

Bates Gibbs, Bonnie GCPE:EX

From: Bates Gibbs, Bonnie GCPE:EX
Sent: 24 Jul 2015 16:23:33 -0700
To: Haagen, Ragnar GCPE:EX
Subject: FW: NYCU - Can Wint Games
Attachments: NYCU_CanWinGam_final economic impact_DRAFT.docx
Nothing further from Gill. Back to Angella.

From: Bates Gibbs, Bonnie GCPE:EX
Sent: Friday, July 24, 2015 4:22 PM
To: Rhodes, Gillian GCPE:EX
Subject: FW: NYCU - Can Wint Games

Just a couple of things from me.

From: Haagen, Ragnar GCPE:EX
Sent: Friday, July 24, 2015 2:08 PM
To: Bates Gibbs, Bonnie GCPE:EX
Cc: Rhodes, Gillian GCPE:EX
Subject: NYCU - Can Wint Games

Hi guys,

We finally received approval on everyone's quotes for the NYCU release on Canada Winter Games final economic impact.
I just want you both to have a final look before I send it back to Angella.

Bonnie -> Gill has already signed off on this and so has program.

Thanks,

Ragnar Haagen
Public Affairs Officer
Community, Sport and Cultural Development
Victoria, B.C.
T: 250 356-0979 | **F:** 250 359-1070
E: Ragnar.Haagen@gov.bc.ca



News You Can Use

For Immediate Release
[release number]
[Date]

Ministry of Community, Sport and Cultural Development

Canada Winter Games provide economic boost

Prince George – Organizers have released their final economic impact report from the 2015 Canada Winter Games, and it's even better than expected. The host society found that total economic activity generated by the Games accounted for \$123.4 million in British Columbia and \$83.2 million in the Prince George area alone.

Those numbers are substantially above the pre-Games estimate of between \$70-90 million in economic activity.

Other successes realized at the Games include ticket sales and attendance. More than 10,500 visitors came to Prince George to participate in or watch the Games, and 4,800 volunteers came together from across B.C. to support the 18-day, multi-sport event.

Why It Matters:

The 2015 Canada Winter Games hosted in Prince George were the largest multi-sport competition and first Winter Games to be held in the province. The Games was a success from both a technical and organizational standpoint, and received tremendous support from local residents and visitors. They also left behind a considerable infrastructure legacy in Prince George, with nearly \$20 million of capital investments as a result of hosting the games.

Quotes:

Coralee Oakes, Minister of Community, Sport and Cultural Development –

“Our Government developed a Five Year Hosting Strategy to maximize opportunities that will draw sport and cultural events to the province and generate economic, tourism, and community development benefits. The 2015 Canada Winter Games were a prime example of a strong return on investment judging from the number of attendees on hand and the joyful atmosphere surrounding many of the events. I’m pleased to learn that this event was in fact a success for Prince George, northern British Columbia and the province. Congratulations to everyone involved on a job well done!”



Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour –

“Our community did a fantastic job hosting the Canada Winter Games earlier this year. We knew that an important benefit of hosting the Games would be significant economic activity and it is great to see that the final numbers exceeded predictions. The Games provided us with a chance to show off our community and region, see some of Canada’s most outstanding athletes and generate a significant economic impact. I want to commend the host committee, sponsors and the over 4,000 volunteers for a job very well done.”

Mike Morris, MLA Prince George-Mackenzie –

“The people of Prince George and Northern B.C. should be extremely proud of the role they played in hosting the 2015 Canada Winter Games. This report acknowledges the success of those Games and the success we had in hosting a major national sporting event in our area. We can only hope to use this extraordinary experience to attract other major national and international events to our area.”

Quick Facts:

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- The Canada Games began in 1967: They are held every two years, alternating between Summer and Winter Games.
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- The 2015 Canada Winter Games were awarded to Prince George on Sept. 17, 2010.
- Lheidli T’enneh was the Official Host First Nation – the first in the history of the Canada Games.

Learn More at:

For more information on Team BC, visit: <http://www.teambc.org/>

Media Contacts:

Ministry of Community, Sport and Cultural Development
250-356-6334

Sent: 27 Aug 2015 14:51:41 +0000

To: GCPE Editors

Cc: Rhodes, Gillian GCPE:EX

Subject: Fwd: NR for Canada Winter Games

Attachments: NYCU_CanWinGam_final economic impact_DRAFT.docx, ATT00001.htm

Hi All: Please see attached NR for distribution provincewide at 9 am.

Thanks.

Bonnie



News You Can Use

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[release number]
[August 27, 2015]

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Quotes:

Peter Fassbender, Minister of Community, Sport and Cultural Development and Minister Responsible for TransLink –

"Our Government developed a Five Year Hosting Strategy to maximize opportunities that will draw sport and cultural events to the province and generate economic, tourism, and community development benefits. The 2015 Canada Winter Games were a prime example of a strong return on investment judging from the number of attendees on hand and the joyful atmosphere surrounding many of the events. I'm pleased to learn that this event was in fact a success for Prince George, northern British Columbia and the province. Congratulations to everyone involved on a job well done!"



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Media Contacts:

Ministry of Community, Sport and Cultural Development
250-356-6334

KEY MESSAGES

Peter Fassbender – Ministry of Community, Sport and Cultural Development

Background

Interview time: 6:10 a.m. (Please have MPF call at 6:07 a.m.)

Duration: 7 minutes

Studio number: 604-669-3733

Show: The Early Edition

Host: Chris Brown (in for Rick Cluff)

Sport

- Since 2001, the Government of British Columbia has invested more than \$1 billion to support sport in B.C. More than any other government in B.C. history.
- Sport tourism is currently the fastest growing segment of both the Canadian and British Columbian tourism industries.
- It's valued at over \$300 million annually in B.C.
- I want to make sure we fully capitalize on this growth, and on the legacy of the 2010 Winter Games to position B.C. as a leader in sport event hosting.
- I want every community in B.C., every sport organization and every business to be aware of the tremendous impact sport events can have on local and provincial economies.
- B.C. currently hosts more than 100 national and international events across the province each year.
- 2015 has been proclaimed as the Year of Sport in B.C.

World Cup

- We provided \$2 million in funding to support Vancouver co-hosting the Women's World Cup, along with cities in five other provinces across Canada.
- Preliminary estimates suggested that the World Cup would generate an economic impact of approximately \$52 million for the province of B.C. – that number is expected to rise when final numbers are announced in the coming weeks.

- Vancouver hosted nine matches in total, including the World Cup final, won by the USA 5-2 over Japan. Over 300,000 people attended those games at BC Place Stadium and nearly 50 million watched the games on TV around the world.
 - Visitors from the USA in June (during the World Cup) was up over 13%.
 - Almost 50,000 more visitors than June 2014.
- Soccer is British Columbia's most popular sport, with over 122,000 players registered with the BC Soccer Association. Hosting this world class tournament was a great way to capitalize on the sport's popularity and bring the best players in the world to Canada.

Canada Winter Games

- Prince George hosted the Canada Winter Games this year.
- They were the largest multi-sport event to ever come to Northern B.C.
- The government invested a total of just over \$12.5 million in the Games. They provided a final economic impact of \$83 million for the region and a total of \$123 million for the province.
- That is substantially above the pre-Games estimate of between \$70-90 million.
- The Games also left behind a legacy of infrastructure – nearly \$20 million worth of capital investments as a result of hosting the Games.

General Tourism

- The Province invests \$90 million each year in the tourism sector.
- In 2014, there was a 5.3% increase in international visitors overall to B.C.
- Almost a quarter of a million (234,079) more visitors coming from outside the country than the year before.
- These increases in visitor numbers help support over 19,000 businesses and 132,000 jobs in the tourism sector in B.C.
- In 2013, the tourism industry generated \$13.9 billion in revenue and a direct contribution to B.C.'s gross domestic product of \$7.3 billion, accounting for 4% of the Province's total GDP.
- Tourism is one of eight key sectors identified in the BC Jobs Plan.

Canadian Dollar

- Many British Columbians are choosing to stay home this summer and staycation in B.C.
- It's a good way to keep vacation dollars circulating in B.C.'s economy.
 - Visiting regional events and venues, you're not only supporting local businesses, you're also helping sustain important jobs in the tourism sector.
 - Also provide chance to enjoy the province's world class travel experiences first hand.

Staycation Ideas

- Richmond Night Market - 7 p.m. to midnight Fridays and Saturdays, 7 p.m. to 11 p.m. Sundays and holidays.
- Flyover Canada, simulation ride, Canada Place, downtown Vancouver.
- The Pacific National Exhibition, August 22-September 7th, Vancouver.
- Tour Vancouver's Punjabi Market. Six blocks on Main Street, starting at about East 49th Avenue.
- Walking rainforest tour at Whey-Ah-Whichen (Cates Park) in North Vancouver, located in the heart of Tsleil-Waututh Territory. A guide will identify plant species and will discuss their traditional uses. Also enjoy traditional legends and drumming during the two hour walk.
- Surrey Urban Farmers Market, Wednesday afternoons at Surrey Central SkyTrain at the North Surrey Recreation Center Plaza.
- Capilano Salmon Hatchery in North Vancouver. Late August through to November provides opportunities to view returning salmon, leaping up the river for spawning.



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and Minister Responsible for TransLink

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Learn More at:

Team BC is the group of athletes, coaches and mission staff who represent the Province of British Columbia at Canada’s premier multisport Games – the Canada Winter Games, Canada Summer Games and Western Canada Summer Games: <http://www.teambc.org/>

Media Contacts:

Ministry of Community, Sport and Cultural Development
250-356-6334



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Media Contacts:

Ministry of Community, Sport and Cultural Development
250-356-6334

Sent: 27 Jul 2015 15:32:49 +0000

To: Ok-Stone, Angella SBRT:EX

Cc: Bates Gibbs, Bonnie GCPE:EX; Rhodes, Gillian GCPE:EX

Subject: RE: Can Winter Games

Attachments: NYCU_CanWinGam_final economic impact_DRAFT.docx

Here is the revised copy of News You Can Use for Canada Winter Game.

Once we get MO approval on everything, I will send off to editors.

Thanks,

R

From: Ok-Stone, Angella CSCD:EX

Sent: Friday, July 24, 2015 1:42 PM

To: Haagen, Ragnar GCPE:EX

Cc: Bates Gibbs, Bonnie GCPE:EX

Subject: Can Winter Games

Finally!!

Here are the two revised quotes. MLA Morris' quote is good to go.

Please send me final NR when ready

Coralee Oakes, Minister of Community, Sport and Cultural Development –

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MLA Morris: No revisions

Angella Ok-Stone

Executive Assistant to Hon. Coralee Oakes

Minister of Community, Sport and Cultural Development

Phone: 250-387-2283 Fax: 250-387-4312

E-mail: Angella.OkStone@gov.bc.ca

Ok-Stone, Angella CSCD:EX

From:Ok-Stone, Angella CSCD:EX
Sent:16 Jul 2015 11:11:44 -0700
To:Haagen, Ragnar GCPE:EX
Cc:Rhodes, Gillian GCPE:EX
Subject:RE: Final economic impact - Can Winter Games
Yes, I will coordinate approvals.
Thanks!

From: Haagen, Ragnar GCPE:EX
Sent: Thursday, July 16, 2015 11:00 AM
To: Ok-Stone, Angella CSCD:EX
Cc: Rhodes, Gillian GCPE:EX
Subject: RE: Final economic impact - Can Winter Games

Minister Shirley Bond, MLA Prince George-Valemount

"Our community did a fantastic job hosting the Canada Winter Games earlier this year and I'm thrilled to learn that it accounted for over \$80 million worth of economic activity in Prince George alone! It's a credit to the great people of Northern B.C. and their tremendous ability to band together and make things happen."

MLA Mike Morris , MLA Prince George-Mackenzie

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Do you send these off to Bond and Morris for approval?

R

From: Ok-Stone, Angella CSCD:EX
Sent: Wednesday, July 15, 2015 4:28 PM
To: Haagen, Ragnar GCPE:EX
Subject: Re: Final economic impact - Can Winter Games

We will need a quote for Minister Bond and MLA Morris as well. Please draft quotes. Thanks!

Sent from my iPhone

On Jul 15, 2015, at 3:24 PM, Haagen, Ragnar GCPE:EX <Ragnar.Haagen@gov.bc.ca> wrote:

Here is the NR on Canada Winter Games economic impact. It has been signed off at all levels.

Cheers,
Ragnar

From: Haagen, Ragnar GCPE:EX
Sent: Wednesday, July 15, 2015 9:34 AM
To: Ok-Stone, Angella CSCD:EX
Subject: Final economic impact - Can Winter Games

Hi Angella,

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I'm putting together a brief "News you can use" release on it that is up with program right now, but wanted to ensure MCO has had a chance to take a look.

Thanks,

Ragnar Haagen
Public Affairs Officer
Community, Sport and Cultural Development
Victoria, B.C.
T: 250 356-0979 | **F:** 250 359-1070
E: Ragnar.Haagen@gov.bc.ca

Ok-Stone, Angella CSCD:EX

From:Ok-Stone, Angella CSCD:EX

Sent:15 Jul 2015 16:27:34 -0700

To:Haagen, Ragnar GCPE:EX

Subject:Re: Final economic impact - Can Winter Games

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Public Affairs Officer

Community, Sport and Cultural Development

Victoria, B.C.

T: 250 356-0979 | **F:** 250 359-1070

E: Ragnar.Haagen@gov.bc.ca

Sent: 17 Aug 2015 17:46:35 +0000
To: Nesbitt, Rachel GCPE:EX
Subject: RE: List of Stuff that needs to go in this week's MO package
FIFA – August 25, NYCU – August 27, HostingBC – August 28.

From: Nesbitt, Rachel GCPE:EX
Sent: Monday, August 17, 2015 10:45 AM
To: Haagen, Ragnar GCPE:EX
Subject: RE: List of Stuff that needs to go in this week's MO package

Thanks, Ragnar. Could you provide me with dates for these events?

Thanks,

Rachel

From: Haagen, Ragnar GCPE:EX
Sent: Monday, August 17, 2015 10:08 AM
To: Nesbitt, Rachel GCPE:EX
Subject: RE: List of Stuff that needs to go in this week's MO package

I'll be putting in two NR's – FIFA wrap and HostingBC grant recipients. Also a NYCU on Canada Winter Games and their final economic impact.

Might be a few more things too.

R

From: Nesbitt, Rachel GCPE:EX
Sent: Monday, August 17, 2015 8:56 AM
To: CSCD Communications
Subject: List of Stuff that needs to go in this week's MO package

Hi All,

Could you please send me a list of things you are planning to have in the MO package this week?

Thanks,

Rachel

Rachel Nesbitt
Government Communications and Public Engagement
The Ministry of Community, Sport, Cultural Development
and Ministry Responsible for Translink
Ph: 250 387-0104 BB: 778-679-8645