



The Best Place on Earth

Ref: 144953

MAR 30 2011

Mr. Peter Montopoli
General Secretary
Canadian Soccer Association
Place Soccer Canada
237 rue Metcalfe Street
Ottawa, ON K2P 1R2

Dear Mr. Montopoli:

I am writing to provide your association with a provincial commitment of \$250,000 toward the 2012 Women's Olympic Soccer Qualifying Tournament (CONCACAF Zone), to be held in Vancouver in January of 2012.

Ministry of Community, Sport and Cultural Development (Ministry) staff will be contacting you shortly regarding the transfer of funds. The Province of British Columbia (Province) would also prefer to receive a management report outlining the benefits to the Province of hosting this event. A suggested report outline can be obtained from the Ministry upon request.

I hope and expect this qualifying tournament to be a resounding success that highlights the excellence of women's soccer in Canada.

Sincerely,

Ida Chong, FCGA
Minister

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Mr. Peter Montopoli
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pc: Mr. David Galbraith
Assistant Deputy Minister
Arts, Culture and Sport Division
Ministry of Community, Sport and Cultural Development

Ms. Marilyn Payne
Director, Sport and Recreation



THE CANADIAN SOCCER ASSOCIATION — L'ASSOCIATION CANADIENNE DE SOCCER

Rue 237 Metcalfe Street, Ottawa, Ontario, Canada, K2P 1R2

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The Honourable Ida Chong
Minister of Healthy Living and Sport
PO Box 9067 Stn Proc Gvt
Victoria BC V8W 9E2

28 June 2010

Dear Minister

On behalf of the President of the Canadian Soccer Association may I extend warm greetings to yourself and the Government of British Columbia.

I write to advise you that the Canadian Soccer Association has been awarded the rights to host the Confederation of North, Central America and Caribbean Association Football (CONCACAF) Women's 2012 Olympic Soccer Qualification Tournament. This high profile event features eight (8) female national soccer teams from around the region, two of whom will represent CONCACAF in London, England, at the 2012 Olympic Games. It is proposed to host this event over the period 15 -29 January 2012, and although subject to confirmation BC Place in Vancouver is being considered as the location for the tournament. We have already had initial discussions with BC Place, Tourism Vancouver, and the BC Soccer Association. We are working with PavCo and other key stakeholders on funding possibilities for the event.

The purpose of this correspondence is to seek the opportunity to discuss with you the involvement of the Government of British Columbia in assisting to host this event. As host Province of the outstanding Winter Olympics, British Columbia already has the reputation of a sports centred Province who delivers high profile events and Vancouver has positioned itself as a 'sport friendly' city. We consider that this Olympic qualification soccer competition provides another occasion to further the Province's status in this area.

I have included a fact sheet on the Canadian Soccer Association for your information, and look forward to being able to discuss this event with you shortly.

Yours sincerely

Joe Guest
Deputy General Secretary
The Canadian Soccer Association



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CSA Background

- Founded in 1912 and affiliated with FIFA and CONCACAF
- Number-one participatory sport in Canada and 10th in the world with 873,032 registered members, including 20% of young Canadians
- 10 national teams and 11 national championships

FIFA U-20 World Cup Canada 2007

- Attendance record of nearly 1.2M spectators
- 1/2 billion worldwide television audience (8.7M domestically)
- Total economic impact of \$259M, new single sport record
- Creation of 1,686 full year jobs and 2500 volunteer positions
- 20% of all match attendees were out of town guests
- Total taxes generated of \$43.2M
- Infrastructure: stadium builds (Toronto) and upgrades (Ottawa, Montreal, Burnaby)



The CSA will be hosting the CONCACAF Women's 2012 Olympic Qualification Tournament

CONCACAF Women's Olympic Qualification Tournament

- Qualification Tournament for the Olympic Summer Games Soccer Competition
- Held every four years and features 8 nations from across CONCACAF region
- Builds on CSA's proven ability to host international sporting competitions
- Opportunity for Canada and British Columbia to extend a link from the Vancouver 2010 Olympic Winter Games to London 2012 Olympic Summer Games



BC Place has been provisionally identified to stage the event

CONCACAF Women's Olympic Qualification Tournament The Process

- | | |
|----------------------------|---|
| • May 2010 | Canada named as Host Country |
| • May 2010 | Preliminary discussions with BC Place, Tourism Vancouver, BC Soccer |
| • June 2010 to August 2010 | Discussions with key stakeholders on funding possibilities |
| • August 2010 | Media conference to announce Host City |
| • September 2010 | Site visits by CONCACAF |

Request

The CSA respectfully requests assistance from the Government of British Columbia in hosting the CONCACAF Women's 2012 Olympic Qualification Tournament in Vancouver, BC between the 15-29 January, 2012



Timeline and Summary Facts

Canada

- 2002 FIFA U-19 Women's World Cup Soccer (Victoria, Vancouver, Edmonton)
 - Canadian women made it to the final match, losing 1-0 to the US (finals played in Edmonton)
 - Christine Sinclair becomes household name, winning the golden shoe award for the tournament
 - Edmonton awarded all marquee events (opening and finals). Attendance was 25,000 for opening and 48,000 for finals.
- 2007 FIFA U-20 Men's World Cup Soccer (included Victoria and Vancouver as host cities)
 - Economic impact \$260 million (cross Canada)
 - BC hosted at two locations (Victoria and Vancouver). Secured
 - BC investment of \$1 million. Direct tax revenues to BC estimated at \$1.8 million.
- 2007 – Toronto secures Canada's first MLS franchise
 - 22,000 seat national stadium.
- 2009 – Vancouver Whitecaps secure Canada's second MLS franchise for \$31 million US.
 - All pre-season tickets for 2011 sold out in 2010.
 - 22,000 seating for MLS regular play, expandable to 54,500 seats.
- 2010 – Montreal awarded MLS franchise for \$40 million US.
 - 18,000 seat stadium.
- 2012 – CONCACAF Women's Olympic Qualifying Championship held in Vancouver.

Observations:

1. *Hosting smaller profile FIFA events (2002 U-19 Women's World Cup, 2007 FIFA U-20 Men's World Cup) has resulted in growing interest in soccer in Canada and the United States and led, in part, to Canada acquiring three MLS franchises. In the first three years of operation, the Toronto franchise has proven to be highly successful and brings significant annual tax revenues to the City and Province. The Vancouver Whitecaps join the MLS in 2011; however, pre-season tickets sold out very quickly in 2010 which is an indicator of the interest in soccer in BC. Tickets for the Women's World Cup would sell very well in BC.*
2. *BC is the national training centre for women's soccer in Canada. Sport Canada recently announced that additional Own the Podium (OTP) Program funding has been earmarked for team sports.*

S13, S17

S13, S17 Canada has committed \$15 million to the World Cup.

S13, S17

S13, S17

3. *There is a significant gap in sport participation rates between girls and boys. Currently 39,700 fewer girls are registered in organized sport than boys. Soccer is the largest participation sport for girls in the province with over 37,000 girls registered with the BC Soccer Association. Soccer is also unique with respect to its cultural diversification. BCSA has been making a concerted effort to grow participation rates for girls and women and progress is being made. In 2008/09, females comprised 40.5% of all registered soccer players. In 2009/10, this had risen to 42.6% - an increase of 2.1. Membership for males stayed roughly constant at just under 68,000.*

Hosting the Women's World Cup would generate significant benefits to sport participation rates for girls and women. New Zealand reported that 83 new junior teams and 13 new senior teams were formed directly after they hosted the 2008 FIFA U-20 Women's World Cup.

4. *Canada has hosted a progression of FIFA events and has a proven reputation for hosting excellence. If Canada ever hopes to successfully bid for the Men's World Cup, successfully hosting the Women's World Cup would be the obvious progression to that goal. Unlike the Men's World Cup, no additional venues are required in BC for the Women's event.*

Financial Information from prior Women's World Cups

- The US has hosted the Women's World Cup twice: 1999 and 2003.
 - The States of California and LA each published reports with financial or economic impact estimates for their state:
 - LA hosted the **final (for first place)** for the 1999 and estimated the economic impact to the state of \$30 million (record attendance of over 90,000).
 - Portland Oregon hosted a final (for third place) in 2003 – also had a group; a quarter finals and a semi-finals. Had almost full capacity, but small stadium (roughly 26,000) and estimated the economic impact to be \$7 million.

Observations:

Based on its hosting history, reputation and existing facilities, Vancouver will be awarded at least one marquee event (first place finals, opening game, or third place finals).

Attendance data from prior women's world cups attest that BC Place would easily fill the seating configuration used for the Whitecaps MLS (22,000) during regular play. If BC Place receives the final game, BC Place would sell out its 54,500 seats (attendance at the U19 finals in Edmonton (which had the lowest attendance rates of any venue at the U-20 Men's World Cup) was 48,000.

Oregon received the hosting opportunities (group, quarter, semi-final, final for 3rd place) which is likely the minimum opportunity that Vancouver would receive and estimated the economic return to the State at \$7 million (in \$2003).

Province of British Columbia
Major Sport Events Grant
December 10, 2010

Supporting information for the hosting of the 2012 CONCACAF Women's Olympic Qualifier, in
Vancouver, British Columbia

Event Host Organization:

Name of organization: Canadian Soccer Association / CONCACAF

Registration Number: 12247 3473 RR0001

Date of Registration: October 15, 1923

Contact Person who will be responsible for organizing this event:

Joe Guest, Deputy General Secretary, Canadian Soccer Association

3. Event Details

Start

End

Proposed Date (s) of Event:

January 15, 2012

January 29, 2012

Set up Dates (s):

January 10, 2012

January 15, 2012

Take-down Date(s):

January 29, 2012

January 31, 2012

(all dates subject to change)

Brief Event Description:

As part of the most recent CONCACAF Executive Committee meetings in New York, the Canadian Soccer Association was been granted the right to host the 2012 CONCACAF Women's Olympic Qualification Tournament. **The tournament will feature 8 teams, 200 athletes, 15 games, 500 volunteers and will serve as the qualification avenue for the 2012 Women's Olympic Football Tournament in London, England.** It is expected that 25,000+ spectators will cheer on Canada and the other participating teams over the course of the 20 day event.

"Hosting this tournament in Canada will give our women's team the best opportunity to qualify for the women's Olympic Football Tournament in 2012," says Canadian national head coach Carolina Morace. The Canadian Women's Soccer team qualified for the 2008 Olympics after finishing second at the 2008 CONCACAF Women's Olympic Qualification Tournament in Juarez, Mexico. Currently the Canadian National Women's Soccer team is ranked 9th in the world.

Already qualified for the 2012 tournament is host Canada, alongside USA, and Mexico. They will be joined by 3 teams from the Caribbean division and 2 teams from the Central America division to make up 8 teams total.

About CONCACAF:

CONCACAF as the "Confederation of North, Central American and Caribbean Association Football" is one of six continental confederations of FIFA and serves as the governing body of football in this part of the world. It is composed of 40 national associations, from Canada in the north to Guyana Surinam and French Guyana in the south.

Visibility Plan:

- The Province of British Columbia will receive prominence at every broadcast and in all media announcements.
- The Province of British Columbia will received prominent field board signage camera visible.
- City of Vancouver profile will be on the CONCACAF website for the 2012 event.
- All games to be transmitted across the region of CONCACAF TV live and a relay option which will identify the City of Vancouver as the host city, and the host province of British Columbia.

S13

- Opportunity for the Province of British Columbia to have provincial programming information tents on the concourse of BC Place.

In addition best efforts will be made to provide the following:

- Game day announcements will need to be approved by CONCACAF - this will be offered subject to approval of CONCACAF.
- A press release of the Province's support will be coordinated with the CSA's communication department.

Note -- the CSA cannot guarantee logo placement on marketing materials or website due to CONCACAF rights.

Event Impact

This event will be televised at the Local, Provincial, National, North American, and International level. The host broadcast for Canada has yet to be determined as the CSA television rights are currently being renegotiated.

What are the anticipated demographics for this event?

Age breakdown (%)	Athletes	Spectators	Volunteers
Child	0	0	0
Youth	0	50	25
Adults	100	30	50
Seniors	0	20	25
Gender Breakdown (%)			
Male	0	35	50
Female	100	65	50
People's Origins (%)			
Local	0	25	35
Regional	2	50	60
Western Canadian			
National	10	5	
North America	16	10	
International	67	5	

Benefits and legacies of hosting the 2012 CONCACAF Olympic Qualifier:

Sport Development

At the local level:

In a society of declining general youth sport participation, the sport of soccer has been the one shining star with increases in participation levels across all youth levels. 20% of youth ages 5-14 participate in soccer, making soccer the number one participation sport in Canada. In British Columbia there are 125,000 registered soccer players (100,000 youth : 25,000 senior) of which 45% are female. Soccer in BC is a significant stakeholder in grass roots sport.

On the North Shore alone there are 12,000 registered soccer players. While soccer clubs in the outlying municipalities within Metro Vancouver are reporting increasing numbers of registered players, clubs within the Vancouver city limits find their player bases decreasing. The current organization of local Vancouver soccer clubs is commonly observed as being 'fragmented'. Where many other areas have amalgamated clubs to pool resources and build capacity, Vancouver clubs have not (yet) followed suit.

Long term development of soccer in the Province will depend on the local clubs working together. We cannot wait for the issues to organically sort themselves out. The hosting of a high profile event like 2012 CONCACAF will be a proactive platform to address this issue. This is an opportunity for BC Soccer to use this event as a vehicle to bring together all soccer clubs within the Province of British Columbia and initiate collaborative partnerships amongst local soccer leaders and build on the long term vision for soccer in British Columbia.

At the National level:

Hosting the 2012 CONCACAF Women's Olympic Qualifier in Canada will give our women's team the best opportunity to qualify for the women's Olympic Football Tournament in 2012, a feat that has only happened once before in 2008. Currently the Canadian Women's Soccer Team is ranked in the 9 in the world, and is charging forward to be in the top 5. Most recently Canada defeated Mexico to win the CONCACAF Women's World Cup Qualifier Championships in Cancun Mexico to qualify for Germany 2011. Led by Canadian captain and **BC native Christine Sinclair**, who scored her 108th international goal in 145 games, Canada claimed a 1:0 victory.

Sinclair is 1 of 6 BC female athletes on the Canadian National Team. The hosting of the 2012 CONCACAF event will allow for young female athletes to witness high performance sport and be inspired by their leadership and will create the following opportunities for youth and provincial engagement:

- Coaching clinics
- Observer program
- Community profile
- Engagement of the local soccer youth

After hosting the 2007 U20 World Cup, an Angus Reid study reported that "interest in the game of soccer increased 8% nationally through hosting of the tournament" - *however in BC, it saw a 14% increase*. This is something that typically takes 30 years for a sport to achieve. Hosting of the 2012 CONCACAF event is a huge opportunity for British Columbia, and Vancouver to promote healthy living and getting people to move.

Economic Development

If the economic impact of hosting the 2007 U20 World Cup is an indicator of what is potential for 2012 CONCACAF, there is no doubt that the economic benefits of 2012 will be of great value to the host province.

CSA is anticipating a minimum of 25k spectators in 2012.
20% of all match attendees were out of town guests.
Same day visitor average spend of \$366.65 per day.
Estimated overnight visitor average spending of \$1,409.26 per day.

In 2007 there were 1000 dedicated newsprint articles. Total circulation reach of 156 million readers, average of 36 articles and 5.2 million readers per day, and over 30 days of coverage.
2012 will see a national advertising campaign that will feature Vancouver to create awareness and generate ticket sales.

CONCACAF 2012 will bring revenue opportunities, albeit depending on the efforts of the member association, through ticketing revenues, government and private funding, CONCACAF subsidy funding, food and beverage concessions and partnerships with national supporters.

Social/Community/Cultural Development (e.g. volunteer opportunities, access to events, demonstration sport opportunities)

The Canadian Soccer Association in collaboration with BC Soccer will work with a variety of community stakeholders and organizations to recruit and train local volunteers, driving both personal development and active citizenship. More specifically the CSA will focus on youth leadership development by working with the Vancouver Youth Outreach Program to provide meaningful youth/adult and peer/peer partnerships in developing future sport hosts for the City of Vancouver.

In doing so, the CSA will create an empowering atmosphere for youth volunteers by giving them meaningful roles at the 2012 CONCACAF event that can then be transferred to roles associated with the 2015 Women's World Cup, should Canada be the successful bidding nation. This is bound to create a human legacy of citizen capacity that could be leveraged for other large scale hosting opportunities in the future.

The CSA recognizes that British Columbia's ethnic diversity is one of the primary contributions to the unique characteristics of the province, and will engage all cultures, primarily of the participating teams, to come together in celebration of this international event.

In addition the CSA will ensure that the 2012 CONCACAF Olympic Qualifier will be an accessible and affordable event to all diverse groups within BC. The CSA will speak with government partners and learn best practices of the Inner City Inclusivity Commitment of the 2010 Olympic Games and see that the sustainability and success of that program also be practiced in the 2012 event.

Environmental Benefits

The CSA and LOC will work with BC Place staff to minimize and offset the 2012 CONCACAF events impact on the local environment by focusing on waste management for the event. We will strive to be a paperless event, by implementing electronic systems for event registration, communications and finances where possible.

In addition, building on BC Soccer's sustainability pilot project in partnership with EARTHsport, the opportunity to assess the carbon footprint of the competition and making it carbon neutral wherever possible is a strong focal point.

Community Legacies

The 2012 CONCACAF Women's Olympic Qualifier will be an opportunity to educate, motivate and engage the public, event supporters, volunteers and media. The event will be athlete-centered and will strive to provide superb event services for all participants resulting in a sense of pride for everyone involved in the delivery of the event.

The 2012 CONCACAF event will be a key opportunity to drive a social legacy program, particularly to address key social issues for women and girls. This event, with the obvious intrigue of being a women's event, will also allow for partners and stakeholders to deliver key messages promoting active participation, health and well being, social inclusion and equality. 2012 CONCACAF will be a showcase to demonstrate the drive and determination of female athletes. It will display their exceptional athletic skills and talents on and off the field and will be a catalyst to raise the profile of women in sport.

Hosting 2012 CONCACAF is part of the long-term view of maximizing Canada's bid to host the 2015 Women's World Cup. Programs and initiatives introduced with the 2012 CONCACAF event will be sustainable and appear again in 2015.

The year of 2012 is also Vancouver's 125th birthday, and the event will be the perfect way to kick off Vancouver's celebration. The LOC will work closely with City of Vancouver staff to create a celebration plan; e.g. potential opportunities to recreate a street party and have live sites set up during the Games to not only celebrate Team Canada's winning games but to celebrate Vancouver's birthday.

Both the CSA and BC Soccer have identified that women in coaching within soccer are a minority and that females programs need more female coaches. The CSA and the LOC will work with BC Soccer, Promotion Plus and the Coaches Association of BC to see that a female coach mentorship program is created in the lead up to the 2012 qualifier. The program will be designed to assist and support female coaches in their pursuit of higher levels of soccer coaching certification.

This competition will deliver world-class sporting action, while leaving a legacy which stretches far beyond the event itself.

Influence on National/International Sport

The hosting of the 2012 CONCACAF Women's Olympic Qualifier will provide the necessary roadmap to guide Canada in the hosting of their ultimate goal – the 2015 Women's World Cup. To accomplish this, we need the Province's support and we will count on the collaboration of all those that are passionate for the sport of soccer. The CSA knows that our women's team can medal at the World Cup and the Olympics. It is the CSA's mandate to win the bid in hosting the 2015 Women's World Cup and develop women's soccer in Canada to be the best in the world.

Through the hosting of 2012 CONCACAF event and potential hosting the 2015 Women's World Cup, British Columbia will more prominently become part of the global soccer community. To continue the momentum of civic pride and active citizenship generated from the hosting of the 2010 Games, the timing is

right for the City of Vancouver and the Province of British Columbia to support the hosting of a high profile world class sport event. Hosting an event of this caliber will further develop the brand and position of British Columbia as a premiere sport hosting destination.

Hosting of CONCACAF 2012 will be the first major international event to take place in the newly renovated BC Place and will be a great event to showcase to the international sporting world its new features and expanded hosting capacity since the 2010 Olympic and Paralympic Games.

Canada's experience in hosting international sport events:

- 2002 FIFA U19 Women's World Championships
- 2002 CONCACAF Women's Gold Cup
- 2003 CONCACAF U17 Youth Qualifier
- 2007 FIFA U20 Men's World Cup -- setting a new FIFA U20 record of 1.2 million spectators. The tournament was the largest Canadian single sporting event ever, generating \$259 million in economic impact.