Model).

Table 7: Potential Provincial Economic Impact by Source

Category	British Columbia	Victoria	Rest of B.C.
Initial Expenditure	\$5,205,791	\$5,205,791	
Industry Output	\$11,234,310	\$8,146,523	\$3,087,786
GDP	\$5,131,801	\$3,696,561	\$1,435,241
Wages & Salaries	\$3,639,439	\$2,821,301	\$818,138
Taxes	\$2,351,671	\$1,899,088	\$452,582
<i>Federal</i>	\$999,774	\$784,146	\$215,628
<i>Provincial</i>	\$1,060,880	\$869,083	\$191,797
<i>Municipal</i>	\$291,018	\$245,860	\$45,158
Number of Jobs*	153.3	122	31.25

* Not converted to the number of full-time equivalent jobs.

The impact on GDP (direct, indirect and induced) was estimated to be \$5.1 million across the province as a whole, and \$3.7 million in Victoria. Industry output was estimated at \$11.2 million for BC and \$8.1 million in Victoria. Spending by competitors and accompanying spectators and by the organizing committee supported the equivalent of 153 jobs across BC, 122 of those in Victoria, paying \$3.6 and \$2.8 million in wages and salaries respectively. The 2007 BMX World Championships also generated \$2.4 million in federal, provincial and municipal taxes.

⁴ See http://www.canadiansporttourism.com/eng_doc.cfm?DocID=20 for more detail on expenditure data used in the STEAM Model.

⁵ Data collected in the questionnaires provides the parameters needed by STEAM to estimate economic impacts, such as the percentage of domestic versus overseas competitors, average length of stay, etc.

⁶ Results from the STEAM model are based on using Victoria as the event's site, though the venue was in Colwood. This is because many of the competitors and their accompanying parties stayed in paid accommodation across the Victoria area's different municipalities. Using Colwood as the event site in the STEAM Model does not substantially change the results, and the exact district within which the venue is located is not the crucial factor in estimating sport tourism impacts. Other studies of sport tourism economic impact use the widely known "city" name to connote an event's location.

5.0 Conclusions

The 2007 UCI BMX World Championships were a major success. Anecdotal evidence, from comments made by competitors around the venue, suggests that the competitors were very happy with the venue and the organization of the event. The UCI President said "Victoria took it to the highest levels in staging the 2007 Worlds." The event leaves a major legacy to the community: a brand new BMX track, rated as one of the best and most technically challenging in North America and by far the best in Canada, which is valued at between \$350,000 - \$400,000 (cash and value-in-kind).

Equally importantly, the 2007 UCI BMX World Championships made a substantial economic contribution to Victoria through the spending of competitors and their accompanying spectators, and the capital and operational expenditures of the organizing committee. Direct spending is estimated at \$5.2m. This resulted in \$5.1m of direct, indirect and induced impact on GDP across the province as a whole, \$3.7m of that accruing to Victoria.

The total impact on Industry output is estimated at \$8.1m in Victoria plus an additional \$3.1m in the rest of B.C. This level of economic impact supported 122 jobs (but not full-time equivalent jobs) in Victoria, paying \$2.8m in wages and salaries, and another 31 jobs (paying \$0.8m in wages and salaries) elsewhere in the province. Total tax revenue at federal, provincial and municipal levels of government amounted to \$2.4m.

Appendix 1: Details of Participants⁷

Table A.1 – Number of Competitors (by Country and Class)

COUNTRY	CHALLENGE	ELITE	TOTAL
ARGENTINA	8	7	15
ARUBA	15	1	16
AUSTRALIA	39	29	68
AUSTRIA	1		1
BELARUS	1		1
BELGIUM	6	5	11
BOLIVIA	16	2	18
BRAZIL	15	6	21
CANADA	446	29	475
CHILE	14	5	19
CHINA		5	5
COLUMBIA	37	12	49
CZECH REP	6	9	15
DENMARK	8	3	11
ECUADOR	33	8	41
SPAIN	4	5	9
FRANCE	50	23	73
GREAT BRITAIN	29	5	34
GERMANY	19	3	22
GUATEMALA		1	1
HONG KONG	1	2	3
ITALY	2	5	7
JAPAN	19	8	27
LATVIA	2	6	8
LITHUNIA	2	2	4
MEXICO	26		26
NETHERLANDS	44	16	60
NORWAY	1	2	3
NEW ZEALAND	33	9	42
PORTUGAL		1	1
PUERTO RICO	8	1	9
REP. OF S AFRICA	15	4	19
RUSSIA	3	5	8
SLOVAKIA	1		1
SWITZERLAND	15	6	21
SWEDEN		1	1
USA	265	60	325
VENEZUELA	11	6	17
ZIMBABWE	8		8
TOTAL	1203	292	1495

⁷ Competitors and their accompanying parties, plus Media, Coaches, Officials and VIPS and their accompanying parties.

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Data gathered by the survey is used to create the profile of accompanying family and friends attending the 2007 UCI BMX World Championships.

Table A.2: Average Length of Trip – Competitors and Accompanying Family and Friends (by Place of Origin)

	DAYS AWAY FROM HOME	DAYS IN CANADA	DAYS IN VICTORIA
CANADA	9.9	N/A	7.3
USA	9.3	7.7	7.5
REST OF THE WORLD	19.3	12.6	9.5

Table A.3: Analysis of Traveling Parties - Competitors and Accompanying Family and Friends (by Place of Origin)

	AVERAGE PARTY SIZE	AVG. NUMBER OF COMPETITORS PER PARTY	% UNDER AGE 19
CANADA	4.5	2.3	42%
USA	3.4	2.0	39%
REST OF THE WORLD	4.75	2.7	38%

Table A.4: Main Mode of Travel to Victoria- Competitors and Accompanying Family and Friends (by Place of Origin)

	CAR	AIRPLANE	OTHER
CANADA	71%	23%	6%
USA	27%	56%	17%
REST OF THE WORLD	-	100%	-

Table A.5: Type of Accommodation in Victoria - Competitors (by Place of Origin)

	HOTEL	MOTEL	CAMPING	UNPAID	OTHER
CANADA	44%	23%	19%	14%	7%
USA	82%	4%	6%	4%	6%
REST OF THE WORLD	52%	17%	11%	5%	15%

NB: Totals may exceed 100% as some competitors stayed in more than one type of accommodation.

Table A.6: Registered Media, Coaches, Officials and VIPs (by Place of Origin)

	TOTAL	VICTORIA	CANADA	USA	REST OF THE WORLD
MEDIA	101	40	40	9	12
TEAM OFFICIALS	179		15	24	140
SERVICES	76	45	17	5	9
ORGANIZING COMMITTEE	55	53			2
UCI OFFICIALS	83		13	24	46
TOTALS	494	138	85	62	209
PERCENTAGE		28%	17%	13%	42%

Appendix 2: Glossary of Terms used by STEAM

Initial Expenditure - This figure indicates the amount of initial expenditures or revenue used in the analysis. This heading indicates not only the total magnitude of the spending but also the region in which it was spent (thus establishing the "impact" region).

Direct Impact - Relates ONLY to the impact on "front-line" businesses. These are businesses that initially receive the operating revenue or tourist expenditures for the project under analysis. From a business perspective, this impact is limited only to that particular business or group of businesses involved. From a tourist spending perspective, this can include all businesses such as hotels, restaurants, retail stores, transportation carriers, attraction facilities and so forth.

Indirect Impact - Refers to the impacts resulting from all intermediate rounds of production in the supply of goods and services to industry sectors identified in the direct impact phase. An example of this would be the supply and production of bed sheets to a hotel.

Induced Impact - These impacts are generated as a result of spending by employees (in the form of consumer spending) and businesses (in the form of investment) who benefited either directly or indirectly from the initial expenditures under analysis. An example of induced consumer spending would be the impacts generated by hotel employees on typical consumer items such as groceries, shoes, cameras, etc.. An example of induced business investment would be the impacts generated by the spending of retained earnings, attributable to the expenditures under analysis, on machinery and equipment.

Gross Domestic Product (GDP) - This figure represents the total value of production of goods and services in the economy resulting from the initial expenditure under analysis (valued at market prices).

NOTE: The multiplier (A), Total/Initial, represents the total (direct, indirect and induced) impact on GDP for every dollar of direct GDP. This is a measure of the level of spin-off activity generated as a result of a particular project. For instance if this multiplier is 1.5 then this implies that for every dollar of GDP directly generated by "front-line" tourism businesses an additional \$0.50 of GDP is generated in spin-off activity (e.g., suppliers).

The multiplier (B), Total/\$ Expenditure, represent the total (direct, indirect and induced) impact on GDP for every dollar of expenditure (or revenue from a business perspective). This is a measure of how effective project related expenditures translate into GDP for the province (or region). Depending upon the level of expenditures, this multiplier ultimately determines the overall level of net economic activity associated with the project. To take an example, if this multiplier is 1.0, this means that for every dollar of expenditure, one dollar of total GDP is generated. The magnitude of this multiplier is influenced by the level of withdrawals, or imports, necessary to sustain both production and final demand requirements. The less capable a region or province is at fulfilling all necessary production and final demand requirements, all things being equal, the lower the eventual economic impact will be.

GDP (at factor cost) - This figure represents the total value of production of goods and services produced by industries resulting from the factors of production. The distinction to GDP (at market prices) is that GDP (at factor cost) is less by the amount of indirect taxes plus subsidies.

GDP (at factor cost) - This figure represents the total value of production of goods and services produced by industries resulting from the factors of production. The distinction to GDP (at market prices) is that GDP (at factor cost) is less by the amount of indirect taxes plus subsidies.

Employment - Depending upon the selection of employment units (person-years or equivalent full-year jobs) these figures represent the employment generated by the initial expenditure. These figures distinguish between the direct, indirect and induced impact. "Equivalent Full-Year Jobs", if selected, include both part-time and full-time work in ratios consistent with the specific industries.

NOTE: The multiplier (B) is analogous to Multiplier (B) described earlier with the exception being that employment values are represented per \$1,000,000 of spending rather than per dollar of spending. This is done to alleviate the problem of comparing very small numbers that would be generated using the traditional notion of a multiplier (i.e. employment per dollar of initial expenditure).

Industry Output - These figures represent the direct & indirect and total impact (including induced impacts) on industry output generated by the initial tourism expenditure. It should be noted that the industry output measure represents the **sum** total of all economic activity that has taken place and consequently involve double counting on the part of the intermediate production phase. Since the Gross Domestic Product (GDP) figure includes only the **net** total of all economic activity (i.e. considers only the value added), the industry output measure will always exceed or at least equal the value of GDP.

Taxes - These figures represent the amount of taxes contributed to municipal, provincial and federal levels of government relating to the project under analysis. This information is broken down by the direct indirect and induced impacts.

Imports - These figures indicate the direct, indirect and induced final demand and intermediate production requirements for imports both outside the province and internationally.

2012 UCI BMX World Cup
Abbotsford, BC

APPENDIX 3: SURVEY INSTRUMENT

1. WHERE ARE YOU FROM?	
COUNTRY: _____	IF YOU LIVE IN CANADA, PLEASE COMPLETE TOWN / CITY: _____ PROVINCE: _____ POST CODE: _____
2. TIME AWAY FROM HOME	
(a) Please circle the TOTAL number of days you will be away from home, including the day you left home and the day you will arrive home.	<p>Number of Days</p> <p>0 1 2 3 4 5 6 7 8 9 10</p> <p>Other (write number): _____</p>
(b) Please circle the TOTAL number of days you will be staying in Canada , including the day you arrived in Canada and the day that you will leave Canada.	<p>0 1 2 3 4 5 6 7 8 9 10</p> <p>Other (write number): _____</p>
(c) Please circle the TOTAL number of days you will be staying in the Victoria area , including the day you arrived in the area and the day you will leave the area.	<p>0 1 2 3 4 5 6 7 8 9 10</p> <p>Other (write number): _____</p>
3. TYPE OF ACCOMMODATION	
(a) If you are spending at least one night away from where you normally live, please indicate which type of accommodation in the Victoria area , you are staying in, and for how many nights. (This would include accommodation in Victoria, Oak Bay, Sidney, Saanich and the Saanich Peninsula, Esquimalt, View Royal, Colwood, Metchosin, Langford and Sooke).	
Hotel in the Victoria area	<p>Number of Nights</p> <p>1 2 3 4 5 6 7 8 9 10 Other (write number): _____</p>
Motel in the Victoria area	1 2 3 4 5 6 7 8 9 10 Other (write number): _____
Bed&Breakfast in the Victoria area	1 2 3 4 5 6 7 8 9 10 Other (write number): _____
Camping in the Victoria Area	1 2 3 4 5 6 7 8 9 10 Other (write number): _____
Other type of paid accommodation	1 2 3 4 5 6 7 8 9 10 Other (write number): _____
Unpaid accommodation (e.g. private home, billeting, family and friends)	1 2 3 4 5 6 7 8 9 10 Other (write number): _____
(b) If members of your travel party (family/friends) are not staying in the same type of paid accommodation as you are, please indicate where they are staying in the Victoria area and for how many nights.	
Hotel in the Victoria area	<p>Number of Nights</p> <p>1 2 3 4 5 6 7 8 9 10 Other (write number): _____</p>
Motel in the Victoria area	1 2 3 4 5 6 7 8 9 10 Other (write number): _____
Bed&Breakfast in the Victoria area	1 2 3 4 5 6 7 8 9 10 Other (write number): _____
Camping in the Victoria Area	1 2 3 4 5 6 7 8 9 10 Other (write number): _____
Other type of paid accommodation	1 2 3 4 5 6 7 8 9 10 Other (write number): _____
Unpaid accommodation (e.g. billeting, with family/friends, private home)	1 2 3 4 5 6 7 8 9 10 Other (write number): _____
4. NUMBER OF PEOPLE	

2012 UCI BMX World Cup
Abbotsford, BC

Please tell us the number of family members and/or friends who travelled with you (from where you normally live) to the Victoria area. Please note we are <u>not</u> asking about the number of the people on the team representing your country, just the number of people who have come to support you.										
(a) Number of family and friends	0	1	2	3	4	5	6	7	8	Other (write number) _____
(b) Not counting you, how many family and/or friends who travelled with you are competing in the BMX Championship?										(Write number) _____
If you can, please list their competitor numbers :										
(c) How many of the family and/or friends you circled above in (a), are here as team officials, coaches or media?										(Write number) _____
(d) Including yourself, how many of the family and/or friends who travelled with you are:										
18 years old or younger? _____			19 to 44 years old? _____			45 years old and over? _____				
5. TRAVEL TO THE VICTORIA AREA										
(a) Please tell us which type of transportation you used for the longest part of your journey to the Victoria area:										
Your own vehicle (including a team-owned bus / van) _____			A rented vehicle (including a team-rented bus / van) _____			Airplane _____		Long-distance bus _____		
Train _____			Ferry _____		Motorcycle _____		Bicycle _____		Other _____	
(b) If your primary mode of transportation to the Victoria area was by airplane , did you or anyone in your travel party (family and/or friends) rent a vehicle while in the Victoria area?										Yes _____ No _____
6. ATTENDANCE AT THE BMX CHAMPIONSHIP										
(a) Please tick the days you plan to attend at the BMX Championship (to practice, to compete or to watch races).										
			Tuesday, July 24 _____		Wednesday, July 25 _____					
Thursday, July 26 _____			Friday, July 27 _____		Saturday, July 28 _____		Sunday, July 29 _____			
(b) How did you travel from where you are staying to the BMX competition venue today?										
In a private car or van (owned or rented) _____					By public bus _____			By bicycle _____		
In a team bus (owned or rented) _____					By walking _____			Other _____		
By motorcycle _____										

Pages 94 through 98 redacted for the following reasons:

s13

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Thursday, January 19, 2012 4:07 PM
To: Galbraith, David J CSCD:EX; Ross, Margo CSCD:EX; Wasylik, Bruce CSCD:EX
Subject: Table for Mid-Sized Event BN

Here is the table the note will be built around.

Max money available is \$465,000 over 2011/12 and 2012/13, assuming \$500 K per year and existing commitments (Special O and others).

Recommended options:

s13

s13

Will tidy up and have accompanying note to review the Bruce and Margo Friday afternoon.

D.



Mid-Sized
sting Matrix Docu

Page 100 redacted for the following reason:

s13

Hall, Jane M CSCD:EX

From: Scott Ackles [sackles@bcSPORTagency.com]
Sent: Friday, July 6, 2012 10:39 AM
To: Galbraith, David J CSCD:EX
Cc: Ross, Margo CSCD:EX
Subject: Re: Sport Hosting

Thanks Dave,

I fully supportive of your position. The purpose of the call is to ensure that I am delivering the right message to Keith.

I look forward to the call at 2:30. Will you call me when you are ready?

Thanks
Scott
Sent from my iPhone

On 2012-07-06, at 10:33 AM, "Galbraith, David J CSCD:EX" <David.Galbraith@gov.bc.ca> wrote:

Hi Scott

I can talk today at 2:30. I will ask Margo to attend as she will be acting s22 As discussed
yesterday, we have a finite amount of \$ s13

s13

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

From: Scott Ackles [<mailto:sackles@bcSPORTagency.com>]
Sent: Friday, July 6, 2012 8:42 AM
To: Galbraith, David J CSCD:EX
Subject: FW: Sport Hosting

Hi Dave,

Please see note below from Keith Ryan.

Do you have time for a quick call?

I'd like to discuss this with you prior to me calling Keith back with a response.

Thanks

Scott

From: Keith Ryan [<mailto:keith@cyclingbc.net>]

Sent: July-05-12 2:41 PM

To: Scott Ackles

Subject: Sport Hosting

Hi Scott,

I need some counsel.

Unless I am very much mistaken, it appears as though the Government of BC is about to decline any meaningful level of funding for the BMX World Cup in September and as a result I am faced with the very real prospect of cancelling this event as well as the 2013 event for which we just secured the rights. As we anticipate they will also decline funding of the Mountain Bike World Cup, we will also have to decline the opportunity to host this event which has been presented to us by our international federation.

It seems as though enhanced sport hosting revenue is available under only very special circumstances and not necessarily based on the previously communicated metrics. Based on the most recent email from Doug Wrean with Sport Branch, it feels like the goal posts are moving constantly to suit the ministry's position that our BMX and Mountain Bike events should not be funded.

For funding the Davis Cup tie for \$100,000, they argue that it has a great National and International audience. (They also made their funding decision for this event in less than 3 months from start to finish). For the Canada Cup Wheelchair Rugby (75,000 plus \$50k from gaming), they argue that it's a Para Sport, for the Olympic Soccer Qualifier (\$250,000) they argue that its revenue positive and benefits PAVCO. Not to mention, \$300k for Canadian Special Olympics in 2014, \$2million for one venue of the Womens World Cup, \$1 million for the 2007 U20 World Cup (500k Victoria/500k Burnaby), and \$550 k for the Grey Cup festival.

All these events are great and they all deserved the funding they received, I am just not sure what I do to have cycling considered in the same context.

I have to make a decision on the 2012 BMX event in the next few days and it looks like cancellation is the only option. Of course, if I do cancel, it will end any chance of hosting events under the UCI (our international federation) for many years to come as the cancellation of this event will cause them tremendous embarrassment.

Any feedback you have would be much appreciated.

Kindest regards,

Keith Ryan
Chief Executive Officer

Cycling British Columbia
keith@cyclingbc.net
Tel: 604.737.3034
Fax: 604.737.3141

<image001.png>

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Hall, Jane M CSCD:EX

From: Wasylik, Bruce CSCD:EX
Sent: Tuesday, May 15, 2012 3:32 PM
To: Ross, Margo CSCD:EX; Galbraith, David J CSCD:EX
Cc: Wrean, Doug L CSCD:EX; Van Ek, Christie CSCD:EX
Subject: RE: 2012 World Cup - Abbotsford

Margo

Earlier I mentioned that Cycling BC is not showing as a line item in the revenue stream of the 2015 World Cup budget...

Now that I have had a chance to read through the supporting documentation more thoroughly, Cycling BC does indicate they will underwrite the operational costs of the event so I am assuming they are responsible for any/all cost overruns.

Apologies for that omission but I did want to be fair to Mr Ryan!!

s13

Bruce

From: Ross, Margo CSCD:EX
Sent: Tuesday, May 15, 2012 2:38 PM
To: Galbraith, David J CSCD:EX
Cc: Wrean, Doug L CSCD:EX; Wasylik, Bruce CSCD:EX; Van Ek, Christie CSCD:EX
Subject: FW: 2012 World Cup - Abbotsford

David:

s13

had not.

Moira called to ask if we had heard about this request. We

Key points are Cycling BC:

- has already received \$12.5k funding for this event: \$5 k in support of the bid in the April intake) and \$7.5k through the 2nd intake for the event itself.
- Is asking for \$187k. When Cycling submitted its initial request during the bid phase it was for a \$143k event. Now they're looking for a \$542k budget with Cycling BC contributing nothing and various levels of government paying most of it....there is no explanation in the documents why the "budget" has escalated so dramatically.
-

s13

s13

From: Moira Gookstetter [<mailto:mgookstetter@bcsportagency.com>]
Sent: Tuesday, May 15, 2012 12:10 PM
To: Ross, Margo CSCD:EX
Subject: FW: 2012 World Cup - Abbotsford

Hi Margo;

Here is the cycling package that was emailed directly to the Minister.

Moira

Moira Gookstetter, CFRE
Vice President, BC Sport Agency

T: 778.327.5172 F: 778.327.5199 TF: 1.866.427.2010
1000-510 Burrard Street, Vancouver, B.C. V6C 3A8***

***New office address as of April 1, 2012

From: Scott Ackles
Sent: May-15-12 12:09 PM
To: Moira Gookstetter
Subject: FW: 2012 World Cup - Abbotsford

Scott Ackles
Chief Executive Officer
BC Sport Agency

T: 778.327.5134 F: 778.327.5199 TF: 1.866.427.2010

***New office address as of April 1, 2012: 1000-510 Burrard Street, Vancouver, B.C. V6C 3A8

From: Keith Ryan [<mailto:keith@cyclingbc.net>]
Sent: May-10-12 12:51 PM
To: ida.chong.mla@leg.bc.ca
Cc: Scott Ackles; mike.dejong.mla@leg.bc.ca
Subject: 2012 World Cup - Abbotsford

Honorable Ida Chong, M.L.A.
Minister of Community, Sport and Cultural Development
Room 323
Parliament Buildings
Victoria, BC
V8V 1X4

Dear Minister,

Please find attached to this email information and a request regarding the 2012 BMX Supercross World Cup - Abbotsford.

Sincerely,

Keith Ryan

Chief Executive Officer
Cycling BC
keith@cyclingbc.net

Hall, Jane M CSCD:EX

From: Ross, Margo CSCD:EX
Sent: Thursday, December 15, 2011 11:39 AM
To: Wrean, Doug L CSCD:EX
Subject: RE: Decision required - BC Sport Agency

Oops, yes a typo. It's s13 in my spreadsheet.

And on that topic – when do they need the dough? Didn't one of the events happen already???? And if yes, did the Minister get an invite?

s13

From: Wrean, Doug L CSCD:EX
Sent: Thursday, December 15, 2011 11:33 AM
To: Ross, Margo CSCD:EX
Subject: RE: Decision required - BC Sport Agency

Small thing Margo

s13

s13

From: Ross, Margo CSCD:EX
Sent: Thursday, December 15, 2011 11:10 AM
To: Galbraith, David J CSCD:EX
Cc: Wrean, Doug L CSCD:EX; Van Ek, Christie CSCD:EX
Subject: Decision required - BC Sport Agency

Dave – before I sign off the TUA modification agreement to send \$150k to the Agency for the last intake of Hosting BC, should I just wrap everything else up and send it over as well so that everything is tidied up before Christmas?

One reason to consider it is that

s13

s13

The remaining payments and commitments we have are:

-
-
-
-
-
-

s13

s13

Updated tally is attached.

Happy either way. Just thought I'd flag the option.

<< File: Budget Update as at December 15.xlsx >>

Margo Ross

Executive Director, Sport Branch
Ministry of Community, Sport and Cultural Development
E-mail: margo.ross@gov.bc.ca
Tel 250 356-7168
Fax 250 356-2842
<< OLE Object: Picture (Device Independent Bitmap) >>

Hall, Jane M CSCD:EX

From: Funk, Richelle
Sent: Wednesday, February 8, 2012 2:11 PM
To: Wasylik, Bruce CSCD:EX
Subject: RE: brier - now I know why you are on this file

Okay – so I can go to Gillian with some correct perspective, we [CSCD]

s13

s13

From your experience, will they need until Friday? Monday? Just wanting to keep things in the best perspective and not drop a unneeded event plan on you and I to hash out.

R

From: Wasylik, Bruce CSCD:EX
Sent: Wednesday, February 8, 2012 2:07 PM
To: Funk, Richelle GCPE:EX
Subject: Re: brier - now I know why you are on this file

Sounds like

s13

s13

From: Funk, Richelle GCPE:EX
Sent: Wednesday, February 08, 2012 02:03 PM
To: Wasylik, Bruce CSCD:EX
Subject: RE: brier - now I know why you are on this file

Understood.

I'll work up what I can and then be in contact probably late tomorrow.

Cheers,

R

From: Wasylik, Bruce CSCD:EX
Sent: Wednesday, February 8, 2012 2:03 PM
To: Funk, Richelle GCPE:EX
Subject: Re: brier - now I know why you are on this file

We had a short conversation today

s13

I will be around Thursday though if needed.

B

Not Responsive

Hall, Jane M CSCD:EX

From: Galbraith, David J CSCD:EX
Sent: Thursday, January 5, 2012 1:16 PM
To: Wrean, Doug L CSCD:EX; Wasylik, Bruce CSCD:EX; Ross, Margo CSCD:EX
Subject: FW: Briar support
Attachments: Financial Support Request City of Kamloops.pdf

Has anyone seen this one?

s13

s13

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

From: Lewis, Christine CSCD:EX
Sent: Thursday, January 5, 2012 1:12 PM
To: Galbraith, David J CSCD:EX
Cc: Brown, Tom G CSCD:EX; Wyllie, Sandra CSCD:EX; Ewens, Barb D GCPE:EX
Subject: FW: Briar support

Have you seen this letter before. MIC is inquiring whether this would be something considered by the Sport Branch or Gaming?



December 22, 2011

Hon. Terry Lake
MLA Kamloops-North Thompson
618B Tranquille Road
Kamloops, BC V2B 3H6

Dear Terry:

RE: Financial Support Request- 2014 Tim Horton's Brier in Kamloops

First of all, thank you for the Province of BC's continued support for our unique Tournament Capital program in Kamloops. We were very proud to be the Host City for the 2011 Western Canada Summer Games.

The City of Kamloops has been invited by Curl BC and the Canadian Curling Association to bid on the *2014 Tim Horton's Brier* Canadian Men's Curling Championships scheduled March 1st to 9th, 2014. This premier nationally televised event will generate significant exposure and economic spin-offs from out of province visitors.

Here is a brief summary of the details:

- **Proposed Competition Venue** – Interior Savings Centre;
- **Estimated economic impact** – The CCA estimates the total spending from the thousands of out-of-town visitors between \$5 and \$7 million;
- **National Media Exposure** – The Brier attracts 250 accredited media personnel as well as prime time national television coverage by Host broadcaster;
- **Volunteers** – Approximately 1,200 volunteers will be required;
- **Host Province** – The last time this event was in British Columbia was 1996 when Kamloops was the Host Community with 128,000 tickets sold to a large percentage who visited from out-of-province.

On behalf of the Kamloops Host Committee we respectfully request your written confirmation of the financial support from the Province of BC in the amount of \$150,000 no later than January 30, 2012. Thank you for your careful consideration.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'P. G. Milobar'.

P. G. Milobar, Mayor
City of Kamloops



Canada's Tournament Capital



Hall, Jane M CSCD:EX

From: Jeff Putnam [Jputnam@kamloops.ca]
Sent: Tuesday, February 7, 2012 3:48 PM
To: Wasylik, Bruce CSCD:EX
Cc: Wrean, Doug L CSCD:EX; Byron McCorkell
Subject: RE: 2014 Brier

Hi Bruce,

We are available for a chat between 11AM and 12PM tomorrow. Norm Daley, myself and Byron McCorkell can speak with you via Norm's office which is across street from City Hall. His office number is 250-374-5577 and in case there is a problem my cell. s22 Talk to you then. Thanks,

Sincerely,

Jeff Putnam
Parks, Recreation Facilities & Business Operations Manager
City of Kamloops
Direct Line: (250) 828-3700
www.kamloops.ca

Our corporate mission is...

MAKING KAMLOOPS SHINE

>>> "Wasylik, Bruce CSCD:EX" <Bruce.Wasylik@gov.bc.ca> 2/7/2012 3:35 PM >>>

Jeff

Are you free for a quick call between 9am-10am or between 11am and 12noon tomorrow??

B

From: Jeff Putnam [<mailto:Jputnam@kamloops.ca>]
Sent: Friday, January 20, 2012 8:25 AM
To: Wasylik, Bruce CSCD:EX
Cc: s22 ; Byron McCorkell
Subject: 2014 Brier

Hello Mr. Wasylik,

Please see answers to your inquiry below from our Kamloops Bid Chair. Thanks,

Sincerely,

Jeff Putnam
Parks, Recreation Facilities & Business Operations Manager
City of Kamloops
Direct Line: (250) 828-3700
www.kamloops.ca

Our corporate mission is...

MAKING KAMLOOPS SHINE

>>> "Norman V. Daley" ·

s22

> 1/20/2012 8:22 AM >>>

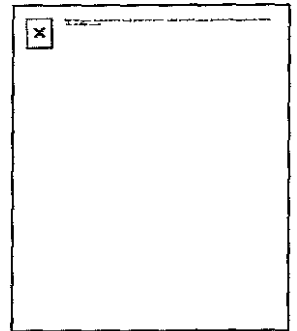
Good morning,

In my discussions with Warren Hansen of the Canadian Curling Association, he indicated that it would take a commitment of \$250,000 to \$300,000 from the Province to ensure the Event would be held in Kamloops. From that information, we approached our Kamloops MLA's and met with Terry Lake. He advised that there was funding available through Ida Chong's Ministry and through BCLC of \$150,000 and \$100,000 respectively. Without funding of this level, it would be very difficult to complete this bid.

That said, I contacted Warren Hansen, CCA's Director of Event Operations, and he provided these comments:

"If we can everything moving in the right direction with Kamloops we would probably agree in the spring that the event will go there and we will start to put all of the necessary agreements in place. We would hope to have all of this done by October and make the official announcement in either October or November."

Norman Daley, BCom, CA
Bid Chair 2014 Kamloops Brier and
Partner, An Incorporated Professional



Daley & Company Chartered Accountants LLP
900 – 235 1st Ave.
Kamloops, BC V2C 3J4
p. 250.374.5577
f. 250.374.5573

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Ref: 148858

His Worship Mayor P. G. Milobar
City of Kamloops
7 Victoria Street
Kamloops, BC V2C 1A2

Dear Mayor Milobar:

Thank you for your letter of December 22, 2011, regarding potential Provincial financial support for the City of Kamloops' bid for the 2014 Tim Horton's Brier Canadian Men's Curling Championship.

I am pleased to confirm that the Ministry of Community, Sport and Cultural Development will provide a conditional contribution of \$100,000 toward the hosting of the event. Provincial funding support will be provided only if Kamloops is successful in obtaining the event, and would flow during the 2012/13 fiscal year.

The Province of British Columbia and the Ministry are thrilled about the possibility that the "Tournament Capital of Canada", with its rich history of successful event hosting and tremendous group of enthusiastic and experienced volunteers, will provide the provincial and territorial teams, media and visitors with an unforgettable experience. The Province recognizes that events of this magnitude help to maintain the profile of British Columbia as a sport tourism destination and enhance its tradition of sport hosting excellence.

The 2014 Brier will be an extremely high profile event and would focus the attention of Canadian sport fans and sport media on our province just weeks after the opening of the 2014 Olympic and Paralympic Winter Games in Sochi. The 2014 Brier would play an integral role in rekindling the Olympic spirit among all British Columbians and we are confident that the City of Kamloops would do everything within its power to make this event successful and memorable.

.../2

His Worship Mayor P. G. Milobar
Page 2

The Ministry is proud to support your bid committee in its efforts to obtain this exciting event. Please contact Mr. Doug Wrean, Director – Sport Services, if you require any additional information. Mr. Wrean can be reached by telephone at: 250 356-0364, or by email at: Doug.Wrean@gov.bc.ca.

Thank you again for writing.

Sincerely,

Ida Chong, FCGA
Minister

pc: Honourable Terry Lake, MLA
Kamloops–North Thompson and
Minister of Environment

Mr. Kevin Krueger, MLA
Kamloops–South Thompson

Mr. Doug Wrean,
Director – Sport Services
Ministry of Community, Sport and Cultural Development

His Worship Mayor P. G. Milobar
Page 3

Minister: file copy Branch: file copy Branch: pending copy ARCS/ORCS#: 0280-30
Date Typed: May 3, 2012 Prepared by: ACS:SPR:BWasylik
Document Location: c:\users\janehall\appdata\local\microsoft\windows\temporary internet
files\content.outlook\9agk9i7\148858_min_acs_spr_milobar_2014 tim hortons brier_final 120509.docx

HONOURABLE TERRY LAKE, MLA
KAMLOOPS-NORTH THOMPSON AND
MINISTER OF ENVIRONMENT
PO BOX 9047 STN PROV GOVT
VICTORIA, BC V8W 9E2

MR. KEVIN KRUEGER, MLA
KAMLOOPS-SOUTH THOMPSON
9 - 111 ORIOLE ROAD
KAMLOOPS, BC V2C 4N6

Hall, Jane M CSCD:EX

From: Diana Hardie [dianaatcyclingbc@gmail.com]
Sent: Wednesday, October 31, 2012 5:29 PM
To: Keith Ryan; Wasylik, Bruce CSCD:EX
Subject: Re: 25K

Hi Keith & Bruce

Just wanted to confirm that we did get the funds on Monday to our s21 main account via direct deposit for the \$25,000 in support of our 2012 BMX Supercross World Cup held in Abbotsford September 14-15 2012!
THANK YOU!

Regards,
Diana

On Sat, Oct 27, 2012 at 10:10 AM, Keith Ryan <keith@cyclingbc.net> wrote:
Please check the bank account on Tuesday...

Begin forwarded message:

From: "Wasylik, Bruce CSCD:EX" <Bruce.Wasylik@gov.bc.ca>
Subject: BMX Supercross World Cup
Date: 27 October, 2012 8:42:37 AM PDT
To: "Keith Ryan" <keith@cyclingbc.net>

Keith

Please have your financial officer check the status of your bank accounts in the next few days.

The Ministry of Finance should be making an electronic funds transfer (deposit) into the Cycling BC account of record by the end of next week. This contribution will be in support of the BMX Supercross World Cup held in Abbotsford in September.

Please confirm receipt of the funds.

Thank you

Bruce Wasylik
Sport Consultant - Hosting Program
5th Floor, 800 Johnson St., Victoria, V8W 1N3
250-356-5003 (w); 250-356-2842 (fax)

--

Diana Hardie
Director of Finance & Administration
Cycling British Columbia (Canada)
Direct: 604.737.3136
Fax: 604.737.3141

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Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Friday, October 12, 2012 12:04 PM
To: 'Diana Hardie'
Cc: Wasylik, Bruce CSCD:EX
Subject: RE: Cycling BC and partership with Sport Branch/BC Government

You don't need to do anything Diana. We are working on this. Sometimes government processes are slower than we'd like but we're doing our best. D.

From: Diana Hardie [<mailto:dianaatcyclingbc@gmail.com>]
Sent: Thursday, October 11, 2012 11:29 AM
To: Wrean, Doug L CSCD:EX
Cc: Keith Ryan
Subject: Cycling BC and partership with Sport Branch/BC Government

Hi Mr. Wrean

Hope it's okay that Keith has forwarded me your contact information. I would like to say on behalf of Cycling BC that it's been great to get financial and public support from the Ministry for our 2012 BMX Supercross World Cup held in Abbotsford just under one month ago. It was a great event, and helped foster many new relationships in the local Abbotsford community as well as the international BMX community.

Unfortunately the event was a very expensive and large undertaking for our Association, and any financial relief is greatly appreciated. I hate to put any undue pressure your way, but was wondering if you had your ear to the ground as it were in regards to any release of hosting funds, or any deliverables that we need to fulfill before that is possible.

Best Regards,

--

Diana Hardie
Director of Finance & Administration
Cycling British Columbia (Canada)
Direct: 604.737.3136
Fax: 604.737.3141

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Hall, Jane M CSCD:EX

From: Keith Ryan [keith@cyclingbc.net]
Sent: Friday, August 31, 2012 3:50 PM
To: Wasylik, Bruce CSCD:EX; Wrean, Doug L CSCD:EX
Cc: Scott Ackles
Subject: Update

Hi Bruce/Doug,

I hope your summer has been a good one.

August has zipped by and we are now just 2 weeks from hosting the worlds best BMX athletes and all the associated media.

I recently provided an email update to David Galbriath and Minister Chong and noted that notable media outlets such as ESPN have already been accredited for the event. The bulk of the Olympians have booked their flights and accommodation and will start arriving next weekend. Several of the Olympians are being scheduled for live interviews on CTV, CBC and Global over the next two weeks. International broadcasters such as the BBC will be tracking the success of TEAM GB who are sending 4 athletes.

We will also be contracting the deployment of the Provincial Government's Mobile Medical Unit (http://www2.news.gov.bc.ca/news_releases_2009-2013/2011HLTH0056-000985.htm). This will be the unit's first deployment at a major sports event since the 2010 Winter Games. In addition, we have also contracted directly with BC Ambulance for 13 paramedics, one ambulance, one gator, a communications officer and logistic support person. The collective cost of the medical expenditures alone will be easily in excess of \$60,000. The overall budget of the event is closer to \$380,000.

Your last email expected that you would provide me a response by mid August and our telephone conversation in early July provided some hope that there was at least some support for this event within the Ministry. I truly recognize that BMX might not have the comfortable feel of Tennis or other very "main stream" sports but none the less BMX is an Olympic sport in which BC and Canada has a very bright future. We very much need your support.

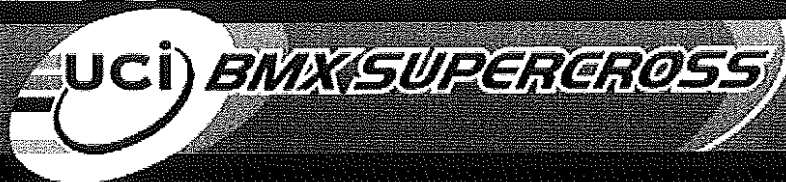
My email to the Minister was appreciative of the all the support we receive from the Provincial Government but it also says that this level of event is not viable without the assistance of the Provincial Government. We by no means expect the Provincial Government to provide the majority of funding for the event but the funding is as essential to this event as it is to a Davis Cup event and the Canada Cup Wheel Chair Rugby. These events received \$100,000 and \$75,000 respectively.

As mentioned in my previous email we intend to bid for either the 2015 (July) or 2016 (May) BMX World Championships at BC Place. A event of this level at BC Place would demonstrate once again the versatility of BC Place and be a great asset to the event because provides the option of closing the roof in wet weather conditions. If our bid is successful we would host a World Cup at BC Place in the preceding year (2014?) at BC Place. The retractable roof would the flexibility to host the event at a time when BC Place would not normally be booked for another event. A World Championship in BC Place would attract over 1500 athletes alone and generate a direct spend in excess of \$5 million.

There is so much to celebrate through this event. The construction of a world class facility (see attached computer graphic), the partnership with the City of Abbotsford, and the use of legacy equipment from the 2010 Games. I hope to hear from you very soon regarding funding for what will be a great World Cup event.

Kindest regards,

Keith Ryan
Chief Executive Officer



Abbotsford

Abbotsford, Canada

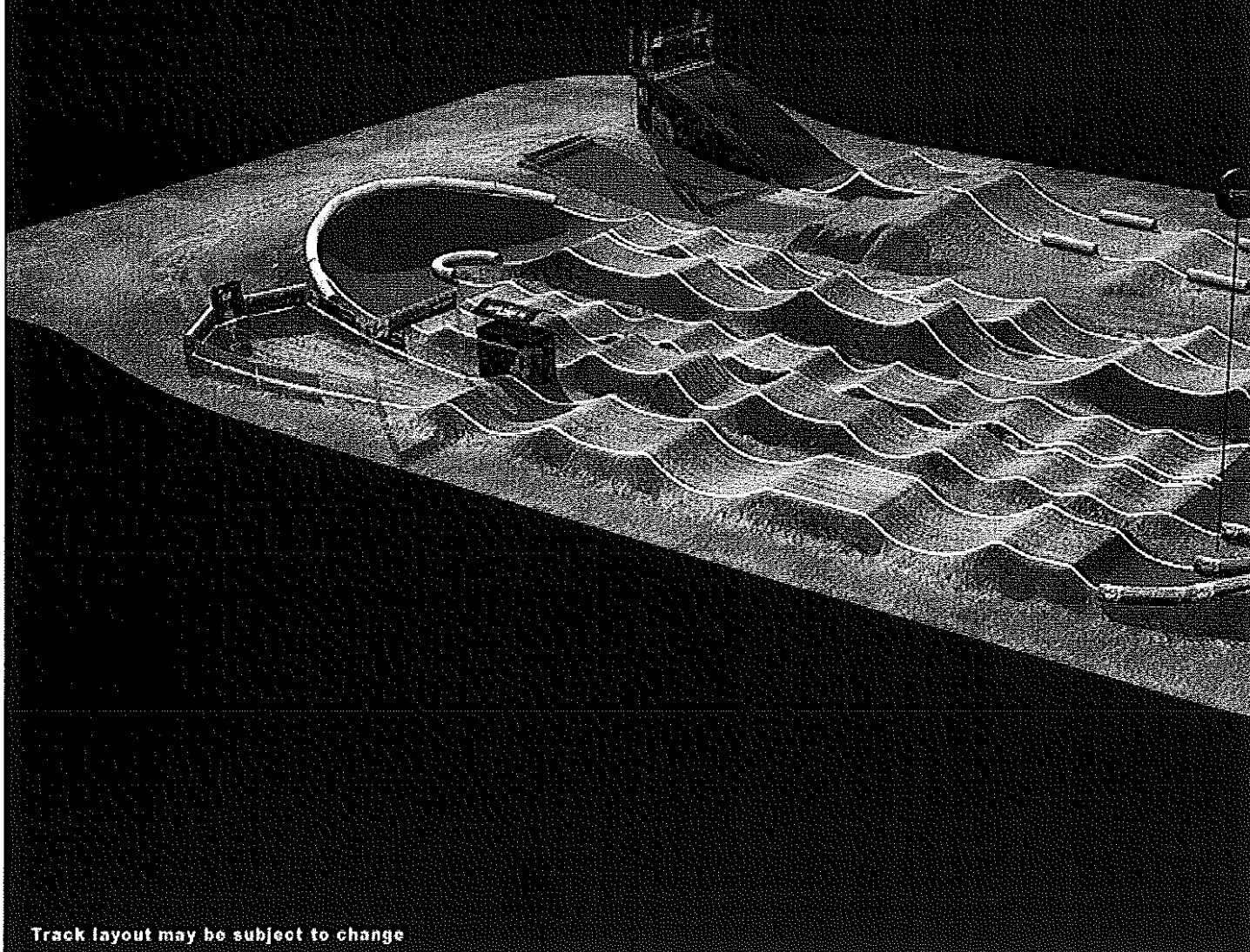
14-15 Sep 2012 date

Abbotsford Exhibition Park venue

Length: 355 m

EliteTrax Inc. track design

1,165 ft track length



Track layout may be subject to change

On 2012-07-24, at 1:39 PM, Wasylik, Bruce CSCD:EX wrote:

It looks as though it will be a few more weeks before a response is approved by the Minister....

She is reviewing a group of funding requests for major events and we hope to provide you with a definitive answer on the BMX World Cup by mid-August.

From: Keith Ryan [mailto:keith@cyclingbc.net]
Sent: Thursday, July 19, 2012 10:13 AM
To: Wasylik, Bruce CSCD:EX
Subject: Re: Update/Flag Bearer/Media

Hi Bruce,

We have not received a letter regarding funding from the minister as yet, can you provide any update?

Kindest regards,

Keith

On 2012-07-05, at 3:38 PM, Wasylik, Bruce CSCD:EX wrote:

We should be back in the office by 415 does that work or send us a time that works on friday

From: Keith Ryan [mailto:keith@cyclingbc.net]
Sent: Thursday, July 05, 2012 01:29 PM
To: Wasylik, Bruce CSCD:EX
Subject: Fwd: Update/Flag Bearer/Media

I neglected to CC you on the email below....do you have time available to discuss?

Regards,

Keith

Begin forwarded message:

From: Keith Ryan <keith@cyclingbc.net>
Subject: Re: Update/Flag Bearer/Media
Date: 5 July, 2012 11:38:31 AM PDT
To: "Wrean, Doug L CSCD:EX" <Doug.Wrean@gov.bc.ca>

Hi Doug,

Thanks for the email. I have left a message for you and hope that we can talk soon to discuss our event.

2012 Request

Our most urgent funding request is for the 2012 World Cup BMX event in Abbotsford
We have asked for a much smaller amount (\$180k) for this event even though it is a World Cup

The Economic Impact estimates are based on the International and National spend and not based on the spending on BC residents.

Looking at possible solutions - Cycling BC created a separate society when we built the facility and secured bid funding from the Provincial Government to secure rights to host the 2012 BMX World Cup event. We applied for a small gaming grant for a large cycling festival component of the event perhaps this application could be given the fullest of consideration. Access to the festival is free of charge and includes a free music component, bike demonstrations, kids skills park, kids racing, etc.

A Few Key Points

90% of all athletes, coaches and support are from out of country

The World Cup will be revenue positive for the BC Government through PST

We intend use **BC Place** as host venue for a bid for the 2016 BMX World Championships (May 2016)

The BMX world cup has a national and global audience similar to that of the Davis Cup

My sincerest apologies of our application is out of sync with the wishes/needs of the ministry - it was never meant to create problems. The BC Hosting Grant program seemed to encourage bids for World Cups and when we received the bid funding we pursued the event and raised the \$200k for the construction of the BMX Supercross Track. As well, all the post 2010 communication from Legacies 2010 et al seemed to indicate a strong support for hosting this level of event especially when tourism is a major component. So once again, my sincerest apologies.

I hope we can discuss the matter sooner rather than later - my cell phone is

s22

Kindest regards,

Keith

On 2012-07-04, at 4:27 PM, Wrean, Doug L CSCD:EX wrote:

Hi Keith,

Tx for the note. David's recent e-mail to you said:

"But I am aware of the time pressure you are under and, in the interest of fairness, have to advise you that the \$470 K you have requested for the 2013 UCI Mountain Bike World Cup greatly exceeds the amount of funding the Ministry has available to allocate to "mid-sized" events this fiscal year. Further, a number of sports are seeking funding or additional funding for mid-sized events right now".

I would expect that this is likely what the Minister will indicate: that regardless of the merits of your event (which are numerous) the Ministry simply does not have this amount of funding (\$470 K) available.

We appreciate the effort you/Cycling BC are going to in explaining the economic and other benefits of cycling events. In these days of tight financial resources this is important. But not simple. In making business case arguments the Ministry completely ignores all spending by BC residents – we assume this would take place anyway. We just count the out-of-province stuff. It isn't always easy to make this distinction, but it is critical.

With respect to the size of your request, I thought you should be aware of its size relative to other assistance which we have been able to provide in recent years.

- \$2 M for 2015 Women's World Cup of Soccer – revenue positive to the Province (including benefit to Pavco). It took us more than a year to secure this funding.
- \$300 K for Special Olympics – this is the event related portion and relates to two events, both key in disability sport.
- \$250 K for CONCACAF Women's Olympic Soccer Qualifier – again revenue positive to the Province (including benefit to Pavco).
- \$100 K for Davis Cup – an enormously visible event nationally and internationally.

Relatively speaking yours is a very large request – the annual allocation for mid-sized events is \$500 K. To obtain larger amounts (i.e. from central government) generally takes a robust, revenue-positive business case and many months (minimum six in our experience).

Pls feel free to follow up with Bruce and I by phone.

Doug W
Sport Services 250.356.0364

From: Keith Ryan [mailto:keith@cyclingbc.net]
Sent: Wednesday, July 4, 2012 2:48 PM
To: Wrean, Doug L CSCD:EX; Wasylik, Bruce CSCD:EX
Cc: Galbraith, David J CSCD:EX
Subject: Update/Flag Bearer/Media

Dear Doug/Bruce,

David had mentioned in his last email that that a notification of funding was forthcoming and was a possibility for last week. I am wondering whether you can provide an update. We were delighted to be awarded \$5000 two years ago to try and secure the rights to the event and we are excited about the prospect of organizing a great event. For a variety of reasons expressed in previous emails we feel this event provides the the Government of British Columbia the maximum return on investment. The event is already generating great media exposure for all the stakeholders in sport (Provincial Government, BC Sport Agency, etc). Most recently we secured some great media exposure as a result of our ribbon cutting event which formally opened the facility. In addition to a sports segment on the Global News we secured a 5 minute interview on the Global News. The interview provided me with an opportunity to highlight the continued support provided by the provincial government to the sport of Cycling:

Jay Janower "When you look at other sports that get government funding, I think BMX has to be near the bottom"

Keith Ryan "We are really changing that and the Provincial Government have been just awesome with the sport of cycling"

Global BC dominates the news rating. A quick glance at core news viewers the A25-54 (M-F) numbers:

- Morning News with Steve Darling and Sophie Lui surged ahead of its closest competitor, Citytv's Breakfast Television by 300%
- The audience for Noon News with Sophie Lui and Jay Durant was 15 times higher than CTV Noon News
- Early News with Deborra Hope stayed ahead of CTV News at 5pm by 271%
- News Hour with Chris Gailus outperformed CTV News at 6 by 264%
- News Hour Final with Randene Neill and Squire Barnes surpassed CTV Late News by 158%
- The audience for Weekend News Hour with Robin Stickley was 363% higher than CTV Evening News Weekend
- News Final with Anne Drewa bested CTV Late News by 191%

Radio and local print media provided great exposure the week of the ribbon cutting including on on-air radio interview during the morning commute. The Abbotsford Times quoted Cycling BC in its article:

"Securing the rights to host this great event for a second year was made possible because of the amazing support received from the City of Abbotsford and the provincial government," said Keith Ryan, CEO for Cycling BC.

This past weekend was another great weekend for British Columbia on the international stage. British Columbian's took to the podium once again in both Cross Country and Downhill. I am pleased to report that Catharine Pendrel won the New York leg of the World Cup and as a result has locked up the overall World Cup title for 2012. While, Steve Smith (age 21) from Nanaimo finished won Silver at the downhill event - currently ranked 6th in the world; this result will vault him up the World Cup standings.

As further proof that the popularity of cycling is at an all time high in Canada and BC, a nationwide poll conducted by CBCSPORTS.CA concluded this past weekend and proclaimed Catherine as the people's choice to be flag bearer at the 2012 Olympic Games. Catharine beat out Canadian greats such as Simon Whitfield, Christine Sinclair, and Adam Van Koeverden. Here is what the CBC had to say about the results of the poll:

The mountain bike world champion — seeded No. 8 on the women's side and only in the tournament as a replacement after the sudden retirement of rower Tracy Cameron — knocked off top-seeded soccer star Christine Sinclair in the first round before toppling Cockburn and multisport star Clara Hughes to win the women's division.

Pendrel capped her shocking run with her most improbable upset, getting 50.79 per cent of your votes in the final to beat Whitfield by just 544 votes.

Afterwards she tweeted: "Thank you Canada & cycling fans for voting me as people's choice for flag bearer. You honor and inspire me!"

What can we say, Catharine? Congratulations, and we should have had you in the bracket from the beginning.

In fact, Canadians would do well to remember the name Catharine Pendrel when the Olympics begin. As the reigning women's mountain bike world champion and the winner of last year's Olympic test event in London is a top contender for a gold medal

Thanks again for your continued efforts on our behalf, an update would be most appreciated.

Kindest regards,

Keith Ryan
Chief Executive Officer
Cycling British Columbia
keith@cyclingbc.net
Tel: 604.737.3034
Fax: 604.737.3141

<image001.png>

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This communication has originated from the systems network of Cycling British Columbia, Suite 201-210 W Broadway, Vancouver, BC, V5Y 3W2 CANADA Phone 604-737-3034

Hall, Jane M CSCD:EX

From: Galbraith, David J CSCD:EX
Sent: Tuesday, August 28, 2012 9:54 PM
To: Rud, Jeff GCPE:EX; Wrean, Doug L CSCD:EX
Cc: Wasylik, Bruce CSCD:EX
Subject: Fwd: 2012 BMX Supercross World Cup
Attachments: Economic_Impact Study.pdf; ATT00001.htm; podium_backdrop.tif; ATT00002.htm

FYI

Sent from my iPad

Begin forwarded message:

From: Keith Ryan <keith@cyclingbc.net>
Date: 28 August, 2012 6:13:01 PM PDT
To: "Chong.MLA, Ida LASS:EX" <Ida.Chong.MLA@leg.bc.ca>
Cc: "Galbraith, David J CSCD:EX" <David.Galbraith@gov.bc.ca>
Subject: 2012 BMX Supercross World Cup

Honorable Ida Chong, M.L.A.
Minister of Community, Sport and Cultural Development
Room 323
Parliament Buildings
Victoria, BC
V8V 1X4

August 28th, 2012

Dear Minister,

Re: 2012 Supercross BMX World Cup - Abbotsford - September 14th/15th

Cycling BC would like to provide you with an update on the finals preparations for the 2012 UCI BMX World Cup in Abbotsford. We would also like to follow up to see if you would be able to attend the event in person. At the Minister's option, this could include a ribbon cutting formally opening of the event and/or the presentation of awards at the conclusion of the event (a sample picture of a previous awards ceremony is attached).

Deployment of a Legacy from the 2010 Olympic Games

Cycling BC is very pleased to report that we will be deploying the Province of BC's Mobile Medical Unit at the World Cup. The mobile hospital was purchased by the Province of British Columbia after the 2010 games and this will be its first deployment of the unit at a sports event. We will be working with PHSA and the communications staff in your ministry to prepare an announcement regarding the unit's use at the World Cup. The following link is the previous announcement from the Province of BC regarding the Mobile Medical Unit http://www2.news.gov.bc.ca/news_releases_2009-2013/2011HLTH0056-000985.htm.

The World Media is Coming

ESPN will be amongst the world's media accredited for the event and providing global exposure to British Columbia and Abbotsford. The next few weeks will see numerous media activities with Canadian broadcasters including Global, CTV and CBC.

Go Ride in BC Schools

Cycling BC is using the 2012 BMX World Cup to formally announce the launch of our Go Ride in BC Schools program. This free "bike skills program" will be made available to all public schools in British Columbia at zero cost. The program was beta-tested during the 2011-12 school year and provided enormously successful. Olympic bronze medalist Jasmin Gleasser and Olympian Tory Nyhaug will be on hand to discuss the importance of the program. This program would not be possible without the ongoing support of the Government of BC through the BC Participation Grant and the Community Gaming grant program. We are also anticipating a Victoria based announcement with the assistance of Olympic Bronze medalist Gillian Carelton and her coach Richard Wooles.

Olympians (and their medals) at the Event

The World Cup will include most of the athletes who recently participated in the BMX event at the 2012 Olympic Games in London including BC's very own Tory Nyhaug. Tory has a great chance to finish win a World Cup on home soil as well as finish in the top three of the world cup series.

Government of BC Recognition at the World Cup

The Government of BC will be recognized at the event on the podium backdrop, on the official poster, in the official program and on the official event website (see attached proofs).

We have continued dialogue since the spring with ministry staff in the hopes that this event can receive greater hosting support and we hope that an announcement can be made soon as the financial pressures of this event have been substantial in its first year. We were very fortunate to receive bid support and a small hosting grant and we remain appreciative of this help. In reality, a World Cup event in any sport requires the assistance of the host Province to remain viable. I have included a summary of the economic impact of this event that clearly demonstrates that this event will generate \$192,000 in provincial taxes alone. The vast majority of these taxes will be generated by out of country visitors.

I would once again like to thank you for your ongoing support of the sport of cycling. The success of BC athletes on the world stage in 2012 has been truly exhilarating for all concerned and Ministry support has been integral to that success. Young BC athletes like Gillian Carelton, Jasmin Glaesser and Tory Nyhaug will ensure that this excitement continues through to the 2014 Commonwealth Games, the 2015 Pan AM Games and the 2016 Olympic Games. On a closing note, it has been great to celebrate an Olympic medal being won (Womens Team Pursuit) in a building clad in Western Red Cedar from right here in British Columbia http://blog.gov.bc.ca/bctradeinvest/2012/07/27/london_velodrome/

Yours sincerely

Keith Ryan
Chief Executive Officer

Table #A - Economic Impact Summary - Combined Total:
(Dollars)

British Columbia

	Total British Columbia	Local Area Abbotsford	Rest of British Columbia
Initial Expenditure	\$690,587	\$690,587	\$0
Gross Domestic Product			
Direct Impact	\$155,744	\$155,744	\$0
Indirect Impact	\$339,721	\$144,264	\$195,457
Induced Impact	\$272,881	\$256,544	\$16,337
Total Impact	\$768,345	\$556,551	\$211,794
Wages & Salaries			
Direct Impact	\$274,790	\$274,790	\$0
Indirect Impact	\$206,902	\$122,078	\$84,825
Induced Impact	\$169,460	\$177,477	-\$8,017
Total Impact	\$651,152	\$574,344	\$76,808
Employment (Full-year jobs)			
Direct Impact	11.7	11.7	-
Indirect Impact	4.3	2.8	1.5
Induced Impact	3.9	2.9	1.0
Total Impact	19.9	17.4	2.5
Direct Taxes			
Federal	\$99,979	\$99,979	\$0
Provincial	\$105,084	\$105,084	\$0
Municipal	\$34,307	\$34,307	\$0
Total	\$239,370	\$239,370	\$0
Total Taxes			
Federal	\$215,964	\$172,170	\$43,794
Provincial	\$186,503	\$191,192	-\$4,689
Municipal	\$62,194	\$54,788	\$7,406
Total	\$464,661	\$418,149	\$46,511
Industry Output			
Direct & Indirect	\$1,202,471	\$896,854	\$305,617
Induced Impact	\$546,937	\$512,682	\$34,255
Total Impact	\$1,749,408	\$1,409,536	\$339,872

UCI *BMX SUPERCROSS* Abbotsford



Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Wednesday, July 4, 2012 4:27 PM
To: 'Keith Ryan'; Wasylik, Bruce CSCD:EX
Cc: Galbraith, David J CSCD:EX
Subject: RE: Update/Flag Bearer/Media

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Doug W
Sport Services 250.356.0364

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Cc: Galbraith, David J CSCD:EX
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What can we say, Catharine? Congratulations, and we should have had you in the bracket from the beginning.

In fact, Canadians would do well to remember the name Catharine Pendrel when the Olympics begin. As the reigning women's mountain bike world champion and the winner of last year's Olympic test event in London is a top contender for a gold medal

Thanks again for your continued efforts on our behalf, an update would be most appreciated.

Kindest regards,

Keith Ryan
Chief Executive Officer
Cycling British Columbia
keith@cyclingbc.net
Tel: 604.737.3034
Fax: 604.737.3141



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Hall, Jane M CSCD:EX

From: Keith Ryan [keith@cyclingbc.net]
Sent: Friday, June 29, 2012 5:26 PM
To: Wasylik, Bruce CSCD:EX; Wrean, Doug L CSCD:EX
Cc: sackles@bcsportagency.com; Galbraith, David J CSCD:EX
Subject: Re: 2013 UCI Mountain Bike World Cup and 2012 UCI BMX Supercross World Cup - Abbotsford
Attachments: Sport_Hosting_World_Cups.pdf

Hi All,

Thanks for your continued efforts on behalf our our application for funding.

I have attached a rationale/report for our World Cups that identifies some of the characteristics that ensure the government gets a good ROI. This short report threw out a few interesting numbers that surprised most in our office. For example, our estimates indicate that the Odium Brown Tennis event provides a greater economic impact than the recent Davis Cup Tie. The numbers also suggest that the tourism benefits of the Women's Olympic Qualifier would not be substantial. The report cites the Provincial Governments new strategic plan for tourism and supports some of our previous submissions.

Here is a quick video link to Global News story that came out of our ribbon cutting ceremony <http://www.globaltvbc.com/video/probmx+rider/video.html?v=2251016832&p=1&s=dd#sports> and here is a article from a National Cycling Magazine <http://pedalmag.com/?p=163673&c>.

On a closing note, Catherine Pendrel won last weeks Mountain Bike World Cup in Quebec and Max Plaxton of Victoria came 5th in a week which saw him named to the Olympic team. Both athletes will compete this weekend at the World Cup in Windham, New York.

Thanks again for considering the request.

Keith

On 2012-06-22, at 3:46 PM, Galbraith, David J CSCD:EX wrote:

Hi again Keith,

As I noted earlier, you can expect a response from the Minister fairly soon – we hope the week of June 25th, 2012.

But I am aware of the time pressure you are under and, in the interest of fairness, have to advise you that the \$470 K you have requested for the 2013 UCI Mountain Bike World Cup greatly exceeds the amount of funding the Ministry has available to allocate to “mid-sized” events this fiscal year. Further, a number of sports are seeking funding or additional funding for mid-sized events right now.

If you have any questions or concerns please follow up with Bruce Wasylik/Doug Wrean.

Regards,

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport
Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

From: Keith Ryan [mailto:keith@cyclingbc.net]
Sent: Wednesday, June 20, 2012 4:59 PM
To: Galbraith, David J CSCD:EX
Cc: 'sackles@bcSPORTagency.com'; Wrean, Doug L CSCD:EX
Subject: Re: 2013 UCI Mountain Bike World Cup and 2012 UCI BMX Supercross World Cup -Abbotsford

Hi David,

I am wondering if you can provide confirmation of our request for funding for the two World Cups (2012 BMX and 2013 Mountain Bike).

The UCI Management committee met last Thursday and postponed a decision on formally announcing a 2013 Mountain Bike World Cup Schedule as they are very keen to host one of the events here in British Columbia and we could not give them a firm commitment. However, they have an application from Windam (New York) to host the event as well as an option to host the event in Europe on the site of the 2014 World Championships and are getting ready to pursue those options. At the same meeting, the UCI Management did approve the 2013 BMX World Cup Calendar and we have been successful in securing a BMX World Cup for Abbotsford in 2013. We are making the formal announcement of this event next Tuesday at the ribbon cutting for the Abbotsford BMX Track and have invited Minister Chong.

The exciting "British Columbia/Canada" news from the sport of cycling is that the 2012 Olympic selections have been all but finalized for all our disciplines and BC has 9 out of 17 athletes representing Canada in the different cycling disciplines, 3 of 5 the five Olympic cycling coaches and 2 officials assigned to officiate at the games. Here is the tentative list (We believe Ryder will be confirmed for the Mens Road and Tory is being announced next week for BMX).

Mountain Bike

Catherine Pendrel, Kamloops
Max Plaxton, Victoria
Geoff Kabush, Courtenay, BC

BMX

Tory Nyhaug, Coquitlam
Connor McCormack, Vernon(Alternate)

Road Cycling – Men

Ryder Hesjedal, Victoria
or
Svein Tuft, Langley

Track

Zach Bell, North Vancouver

Gillian Carleton, Victoria
Jasmin Glaesser, Coquitlam
Laura Brown, Vancouver (Alternate)

Coaches

Richard Wooles, North Vancouver: Head Coach - TRACK
Dan Proulx, Victoria: Head Coach - Mountain Bike
Adam Muys, Maple Ridge - BMX

Officials

Wayne Pamario, Chief Track Official
Kevin MacCuish, BMX Official

These are truly exciting times for the sport of Cycling and we would truly like to take advantage of the opportunity to host a Mountain Bike World Cup and BMX World Cups but, as with all the other major sporting events hosted in BC, it is simply not possible without hosting support from the Provincial Government. With that said, I am wondering whether we can secure a commitment for Provincial Government support for the 2012 BMX World Cup and 2013 Mountain Bike World Cup.

Sincerely,

Keith Ryan
Chief Executive Officer
Cycling BC

Not Responsive

Not Responsive

Not Responsive

A Sport Hosting Rationale for Cycling Events

Why Mountain Bike and BMX World Cups generate a greater economic impact for BC than other sports events

Overview

Hosting a UCI Mountain Bike or a BMX World Cup offers greater financial and tourism benefits compared to other sports events recently hosted in British Columbia:

- Sales Tax
- Media Exposure in BC's Key Target Markets
- Male and Female Audience
- Global and Domestic TV Audience
- Fans Interest & Mobility (Potential Tourists)
- Total Athlete and Team Participation
- British Columbia's Competitive Advantage
- Location of Event outside the Lower Mainland
- Provincial Tax Revenue

Provincial Sales Tax

A STEAM economic impact estimate for the 2012 BMX World Cup revealed that the event would generate **\$186,503** in provincial sales tax. A similar study for a 2013 Mountain Bike World Cup revealed that this event held in Kamloops would generate **\$495,118**. Cycling BC has asked the Provincial Government to consider **\$470,000** for a Mountain Bike World Cup and a request of **\$187,500**. These calculations used conservative figures to estimate the financial impact of these events and demonstrate that both events have the ability to be a financial benefit or at worst break-even to the Provincial government.

Key Markets

The Government of BC recently developed a new strategic plan for tourism. This plan identified the following key target markets:

- | | |
|-------------------------------|--------------------------------|
| • Japan (18 mtb) (8 BMX) | • USA (51 mtb) (38 BMX) |
| • Australia (37 mtb) (24 BMX) | • Can/Ontario (53 mtb) (8 BMX) |
| • Germany (41 mtb) (11 BMX) | • Mexico (14 mtb) (2 BMX) |
| • UK (52 mtb) (10 BMX) | • South Korea |
| • China (4 mtb) (4 BMX) | • India |

Eight of these key tourism markets have athletes participating regularly on the Mountain Bike World Cup circuit (the number of athletes is indicated in parenthesis). Several of the key markets have a substantial number of athletes competing at the World Cups. Australia, the USA, and the United Kingdom would all have athletes that consistently podium at World Cups and World Championships so amount of media impressions in these three countries would be notably higher. A BMX Supercross World Cup will have a similar marketing reach with multiple athletes in each of the same key markets.

Male and Female Audience

Appealing strongly to both genders also provides for greater marketing reach and tourism benefits. In BMX, Australia is home to the current men's World Champion and Southern California is home to the Men's 2012 World Cup leader. The Women's BMX World Cup leader is Australian and the World Champion is French. For Cross Country Mountain Bike, the current Women's World Cup leader and World Champion is Catharine Pendrel. For men, the World Champion is from the UK and the World Cup point's leader is from California.

Global and Domestic TV Coverage

In 2007, over 30 million television spectators watched the UCI Mountain Bike World Cup races. International rights holders likely to take live coverage are:

- Pan Europe (Eurosport)
- Australia (SBS)
- Belgium (VRT, RIBF)
- Canada (Sportsnet)
- France (FR2/FR3)
- India (Zee Sport)
- Italy (RAI)
- Netherlands (NOS)
- Norway
- Russia
- South Africa (Supersport)
- Spain (TVE)
- Switzerland (TSI, TSR, DRS)
- UK (BBC)
- USA (WCSN)

The mountain bike world cup races are all live webcast. In addition to live TV coverage, more than 250 print, new media and photojournalists from over 25 nations will cover a World Cup. The host broadcaster delivers live TV and web coverage plus a highlights program to an even wider range of countries.

The 2010 UCI BMX Supercross World Cup (4 events) was produced and distributed as follows:

- Europe; 600 minutes, estimated viewers app 1'000'000
- Asia & Middle East; 350 minutes, estimated viewers app 800'000
- America; 500 minutes, estimated viewers app 1'000'000
- Oceania; 300 minutes, estimated viewers app 500'000
- In 2010 all events were broadcasted live or delayed live (Pan Europe)

Canadian TV Coverage of international Mountain Bike and BMX events has reached an all time high. Sportsnet's 2012 coverage includes:

2012 UCI BMX World Championships (Birmingham, GBR)

June 5 – 12noon-2pm (Sportsnet One (SN 1))

June 6 – 12noon-2pm (Sportsnet One (SN 1))

2012 UCI Mountain Bike and Trials World Championships (Leogang/Saalfelden, AUT)

September 8-9 - SN 1 (Time TBD)

2012 UCI Mountain Bike World Cup

April 30th - 4pm

May 28th - 4pm

June 4th - 4pm

Potential Tourists

The ability to generate tourism revenue is a critical difference between a Mountain Bike World Cup and other major sports events hosted in British Columbia. Athletes from over 60 countries have participated in the 2012 UCI Mountain Bike World Cup series so far and over 40 countries on average participate in each leg. This is substantially more than most other international sports events recently hosted in BC. For example, the recent Davis Cup playoff was contested between just two teams; Canada and France. The Women's Olympic Soccer Qualifier held in Vancouver hosted only 7 other countries including Haiti, Cuba, Guatemala, Costa Rica and the Dominican Republic. The lack of countries participating limits the events ability to attract tourists to BC. Further, media exposure in countries such as Haiti, Cuba, Guatemala will simply not lead to increased tourism because the vast majority of the population from those countries is not financially capable of vacationing in BC.

The Mountain Bike and BMX events are broadcast around the world to key markets and to many consumers who have the financial ability to vacation in BC. This is not to say that these other sports events are not worthy of government support. The Davis Cup Tie provided exposure for British Columbia in France and the rest of Canada while the Olympic Qualifier provided exposure in the USA. However, both the Mountain Bike World Cup and BMX Supercross World Cups can provide a far greater return on investment simply as a function of which countries broadcast the events.

Socio-demographics of cycling ensure that the target audience is financially capable of actually vacationing in British Columbia. Many sports events hosted in BC cannot hope to translate media exposure into person visits to British Columbia. The recent Olympic Soccer Qualifier provides a perfect illustration. The qualifier was a great success by most measurements. However, the tourism benefit is negligible if the audience is not financial able to travel to BC or not motivated by a personal need.

Total Athlete and Team Participation

The amount of visiting athletes and coaches plays a substantial role in the ability of a sports event to generate economic impact for British Columbia. The Olympic Soccer Qualifier and Davis Cup both provide another valuable comparison when we compare their food and accommodation spending to that of a Mountain Bike World Cup.

Event	Event Days	Number of Participants	Person Nights	Accommodation Spend (based on \$120 per room and double occupancy)	Total Food Purchas (based on \$50 per day)	Total Spend Food and Accommodation	Provincial Funding
Soccer Qualifier	10	240	2640	\$158,400	\$120,000	\$278,400	\$250,000
Davis Cup Tennis	3	42	126	\$15,120	\$6,300	\$21,420	\$100,000
Odum Brown Open	7*	110	770	\$46,200**	\$38,500	\$84,700	\$15,000***
BMX World Cup	5	200	1000	\$60,000	\$50,000	\$110,000	
Mountain Bike World Cup	5	700	3500	\$210,000	\$175,000	\$385,000	

* average stay by players ** single occupancy ***2011 amount

Using just competition days for the calculation, this table shows that the participation levels of a Mountain Bike World Cup over 5 days can generate a far greater spend than the Olympic Soccer Qualifier.

Competitive Advantage

Hosting a Mountain Bike World Cup will demonstrate British Columbia competitive advantage to a viable tourism audience – an audience with the personal interest and the financial capability to vacation in British Columbia. To use a Government of BC marketing slogan – BC is the BEST PLACE ON EARTH to go mountain biking. British Columbia has 7 mountain resorts that operate world class Bike Parks in the summer months not to mention an unprecedented network of trails throughout the province.

The mountains, resorts and trails of British Columbia our competitive advantage . Other sports like tennis, soccer, rugby are delivered on relatively ubiquitous facilities; most cities have soccer pitches, tennis courts, or a stadium. Few regions of the world can offer the world-class mountain bike facilities available in BC. No other country can boast such facilities within less 4-6 hours travel time of each other. Abbotsford is home to one of only two permanent BMX Supercross tracks in North America and one of only a handful of tracks in the world. This once again creates a competitive advantage for British Columbia.

Location of Event Outside the Lower Mainland

Locating an event outside the lower mainland turns local fans into sports tourists. Specifically, events held outside the GVRD stimulates additional purchases of food, gas and accommodation within the BC economy. Events held in the lower mainland require far less expenditures by fans and participants.

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Thursday, June 21, 2012 9:18 AM
To: Galbraith, David J CSCD:EX
Cc: Wasylik, Bruce CSCD:EX
Subject: RE: 2013 UCI Mountain Bike World Cup and 2012 UCI BMX Supercross World Cup - Abbotsford

David and Bruce only.

s13

s13

From: Galbraith, David J CSCD:EX
Sent: Wednesday, June 20, 2012 5:10 PM
To: 'Keith Ryan'
Cc: 'sackles@bcsportagency.com'; Wrean, Doug L CSCD:EX
Subject: RE: 2013 UCI Mountain Bike World Cup and 2012 UCI BMX Supercross World Cup -Abbotsford

Hi Keith,
There is a response coming from the Minister in the near future I believe.

Regards,

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

From: Keith Ryan [mailto:keith@cyclingbc.net]
Sent: Wednesday, June 20, 2012 4:59 PM
To: Galbraith, David J CSCD:EX
Cc: 'sackles@bcsportagency.com'; Wrean, Doug L CSCD:EX
Subject: Re: 2013 UCI Mountain Bike World Cup and 2012 UCI BMX Supercross World Cup -Abbotsford

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The exciting "British Columbia/Canada" news from the sport of cycling is that the 2012 Olympic selections have been all but finalized for all our disciplines and BC has 9 out of 17 athletes representing Canada in the different cycling disciplines, 3 of 5 the five Olympic cycling coaches and 2 officials assigned to officiate at the games. Here is the tentative list (We believe Ryder will be confirmed for the Mens Road and Tory is being announced next week for BMX).

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Catherine Pendrel, Kamloops

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Tory Nyhaug, Coquitlam

Connor McCormack, Vernon(Alternate)

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Zach Bell, North Vancouver

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Richard Wooles, North Vancouver: Head Coach - TRACK

Dan Proulx, Victoria: Head Coach - Mountain Bike

Adam Muys, Maple Ridge - BMX

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These are truly exciting times for the sport of Cycling and we would truly like to take advantage of the opportunity to host a Mountain Bike World Cup and BMX World Cups but, as with all the other major sporting events hosted in BC, it is simply not possible without hosting support from the Provincial Government. With that said, I am wondering whether we can secure a commitment for Provincial Government support for the 2012 BMX World Cup and 2013 Mountain Bike World Cup.

Sincerely,

Keith Ryan
Chief Executive Officer
Cycling BC

On 2012-06-07, at 11:16 AM, Galbraith, David J CSCD:EX wrote:

Hi Keith,

Thanks for sending me the attached information and request. I have forwarded to my staff who review event funding requests. They will review your submission and get back to you directly with any questions they may have.

Regards,

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport
Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

Not Responsive

Not Responsive

Not Responsive

Hall, Jane M CSCD:EX

From: s22 Kathy
Sent: Friday, February 24, 2012 2:29 PM
To: Wasylik, Bruce CSCD:EX; 'Kathy Newman'
Subject: RE: Budget

Here is the anticipated revenue:

Sport Canada	\$50,000
Province of BC	\$75,000
Gaming	\$50,000
Registration	\$225,000
Sponsorship	\$50,000
Ticket sales	\$20,000
City of Richmond	\$1,500
Donations	\$20,000
Merchandise	\$8,000
Misc	\$10,000

-----Original Message-----

From: Wasylik, Bruce CSCD:EX [<mailto:Bruce.Wasylik@gov.bc.ca>]
Sent: February-24-12 12:26 PM
To: 's22 Kathy'; 'Kathy Newman'
Subject: RE: Budget

Yes. Revenue is most important and expenses can wait until you able to access your corporate files

Just to be clear I am looking for very high level info, no detailed breakdown is required...

e.g. Feds - 50K Province - 75K Gaming - 50K Sponsorship 50K??
City of Richmond ?? Tickets 2K?? Misc.??

Merci

B

-----Original Message-----

From: s22 Kathy
Sent: Friday, February 24, 2012 11:58 AM
To: Wasylik, Bruce CSCD:EX; 'Kathy Newman'
Subject: RE: Budget

Does revenue only work for you as I could do this today, I can take stab at the expenses but I have much more detail in this area and cannot remember all of the line items.

K

-----Original Message-----

From: Wasylik, Bruce CSCD:EX [<mailto:Bruce.Wasylik@gov.bc.ca>]
Sent: February-24-12 11:47 AM

To: 'Kathy Newman'
Cc: s22
Subject: RE: Budget

Hi there

Hope the move is going as smoothly as possible!

Just send me a high level revenue and cost breakdown when you can.....we want to show Dave that Canada Cup has a number of funding sources in addition to the Province. For example, Sport Canada and/or private sector support always works in our favour in selling the rationale for our involvement.

Cheers!

B

-----Original Message-----

From: Kathy Newman [<mailto:knewman@bcwheelchairsports.com>]
Sent: Friday, February 24, 2012 11:48 AM
To: Wasvlik. Bruce CSCD:EX
Cc: s22
Subject: Budget

Hi Bruce I got all caught up in the move yesterday and did not get the budget to you. I do not have access to it now so will provide a summary from my home email address which I have copied on this email. You best bet is to communicate via email to my home one until I tell you to go back to my work one. Be sure to send any emails to both home and work. Also you can text me if you need to speak to me quickly as I think my text will continue to work.
Cell is s22

Kathy Newman
Executive Director
BC Wheelchair Sports

Hall, Jane M CSCD:EX

From: Kathy Newman [knewman@bcwheelchairsports.com]
Sent: Wednesday, February 22, 2012 10:39 AM
To: Cowland, Ursula EMNG:EX
Subject: Special One-time grant request
Attachments: Special One-time request.doc

Dear Ursula, because of the broad applicability of the attached proposal BC Wheelchair Sports has been encouraged to submit this special one-time gaming request to the Gaming Branch for this fiscal year. If you require further information please contact me.

Please note BCWSA is currently moving and as a result we will not have access to the internet from February 24th – February 28th. I can be available by phone at s22 during this time. Please see my new phone number below which will be effective February 29th, 2012.

Thank you so much for considering this request.

Kathy Newman
Executive Director
BC Wheelchair Sports Association
#210 - 3820 Cessna Drive
Richmond, BC V7B 0A2
t - 604-333-3521
f - 604-333-3450
www.bcwheelchairsports.com

Please note we are moving!

Our new address effective February 24, 2012 will be:

780 SW Marine Drive, Vancouver, BC V6P 5Y7

My new phone number will be 604-333-3520 ext201

Special One-time Gaming Request – In support of education & communications initiatives related to the 2012 Canada Cup International Wheelchair Rugby Tournament, transfer of knowledge, development of event hosting resources, and increasing participation.

Submitted to: Ursula Cowland, Executive Director, Licensing and Grants

Submitted by: BC Wheelchair Sports Association, Gaming file #103671

Date submitted: February 22, 2012

The following provides you with a description of each initiative being put forward for a one-time grant request to Gaming:

1. **Social Media 101 Resource** – BCWSA will utilize the expertise we garnered while hosting the 2010 World Wheelchair Rugby Championships (2010 WWRC) to create a web-based “best practice tool” for sport event organizers who are not familiar with social media. PSOs, clubs and event organizing committees throughout British Columbia will have free access to this tool which they can use to generate more interest in particular events, particular sport participation and sport participation more generally.

This resource would help organizers to discover:

- a. Which social media tools are best suited to their event and/or their target audiences;
- b. How to create a social media action plan;
- c. How to maximize social media reach while minimizing human resources required to implement a social media plan;
- d. How to use social media to foster an online community and encourage stakeholders to feel invested in this community;
- e. How to create engaging content;
- f. How to avoid the pitfalls of social media;
- g. How to evaluate social media outcomes using analytics.

Amount requested: \$15,000

Expenses related to contract services to support the development, writing and logistics for the project which will be designed to be easily used by other PSOs, clubs and event organizing committees.

2. **Live Streaming (webcasting)** – includes hiring a webcasting company to live stream the 2012 Canada Cup International Wheelchair Rugby Tournament. The purpose of webcasting the event is to reach out to a broader audience provincially, nationally and internationally and provide them with an opportunity to watch the 2012 Canada Cup.

By webcasting the event, we will increase the exposure of wheelchair rugby and create a legacy of high-quality wheelchair rugby video resources that can be used to showcase the sport in the future.

Other sports will be able to observe the advantages of webcasting in showcasing any event and sport to a wider audience in order to build interest and spur participation.

Live streaming of the 2012 Canada Cup will also help to help promote British Columbia as a sport tourism destination of choice and reinforce the province's reputation for excellence in event hosting

Amount requested: \$10,000

Expenses include the cost of equipment to set up the webcasting platform, equipment required and webcaster quote and announcer fees.

3. **Event website development** – The purpose of this initiative is to re-brand the 2010 World Wheelchair Rugby Championships website to support both the 2012 Canada Cup and future Canada Cups. By repurposing the existing resource, we will save considerable time and money and also maintain the brand consistency we developed during the 2010 World Wheelchair Rugby Championships. We will also ensure that the tournament's online presence is supported by a professional, well-designed website that can also be used as a model for other events and sports going forward.

Amount requested: \$10,000

The cost is based on a quote from the website designer.

4. **Schools Program** – The purpose of this program is to build on the 2010 World Wheelchair Rugby Championships' successful schools program and continue to use wheelchair rugby as a way to build awareness about the abilities of people with physical disabilities among B.C. youth. The schools program will also provide an additional audience for the Canada Cup, since school children will attend the event.

The Schools Program goals are:

- a. To increase and sustain the interest in the sport of wheelchair rugby beyond the 2010 WWRC.
- b. To have educated, enthusiastic students and teachers who have participated in the wheelchair rugby schools program attend the Canada Cup.
- c. To promote independence, motivation and inspiration in individuals with and without disabilities throughout the school system.

- d. To educate and encourage family, friends and communities to become interested in the Canada Cup.
- e. To engage students in an international experience and learning environment.
- f. To educate school children regarding the abilities of individuals with disabilities and the value of an inclusive, physically active society

Elements of the Schools Program include:

- Wheelchair Rugby educational resource designed by teachers to support the education system. The resource includes lesson plans and extension activities ensuring teachers have the necessary tools to implement the program easily and effectively.
- Provide hands on experience in the sport of wheelchair rugby for the students through the demo team program.
- Rugby wheelchairs will be available for the demos in the schools.

Amount requested: \$15,000

Costs relate to revising the 2010 WWRC schools resource to become a generic resource for future wheelchair rugby events and hiring a manager to coordinate the schools program arrangements, including demo team training, demo promotions, demo logistic details, and booking schools to attend the Canada Cup.

In support of Event Hosting Transfer of Knowledge the resource materials and templates developed for the 2012 Canada Cup Social Media and Schools Programs would be made widely available to organizers of future events in British Columbia.

TOTAL REQUEST TO GAMING FOR ONE-TIME SPECIAL GRANT: \$50,000

Hall, Jane M CSCD:EX

From: Kathy Newman [knewman@bcwheelchairsports.com]
Sent: Friday, January 20, 2012 3:56 PM
To: Wrean, Doug L CSCD:EX; Wasylik, Bruce CSCD:EX
Cc: Gail Hamamoto
Subject: 2012 Canada Cup budget options

Hi Doug & Bruce, thank you for taking the time to discuss this with me yesterday. We all appreciate the continued support from the Branch with respect to funding and staff support. As discussed the following will provide you with an overview of three different funding levels to consider and the anticipated impact at each level:

Gold Level - \$125,000

- Reflects the cost of hosting the event at the Richmond Olympic Oval
- Allows us to fully webcast the event (22 games)
- Allows us to revise the 2010 WWRC website to support future Canada Cups
- Allows us the opportunity to expand our social media program which will provide further information to support the creation of the Social Media 101 Resource
- Allows us to contract the writing of a "Social Media 101" resource to support the sport sector in BC
- Allows us to engage in an advertising campaign to support maximizing spectator attendance
- Allows us to expand our Schools program reaching new students and supporting their attendance
- Allows us to purchase 6 new wheelchair rugby chairs to use during the schools program and support the growth of wheelchair rugby around the province post event
- Allows us to hire the necessary staff support to deliver all of the above initiatives
- Additional HR allows us to maximize other revenue sources

Silver Level - \$90,000

- We are still able to host at the Oval, however this reduction impacts other delivery areas due to increased facility and fit out costs
- Reduces communications strategy by either limiting the # of games web cast and or the advertising campaign to promote attendance
- Reduced advertising will negatively effect our ticket sales revenue therefore we would expect fewer spectators
- Schools program will be modified – fewer demos
- Not able to purchase sport wheelchairs to support the schools program and regional development and growth of wheelchair rugby around the province
- May not be able to maximize our social media plans due to lack of staff support

Bronze Level - \$60,000

- We are still able to host at the Oval, however this reduction impacts other delivery areas due to increased facility and fit out costs
- No advertising campaign
- Although this is a priority I would be concerned about being able to produce the 'Social Media 101' resource
- Schools program will be further modified
- No sport wheelchair inventory
- Web cast final games only
- Not able to revise website
- Limited social media program due to lack of staff support
- Spectators will be minimal with revenue significantly reduced in this area by 66%
- Will reduce the number of contracts/staff we will hire to maximize our plans by 50%

In addition we are hoping the Branch would consider providing Judy Joseph's support to assist with communications during the week of the event.

Please let us know if you require further information and we look forward to hearing from you soon so we can move our plans forward. Once again thank you for your continued support.

Kathy

Kathy Newman
Executive Director
BC Wheelchair Sports Association
#210 - 3820 Cessna Drive
Richmond, BC V7B 0A2
t - 604-333-3521
f - 604-333-3450
www.bcwheelchairsports.com

BC Wheelchair Sports: Celebrating 40 Years as an Official Society

Hall, Jane M CSCD:EX

From: Ross, Margo CSCD:EX
Sent: Monday, February 13, 2012 3:32 PM
To: Wrean, Doug L CSCD:EX; Wasylik, Bruce CSCD:EX
Subject: FW: Minor Heads up - BC Wheelchair Sports

Here's the e-mail from Dave.

From: Galbraith, David J CSCD:EX
Sent: Wednesday, February 1, 2012 1:32 PM
To: Ross, Margo CSCD:EX; Cowland, Ursula SG:EX
Cc: Van Ek, Christie CSCD:EX
Subject: RE: Minor Heads up - BC Wheelchair Sports

Well if they got \$ for some programming for the community around the competition i'd be fine with it.

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

From: Ross, Margo CSCD:EX
Sent: Wednesday, February 1, 2012 1:31 PM
To: Cowland, Ursula SG:EX; Galbraith, David J CSCD:EX
Cc: Van Ek, Christie CSCD:EX
Subject: RE: Minor Heads up - BC Wheelchair Sports

They are hosting the 2012 Canada Cup. My understanding is that the Minister doesn't want any double-dipping between mid-sized events and gaming.

s13

s13

Unless David has a different interpretation of the direction.

They did ask for \$125k

s13

From: Cowland, Ursula SG:EX
Sent: Wednesday, February 1, 2012 1:28 PM
To: Ross, Margo CSCD:EX; Galbraith, David J CSCD:EX
Cc: Van Ek, Christie CSCD:EX
Subject: RE: Minor Heads up - BC Wheelchair Sports

s13

We are looking to “registered athletes” for clubs and associations as a base for funding – in our new “streamlined” world. That will not include PSOs or sports for disabled – as, yes it is more expensive.

So – are they hosting the 2012 Wheelchair Rugby Championships again this year?

From: Ross, Margo CSCD:EX
Sent: Wednesday, February 1, 2012 1:21 PM
To: Cowland, Ursula SG:EX; Galbraith, David J CSCD:EX
Cc: Van Ek, Christie CSCD:EX
Subject: RE: Minor Heads up - BC Wheelchair Sports

Not Responsive

I wouldn't mind still having a brainstorming session at some point around the disability groups. BC Wheelchair Sports is tiny, but their sport is expensive for participants because of the need of specialized equipment.

s13

At the end of the day, I'm happy with whatever the decision is. Just need to explore every possibility since Wheelchairs Sports is a particularly good partner with the province.

Not Responsive

Not Responsive

Hall, Jane M CSCD:EX

From: Wasylik, Bruce CSCD:EX
Sent: Wednesday, December 7, 2011 2:26 PM
To: 'Gail Hamamoto'
Cc: 'Kathy Newman'
Subject: RE: 2012 Canada Cup

Hi there

Always nice to hear from the dynamic duo!!

Doug is tied up for another hour but when he's free I will ask him about next year's budget rollout. My concern is that it might be months before we know with any certainty what the 2012/13 hosting budget will look like. In a typical year we have approx. \$1million for event hosting, one-half goes to Hosting BC and the other half is set aside for larger scale events. Since our budget for this fiscal year is spoken for and there are no guarantees that additional hosting money for middle-tier single sport events such as World Cups and Canada Cups will be made available next year, I would strongly recommend that BCWSA apply to Hosting BC before December 15th.

I would also write to Minister Chong in early January asking for funding to take the Canada Cup to the next level. It would be important to demonstrate how the funding would benefit the disability sport movement and provincial sport system. I mentioned to Kathy that the Branch would do its best to support a transfer of knowledge program that could be linked to the successful 2010 WWRC and made available to other PSOs and/or event hosting committees throughout the Province (i.e. resources/tutorials on schools program, web streaming, social media, etc.).

Trust that helps for now and I will give you and Kathy a shout after speaking with Doug.

Ciao

B

From: Gail Hamamoto [<mailto:gail@bcwheelchairsports.com>]
Sent: Wednesday, December 7, 2011 1:06 PM
To: Wasylik, Bruce CSCD:EX
Cc: Kathy Newman
Subject: 2012 Canada Cup

Hi Bruce,

I hope this email finds you well, and that you are going to be able to enjoy some rest and relaxation over the upcoming holidays!

We are in the process of completing our Hosting BC Grant Applications for the March 31st – December 31st, 2012 timeframe. In light of our discussions with you, we are wondering if we should be applying to Hosting BC for the Canada Cup, or if funding discussions should be directly with the branch. How would you recommend that we proceed?

Many thanks,
Gail

*Gail Hamamoto
Director of Sport Development
BC Wheelchair Sports Association*

#210 – 3820 Cessna Drive, Richmond BC V7B 0A2

p. 604 333-3522 f. 604 333-3450

www.bcwheelchairsports.com

Follow us on Facebook @ BC Wheelchair Sports Association (BCWSA)

Join us in Celebrating BC Wheelchair Sports Association's 40th Anniversary in 2011!

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Wednesday, March 7, 2012 3:31 PM
To: Wasylik, Bruce CSCD:EX
Subject: FW: BCWSA Gaming Request

From: Cowland, Ursula SG:EX
Sent: Wednesday, March 7, 2012 2:59 PM
To: Ross, Margo CSCD:EX; Galbraith, David J CSCD:EX
Cc: Wrean, Doug L CSCD:EX
Subject: RE: BCWSA Gaming Request

Lovely – thank you for the clarification. There is no classification system – it is actually based on the size and scope of their programs as shown by their financial statements. With a total operating budget of less than \$1 million – we don't provide grants of \$250,000. This is why I suggested the range of \$150,000.

So, I have their application and it will done shortly.

Ursula

From: Ross, Margo CSCD:EX
Sent: Wed, March 7, 2012 2:53 PM
To: Galbraith, David J CSCD:EX; Cowland, Ursula SG:EX
Cc: Wrean, Doug L CSCD:EX
Subject: FW: BCWSA Gaming Request

BC Wheelchair Sports Gaming

s13

s13

Bottom line is that there is no double dipping on the Canada Cup. We're funding the hosting of the event. The ask for additional support is for additional educational etc programming that can be leveraged through our investment in the actual event.

Decisions will obviously be made based on program criteria and fiscal room – for what it's worth, BCWSA has been a very good partner so we did encourage them to apply.

From: Wrean, Doug L CSCD:EX
Sent: Wednesday, March 7, 2012 2:44 PM
To: Wasylik, Bruce CSCD:EX; Ross, Margo CSCD:EX
Subject: RE: BCWSA Gaming Request

Ready for Dave and Ursula Margo. Assume you'll send. D.

From: Wasylik, Bruce CSCD:EX
Sent: Wednesday, March 7, 2012 1:17 PM
To: Ross, Margo CSCD:EX; Wrean, Doug L CSCD:EX
Subject: BCWSA Gaming Request

Here is the revised note re: BCWSA's funding requests to Gaming

BCWSA (Kathy Newman) has submitted funding requests to the Gaming Branch for the following programs/events:

1. PSO Reclassification – Community Gaming Grant Funding Eligibility

BCWSA has asked to be permanently reclassified within the Gaming Branch funding criteria due to the high costs of delivering programs and services to athletes with a disability. BCWSA is currently treated as a Provincial Sport Organization, however their community grant funding has been capped at \$100K annually. If Gaming agrees to the reclassification request, BCWSA would be eligible for a maximum of \$250K in annual funding.

Ursula Cowland recognizes that BCWSA faces unique and specialized program delivery costs; however she advised BCWSA that the financial information on file does not support the highest level of support as Gaming Branch allocates funding based on the size and scope of PSO programs. She added that if the appeal is successful, BCWSA's reclassification would not take effect until the 2012/13 fiscal year. She recommended that BCWSA apply for 2011/2012 funding as part of the Special Intake for Community Gaming Grants announced by Minister Chong on January 26th (see point 2).

2. Special Intake - Adult Arts, Sports and Environmental Groups (\$52,000)

At Ursula's request, BCWSA submitted a special request for \$52K to support existing ongoing programs in the 2011/12 fiscal year. Ursula clarified that the special intake funding is intended for adult cultural, sport and environmental groups that were previously ineligible and not for program expansion.

3. 2012 Wheelchair Rugby Outreach Programs (\$50,000) – Special One-time request

In January, MCSCD received a BCWSA request for \$125K to support hosting of the 2012 Canada Cup at the Richmond Oval. The Minister approved an allocation of \$75K and noted she is not in favour of double-dipping between the "mid-sized events pot" and Gaming. Although Ursula indicated to BCWSA that the Sport Branch is providing funding for the Canada Cup which would typically preclude Gaming's involvement, David has since advised staff that Sport Branch funding would be targeted for field of play and technical operational costs whereas the social media and community outreach programs of the Canada Cup are stand-alone value added components worthy of consideration by Gaming.

Based on advice from the Sport Branch, BCWSA submitted a gaming grant request for \$50K to support the Canada Cup outreach programs on February 22. The Sport Branch supports the funding request for the complementary programming due the legacy benefits that would accrue to the disabled sport community and provincial sport system.

Here is the anticipated revenue for the Canada Cup:

Sport Canada	\$50,000
Province of BC	\$75,000
Gaming	\$50,000
Registration	\$225,000
Sponsorship	\$50,000
Ticket sales	\$20,000
City of Richmond	\$1,500
Donations	\$20,000
Merchandise	\$8,000
Misc	\$10,000
Total	\$509,500

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Wednesday, March 7, 2012 3:26 PM
To: Wasylik, Bruce CSCD:EX
Subject: FW: BCWSA Gaming Request

I think this means we are good on the extra \$50 K for Canada Cup! But let's make sure before we stay anything. D.

From: Cowland, Ursula SG:EX
Sent: Wednesday, March 7, 2012 3:16 PM
To: Ross, Margo CSCD:EX; Galbraith, David J CSCD:EX
Cc: Wrean, Doug L CSCD:EX
Subject: RE: BCWSA Gaming Request

So that we can all be happy and go on.....

I have added \$76,000 for their special intake. Stanley Park Open \$6,000 – Wheelchair loan \$10,000 and Clinics and Leagues \$10,000. Further, I've provided \$50,000 for the Canada Cup outreach program on this one time only basis.

I appreciate that they did ask for more funding in each category – but I have to base these allocations on the size and scope of the program as it is currently being delivered. Also, I have to look at how much will be directed to program delivery costs as opposed to salary increases --- because they didn't indicate an increase in demand for these services which would necessitate more staff time.

Ursula

From: Ross, Margo CSCD:EX
Sent: Wed, March 7, 2012 2:53 PM
To: Galbraith, David J CSCD:EX; Cowland, Ursula SG:EX
Cc: Wrean, Doug L CSCD:EX
Subject: FW: BCWSA Gaming Request

BC Wheelchair Sports gaming

s13

s13

Bottom line is that there is no double dipping on the Canada Cup. We're funding the hosting of the event. The ask for additional support is for additional educational etc programming that can be leveraged through our investment in the actual event.

Decisions will obviously be made based on program criteria and fiscal room – for what it's worth, BCWSA has been a very good partner so we did encourage them to apply.

From: Wrean, Doug L CSCD:EX
Sent: Wednesday, March 7, 2012 2:44 PM
To: Wasylik, Bruce CSCD:EX; Ross, Margo CSCD:EX
Subject: RE: BCWSA Gaming Request

Ready for Dave and Ursula Margo. Assume you'll send. D.

From: Wasylik, Bruce CSCD:EX
Sent: Wednesday, March 7, 2012 1:17 PM
To: Ross, Margo CSCD:EX; Wrean, Doug L CSCD:EX
Subject: BCWSA Gaming Request

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the complementary programming due the legacy benefits that would accrue to the disabled sport community and provincial sport system.

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City of Richmond	\$1,500
Donations	\$20,000
Merchandise	\$8,000
Misc	\$10,000
Total	\$509,500

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Wednesday, February 22, 2012 10:54 AM
To: Galbraith, David J CSCD:EX
Cc: Ross, Margo CSCD:EX; Wasylik, Bruce CSCD:EX
Subject: FW: Special One-time grant request
Attachments: Special One-time request.doc

David –

You should be aware that BC Wheelchair Sports (Kathy Newman) has submitted this request to Ursula.

Margo has explained previously the multiple benefits that will accrue if this request is approved:

- Very useful social media package applicable to other events and sports will be created that can be used, free of charge, by others
- We are ensured a very successful event without additional pressure

s13

s13

For discussion Thursday. D.

From: Kathy Newman [<mailto:knewman@bcwheelchairsports.com>]
Sent: Wednesday, February 22, 2012 10:39 AM
To: Cowland, Ursula SG:EX
Subject: Special One-time grant request

Dear Ursula, because of the broad applicability of the attached proposal BC Wheelchair Sports has been encouraged to submit this special one-time gaming request to the Gaming Branch for this fiscal year. If you require further information please contact me.

Please note BCWSA is currently moving and as a result we will not have access to the internet from February 24th – February 28th. I can be available by phone at s22 during this time. Please see my new phone number below which will be effective February 29th, 2012.

Thank you so much for considering this request.

Kathy Newman
Executive Director
BC Wheelchair Sports Association
#210 - 3820 Cessna Drive
Richmond, BC V7B 0A2
t - 604-333-3521
f - 604-333-3450
www.bcwheelchairsports.com

*Please note we are moving!
Our new address effective February 24, 2012 will be:
780 SW Marine Drive, Vancouver, BC V6P 5Y7
My new phone number will be 604-333-3520 ext201*

Pages 172 through 174 redacted for the following reasons:

Not Responsive

Not Responsive

From: Galbraith, David J CSCD:EX [mailto:David.Galbraith@gov.bc.ca]
Sent: November-08-11 7:45 PM
To: 'hmackay-dunn@farris.com'
Cc: Terry Wright
Subject: Re: Tennis Canada - Davis Cup for Vancouver

Hi Hector

Good news! A letter will be coming shortly, provincial commitment for 100k. Please keep this confidential until we 'officially' tell you. But I figured you'd want to know asap.

Cheers

Dave

From: Hector MacKay-Dunn [mailto:hmackay-dunn@farris.com]
Sent: Tuesday, November 08, 2011 01:44 PM
To: Galbraith, David J CSCD:EX
Cc: XT:Wright, Terry AVED:IN
Subject: Re: Tennis Canada - Davis Cup for Vancouver

Here you go David

See below for answers and let me know if you need anything else. And if you or the Minister wish to call me for more colour on what this event means to sport in our community don't hesitate to call (604-240-1592)

- How many volunteers will be involved? 100-125++ (this is a directly involved # similar to the numbers used when DC was in Toronto, Montreal and Calgary)
- What's the estimate economic benefit of the event: As a guestimate, conservatively \$2.5M based on running lower tier Davis Cup events from around the Country--could be significantly more since this is the top tier Davis Cup World Group round with an iconic opponent in France)
- How many will attend, watch on tv etc. attendance: conservatively approx. 15000 over the 3 days. For national TV coverage on Sportsnet, we are looking at around 100,000 cumulative over the 3 days but depending on how our 2 rising stars fare on day 1 this number could increase substantially(keep in mind there will be "wall to wall" national TV

coverage on Sportsnet! In France, it could be around 10million (they had 13 million viewers for their last tie). Tennis in France is similar to hockey in Canada (13 million viewers for a Davis Cup tennis event with a total population of 64 million!)

- Any other tidbits that will help! We have not been in the Vancouver marketplace with Davis Cup for almost 20 years. Tennis Canada and the local organizing committee need to deliver an excellent event in all aspects for the fans, teams and media in order to produce a successful hosting model that can be replicated again in the near future--and in so doing Vancouver is well positioned to claim national venue bragging rights for the following Davis Cup matches in Canada. Keep in mind the Davis Cup in Vancouver also serves as the launching pad in Tennis Canada's plan to bring an annual men's top tier ATP indoor event to Vancouver--so definite added economic potential to expand with recurring tourist \$\$ and national/international promotion of Vancouver and BC.

Also when is your drop dead date for having provincial commitment? I was correct on the timing, the ITF will be doing the site visit at the end of next week (with Tennis Canada officials present in the chosen City for the major media announcement---by the way if applicable the communications group working with Tennis Canada would of course include the Minister in the program should the Minister so wish).

From: Galbraith, David J CSCD:EX [mailto:David.Galbraith@gov.bc.ca]
Sent: Tuesday, November 08, 2011 12:25 PM
To: Hector MacKay-Dunn
Subject: RE: Tennis Canada - Davis Cup for Vancouver

When next week?

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

From: Hector MacKay-Dunn [mailto:hmackay-dunn@farris.com]
Sent: Tuesday, November 8, 2011 12:25 PM
To: Galbraith, David J CSCD:EX
Subject: Re: Tennis Canada - Davis Cup for Vancouver

Be back shortly to you David--we are in a contest with Calgary so that is a factor and the ITF has a deadline for Venue selection for next week.

From: Galbraith, David J CSCD:EX [mailto:David.Galbraith@gov.bc.ca]
Sent: Tuesday, November 08, 2011 12:08 PM
To: Hector MacKay-Dunn
Subject: RE: Tennis Canada - Davis Cup for Vancouver

Hi Hector,

A couple quick questions and my staff aren't here so don't know if you've already passed this on or not:

- How many volunteers will be involved?
- Whats the estimate economic benefit of the event
- How many will attend, watch on tv etc
- Any other tidbits that will help!

Also when is your drop dead date for having provincial commitment?

Thanks.

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

From: Hector MacKay-Dunn [mailto:hmackay-dunn@farris.com]
Sent: Tuesday, November 8, 2011 9:55 AM
To: Galbraith, David J CSCD:EX
Subject: Re: Tennis Canada - Davis Cup for Vancouver

Appreciate it David.

All the best, Hector

From: Galbraith, David J CSCD:EX [mailto:David.Galbraith@gov.bc.ca]
Sent: Tuesday, November 08, 2011 09:10 AM
To: Hector MacKay-Dunn
Subject: RE: Tennis Canada - Davis Cup for Vancouver

Thanks Hector. The request is in the works and i hope to have an answer for you in a day or two.

Regards,

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

From: Hector MacKay-Dunn [mailto:hmackay-dunn@farris.com]
Sent: Monday, November 7, 2011 6:13 PM
To: Galbraith, David J CSCD:EX
Subject: Tennis Canada - Davis Cup for Vancouver

Mr. David Galbraith
Assistant Deputy Minister
Minister of Community
Sport and Cultural Development

Dear Mr. Galbraith,

For your information.

Sincerely,

R. Hector MacKay-Dunn, Q.C.
25th Floor, 700 W Georgia St
Vancouver, BC V7Y 1B3

Tel 604 661-9307
Fax 604 661 9349
e-mail: hmackay-dunn@farris.com

www.linkedin.com/in/hectormackaydunn

Assistant: Lynda Catto
Tel 604 684-9151 ext 407
e-mail: lcatto@farris.com

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Thank you.

Hall, Jane M CSCD:EX

From: Galbraith, David J CSCD:EX
Sent: Thursday, November 8, 2012 9:34 AM
To: Wrean, Doug L CSCD:EX; Wasylik, Bruce CSCD:EX
Subject: FW: Tennis Canada Request - Davis Cup
Attachments: Letter from Michael Downey regarding Davis Cup - October 23.pdf.pdf

Fyi. This was based on my conversation with Matt last night.

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

From: Holme, Matt CSCD:EX
Sent: Thursday, November 8, 2012 8:45 AM
To: Bennett, Bill CSCD:EX
Cc: Senko, RJ CSCD:EX; Marsh, Kyle CSCD:EX; Fast, Don CSCD:EX; Galbraith, David J CSCD:EX
Subject: Tennis Canada Request - Davis Cup

Hi Minister,

I received a call from Rob Mackay-Dunn yesterday regarding the attached October 23rd request from Tennis Canada. Canada will once again be hosting a Davis Cup "tie" (tennis-speak for the matches between two countries) in February. Last year, Vancouver hosted the tie against France at UBC and Tennis Canada is once again looking at Vancouver to host the matches. Two other cities – Calgary and Winnipeg – are also in the running this year. We provided \$100K out of the Sport and Art Legacy Fund (SAL) last year to the event. Tennis Canada is once again asking for \$100K should Vancouver be the location of choice. The City of Vancouver has been approached as well, and I am told they could make a decision in the next few days to provide the \$100K. It was a very good event last year. There was major media coverage and Minister Chong was given a role at the draw for the matches.

s13

I will put the pdf on your ipad for easy access as well.

Thanks,
Matt



October 23, 2012

Honourable Bill Bennett
Minister of Community, Sport & Cultural Development
PO BOX 9056,
STN PROV GOVT.
Victoria BC
V8W 9E2

Dear Minister,

It is my pleasure to advise you of an exciting opportunity to enhance our Province's global image as a sports-oriented community.

Davis Cup tennis is the largest single sport team competition in the world, involving over 125 countries on an annual basis. Canada is currently ranked 14th and our exciting young team has earned a birth in the prestigious Davis Cup World Group, a playoff of the world's best 16 countries, for the second consecutive year. A 22 year old British Columbian, Vasek Pospisil, is a key member of the team and has enjoyed tremendous success in both singles and doubles in Davis Cup competition.

The first World Group play-off will take place in Canada from January 28–February 3, 2013 and we have an exceptional opportunity to bring the event back to British Columbia. Canada will host the perennial powerhouse and defending World Champion, Spain, in a winner take all competition that will present incredible opportunities for British Columbia to build upon its track record as an outstanding host. Spain's Davis Cup team, featuring stars such as Rafael Nadal and David Ferrer, are a huge fan and media attraction wherever they play.

Last February, with your Government's assistance, Tennis Canada was able to bring the Davis Cup to Vancouver for the first time in over twenty years. The event was a tremendous success and engaged British Columbians across the Province as can be seen in this video Tennis Canada produced for the event. The very strong pride and enthusiasm that British Columbians displayed was reminiscent of the Olympic Winter Games. I am sure your colleague, Minister Chong, can attest to the very successful outcome and to the high profile role the Provincial Government played in the media and public engagement that surrounded the sold out events.

Last year's Davis Cup event in Vancouver drew fans from across the Province to sold out events, and over 10% of last year's attendees came from out of Province – the interest in Spain this year will be even higher. The matches drew a national audience of over 600,000 on Sportsnet and TVA and were

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Toronto, Ontario, M2N 3A6
1 877 2TENNIS Fax 1 416 565 9017
tenniscanada.com



covered extensively in France on live TV as well as across the world on live web streaming. Rogers Sportsnet has confirmed a national broadcast of the event again this year.

A track record of success in Vancouver would greatly enhance our opportunity to secure the longer term potential for an annual one-week ATP Pro Tour tennis tournament in Vancouver. Tennis Canada currently has long standing ATP and WTA tournaments in Toronto and Montreal named the Rogers Cup that generate over \$40 million of economic value per city per year and are watched globally by more than 40 million viewers. A winter season ATP event in Vancouver would draw significant international tourism visitation to British Columbia.

Tennis is a sport that is played by a great many British Columbians. Players of all ages participate on courts throughout the Province. This event will generate excitement for not only those players, but will encourage more active participation by all. The event will also be used to provide promising local junior players with the opportunity to showcase their skills on the same court at the Davis Cup players. Many of these players will come from a new National Junior High Performance Development program we recently started in Vancouver with the re-location of a world-class coach from Israel. At last year's event over \$50,000 was raised to support aspiring British Columbian tennis players and this year our target is to double that amount. As a measure of the success of the program, this year North Vancouver's Filip Peliwo won both the Wimbledon and US Open Junior titles, a first for any Canadian.

Based on the success here in British Columbia, Alberta and Manitoba are both anxious to host the event and are expected to offer the kind of support that British Columbia so generously provided last year. Our preference is to return to British Columbia and we are currently in discussions with the City of Vancouver to seek a contribution equal to the \$100,000 they provided last year to help defray the cost of the event.

We are respectfully requesting that the Province match its contribution of \$100,000 last year. We appreciate that this request is coming late in the fiscal cycle (the draw for hosting of the event only occurred three weeks ago) and Tennis Canada could manage staged payments into the Fiscal 2014 period if required.

Last year's event was a watershed for tennis in British Columbia (please refer to the link which includes a video summary of the 2012 Davis Cup celebration in Vancouver
<http://video.tenniscanada.com/video/28/canada-vs-france-davis-cup-recap>

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and it would not have been possible without the support of your Government. We are confident that we can match and exceed the excitement of last year with your help, and Tennis Canada looks forward to developing a comprehensive program to recognize the importance of the Province's contribution to hosting the event and to sport overall in BC.

Please do not hesitate to contact me at 416-627-4776 or at mdowney@tenniscanada.com as we are anxious to provide you with any and all information you may require to make an early decision. Local members of our team have had preliminary discussions with your Ministry staff and look forward to working with them further to making Davis Cup in Vancouver a tremendous success.

Thank you for your consideration.

Yours truly

A handwritten signature in black ink, appearing to read "MS Downey", with a short horizontal line underneath.

Michael S. Downey
President & CEO
Tennis Canada

CC The Honourable Ida Chong
The Honourable Margaret MacDiarmid
The Honourable Pat Bell

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1 Spadina Avenue, Suite 100
Toronto, Ontario, M2N 3A6
1 877 2TENNIS Fax 1 416 593 9017
tenniscanada.com

Hall, Jane M CSCD:EX

From: Galbraith, David J CSCD:EX
Sent: Tuesday, November 8, 2011 9:11 AM
To: Wrean, Doug L CSCD:EX
Cc: Wasylik, Bruce CSCD:EX; Ross, Margo CSCD:EX
Subject: FW: Tennis Canada - Davis Cup for Vancouver
Attachments: 19688635_[Untitled].pdf

FYI. I responded to say its in the works and should have an answer in a day or two.

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

From: Hector MacKay-Dunn [mailto:hmackay-dunn@farris.com]
Sent: Monday, November 7, 2011 6:13 PM
To: Galbraith, David J CSCD:EX
Subject: Tennis Canada - Davis Cup for Vancouver

Mr. David Galbraith
Assistant Deputy Minister
Minister of Community
Sport and Cultural Development

Dear Mr. Galbraith,

For your information.

Sincerely,

R. Hector MacKay-Dunn, Q.C.
25th Floor, 700 W Georgia St
Vancouver, BC V7Y 1B3

Tel 604 661-9307
Fax 604 661 9349
e-mail: hmackay-dunn@farris.com

www.linkedin.com/in/hectormackaydunn

Assistant: Lynda Catto
Tel 604 684-9151 ext 407
e-mail: lcatto@farris.com

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Thank you.

R. HECTOR MACKAY-DUNN, Q.C.

P. O. Box 10028, PACIFIC CENTRE

700 WEST GEORGIA STREET

VANCOUVER, B. C.

V7Y 1B3

DIRECT TEL: 604 661 9307

CELLULAR: 604 240 1592

E-MAIL: hmackay-dunn@farris.com

GENERAL TEL: 604 684 9151

GENERAL FAX: 604 661 9349

November 7, 2011

Via fax: 250-387-4312

Via email: christine.n.lewis@gov.bc.ca/

CSCD.minister@gov.bc.ca

Honourable Ida Chong
Minister of Community
Sport and Cultural Development
Room 323, Parliament Buildings
Victoria, BC
V8W 9E2

Dear Minister,

Re: Tennis Canada – Davis Cup for Vancouver

I'm writing to make you aware that Tennis Canada has submitted a time sensitive funding application for consideration by you and your Ministry. The potential opportunity to host Team Canada's next Davis Cup match in British Columbia is an important one for the near-term profile of our Province and will deliver immediate economic benefits. More importantly, hosting an anchor event like Davis Cup, will allow BC to bid on and secure future opportunities in the realm of sport, community and tourism.

As you may know, I've had the honour of serving on the board of Tennis Canada representing BC's interests for the past 4 years and it's been my goal to raise the profile of Tennis in BC while at the same time increasing participation rates among British Columbians, throughout the Province. In a recent National Tennis Survey produced by the leading independent research firm, Charlton Research Group, it was shown that BC leads Canada in participation rates and overall interest in the Sport (see attached "Tennis in British Columbia").

Over the past couple of years, BC has also produced some of the Nation's top ranked players who have now gone on to play on the world stage on both the ATP and WTA tours. Kamloops native Vasek Pospisil single-handedly lead Team Canada on its recent (September) victory over Israel in Tel Aviv, from 325 a year ago, Vasek now ranks under 125 in the world; Vancouver native Rebecca Marino has shot up in the world ranking to a high of top 50 in the world this year.

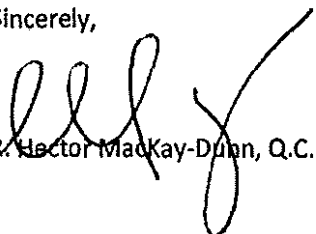
99999|1098939_IJRHM
07/11/2011 6:07:09 PM

If successful hosting Davis Cup will extend the afterglow of the Olympic reputation for British Columbia in the world of sport, yet importantly, it will demonstrate the potential to deliver a significant, annual indoor ATP event in the future, which would be a great annual attraction for British Columbia sport and tourism in the years to come.

In addition to our goal of hosting future Davis Cup events along with an annual world class ATP tour event to BC, we wish to continue to build up the recent increase in tennis participation and in our tennis training programs throughout the Province (again see attached "Tennis in British Columbia"). In the fall of 2011, after an international search, Tennis Canada invested in a full-time BC based national coach to develop our Province's aspiring junior players into world-level competitors. Oded Jacob comes to BC from Tel Aviv after serving as both the National Men's and Women's coach for over a decade. In that time Oded developed multiple Junior Grand Slam Champions as well as numerous top 50 world-ranked players. He is regarded as one of the world's best coaches in talent development and his efforts will increase the number of world class BC coaches which in turn will continue to foster the growth of tennis as a sport for life and healthy living and create home-grown future international champions.

We are very grateful for your consideration of our request for support.

Sincerely,



B. Hector MacKay-Dunn, Q.C.

Enc.

Tennis in British Columbia

Charlton Research Group National (B.C.) Survey Stats:

- Both Vancouver and British Columbia have more tennis players as a % of the population than the national average: 32/28% penetration versus only 16% nationally.
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- Tennis BC's In-School PE program is delivered annually to 40,000 elementary school students province-wide.
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- This includes events for boys/girls and men/women: junior, adult, senior, and wheelchair.

BC Regional Training Centres:

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Hall, Jane M CSCD:EX

From: Gavin Ziv [gziv@tenniscanada.com]
Sent: Thursday, November 8, 2012 10:36 AM
To: Wasylik, Bruce CSCD:EX
Subject: RE: Tennis Canada - Davis Cup for Vancouver

Hi Bruce,

Nice to hear from you.

Our goal is to make the decision public by the third week in November (week of November 19th). Of course this is dependent on us confirming all the final pieces of information for each City but we hope that process will conclude next week.

Let me know if you have any further questions.

Gavin

Gavin Ziv
Director of National Events
Tournament Manager Rogers Cup Toronto
Tennis Canada
Tel: (416) 650-7933
Fx: (416) 665-6519
gziv@tenniscanada.com

TENNIS CANADA'S MISSION IS:

To lead the growth, promotion and showcasing of the sport of tennis in Canada, build a system that helps produce world class players, and foster the pursuit of excellence for all.

Tennis Canada assurera la croissance, la promotion et la visibilité du tennis au Canada, mettra sur pied un système qui permettra de former des joueurs de classe mondiale, et encouragera la poursuite de l'excellence par tous.

From: Wasylik, Bruce CSCD:EX [mailto:Bruce.Wasylik@gov.bc.ca]
Sent: Thursday, November 08, 2012 12:17 PM
To: Gavin Ziv
Subject: RE: Tennis Canada - Davis Cup for Vancouver

Hello Gavin

Trust you are doing well!

Can you please provide me with the timeline for the decision on the awarding of the 2013 Davis Cup tie.

My key contact at Tennis BC, Not Responsive's no longer with the organization and I wanted to ensure that I had the accurate dates when briefing our senior staff.

Thank you

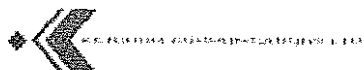
Bruce Wasylik
Sport Consultant - Hosting Program
5th Floor, 800 Johnson St., Victoria, V8W 1N3
250-356-5003 (w); 250-356-2842 (fax)

Hall, Jane M CSCD:EX

From: Jess Ketchum [jketchum@direct.ca]
Sent: Friday, October 28, 2011 5:39 PM
To: Wasylik, Bruce CSCD:EX; Wrean, Doug L CSCD:EX
Subject: FW: Davis Cup Tennis Competition - Canada vs France February 2012
Attachments: 2011.10.28 Honourable Chong.pdf

I wanted to ensure you received a copy of the letter that was submitted to the Minister.

Jess



Jess Ketchum
Ketchum Communications Ltd.
2506 Marr Creek Court
West Vancouver, BC, Canada
V7S 0A3
Tel: 604-922-5204
Fax: 604-922-9774

TENNIS CANADA

October 28, 2011

Honourable Ida Chong
Minister of Community, Sport &
Cultural Development
PO BOX 9056, STN PROV GOVT.
Victoria BC V8W 9E2

Dear Minister,

It is my pleasure to advise you of an exciting new opportunity to enhance your Province's global image as a sport oriented community.

Davis Cup tennis is the largest single sport team competition in the world involving over 125 countries on an annual basis. Canada is currently ranked 14th and our exciting young team has earned a place in the prestigious World Group of Davis Cup, a playoff of the world's best 16 countries. In fact, a 21-year old British Columbian, Vasek Pospisil, led our team to victory over Israel to move Canada to the World Group for the first time since 2004.

The first World Group play-off will take place in Canada February 10-12, 2012 and we have an exceptional opportunity to bring the event to British Columbia. Two potential venues are being considered at the present time, UBC and the Vancouver Convention Centre.

Canada will play France in the February tie and while it will be a test for our young team playing a seasoned French team with 4 players ranked in the Top 20 in the world, we have an excellent chance to upset the perennial champions. A win at this level will advance Canada into the quarter-finals and present phenomenal opportunities for additional Davis Cup World Group ties in 2012 and beyond for Vancouver.

Success in Vancouver would also greatly enhance our opportunity to exploit the longer term potential for an annual one-week ATP Pro Tour tennis tournament in Vancouver. Tennis Canada currently has long standing ATP and WTA tournaments in Toronto and Montreal named the Rogers Cup that generate over \$40 million of economic value per city per year and watched globally by more than 40 Million viewers.

As you well know, tennis is a sport that is played by a great many British Columbians. Players of all ages participate on courts throughout the province. This event will generate excitement for not only those players but will encourage more active participation. The event will also be used to provide promising local junior players with the opportunity to showcase their skills on the same court as the Davis Cup players. Many of these players will come from a new National Junior High Performance Development program we recently started in Vancouver with the re-location of a world-class coach from Israel.

Rogers Sportsnet has confirmed a national broadcast of the entire 3-day event and media participation from powerhouse France ensures vast international media attention and a TV broadcast back to France and other countries.

REXALL CENTER

1 Shore Ham Drive, Suite 100
Toronto, Ontario, M2N 3A6

1-877-888-8888

TENNIS CANADA

Calgary has hosted many Canadian Davis Cup ties in the past and is anxious to do so again especially since Canada has an undefeated 5-0 record playing at the Corral Stadium. Between the province and the City of Calgary significant support could be forthcoming as has been the case with every previous Davis Cup tie staged there.

We are currently in discussions with the City of Vancouver to assist us in ensuring the event is financially viable. We are seeking a \$100,000 contribution from the City to assist in defraying costs and would ask the same of the province.

Minister, this is one of those rare occasions when a quantum leap forward in the development of a specific sport is available to British Columbia. The attention and excitement brought to BC by the 2010 Olympics is playing a definite role in the Canadian Davis Cup players wanting to come to Vancouver but the ultimate decision must address many variables including financial viability.

It is unfortunate that this opportunity has arisen so recently and that we have to decide quickly whether or not we can stage Canada's return to Davis Cup World Group in Vancouver. However, we are confident that with your government joining our team in support we can provide an event that will have tremendous benefits in the short and long term for Vancouver and British Columbia.

Please do not hesitate to contact me at 416-627-4776 or at mdowney@tenniscanada.com as we are anxious to provide you with any and all information you may require to make an early decision. Local members of our team have had very preliminary discussions with Doug Wrean and Bruce Wasylik of your Ministry.

Thank you for your consideration.

Yours truly,



Michael S. Downey
President & CEO
Tennis Canada

Cc: John McMurphy, President, Tennis BC
Ryan Clark, CEO, Tennis BC

REXALL CENTER

1 Shore Ham Drive, Suite 100
Toronto, Ontario, M2N 3A6
1-877-272-2222

Hall, Jane M CSCD:EX

From: Peck, Joyce CSCD:EX
Sent: Tuesday, November 1, 2011 10:00 AM
To: Wrean, Doug L CSCD:EX
Cc: Wasylik, Bruce CSCD:EX; Van Ek, Christie CSCD:EX
Subject: FW: Davis Cup Tennis Competition - Canada vs France February 2012
Attachments: 2011.10.28 Honourable Chong.pdf; ATT00001.htm; 148377 - Davis Cup - Tennis.docx

Hi Doug:

Here is the template for this BN - I assumed that it would be a Decision BN!!!

Thx

J.

From: Galbraith, David J CSCD:EX
Sent: Friday, October 28, 2011 4:14 PM
To: Wrean, Doug L CSCD:EX
Cc: Ross, Margo CSCD:EX; Van Ek, Christie CSCD:EX
Subject: FW: Davis Cup Tennis Competition - Canada vs France February 2012

I said we'd do up a BN on whats out there and what we have left for this year and next

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

From: Chong, Ida CSCD:EX
Sent: Friday, October 28, 2011 4:05 PM
To: Lewis, Christine CSCD:EX
Cc: Stickney, Matthew CSCD:EX; Holme, Matt CSCD:EX; Galbraith, David J CSCD:EX
Subject: Fwd: Davis Cup Tennis Competition - Canada vs France February 2012

Hi all: Rec'd this letter

s22

They are looking for \$100k.

s13

Also, they haven't got the city confirmed yet from the looks of it. It is occurring next year so pretty quick.
Chrisine--will u follow up with Dave?

Thx

Sent from my iPad

Begin forwarded message:

From: Michael Downey <mdowney@tenniscanada.com>
Date: 28 October, 2011 3:22:35 PM PDT
To: "Chong, Ida CSCD:EX" <Ida.Chong@gov.bc.ca>
Cc: John McMurchy <jcmcb@dccnet.com>, Ryan Clark <rclark@tennisbc.org>
Subject: Davis Cup Tennis Competition - Canada vs France February 2012

Dear Minister Chong,

Please find the attached letter from Mr. Michael Downey, President and CEO of Tennis Canada, regarding the 2012 Davis Cup tie against France.

If you have any questions at all, please feel free to contact me.

Yours sincerely,

Quinn Davidson
EA to the President and CEO
TENNIS CANADA
o: 416.650.7935
m: 416.720.8361
f: 416.665.2078

Not Responsive

Not Responsive

Hall, Jane M CSCD:EX

From: XT:Wright, Terry AEIT:IN
Sent: Tuesday, November 8, 2011 1:32 PM
To: Wasylik, Bruce CSCD:EX
Subject: Re: Minister's Queries - urgent

Bruce

Hector will reply to David, but Tennis Canada think it will be a bit higher than that so you appear to be safe with that figure

Volunteers are around 100 outside of community events which might involve a few more

If you need the other info urgent let me know - tv is a good story with ok numbers in Canada but huge numbers in Europe where Davis Cup is like hockey playoffs over ten million expected

From: "Wasylik, Bruce CSCD:EX" <Bruce.Wasylik@gov.bc.ca>
Date: Tue, 8 Nov 2011 12:51:11 -0800
To: Terry Wright <Terry_Wright@vancouver2010.com>
Subject: RE: Minister's Queries - urgent

Thanks very much

s13

COV

Did City of VAN pledge cash and in-kind??

Historically they max out at \$100K cash but I wasn't sure if they were providing additional services as well.... any valuation of the in-kind services over the \$100K would be great to know as well.

EIA

The ITF is using \$2.25 million as the average figure for economic impact of hosting a Davis Cup tie but I didn't want to quote that figure if your team is not comfortable using a multiplier of approx. three times the operating budget.

From: Terry Wright [mailto:Terry_Wright@vancouver2010.com]
Sent: Tuesday, November 8, 2011 12:41 PM
To: Wasylik, Bruce CSCD:EX
Subject: Re: Minister's Queries - urgent

We are on it and will have a reply soon

From: "Wasylik, Bruce CSCD:EX" <Bruce.Wasylik@gov.bc.ca>
Date: Tue, 8 Nov 2011 12:25:19 -0800
To: Terry Wright <Terry_Wright@vancouver2010.com>; Wrean, Doug L CSCD:EX <Doug.Wrean@gov.bc.ca>
Subject: RE: Minister's Queries - urgent

Terry

Can you help us quickly track down answers to the following questions from our Minister's office:

- Any sense of the television or webcast viewership from past events??
- Attendance (is 15,000 realistic over the three days of competition??)
- Economic benefit assessment (can Tourism VAN gives us any projected or historical figures?)
- When's your drop dead date for our answer?

Thanks

Bruce

From: Terry Wright [mailto:Terry_Wright@vancouver2010.com]

Sent: Monday, November 7, 2011 8:49 PM

To: Wasylik, Bruce CSCD:EX; Wrean, Doug L CSCD:EX

Subject: Letters to the Minister

Hi Doug and Bruce

Please find attached two letters that were sent to the Minister today

Best regards

Terry

Hall, Jane M CSCD:EX

From: XT:Wright, Terry AEIT:IN
Sent: Tuesday, November 8, 2011 1:16 PM
To: Wasylik, Bruce CSCD:EX
Subject: RE: Minister's Queries - urgent

Hi Bruce

The City granted \$100k cash. We haven't asked them for VIK services, given that the likely venue is UBC and we are working with them (different police, traffic control, etc administration). UBC has been very good in terms of the help offered in the tentative deal that has been reached, pending a final resolution of the hosting city.

I will find out what multiplier Tennis Canada uses

Terry

From: Wasylik, Bruce CSCD:EX [<mailto:Bruce.Wasylik@gov.bc.ca>]
Sent: November-08-11 12:51 PM
To: Terry Wright
Subject: RE: Minister's Queries - urgent

Thanks very much

s13

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Attachments: 19688635_[Untitled].pdf; Ida Chong re Tennis Canada.pdf

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E-MAIL: hmackay-dunn@farris.com
GENERAL TEL: 604 684 9151
GENERAL FAX: 604 681 9349

November 7, 2011

Via fax: 250-387-4312

Via email: christine.n.lewis@gov.bc.ca/
CSCD.minister@gov.bc.ca

Honourable Ida Chong
Minister of Community
Sport and Cultural Development
Room 323, Parliament Buildings
Victoria, BC
V8W 9E2

Dear Minister,

Re: Tennis Canada – Davis Cup for Vancouver

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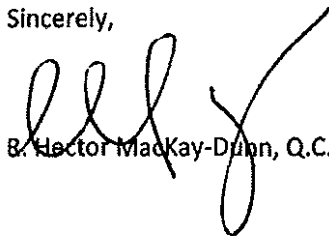
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B. Hector MacKay-Dunn, Q.C.

Enc.

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The Greater Vancouver Convention
& Visitors Bureau

Suite 210 - 200 Burrard Street
Vancouver, BC Canada V6C 3L6
phone 604.682.2222 fax 604.682.1717
tourismvancouver.com

November 7, 2011

Honourable Ida Chong
Ministry of Community, Sport and Cultural Development
PO BOX 9056 STN PROV GOVT
Victoria BC V8W 9E2

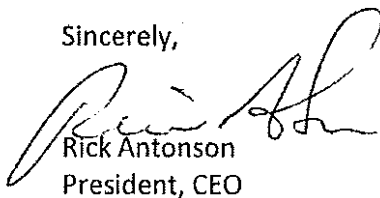
Dear Minister,

Re: Tennis Canada

We are aware that Tennis Canada has submitted a funding application to you and that it is under a timely consideration by your ministry. This is an important one for the near-term profile and immediate economic benefits, but more importantly as an anchor event which can secure future opportunities in the realm of sport, community, tourism and jobs.

To that end, we encourage your favourable decision on this application. The event is prestigious and extends the afterglow of the Olympic reputation for British Columbia in the world of sport, yet importantly it also serves as a "test event" with the potential to deliver a significant, annual indoor ATP event which would be a great attraction for Vancouver and for British Columbia.

Sincerely,



Rick Antonson
President, CEO



Hall, Jane M CSCD:EX

From: XT:Wright, Terry AEIT:IN
Sent: Tuesday, November 1, 2011 9:21 AM
To: Wasylik, Bruce CSCD:EX; Wrean, Doug L CSCD:EX
Subject: FW: Davis Cup: Canada Vs France, Feb. 10-12, 2012
Attachments: 2011.11.01 Honourable Chong.pdf; DC Tourism & business plan 2011.11.01 PROVINCE.pdf

Hi Bruce and Doug

The business plan was sent to Ida yesterday

It should have been sent to the two of you – sorry for the delay

Terry

----- Forwarded Message

From: Michael Downey <mdowney@tenniscanada.com>
Date: Tue, 01 Nov 2011 06:39:23 -0400
To: <ida.chong@gov.bc.ca>
Cc: John McMurchy <jcmcb@dccnet.com>, Ryan Clark <rclark@tennisbc.org>
Conversation: Davis Cup: Canada Vs France, Feb. 10-12, 2012
Subject: Davis Cup: Canada Vs France, Feb. 10-12, 2012

Dear Minister Chong,

Please find the attached letter and business plan from Mr. Michael Downey, President and CEO of Tennis Canada, regarding the 2012 Davis Cup tie against France.

If you have any questions at all, please feel free to contact me.

Yours sincerely,

Quinn Davidson
EA to the President and CEO
TENNIS CANADA
o:416.650.7935
m: 416.720.8361
f: 416.665.2078

----- End of Forwarded Message



November 1, 2011

Honourable Ida Chong
Minister of Community, Sport &
Cultural Development
PO BOX 9056, STN PROV GOVT.
Victoria BC V8W 9E2

Dear Minister,

Thank you for your automated response to our request for funding to help stage a Davis Cup World Group competition between Canada and France in Vancouver in February.

I have taken the liberty to attach a copy of the full proposal for your review and consideration.

Please do not hesitate to contact me at 416-627-4776 or at mdowney@tenniscanada.com if you have any further questions or require further information.

Thank you for your consideration,

Yours truly,

A handwritten signature in black ink, appearing to read "MS Downey", with a small checkmark or flourish below it.

Michael S. Downey
President & CEO
Tennis Canada

Cc: John McMurphy, President, Tennis BC
Ryan Clark, CEO, Tennis BC

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1 Shore Main Drive, Suite 100
Toronto, Ontario, M2W 3A6
1-877-REXALL-2222 • 416-593-6611

Davis Cup Business Plan for Ministry of Community, Sport and Cultural Development Grant

“Helping to return Vancouver to the global stage”



TENNIS

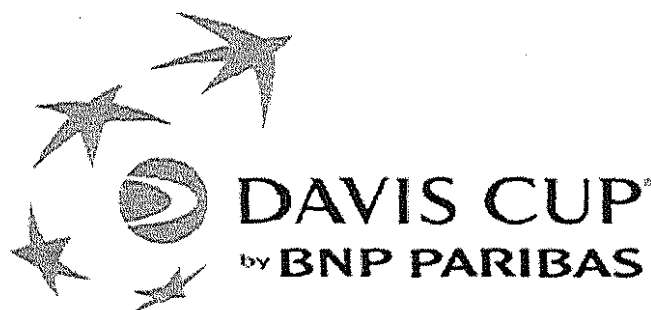


TENNIS
CANADA

October 31, 2011

Opportunity Overview

- **“World Cup” of Tennis:** Canada has earned a birth in the prestigious Davis Cup World Group for the first time in 7 years. Canada will host perennial powerhouse France in a winner-take-all competition on February 6-12 inclusive.
- **“Home Field” advantage:** Tennis Canada needs to find a popular market that can attract a significant crowd to help win the Davis Cup tie by acting as a boisterous “5th man”. Davis Cup is all about home field advantage both on and off the tennis court.



Backgrounder

Tennis in Canada.

Tennis in British Columbia.

Tennis in Vancouver.

Davis Cup.

Tennis is a major sport in Canada and growing on all key dimensions

- Tennis Participation
 - Nearly 5 million Canadians play tennis
 - Significant 25% growth since 2008
 - “Tennis players” are a most desirable demographic from a disposable income perspective which helps to maximize economic impact from the event.
- Tennis Fan Avidity
 - Nearly 18 million Canadians are “Tennis Fans”
 - 11% growth since 2010
 - “Tennis fans” mirror the attractive tennis player demographics

Vancouver and British Columbia are well developed tennis markets and are ready to support Canada's Davis Cup team

- Both Vancouver and British Columbia have more tennis players as a % of the population than the national average:
 - 32/28% penetration versus only 16% nationally
- Both Vancouver and British Columbia have more tennis fans as a % of the population than the national average:
 - 15%/12% penetration versus 11% nationally
- Vancouver provides a significant “Pride” intangible:
 - The *2010 Olympic Advantage*

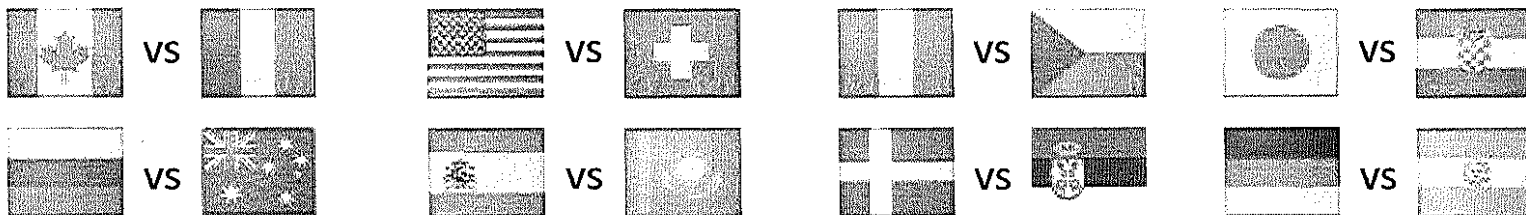
Davis Cup is a powerful global tennis competition

- A long-standing event with 112 rich years of history.
- Largest “team” competition in sport with 125 nations in 2010.
- Unlike pro tennis, patriotic fan support is not only allowed but *encouraged* during match play. The tennis adage “quiet, please” does not come into play. Home field is a *critical* advantage.

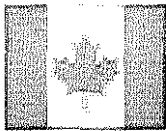


Only the world's elite compete in the Davis Cup "World Group"

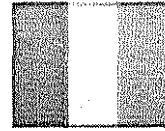
- 30 years ago the current Davis Cup format was introduced and a 16 nation "World Group" was created to compete for glory each year. The remaining 100+ countries split into regional zonal groups with the hope of earning entry into the World Group the following year.
- The top 16 tennis nations play in a single elimination playoff throughout 2012
 - Round of 16 – February in 8 cities
 - Quarterfinals – April in 4 cities
 - Semi-finals – September in 2 cities
 - Final – November Deciding the top country in the world!
- Below are the round of 16 matches set for February



The most important tennis competition in Canada in 20 years is coming this February!



VS.



A week long event well beyond a 3 day competition

February 6: Teams arrive

February 7-9: Teams practice

February 8: Formal Dinner to introduce the teams

February 9: Official draw

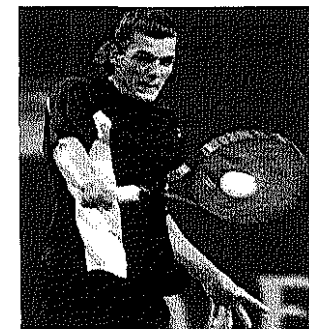
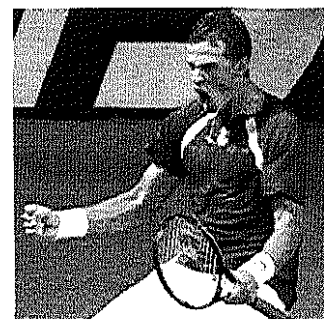
February 10: No.1 vs No.2 and No.2 vs No.1 singles matches

February 11: Doubles match

February 12: No.1 vs No.1 and No.2 vs No.2 singles matches

Team Canada – Profile

	Daniel Nestor	Milos Raonic	Vasek Pospisil	Frank Dancevic
ATP Rank	5 (Doubles)	30	125	160
Career Titles	73	1		
Other	813 career wins Order of Canada recipient.	Skyrocketed from #156 to #24 in the world in 2011. Highest ranked Canadian male in history at 20.	Singlehandedly carried Team Canada in its win over Israel.	1st player in history to qualify for <i>every</i> grand slam in 2010.



Canada is led by veteran Daniel Nestor and two promising *kids* – the highest ranked 20 yr. olds in the world, Milos Raonic and Vancouver's own, Vasek Pospisil.

Canada's Difficult Road to the 2011 World Group



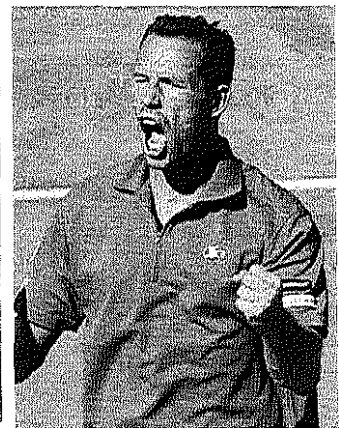
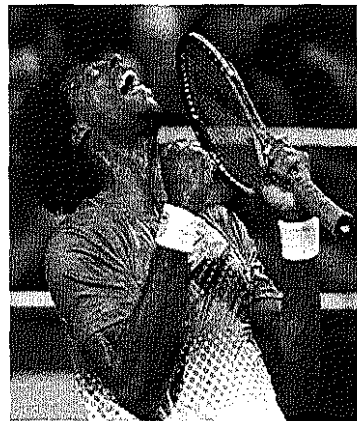
Canada 4 Mexico 1 ... *in Mexico*

Canada 3 Ecuador 2 ... *in Ecuador*

Canada 3 Israel 2 ... *in Israel*

Team France – Profile

	Jo Wilfried Tsonga	Gael Monfils	Gilles Simon	Richard Gasquet	Michaël Llodra
ATP Rank	7	9	12	16	7 (Doubles)
Career Titles	6	3	8	6	5
2011 Rogers Cup Results	Semi finalist	Quarterfinalist	1 st round	Rd of 16	Doubles champion



A high caliber team loaded with Top 20 talent.
One of the elite nations with 9 championships and 30 years of consecutive World Group appearances.

Strong Domestic and International Reach to promote Vancouver, BC

- TV coverage: Domestic broadcast on Sportsnet (up to 25 hours)
International broadcast into France (up to 25 hours)
- Web coverage: Domestic stream on sportsnet.ca
World wide stream on tennisTV.com and davicup.com
“live scoring” on ITF.com
Behind the scenes coverage on tenniscanada.com
- Attendance: 15,000 over 3 days of competition



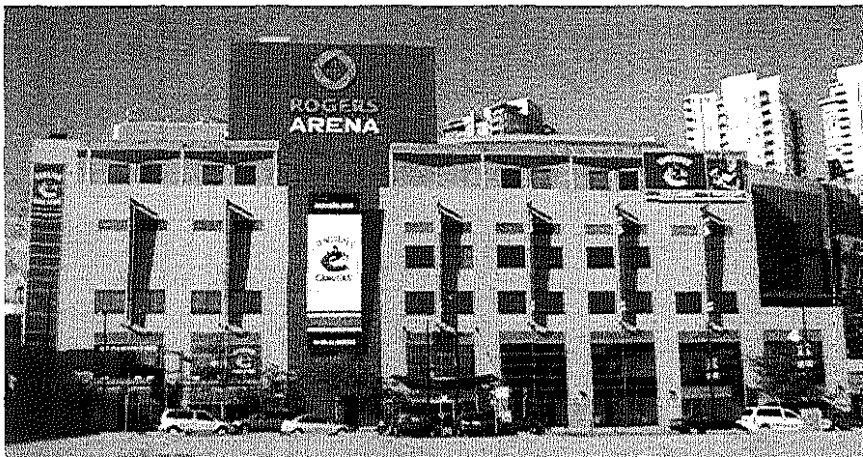
Vancouver Tourism Opportunity



- Leverage the national appeal of Davis Cup
 - “front of the line” ticket offer to Rogers Cup series buyers in Toronto and Montreal (10,000 customer base).
 - Partner with Tour operators in Toronto and Montreal.
 - Pre-promotion on Tennis Canada website.
 - Pre-promotion on all provincial tennis association websites.
- Leverage the close proximity of tennis fans in the NW USA
 - U.S. Davis Cup tie is away in Switzerland on the same weekend.
 - BC Tennis is a member of the USTA NW region so data base access available to e-blast regional members
 - “front of line” ticket offer through tennis clubs in NW USA
- French Federation of Tennis (FFT) normally develops a Tour package for Paris tennis fans to journey to away Davis Cup ties.
 - Up to 200 people expected from France.

World class venues being considered in Vancouver

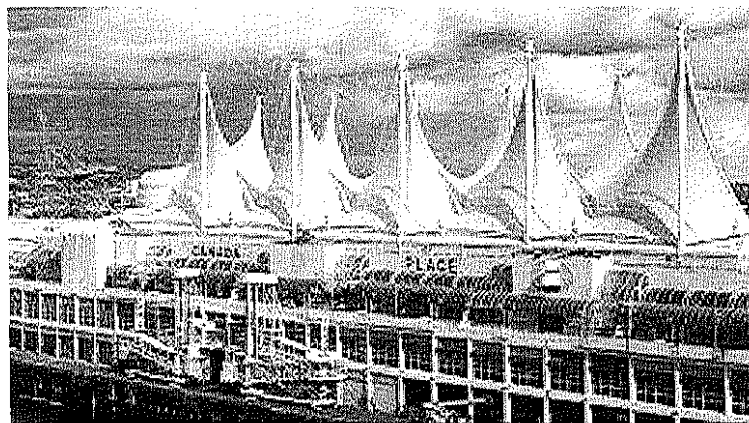
Rogers Arena



UBC Thunderbird Winter Sports Centre



Vancouver Convention Centre



Business Plan

Revenue Plan

Tickets and Box Sales

- National ad agency (Bensimon Bryne) hired to develop web/ social media and traditional advertising
s21 - contra in media support
- "Front of the Line" ticket offers to various tennis related databases across Canada and NW USA

Sponsorship

- Tennis Canada professional sponsorship team will approach Rogers Cup Sponsors with an integrated sponsorship package
- 3 sponsors at each
- No commercial visible signage available for sale

Government Grants

- Tennis Canada and Tennis BC will approach all levels of Government for Support
 - Sport Canada
 - BC Ministry of Sport
 - Vancouver Tourism
 - Vancouver Hotel Association

Fundraising

- Tennis Canada's fundraising arm "Tennis Matters" will stage the official dinner as a fundraising event with a live and silent auction
- Proceeds will be directed to the new BC junior high performance program

Target Revenue

s21

TOTAL REVENUE 

Cost Summary

Total Cost

Ticket Sales

- Ad Agency
- Media
- Travel
- Sales Team Allocation
- ITF commision

Team

- Team salaries
- Team travel/accom
- Other event staff

Venue

- Rental
- boxes/seating
- Event staff
- Lighting
- Misc.

s21

Tournament Ops.

- Transport/ticket/vol Hospitality
- Officials
- Youth programming

Media Servicing

- Mag/press conferences/internet/media room/other

TV Production

- TV production subsidy

Fundraising

- Official dinner

TOTAL COST ¹

TOTAL SURPLUS ²

s21

17

Thank you for supporting
Vancouver's return to the global
stage ... with tangible sport and
tourism benefits to Vancouver &
British Columbia and broader
economic value creation.

Hall, Jane M CSCD:EX

From: Wasylik, Bruce CSCD:EX
Sent: Tuesday, November 8, 2011 1:45 PM
To: Galbraith, David J CSCD:EX
Cc: Wrean, Doug L CSCD:EX; Ross, Margo CSCD:EX; Van Ek, Christie CSCD:EX
Subject: RE: Tennis info required asap

David

The Tennis bid team is compiling the information you requested and advised me that Mr Mackay Dunne will respond to you directly.

s13

B

From: Galbraith, David J CSCD:EX
Sent: Tuesday, November 8, 2011 12:02 PM
To: Wasylik, Bruce CSCD:EX
Cc: Wrean, Doug L CSCD:EX; Ross, Margo CSCD:EX; Van Ek, Christie CSCD:EX
Subject: Tennis info required asap
Importance: High

Hi Bruce,

Just got off the phone with the MO. I need some additional nuts and bolts on the event like:

- How many people will watch
- Attendance
- Economic benefit
- Whens the drop dead date for us telling them if we will fund.

s13

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

Hall, Jane M CSCD:EX

From: Wasylik, Bruce CSCD:EX
Sent: Tuesday, November 8, 2011 1:04 PM
To: Galbraith, David J CSCD:EX
Cc: Wrean, Doug L CSCD:EX; Ross, Margo CSCD:EX; Van Ek, Christie CSCD:EX
Subject: RE: Tennis info required asap

Sent a quick note to Terry Wright asking him for more details.

1)Attendance

According to Tennis Canada's submission, projected attendance is 15,000 spectators over the three days of the event.

2)Timing of Decision

Tennis Canada has to advise the International Tennis Federation of their site selection decision by November 14th. Since they have to vet the decision through the Tennis Canada Board first and there's a long weekend approaching, I would anticipate that Tennis Canada will say their deadline is Wednesday the 9th or Thursday the 10th.

Will get back to you as soon as we hear from Terry.

From: Galbraith, David J CSCD:EX
Sent: Tuesday, November 8, 2011 12:02 PM
To: Wasylik, Bruce CSCD:EX
Cc: Wrean, Doug L CSCD:EX; Ross, Margo CSCD:EX; Van Ek, Christie CSCD:EX
Subject: Tennis info required asap
Importance: High

Hi Bruce,

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s13

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

Hall, Jane M CSCD:EX

From: Wasylik, Bruce CSCD:EX
Sent: Wednesday, October 26, 2011 10:11 AM
To: Galbraith, David J CSCD:EX
Cc: Wrean, Doug L CSCD:EX
Subject: RE: Fwd: Davis Cup Competition

I emailed Mr Ketchum asking him to call us back later today....

Doug and I are in the Business Transformation session Thursday so we will try to connect with Ketchum today...

We spoke with Tennis BC about Davis Cup one month ago and suggested they submit a formal funding request to MIC/MCSCD but we have not seen anything to date. Doug and I

s13

s13

B

From: Galbraith, David J CSCD:EX
Sent: Wednesday, October 26, 2011 8:45 AM
To: Wasylik, Bruce CSCD:EX
Cc: Wrean, Doug L CSCD:EX
Subject: Fw: Fwd: Davis Cup Competition

Can you follow up on this please? Let me know how it goes. Thanks

From: Fast, Don CSCD:EX
Sent: Wednesday, October 26, 2011 08:33 AM
To: Galbraith, David J CSCD:EX
Subject: RE: Fwd: Davis Cup Competition

ok pls get him to call Jess no later than Friday and send me an email on how it goes

From: Galbraith, David J CSCD:EX
Sent: Tuesday, October 25, 2011 9:56 PM
To: Fast, Don CSCD:EX
Subject: Re: Fwd: Davis Cup Competition

Bruce wasylik

From: Fast, Don CSCD:EX
Sent: Tuesday, October 25, 2011 06:14 PM
To: Galbraith, David J CSCD:EX
Subject: Fwd: Davis Cup Competition

Who is the best person to follow up?

Don Fast
Deputy Minister

Begin forwarded message:

From: Jess Ketchum <jketchum@direct.ca>
Date: 25 October, 2011 5:32:55 PM PDT
To: "Fast, Don CSCD:EX" <Don.Fast@gov.bc.ca>
Subject: Davis Cup Competition

Don

I am working with Terry Wright (2010 Olympics) and Tennis Canada to bring Davis Cup World Group tennis playoff series to Vancouver in February. Discussions are underway with Warren Buckley to conduct them under the sails at the VCC. Discussions are also underway to gain support from the City. And of course we are going to seek provincial support and understand the appropriate program is likely in your Ministry. I believe that s22 has given David Galbraith a bit of a heads up. s22 is on the Board of Tennis Canada. What I would like to know is the process for application to ensure that as the cost is confirmed we can submit an app very quickly with all the information you would require for consideration. This is a tremendous opportunity and with our young team doing exceptionally well we have the opportunity to take tennis to a new level in BC while gaining some great international exposure. Can you let me know the best route to take?

Thanks in advance Don for any advice you can provide.

Jess

Jess Ketchum
Ketchum Communications Ltd.
2506 Marr Creek Court
West Vancouver, BC
604-922-5204

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Thursday, November 8, 2012 9:16 AM
To: Galbraith, David J CSCD:EX
Cc: Wasylik, Bruce CSCD:EX; Ross, Margo CSCD:EX; Van Ek, Christie CSCD:EX
Subject: FW: City of Winnipeg - Davis Cup
Attachments: Hosting Decisions Nov 2012.docx

David,

s13

Attached is a DBN on Davis Cup and the adult hockey tournament. The Davis Cup part is finished, s13

s13

s13

From: Wasylik, Bruce CSCD:EX
Sent: Wednesday, November 7, 2012 5:03 PM
To: Wrean, Doug L CSCD:EX
Subject: Fw: City of Winnipeg - Davis Cup

Looks like a Nov 15 decision date for Davis Cup so bids probably have to be submitted soon.

From: Michelle Collens [<mailto:mcollens@bcpavco.com>]
Sent: Wednesday, November 07, 2012 04:54 PM
To: Wasylik, Bruce CSCD:EX
Subject: City of Winnipeg - Davis Cup

Just read that City of Winnipeg granted \$50k for the attraction of Davis Cup to Winnipeg.

<http://metronews.ca/news/winnipeg/432196/winnipegs-davis-cup-bid-gets-50k-financial-boost/>

s13

The City of Vancouver is in for \$100k.

s13

Looks like they need a decision to announce November 15th.

Michelle

Michelle Collens
Manager, Business Development, Sport Events



Suite 850 - 999 West Hastings Street
Vancouver, BC V6C 2W2
Direct: 604.484.5202
Fax: 604.681-9017
Email: mcollens@bcpavco.com

Please consider the environment before printing this email.

Michael Downey
CEO
Tennis Canada

Dear Mr. Downey,

Re: Vancouver Bid for the 2013 Davis Cup

Thank you for your letter requesting a financial contribution of \$100,000 from the Province of British Columbia in support of the City of Vancouver's bid to host the 2013 David Cup Tie between Canada and Spain.

The City of Vancouver and Province of BC have a rich history of successfully hosting major events such as the 2010 Olympic and Paralympic Winter Games and the highly successful 2012 Davis Cup Tie between Canada and France.

I am confident that Vancouver has the right combination of facilities, amenities, people and services to form the basis of a very impressive bid proposal. The city offers a diverse array of accommodation, restaurants and recreational activities which will help ensure that participants, sport officials, media and spectators have a first rate experience during the event.

The Ministry of Community, Sport and Cultural Development is reviewing its approach to major sport event hosting and is currently compiling a list of major sport events that will have a significant impact on the local and provincial economies. The economic impact and media coverage generated by staging the 2012 Davis Cup in Vancouver is impressive and I will ensure that my staff includes this exciting opportunity in their draft calendar of events.

I will also ask Doug Wrean, Director – Sport Services, to contact you and determine the timeline for the funding commitments that are required for the 2013 Davis Cup bid process. You should be aware that the Ministry does not have funds in the amount you have requested available in its current year budget, and that the amount of major event hosting funding available next year will not be known until sometime in the spring at the earliest.

Sincerely,

Deputy Minister

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Tuesday, October 23, 2012 1:57 PM
To: Galbraith, David J CSCD:EX; Wasylik, Bruce CSCD:EX
Cc: Ross, Margo CSCD:EX
Subject: FW: 2013 Davis Cup
Attachments: Letter from Michael Downey regarding Davis Cup - October 23.pdf

Second one. D.

From: Michael Downey [<mailto:mdowney@tenniscanada.com>]
Sent: Tuesday, October 23, 2012 11:54 AM
To: Minister, CSCD CSCD:EX
Cc: Minister, ABR ABR:EX; Minister, HLTH HLTH:EX; Minister, JTST JTST:EX
Subject: 2013 Davis Cup

Dear Minister Bennett,

Please find the attached letter from Mr. Michael Downey.

Kind regards,

Quinn Davidson
Executive Assistant to the President & CEO

Special Project Coordinator

Tennis Canada | Rogers Cup presented by National Bank
O: 416-650-7935 | C: 416-720.8361 | F: 416-665-2078
qdavidson@tenniscanada.com

Rogers Cup – Toronto



Tennis Canada – English





October 23, 2012

Honourable Bill Bennett
Minister of Community, Sport & Cultural Development
PO BOX 9056,
STN PROV GOVT.
Victoria BC
V8W 9E2

Dear Minister,

It is my pleasure to advise you of an exciting opportunity to enhance our Province's global image as a sports-oriented community.

Davis Cup tennis is the largest single sport team competition in the world, involving over 125 countries on an annual basis. Canada is currently ranked 14th and our exciting young team has earned a birth in the prestigious Davis Cup World Group, a playoff of the world's best 16 countries, for the second consecutive year. A 22 year old British Columbian, Vasek Pospisil, is a key member of the team and has enjoyed tremendous success in both singles and doubles in Davis Cup competition.

The first World Group play-off will take place in Canada from January 28–February 3, 2013 and we have an exceptional opportunity to bring the event back to British Columbia. Canada will host the perennial powerhouse and defending World Champion, Spain, in a winner take all competition that will present incredible opportunities for British Columbia to build upon its track record as an outstanding host. Spain's Davis Cup team, featuring stars such as Rafael Nadal and David Ferrer, are a huge fan and media attraction wherever they play.

Last February, with your Government's assistance, Tennis Canada was able to bring the Davis Cup to Vancouver for the first time in over twenty years. The event was a tremendous success and engaged British Columbians across the Province as can be seen in this video Tennis Canada produced for the event. The very strong pride and enthusiasm that British Columbians displayed was reminiscent of the Olympic Winter Games. I am sure your colleague, Minister Chong, can attest to the very successful outcome and to the high profile role the Provincial Government played in the media and public engagement that surrounded the sold out events.

Last year's Davis Cup event in Vancouver drew fans from across the Province to sold out events, and over 10% of last year's attendees came from out of Province – the interest in Spain this year will be even higher. The matches drew a national audience of over 600,000 on Sportsnet and TVA and were

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1 Shore Ham Drive, Suite 100
Toronto, Ontario, M2N 3A6
1 877 2TENNIS Fax: 1 416 665 9017
tenniscanada.com



covered extensively in France on live TV as well as across the world on live web streaming. Rogers Sportsnet has confirmed a national broadcast of the event again this year.

A track record of success in Vancouver would greatly enhance our opportunity to secure the longer term potential for an annual one-week ATP Pro Tour tennis tournament in Vancouver. Tennis Canada currently has long standing ATP and WTA tournaments in Toronto and Montreal named the Rogers Cup that generate over \$40 million of economic value per city per year and are watched globally by more than 40 million viewers. A winter season ATP event in Vancouver would draw significant international tourism visitation to British Columbia.

Tennis is a sport that is played by a great many British Columbians. Players of all ages participate on courts throughout the Province. This event will generate excitement for not only those players, but will encourage more active participation by all. The event will also be used to provide promising local junior players with the opportunity to showcase their skills on the same court at the Davis Cup players. Many of these players will come from a new National Junior High Performance Development program we recently started in Vancouver with the re-location of a world-class coach from Israel. At last year's event over \$50,000 was raised to support aspiring British Columbian tennis players and this year our target is to double that amount. As a measure of the success of the program, this year North Vancouver's Filip Peliwo won both the Wimbledon and US Open Junior titles, a first for any Canadian.

Based on the success here in British Columbia, Alberta and Manitoba are both anxious to host the event and are expected to offer the kind of support that British Columbia so generously provided last year. Our preference is to return to British Columbia and we are currently in discussions with the City of Vancouver to seek a contribution equal to the \$100,000 they provided last year to help defray the cost of the event.

We are respectfully requesting that the Province match its contribution of \$100,000 last year. We appreciate that this request is coming late in the fiscal cycle (the draw for hosting of the event only occurred three weeks ago) and Tennis Canada could manage staged payments into the Fiscal 2014 period if required.

Last year's event was a watershed for tennis in British Columbia (please refer to the link which includes a video summary of the 2012 Davis Cup celebration in Vancouver
<http://video.tenniscanada.com/video/28/canada-vs-france-davis-cup-recap>

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1 Store Main Drive, Suite 100
Toronto, Ontario, M2N 3A6
1 877 7TENNIS Fax 1 416 665 9017
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and it would not have been possible without the support of your Government. We are confident that we can match and exceed the excitement of last year with your help, and Tennis Canada looks forward to developing a comprehensive program to recognize the importance of the Province's contribution to hosting the event and to sport overall in BC.

Please do not hesitate to contact me at 416-627-4776 or at mdowney@tenniscanada.com as we are anxious to provide you with any and all information you may require to make an early decision. Local members of our team have had preliminary discussions with your Ministry staff and look forward to working with them further to making Davis Cup in Vancouver a tremendous success.

Thank you for your consideration.

Yours truly

A handwritten signature in dark ink, appearing to read "MS Downey", with a horizontal line drawn underneath the signature.

Michael S. Downey
President & CEO
Tennis Canada

CC The Honourable Ida Chong
The Honourable Margaret MacDiarmid
The Honourable Pat Bell

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1 Eglar Main Drive, Suite 160
Toronto, Ontario, M2N 3A6
1 877 2TENNIS Fax 1 416 665 9017
tenniscanada.com

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Wednesday, November 9, 2011 10:49 AM
To: Wasylik, Bruce CSCD:EX
Subject: Re: Tennis Canada - Davis Cup for Vancouver

Strong expectation. D

----- Original Message -----

From: Wasylik, Bruce CSCD:EX
Sent: Wednesday, November 09, 2011 10:05 AM
To: Wrean, Doug L CSCD:EX
Subject: RE: Tennis Canada - Davis Cup for Vancouver

s13

B

-----Original Message-----

From: Wrean, Doug L CSCD:EX
Sent: Wednesday, November 9, 2011 9:49 AM
To: Wasylik, Bruce CSCD:EX
Subject: Re: Tennis Canada - Davis Cup for Vancouver

Looks good.

s13

s13

joycē should have this. I guess this good news, d

----- Original Message -----

From: Wasylik, Bruce CSCD:EX
Sent: Wednesday, November 09, 2011 09:40 AM
To: Wrean, Doug L CSCD:EX
Cc: Peck, Joyce CSCD:EX
Subject: RE: Tennis Canada - Davis Cup for Vancouver

s13

Page 238 redacted for the following reason:

s13

-----Original Message-----

From: Wrean, Doug L CSCD:EX
Sent: Wednesday, November 9, 2011 9:37 AM
To: Wasylik, Bruce CSCD:EX
Subject: Re: Tennis Canada - Davis Cup for Vancouver

Sure just put it the text of an e-mail. Tx Bruce! D

----- Original Message -----

From: Wasylik, Bruce CSCD:EX
Sent: Wednesday, November 09, 2011 09:09 AM
To: Wrean, Doug L CSCD:EX
Subject: FW: Tennis Canada - Davis Cup for Vancouver

Doug

Not Responsive

Sent from my iPad

On 2011-11-08, at 2:03 PM, "Lewis, Christine CSCD:EX" <Christine.N.Lewis@gov.bc.ca> wrote:

> A couple more pieces of useful information

>

>

> . How many volunteers will be involved? 100-125++ (this is a directly involved # similar to the numbers used when DC was in Toronto, Montreal and Calgary)

>

>

> . What's the estimate economic benefit of the event: A conservative estimates is \$2.5M based on running lower tier Davis Cup events from around the Country--could be significantly more since this is the top tier Davis Cup World Group round with an iconic opponent in France)

>

>

>

> . How many will attend, watch on tv etc. attendance: conservatively approx. 15000 over the 3 days. For national TV coverage on Sportsnet, we are looking at around 100,000 cumulative over the 3 days but depending on how our 2 rising stars fare on day 1 this number could increase substantially(keep in mind there will be "wall to wall" national TV coverage on Sportsnet! In France, it could be around 10million (they had 13 million viewers for their last tie). Tennis in France is similar to hockey in Canada (13 million viewers for a Davis Cup tennis event with a total population of 64 million!)

>

>

> From: Lewis, Christine CSCD:EX

> Sent: Tuesday, November 8, 2011 1:09 PM

> To: Chong, Ida CSCD:EX

> Cc: Stickney, Matthew CSCD:EX; Holme, Matt CSCD:EX

> Subject: Fw: Tennis Canada - Davis Cup for Vancouver

>

> Below are answers to a couple questions you.

s13

s13

>

> Please let me know if you need more info before making a decision.

>

> Christine

>

> 1)Attendance

>

> According to Tennis Canada's submission, projected attendance is 15,000 spectators over the three days of the event.

>

>

>

> 2)Timing of Decision

>

> Tennis Canada has to advise the International Tennis Federation of their site selection decision by November 14th. Since they have to vet the decision through the Tennis Canada Board first and there's a long weekend approaching, I would anticipate that Tennis Canada will say their deadline is Wednesday the 9th or Thursday the 10th.

>

>

>
>
>
> Christine Lewis
> Ministerial Assistant to the Honourable Ida Chong Minister of
> Community, Sport & Cultural Development
>
> Cell: s22
>
>
> From: Hector MacKay-Dunn [mailto:hmackay-dunn@farris.com]
> Sent: Monday, November 07, 2011 06:13 PM
> To: Lewis, Christine CSCD:EX
> Subject: Tennis Canada - Davis Cup for Vancouver
>
> Ms. Lewis,
>
> Please bring this to the attention of Minister Chong.
>
> Sincerely,
> R. Hector MacKay-Dunn, Q.C.
> 25th Floor, 700 W Georgia St
> Vancouver, BC V7Y 1B3
> Tel 604 661-9307
> Fax 604 661 9349
> e-mail: hmackay-dunn@farris.com<mailto:hmackay-dunn@farris.com>
> www.linkedin.com/in/hectormackaydunn<http://www.linkedin.com/in/hector
> mackaydunn>
> Assistant: Lynda Catto
> Tel 604 684-9151 ext 407
> e-mail: lcatto@farris.com<mailto:lcatto@farris.com>
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> Thank you.
>
>
> <19688635_[Untitled].pdf>

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Wednesday, November 2, 2011 12:01 PM
To: Galbraith, David J CSCD:EX; Ross, Margo CSCD:EX
Cc: Wasylik, Bruce CSCD:EX
Subject: FW: Davis Cup: Canada Vs France, Feb. 10-12, 2012

Time pressure on the Davis Cup/broader hosting issue.

I'll take a look at Margo's edits to my edits to her note.....this is pretty close to ready.

D.

From: Terry Wright [mailto:Terry_Wright@vancouver2010.com]
Sent: Wednesday, November 2, 2011 10:41 AM
To: Wrean, Doug L CSCD:EX
Cc: Wasylik, Bruce CSCD:EX
Subject: RE: Davis Cup: Canada Vs France, Feb. 10-12, 2012

Hi Doug

I have asked Tennis Canada but would say that next week would be really helpful

I know that they have to let the ITF know by the 14th of November and have to take the decision to their board first.

s13

We have asked UBC to get us a letter of support for the Minister.

I have a call in to Minister Chong and her office said she would call back this afternoon.

Vancouver are going to Council with their recommendation on Thursday

Terry

From: Wrean, Doug L CSCD:EX [<mailto:Doug.Wrean@gov.bc.ca>]
Sent: November-01-11 10:57 AM
To: Terry Wright; Wasylik, Bruce CSCD:EX
Subject: RE: Davis Cup: Canada Vs France, Feb. 10-12, 2012

Thanks Terry, very timely (and professional).

Bruce and I will write this up.

Any further clarity you can provide around when you need an answer would be helpful.

Tx....Doug W

From: Terry Wright [mailto:Terry_Wright@vancouver2010.com]
Sent: Tuesday, November 1, 2011 9:21 AM

To: Wasylik, Bruce CSCD:EX; Wrean, Doug L CSCD:EX
Subject: FW: Davis Cup: Canada Vs France, Feb. 10-12, 2012

Hi Bruce and Doug

The business plan was sent to Ida yesterday

It should have been sent to the two of you – sorry for the delay

Terry

----- Forwarded Message

From: Michael Downey <mdowney@tenniscanada.com>

Date: Tue, 01 Nov 2011 06:39:23 -0400

To: <ida.chong@gov.bc.ca>

Cc: John McMurchy <jcmcb@dccnet.com>, Ryan Clark <rclark@tennisbc.org>

Conversation: Davis Cup: Canada Vs France, Feb. 10-12, 2012

Subject: Davis Cup: Canada Vs France, Feb. 10-12, 2012

Dear Minister Chong,

Please find the attached letter and business plan from Mr. Michael Downey, President and CEO of Tennis Canada, regarding the 2012 Davis Cup tie against France.

If you have any questions at all, please feel free to contact me.

Yours sincerely,

Quinn Davidson
EA to the President and CEO
TENNIS CANADA
o:416.650.7935
m: 416.720.8361
f: 416.665.2078

----- End of Forwarded Message

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Thursday, October 27, 2011 9:44 AM
To: Galbraith, David J CSCD:EX
Cc: Ross, Margo CSCD:EX; Wasylik, Bruce CSCD:EX; Brown, Tom G CSCD:EX
Subject: Davis Cup Conversation

Bruce and I talked to Jess Ketchum and Terry Wright about this earlier this morning (Thursday)

Vancouver is vying for this event (February 2012, versus France in the round of 16) with Calgary, and is sending paperwork in this week. That city has offered \$150 K plus a free facility (the Corral). Canada is 5-0 in David Cup ties played in that city.

Terry has looked at venues and the only one that makes economic sense is the arena at UBC (right size, doesn't require a lot of modification). Their numbers show that with \$100 K each from the Province and the City (who appear to be onside) and healthy ticket sales it can work financially. The players like the idea of Vancouver, Pospicil is from Vancouver.

The upside is a possible additional Davis Cup event if Canada can beat France and perhaps an ATP event down the line. With two rising stars in Pospicil and Raonic and one of the world's best doubles players (Nestor) Canada has a good chance even though France has 4 men in the top 20 worldwide.

s13

t

Bruce and I will clarify our table of possible medium sized events

s13

s13

s13

D.

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Monday, September 26, 2011 9:50 AM
To: Wasylik, Bruce CSCD:EX
Subject: FW: Davis Cup - FYI

From: Ross, Margo CSCD:EX
Sent: Monday, September 26, 2011 9:48 AM
To: Galbraith, David J CSCD:EX; Wrean, Doug L CSCD:EX
Subject: Davis Cup - FYI

Ryan Clarke from Tennis called. They would like to put in a bid for the Davis Cup (Canada vs France).

They are working on an application for the Hosting BC Program (recognizing that there may or may not be a 2nd intake), but feel that the Davis Cup is a mid-sized event and they would be unable to beat Montreal or Calgary's bid with \$20k.

Tennis feels that there is some appeal to this event since:

- BC apparently hasn't hosted a Davis Cup since the 90s
- Canada has just agreed to locate a full time national coach to Vancouver so BC will become a centre of excellence for tennis in Canada
- It's against France so there will be lots of international interest.
- There will be a strong school and education component to it – to attract more kids to the sport.

Ryan will send a draft letter to the Minister to Doug and Bruce so they can highlight any key information that the Minister might need (they will write a one page letter and attach key facts to the back)

Margo Ross

Executive Director, Sport Branch
Ministry of Community, Sport and Cultural Development
E-mail: margo.ross@gov.bc.ca
Tel 250 356-7168
Fax 250 356-2842



Not Responsive

From: Wrean, Doug L CSCD:EX
Sent: Tuesday, March 05, 2013 09:39 AM
To: Ross, Margo CSCD:EX; Wasylik, Bruce CSCD:EX
Subject: RE: Hosting Grants - Mid- to Large-Sized Events

Sure. The following are from the mid-sized pot:

s13

2014 Briar Curling (Kamloops) \$100 K

Not Responsive

2012 BMX World Cup (Abbotsford) \$25 K

Not Responsive

Total

Not Responsive

s13

s13

Not Responsive

Not Responsive

Not Responsive

Pls let me know if more is needed here.....Doug W

From: Ross, Margo CSCD:EX
Sent: Tuesday, March 5, 2013 9:16 AM
To: Wrean, Doug L CSCD:EX; Wasylik, Bruce CSCD:EX
Subject: FW: Hosting Grants - Mid- to Large-Sized Events

Request from Matt

From: Holme, Matt CSCD:EX
Sent: Tuesday, March 5, 2013 9:16 AM
To: Galbraith, David J CSCD:EX
Cc: Senko, RJ CSCD:EX; Marsh, Kyle CSCD:EX; Brown, Tom G CSCD:EX; Ross, Margo CSCD:EX
Subject: Hosting Grants - Mid- to Large-Sized Events

Dave,

Can I get a list of grants for the mid- to large-sized sport events for this fiscal year?

Thanks,

Matt

Pages 249 through 256 redacted for the following reasons:

s13

Hall, Jane M CSCD:EX

From: Wasylik, Bruce CSCD:EX
Sent: Wednesday, February 6, 2013 3:47 PM
To: Wrean, Doug L CSCD:EX
Subject: Hosting Update

Have revised this list slightly based on new information from Tennis and Wheelchair Rugby:

Top Tier Priority

Not Responsive

- 2013 Davis Cup (UBC) \$100K Need decision by
March 1st

Note:

- s13

Second Tier Priority (Estimated request levels)

-
- s13, Not Responsive
-
- 2014 Canada Cup Wheelchair Rugby (Richmond Oval) \$50K Need decision in next
fiscal
-
- Not Responsive

Not Responsive



Hosting Calendar
FEB 1 2013 wo...

Bruce

MCSCD Event Hosting Calendar

Working Draft

Feb. 7/13

Event (chronological order)	Contribution/Requested Amt.	Comments and Considerations
2013 Davis Cup – CAN vs. ESP (Vancouver)	\$100,000	Event is scheduled for Feb. 1-3 2013. Long term objective is to establish Vancouver as ATP site. Funds transferred by Gaming Branch.
Not Responsive		
2013 Davis Cup – CAN vs. ITA (Vancouver)	\$100,000	Event is scheduled for April 5-7. Long term objective is to establish Vancouver as ATP site. Consideration should be given to allocating \$50,000 for the April event as BC has committed \$200K to Davis Cup in the last year.
Not Responsive		
2014 Tim Hortons' Brier (Curling) (Kamloops)	\$100,000	High profile event with large economic impact due to out-of-town visitorship. BC's commitment was required in bid stage, so economic benefit can be attributed to provincial support. Grant letter being prepared for MBB signature.
Not Responsive		
2014 Canada Cup Wheelchair Rugby (Richmond Oval)	s13	High profile event within a limited demographic. Minimal economic impact but a critical part of sport development for disability sport. Minimal amount of funding consistent with a quality event (very experienced/credible organizers).

s13

Not Responsive

s13

Not Responsive

s13

Pages 261 through 264 redacted for the following reasons:

s13

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Tuesday, September 4, 2012 3:55 PM
To: Galbraith, David J CSCD:EX
Cc: Wasylik, Bruce CSCD:EX; Ross, Margo CSCD:EX
Subject: FW: Mid-Sized Hosting Doc
Attachments: Mid-Sized Hosting Allocation August 2012.docx

I was not right about two recommended-for-funding events in September, only one is in September –

- BMX Supercross in Abbotsford, September 15/16. We need a decision on this one this week if we are going to get any credit for the contribution.

-

-

Not Responsive

DW

From: Vaux, Shelagh CSCD:EX
Sent: Thursday, August 30, 2012 4:11 PM
To: Wrean, Doug L CSCD:EX
Subject: Mid-Sized Hosting Doc

Hi Doug,

A copy of the spiffed up version for you. I will place the hard copy in David's inbox.

Thanks.

Shelagh Vaux | Arts & Culture Branch | Ministry of Community, Sport & Cultural Development
P: 250.952.6510 | F: 250.387.4099 | Shelagh.Vaux@gov.bc.ca

Page 266 redacted for the following reason:

s13

Hall, Jane M CSCD:EX

From: Vaux, Shelagh CSCD:EX
Sent: Thursday, August 30, 2012 4:11 PM
To: Wrean, Doug L CSCD:EX
Subject: Mid-Sized Hosting Doc
Attachments: Mid-Sized Hosting Allocation August 2012.docx

Hi Doug,

A copy of the spiffed up version for you. I will place the hard copy in David's inbox.

Thanks.

Shelagh Vaux | Arts & Culture Branch | Ministry of Community, Sport & Cultural Development
P: 250.952.6510 | F: 250.387.4099 | Shelagh.Vaux@gov.bc.ca

Page 268 redacted for the following reason:

s13

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Thursday, August 30, 2012 3:59 PM
To: Vaux, Shelagh CSCD:EX
Subject: document for David

This needs work. I will pop up. D.



Mid-Sized
osting Allocation A

Pages 270 through 271 redacted for the following reasons:

s13

Hall, Jane M CSCD:EX

From: Galbraith, David J CSCD:EX
Sent: Thursday, August 30, 2012 11:37 AM
To: Wrean, Doug L CSCD:EX
Subject: RE: Recommendations: Mid-Sized Sport Event Hosting 2012/13 Funding Allocation

I think in a table, what it is, what we'd likely get, what they've asked for, what we're giving

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

From: Wrean, Doug L CSCD:EX
Sent: Thursday, August 30, 2012 11:36 AM
To: Galbraith, David J CSCD:EX
Subject: FW: Recommendations: Mid-Sized Sport Event Hosting 2012/13 Funding Allocation

Do you want more than this or a different format for Tuesday? Could put in a Word Table or doc or whatever.
Tx.....D.

From: Wrean, Doug L CSCD:EX
Sent: Thursday, August 23, 2012 1:23 PM
To: Galbraith, David J CSCD:EX
Cc: Wasylik, Bruce CSCD:EX; Ross, Margo CSCD:EX
Subject: Recommendations: Mid-Sized Sport Event Hosting 2012/13 Funding Allocation

David –

There is currently s13 remaining in the mid-sized sport event hosting allocation for 2012/13. There are a number of time-sensitive requests pending and, with the fiscal year half over, it is recommended that these remaining funds be allocated at this time. Any further request would be deferred to be addressed through MCSCD's Hosting Strategy, currently being developed.

Recommended allocation:

•

s13

s13

Not Responsive

Not Responsive

Not Responsive

Not Responsive

s13

s13

Not Responsive

Total: s13

For reference, the other events funded this year from the \$500,000 allocation are:

Not Responsive

\$100,000: 2014 Brier (Men's' National Curling Championships – Kamloops)

Not Responsive

Total: Not Responsive

Doug Wrean
Sport Branch

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Monday, August 20, 2012 2:04 PM
To: Wasylik, Bruce CSCD:EX
Subject: FW: mid sized allocation

Did Margo make any suggestions/comments on this one Bruce? If not, perhaps we need to move it along this week.....D.

From: Wrean, Doug L CSCD:EX
Sent: Monday, July 30, 2012 11:34 AM
To: Wasylik, Bruce CSCD:EX
Cc: Ross, Margo CSCD:EX
Subject: mid sized allocation

See what you think Bruce.

The Coles Notes version is we have

s13

s13

Not Responsive

s13

Advice welcome! D.



Mid-sized event
Briefing Note ...

Pages 275 through 278 redacted for the following reasons:

s13

Mid-Sized Sport Events – Planned Events and Funding Requests –as of Mar. 01, 2012

Event	Requested Amount*	Recommended or Committed Amount	Current Status
2010/11			

Not Responsive

2011/12			
---------	--	--	--

Not Responsive

2012 Davis Cup Tie – Canada v. France (UBC)	\$100,000	\$100,000	Complete
2012 Canada Cup Wheelchair Rugby (Richmond)	\$125,000		s13

Not Responsive

2012/13	Requested Amount*	Recommended or Committed Amount	Current Status
Not Responsive			
2014 Tim Hortons' Canadian Brier (Men's Curling – Kamloops)	\$150,000	\$100,000	Bid contingent on commitment of additional \$150K from major funding partner (e.g. BCLC)
Total	\$	Not Responsive	

BC Government Funding Requests - Event Hosting 2012-2020

Event	Requested Amount	Comments
Not Responsive		
2012 Davis Cup - CAN v. FRA Vancouver	\$100,000	MSCSD grant has been issued.
Canada Cup - Wheelchair Rugby June 21-23, 2012 - Richmond	\$125,000	MSCSD grant has been issued.
Not Responsive		
2012 BMX Supercross World Cup Abbotsford	\$200,000	Hosting BC committed \$12.5K

Not Responsive

Not Responsive

Sub-Total

Not Responsive

TOTAL

Misc. Hosting For Discussion

- **Aboriginal Events**
- **Sport/Cultural Festivals**
- **Professional Sport/Martial Arts Events**

Pages 283 through 289 redacted for the following reasons:

s13

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Monday, January 16, 2012 2:36 PM
To: Galbraith, David J CSCD:EX
Cc: Ross, Margo CSCD:EX; Wasylik, Bruce CSCD:EX
Subject: Mid-sized events

We actually have two and maybe three mid-sized events that are quite time-sensitive.

Luge and Kamloops (2014 Brier bid) have asked for answers by the end of January. s13

s13

BC Wheelchair Sports have asked for \$125 K for the 2012 Canada Cup Wheelchair Rugby event this June. s13

s13

The BN tries to deal with:

- Committing 2012/13 money as well as 2011/12 money, or not
- Split between Hosting BC and the mid-size event pool
- Five mid-sized events – the three above plus
Not Responsive
- Hosting BC – current intake
- Future changes to both HBC and the medium-sized pools

Not Responsive

This takes six pages because of the linkages, not an easy read. We can break this into pieces, but regardless of the approach it is a lengthy series of related decisions.

With two and a half weeks left this month s22 do we need an interim strategy in which we ask Luge and Kamloops for 2 more weeks or are we confident that Margo and Bruce have enough time to get all this over the goal line by Jan 31st?

Either way we might want to s13
s13

Doug W

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Friday, January 13, 2012 4:52 PM
To: s22
Subject: doc



Hosting Funding
old word versi...

Pages 292 through 297 redacted for the following reasons:

s13

Outstanding Hosting Funding Requests

- Medium-sized events and larger (not Hosting BC)
- Includes "related" expenditures (not strictly events) such as Whitecaps Training Centre, 2011 Grey Cup Festival and BC Games cultural component

Event	11/12 Funding	12/13 Funding	13/14 Funding	14/15 Funding	Comments
<i>Committed</i>					

Not Responsive

Davis Cup Canada vs. France Feb. 10-12, 2012 Vancouver	s13		
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s13

2011-11-01

Not Responsive

Canada Cup Wheelchair Rugby June 2012 Burnaby/Richmond		s13			s13
---	--	-----	--	--	-----

Not Responsive

2-

2011-11-01

Not Responsive

Not Responsive

2011-11-01

Approvals: Dir: DW ED: _____ ADM: _____ DM: _____

Ministry of Community, Sport and Cultural Development
BRIEFING NOTE FOR MINISTER

Ref #: 148377

FOR DECISION

Date: November 3, 2011

Title: 2012 Davis Cup Funding and Funding for Other Medium-Sized Sport Events

Issue: Immediate direction is required on funding for a bid to host a Davis Cup match in Vancouver in February, 2012 as well as funding for other medium-sized events.

Background:

The following table summarizes funding available for medium-sized events in 2011/12 and 2012/13, from an annual allotment of \$500K (2010 Sport Legacy). The remaining \$500K in the \$1 M hosting budget is committed to smaller events supported through Hosting BC. For 2011/12 approximately \$300 K was distributed through the first Hosting BC intake and the remaining \$200 K will be distributed through a second intake to be announced later in November.

Not Responsive

The next table summarizes current medium-sized events taking place in these two fiscal years. Additional events may present themselves over time.

Event and location	Comments	Funding Request
2012 Davis Cup (UBC, Vancouver))	s13	

Not Responsive

2012 Canada Cup Wheel-chair Rugby (Richmond)	s13	
--	-----	--

Not Responsive

Total		
-------	--	--

Not Responsive

Families First Considerations:

Sport events are a foundation for healthy, liveable communities.

First Nations Considerations:

Funding has been provided for various aboriginal championships and tournaments.

Discussion:

The following table contains recommend funding levels/approaches for the above events:

Year	2011/12	2012/13
Funds Remaining	s13	
2012 Davis Cup		
Not Responsive		
2012 Canada Cup Wheelchair Rugby	s13	
Not Responsive		
Funds Remaining	Not Responsive	

s13

Recommendations:

As above.

Honourable Ida Chong, FCGA,
Minister

Date:

Approved / Not Approved

Contact:
Telephone:

c:\users\janehall\appdata\local\microsoft\windows\temporary internet
files\content.outlook\1a9agk9i7\148377 - davis cup - tennis.docx

Pages 305 through 307 redacted for the following reasons:

s13

Hall, Jane M CSCD:EX

From: Wasylik, Bruce CSCD:EX
Sent: Monday, January 23, 2012 2:03 PM
To: Wrean, Doug L CSCD:EX; Ross, Margo CSCD:EX
Subject: FW: 2014 Brier Bid

The Canadian Curling Assoc has confirmed March 1st as the deadline for the 2014 Brier bid city submissions.

From: Warren Hansen [<mailto:whansen@curling.ca>]
Sent: Monday, January 23, 2012 1:57 PM
To: Wasylik, Bruce CSCD:EX
Subject: Re: 2014 Brier Bid

Bruce,

I have told the committee what sort of commitment is required and proposed a date of March 1, 2012 for being able to confirm what they can do?

Thanks.

Warren

From: "Wasylik, Bruce TSA:EX" <Bruce.Wasylik@gov.bc.ca>
Date: Mon, 23 Jan 2012 11:54:56 -0800
To: Warren Hansen <whansen@curling.ca>
Subject: 2014 Brier Bid

Hi Warren

We have received a funding request from the Kamloops bid team for the 2014 Tim Horton's Brier.

The Province of BC is very interested in working with the local bid committee, Curl BC and the CCA to bring the 2014 Brier to Kamloops however, we are heading into our budget approval process for the 2012/13 fiscal year and it may be a few weeks before the Minister is able to confirm our support for the event.

In order to ensure we are making our decisions based on the most current bid selection information available, could you please tell us if there is an official application deadline established by the CCA?

Thank you Warren

Bruce Wasylik
Sport Consultant - Hosting Program
5th Floor, 800 Johnson St., Victoria, V8W 1N3
250-356-5003 (w); 250-356-2842 (fax)

Hall, Jane M CSCD:EX

From: Wasylik, Bruce CSCD:EX
Sent: Friday, January 20, 2012 8:36 AM
To: 'Jputnam@kamloops.ca'; Wrean, Doug L CSCD:EX
Subject: Re: 2014 Brier

Thanks Jef

This is most helpful!!

B

From: Jeff Putnam [mailto:Jputnam@kamloops.ca]
Sent: Friday, January 20, 2012 08:24 AM
To: Wasylik, Bruce CSCD:EX
Cc: s22 Byron McCorkell <Bmccorkell@kamloops.ca>
Subject: 2014 Brier

Hello Mr. Wasylik,

Please see answers to your inquiry below from our Kamloops Bid Chair. Thanks,

Sincerely,

Jeff Putnam
Parks, Recreation Facilities & Business Operations Manager
City of Kamloops
Direct Line: (250) 828-3700
www.kamloops.ca

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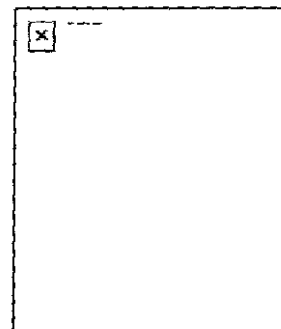
>>> "Norman V. Daley" s22 1/20/2012 8:22 AM >>>
Good morning,

In my discussions with Warren Hansen of the Canadian Curling Association, he indicated that it would take a commitment of \$250,000 to \$300,000 from the Province to ensure the Event would be held in Kamloops. From that information, we approached our Kamloops MLA's and met with Terry Lake. He advised that there was funding available through Ida Chong's Ministry and through BCLC of \$150,000 and \$100,000 respectively. Without funding of this level, it would be very difficult to complete this bid.

That said, I contacted Warren Hansen, CCA's Director of Event Operations, and he provided these comments:

"If we can everything moving in the right direction with Kamloops we would probably agree in the spring that the event will go there and we will start to put all of the necessary agreements in place. We would hope to have all of this done by October and make the official announcement in either October or November."

Norman Daley, BCom, CA
Bid Chair 2014 Kamloops Brier and



Daley & Company Chartered Accountants LLP
900 – 235 1st Ave.
Kamloops, BC V2C 3J4
p. 250.374.5577
f. 250.374.5573

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Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Thursday, January 19, 2012 4:31 PM
To: Peck, Joyce CSCD:EX
Subject: FW: Brier Bid

This is part of the conversation on CLIFF 148858, they are not expecting a response until mid- February. D.

From: Jeff Putnam [mailto:jputnam@kamloops.ca]
Sent: Tuesday, January 17, 2012 10:32 AM
To: Wrean, Doug L CSCD:EX
Cc: s22 Wasylik, Bruce CSCD:EX; Byron McCorkell; Sean Smith
Subject: Re: Brier Bid

Dear Doug,

Please accept our approval for the deadline extension as described. We really appreciate the Province of BC's careful consideration for supporting the 2014 Tim Horton's Brier event in Kamloops.!

Sincerely,

Jeff Putnam
Parks, Recreation Facilities & Business Operations Manager
City of Kamloops
Direct Line: (250) 828-3700
www.kamloops.ca

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MAKING KAMLOOPS SHINE

>>> "Wrean, Doug L CSCD:EX" <Doug.Wrean@gov.bc.ca> 1/16/2012 4:06 PM >>>
Sean sent us to you Jeff.

Bruce and I need to understand fully what timing flexibility there is around the Brier bid.

Mayor Milobar's letter indicates a provincial commitment to \$150 K of financial support is required by January 30th. We appreciate that other provinces are likely interested in the event and likely willing to support it financially. So a lesser dollar commitment may not be sufficient.

It is the time line that is causing us trouble right now. We have four other "mid-sized" requests in the hopper right now and these have to be dealt with as a group – the requested funds significantly exceed what the Minister has to allocate even under the most optimistic assumptions.

Is it possible from Kamloops to wait until February 17th to hear what the Minister's decision is? We see this as the time frame in which we can bring these five events before her as a comprehensive package.

Pls let us know what flexibility, if any, exists here.

Thanks very much.

Doug Wrean
Director – Sport Services
Ministry of Community, Sport and Cultural Development
250.356.0364

Hall, Jane M CSCD:EX

From: Wasylik, Bruce CSCD:EX
Sent: Thursday, November 8, 2012 12:23 PM
To: 'Gavin Ziv'
Cc: Wrean, Doug L CSCD:EX
Subject: RE: Tennis Canada - Davis Cup for Vancouver

Thanks Gavin

This is most helpful....

We would love to see the Davis Cup return to British Columbia; however we expect the site selection will be a very competitive process!!

B

From: Gavin Ziv [mailto:gziv@tenniscanada.com]
Sent: Thursday, November 8, 2012 10:36 AM
To: Wasylik, Bruce CSCD:EX
Subject: RE: Tennis Canada - Davis Cup for Vancouver

Hi Bruce,

Nice to hear from you.

Our goal is to make the decision public by the third week in November (week of November 19th). Of course this is dependent on us confirming all the final pieces of information for each City but we hope that process will conclude next week.

Let me know if you have any further questions.

Gavin

Gavin Ziv
Director of National Events
Tournament Manager Rogers Cup Toronto
Tennis Canada
Tel: (416) 650-7933
Fx: (416) 665-6519
gziv@tenniscanada.com

TENNIS CANADA'S MISSION IS:

To lead the growth, promotion and showcasing of the sport of tennis in Canada, build a system that helps produce world class players, and foster the pursuit of excellence for all.

Tennis Canada assurera la croissance, la promotion et la visibilité du tennis au Canada, mettra sur pied un système qui permettra de former des joueurs de classe mondiale, et encouragera la poursuite de l'excellence par tous.

From: Wasylik, Bruce CSCD:EX [mailto:Bruce.Wasylik@gov.bc.ca]
Sent: Thursday, November 08, 2012 12:17 PM

To: Gavin Ziv

Subject: RE: Tennis Canada - Davis Cup for Vancouver

Hello Gavin

Trust you are doing well!

Can you please provide me with the timeline for the decision on the awarding of the 2013 Davis Cup tie.

My key contact at Tennis BC, s22 is no longer with the organization and I wanted to ensure that I had the accurate dates when briefing our senior staff.

Thank you

Bruce Wasylik

Sport Consultant - Hosting Program

5th Floor, 800 Johnson St., Victoria, V8W 1N3

250-356-5003 (w); 250-356-2842 (fax)

Pages 315 through 316 redacted for the following reasons:

s13

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Wednesday, November 9, 2011 9:49 AM
To: Wasylik, Bruce CSCD:EX
Subject: Re: Tennis Canada - Davis Cup for Vancouver

Looks good. Could add the date of the event for a bit more clarity

s13

s13

joyce should have this. I guess this good news, d

----- Original Message -----

From: Wasylik, Bruce CSCD:EX
Sent: Wednesday, November 09, 2011 09:40 AM
To: Wrean, Doug L CSCD:EX
Cc: Peck, Joyce CSCD:EX
Subject: RE: Tennis Canada - Davis Cup for Vancouver

s13

s13

-----Original Message-----

From: Wrean, Doug L CSCD:EX
Sent: Wednesday, November 9, 2011 9:37 AM
To: Wasylik, Bruce CSCD:EX
Subject: Re: Tennis Canada - Davis Cup for Vancouver

Sure just put it the text of an e-mail. Tx Bruce! D

----- Original Message -----

From: Wasylik, Bruce CSCD:EX
Sent: Wednesday, November 09, 2011 09:09 AM
To: Wrean, Doug L CSCD:EX
Subject: FW: Tennis Canada - Davis Cup for Vancouver

Doug

Pages 319 through 320 redacted for the following reasons:

s13

Hall, Jane M CSCD:EX

From: Galbraith, David J CSCD:EX
Sent: Thursday, November 3, 2011 9:37 AM
To: Wrean, Doug L CSCD:EX
Subject: RE: Tennis Canada Application

s13

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

From: Wrean, Doug L CSCD:EX
Sent: Thursday, November 3, 2011 9:30 AM
To: Galbraith, David J CSCD:EX
Subject: RE: Tennis Canada Application

Crossed notes. I will contact Terry, but is it possible to say more than "MIC will consider soon?" i.e. give a date?

s13

From: Galbraith, David J CSCD:EX
Sent: Thursday, November 3, 2011 9:19 AM
To: Wrean, Doug L CSCD:EX
Subject: FW: Tennis Canada Application

Doug, if you've been talking to him please follow up. Thanks.

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

From: Lewis, Christine CSCD:EX
Sent: Thursday, November 3, 2011 9:19 AM
To: Galbraith, David J CSCD:EX
Cc: Wrean, Doug L CSCD:EX; Brown, Tom G CSCD:EX
Subject: RE: Tennis Canada Application

Could someone call him back today. Not with a decision but a touch base that he's contact the MO and you will be discussing their proposal with MIC soon.

Christine N. Lewis
Ministerial Assistant to the Honourable Ida Chong
Minister of Community, Sport & Cultural Development

Room 323 Parliament Buildings
Phone: 250-387-2283
Fax: 250-387-4312
Email: christine.n.lewis@gov.bc.ca

From: Galbraith, David J CSCD:EX
Sent: Thursday, November 3, 2011 9:18 AM
To: Lewis, Christine CSCD:EX
Cc: Wrean, Doug L CSCD:EX; Brown, Tom G CSCD:EX
Subject: RE: Tennis Canada Application

Hi Christine,

We've got a briefing note coming to you on outstanding hosting opportunities (and funding) for MIC signoff. | s13
s13 Doug hop in i've got anything wrong.

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

From: Lewis, Christine CSCD:EX
Sent: Thursday, November 3, 2011 8:29 AM
To: Galbraith, David J CSCD:EX
Subject: FW: Tennis Canada Application

What's the status on this? Can you call him back?

Christine N. Lewis
Ministerial Assistant to the Honourable Ida Chong
Minister of Community, Sport & Cultural Development

Room 323 Parliament Buildings
Phone: 250-387-2283
Fax: 250-387-4312
Email: christine.n.lewis@gov.bc.ca

From: Terry Wright [mailto:Terry_Wright@vancouver2010.com]
Sent: Thursday, November 3, 2011 8:26 AM

To: Lewis, Christine CSCD:EX
Subject: Tennis Canada Application

Dear Christine

I am writing to update you and Minister Chong on the status of the proposed Davis Cup matches in Vancouver.

As you may know, Tennis BC and Tennis Canada have made a funding application through the Ministry for financial support of the event.

I have been assisting Tennis Canada with their BC due diligence at the request of the BC based board members of Tennis Canada who were concerned that the event would go to Alberta without BC putting its best foot forward. (Alberta has made an unsolicited and significant funding offer to Tennis Canada for financial support.)

s22

The support of the Province is critical to helping ensure that the decision, which will be made early next week by the Tennis Canada board, in conjunction with the International Tennis Federation, is a positive one for BC

The City of Vancouver Council is considering a funding application this morning which comes with a very strong recommendation from City and Park Board staff. We should know the results later today.

There are a number of longer term possibilities for BC related to this initiative, which were outlined in the letter provided to the Minister by the Tennis Canada CEO.

I have left a message with your office that I am available to speak to the Minister at her convenience to provide any additional background that I can on the opportunity and have also been working with Ministry staff to keep them informed.

Please do not hesitate to call me if you should have any questions.

Best regards

Terry Wright
Executive VP, Vancouver 2010.
604-754-8037

Hall, Jane M CSCD:EX

From: Wrean, Doug L CSCD:EX
Sent: Thursday, November 3, 2011 9:27 AM
To: Galbraith, David J CSCD:EX; Lewis, Christine CSCD:EX
Cc: Brown, Tom G CSCD:EX
Subject: RE: Tennis Canada Application

That's right, and we recommend

s13

s13

If this is possible, would recommend

s13

s13

I think you have the note now David.

Doug W

From: Galbraith, David J CSCD:EX
Sent: Thursday, November 3, 2011 9:18 AM
To: Lewis, Christine CSCD:EX
Cc: Wrean, Doug L CSCD:EX; Brown, Tom G CSCD:EX
Subject: RE: Tennis Canada Application

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David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

From: Lewis, Christine CSCD:EX
Sent: Thursday, November 3, 2011 8:29 AM
To: Galbraith, David J CSCD:EX
Subject: FW: Tennis Canada Application

What's the status on this? Can you call him back?

Christine N. Lewis
Ministerial Assistant to the Honourable Ida Chong
Minister of Community, Sport & Cultural Development

Room 323 Parliament Buildings
Phone: 250-387-2283
Fax: 250-387-4312
Email: christine.n.lewis@gov.bc.ca

From: Terry Wright [mailto:Terry_Wright@vancouver2010.com]
Sent: Thursday, November 3, 2011 8:26 AM
To: Lewis, Christine CSCD:EX
Subject: Tennis Canada Application

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I have left a message with your office that I am available to speak to the Minister at her convenience to provide any additional background that I can on the opportunity and have also been working with Ministry staff to keep them informed.

Please do not hesitate to call me if you should have any questions.

Best regards

Terry Wright
Executive VP, Vancouver 2010.
604-754-8037

Hall, Jane M CSCD:EX

From: Kathy Newman [knewman@bcwheelchairsports.com]
Sent: Tuesday, February 21, 2012 10:49 AM
To: Wasylik, Bruce CSCD:EX; Wrean, Doug L CSCD:EX
Subject: FW: Minor Heads up - BC Wheelchair Sports

See other emails below.

Kathy

Kathy Newman
Executive Director
BC Wheelchair Sports Association
#210 - 3820 Cessna Drive
Richmond, BC V7B 0A2
t - 604-333-3521
f - 604-333-3450
www.bcwheelchairsports.com

Please note we are moving!
Our new address effective February 24, 2012 will be:
780 SW Marine Drive, Vancouver, BC V6P 5Y7
My new phone number will be 604-333-3520 ext201

From: Ross, Margo CSCD:EX [mailto:Margo.Ross@gov.bc.ca]
Sent: February-01-12 1:38 PM
To: Kathy Newman
Subject: FW: Minor Heads up - BC Wheelchair Sports

s13

As part of your conversation with gaming,

s13

s13

From: Cowland, Ursula SG:EX
Sent: Wednesday, February 1, 2012 1:33 PM
To: Galbraith, David J CSCD:EX; Ross, Margo CSCD:EX
Cc: Van Ek, Christie CSCD:EX
Subject: RE: Minor Heads up - BC Wheelchair Sports

Good to know too.

From: Galbraith, David J CSCD:EX
Sent: Wednesday, February 1, 2012 1:32 PM
To: Ross, Margo CSCD:EX; Cowland, Ursula SG:EX
Cc: Van Ek, Christie CSCD:EX
Subject: RE: Minor Heads up - BC Wheelchair Sports

Well if they got \$ for some programming for the community around the competition i'd be fine with it.

David Galbraith
Assistant Deputy Minister
Arts, Culture, Gaming Grants and Sport
Ministry of Community, Sport and Cultural Development
Tel: 250.356.7139
fax: 250.387.8720

From: Ross, Margo CSCD:EX
Sent: Wednesday, February 1, 2012 1:31 PM
To: Cowland, Ursula SG:EX; Galbraith, David J CSCD:EX
Cc: Van Ek, Christie CSCD:EX
Subject: RE: Minor Heads up - BC Wheelchair Sports

They are hosting the 2012 Canada Cup. My understanding is that the Minister doesn't want any double-dipping between mid-sized events and gaming.

s13

s13

Unless David has a different interpretation of the direction.

They did ask for \$125k

s13

From: Cowland, Ursula SG:EX
Sent: Wednesday, February 1, 2012 1:28 PM
To: Ross, Margo CSCD:EX; Galbraith, David J CSCD:EX
Cc: Van Ek, Christie CSCD:EX
Subject: RE: Minor Heads up - BC Wheelchair Sports

s13

We are looking to "registered athletes" for clubs and associations as a base for funding – in our new "streamlined" world. That will not include PSOs or sports for disabled – as, yes it is more expensive.

So – are they hosting the 2012 Wheelchair Rugby Championships again this year?

Pages 328 through 333 redacted for the following reasons:

s13

Begin forwarded message:

From: Keith Ryan <keith@cyclingbc.net>
Date: 28 August, 2012 6:13:01 PM PDT
To: "Chong,MLA, Ida LASS:EX" <Ida.Chong.MLA@leg.bc.ca>
Cc: "Galbraith, David J CSCD:EX" <David.Galbraith@gov.bc.ca>
Subject: 2012 BMX Supercross World Cup

Honorable Ida Chong, M.L.A.
Minister of Community, Sport and Cultural Development
Room 323
Parliament Buildings
Victoria, BC
V8V 1X4

August 28th, 2012

Dear Minister,

Re: 2012 Supercross BMX World Cup - Abbotsford - September 14th/15th

Cycling BC would like to provide you with an update on the finals preparations for the 2012 UCI BMX World Cup in Abbotsford. We would also like to follow up to see if you would be able to attend the event in person. At the Minister's option, this could include a ribbon cutting formally opening of the event and/or the presentation of awards at the conclusion of the event (a sample picture of a previous wards ceremony is attached).

Deployment of a Legacy from the 2010 Olympic Games

Cycling BC is very pleased to report that we will be deploying the Province of BC's Mobile Medical Unit at the World Cup. The mobile hospital was purchased by the Province of British Columbia after the 2010 games and this will be its first deployment of the unit at a sports event. We will be working with PHSA and the communications staff in your ministry to prepare an announcement regarding the units use at the World Cup. The following link is the previous announcement from the Province of BC regarding the Mobile Medical Unit http://www2.news.gov.bc.ca/news_releases_2009-2013/2011HLTH0056-000985.htm.

The World Media is Coming

ESPN will be amongst the world's media accredited for the event and providing global exposure to British Columbia and Abbotsford. The next few weeks will see numerous media activities with Canadian broadcasters including Global, CTV and CBC.

Go Ride in BC Schools

Cycling BC is using the 2012 BMX World Cup to formally announce the launch of our Go Ride in BC Schools program. This free "bike skills program" will be made available to all public schools in British Columbia at zero cost. The program was beta-tested during the 2011-12 school year and provided enormously successful. Olympic bronze medalist Jasmin Gleasser and Olympian Tory Nyhaug will be on hand to discuss the importance of the program. This program would not be possible without the ongoing support of the Government of BC through the BC Participation Grant and the Community Gaming grant program. We are also anticipating a

Victoria based announcement with the assistance of Olympic Bronze medalist Gillian Carelton and her coach Richard Wooles.

Olympians (and their medals) at the Event

The World Cup will include most of the athletes who recently participated in the BMX event at the 2012 Olympic Games in London including BC's very own Tory Nyhaug. Tory has a great chance to finish win a World Cup on home soil as well as finish in the top three of the world cup series.

Government of BC Recognition at the World Cup

The Government of BC will be recognized at the event on the podium backdrop, on the official poster, in the official program and on the official event website (see attached proofs).

We have continued dialogue since the spring with ministry staff in the hopes that this event can receive greater hosting support and we hope that an announcement can be made soon as the financial pressures of this event have been substantial in its first year. We were very fortunate to receive bid support and a small hosting grant and we remain appreciative of this help. In reality, a World Cup event in any sport requires the assistance of the host Province to remain viable. I have included a summary of the economic impact of this event that clearly demonstrates that this event will generate \$192,000 in provincial taxes alone. The vast majority of these taxes will be generated by out of country visitors.

I would once again like to thank you for your ongoing support of the sport of cycling. The success of BC athletes on the world stage in 2012 has been truly exhilarating for all concerned and Ministry support has been integral to that success. Young BC athletes like Gillian Carelton, Jasmin Glaesser and Tory Nyhaug will ensure that this excitement continues through to the 2014 Commonwealth Games, the 2015 Pan AM Games and the 2016 Olympic Games. On a closing note, it has been great to celebrate an Olympic medal being won (Womens Team Pursuit) in a building clad in Western Red Cedar from right here in British Columbia http://blog.gov.bc.ca/bctradeinvest/2012/07/27/london_velodrome/

Yours sincerely

Keith Ryan
Chief Executive Officer



Hall, Jane M CSCD:EX

From: Cowland, Ursula EMNG:EX
Sent: Monday, July 30, 2012 3:40 PM
To: Wasylik, Bruce CSCD:EX
Cc: Ross, Margo CSCD:EX; Wrean, Doug L CSCD:EX
Subject: RE: Achilles Track Society and Abbotsford BMX Society - Community Gaming Grants

Okay – Here is what I have:

Not Responsive

Cycling BC received a \$250,000 grant from us to support cycling programs in BC.

Abbotsford BMX: Requested \$84,000 grant is recommended at s13

They have included the following:

Program	Requested Amt	Recommended Amt
Youth Development Program	\$ 8,000	
Adult Development Program	\$ 8,000	
Womens Development Program	\$10,000	
Coach Development Program	\$13,000	
Race Officials Program	\$ 6,000	
Race Moto Operator training	\$ 7,000	s13
Race Timing Training	\$ 8,000	
Minor Capital – Start Gate	\$ 9,500	
Minor Capital – Bleachers	\$ 8,500	
Start Gate Operator Training	\$ 6,000	

To note: we are not funding minor capital projects – because we don't have extra funding to give them. But we are allowing them to use the program funds we've provided for the minor capital if they choose to do so.

Please let me know if you need anything further.

s13

s13

From: Wasylik, Bruce CSCD:EX
Sent: Monday, July 30, 2012 3:15 PM
To: Cowland, Ursula MEM:EX

Cc: Ross, Margo CSCD:EX; Wrean, Doug L CSCD:EX

Subject: Achilles Track Society and Abbotsford BMX Society - Community Gaming Grants

Hello Ursula

Not Responsive

On a separate topic, we also received a funding application from Cycling BC for the 2012 BMX Cycling World Cup to be held in Abbotsford. Again, it would be most useful if you could provide us with the amount and purpose of the funding requested by the Abbotsford BMX Society and if possible, a sense of when a decision will be made on their application.

Once we receive your input then we can set up a call later in the week to discuss.

Thank you

Bruce Wasylik

Sport Consultant - Hosting Program

5th Floor, 800 Johnson St., Victoria, V8W 1N3

250-356-5003 (w); 250-356-2842 (fax)

Pages 338 through 346 redacted for the following reasons:

s13

Hall, Jane M CSCD:EX

From: Wasylik, Bruce CSCD:EX
Sent: Thursday, June 7, 2012 1:33 PM
To: Galbraith, David J CSCD:EX; Wrean, Doug L CSCD:EX
Subject: RE: 2013 UCI Mountain Bike World Cup and 2012 UCI BMX Supercross World Cup - Abbotsford

2012 BMX World Cup – September 2012

The BMX World Cup in Abbotsford is slated for September 10-15, 2012...as Doug mentioned, Hosting BC awarded \$5K for the bid and \$7.5K for the event.

Not Responsive

Not Responsive

Not Responsive

Not Responsive