



December 15, 2015

Destination BC  
12th Floor - 510 Burrard Street  
Vancouver, BC V6C 3A8  
[MRDT@destinationbc.ca](mailto:MRDT@destinationbc.ca)

**RE: Tourism Events Program Application**

On behalf of Masters Athletes, BC Provincial Sport Organizations and the Sport Hosting Vancouver Partnership, I submit a proposal to the Tourism Events Programme for the Government of British Columbia to invest with us in hosting the 2016 Americas Masters Games; August 26-September 4, 2016. It is a community supported event that will; enhance British Columbia's reputation as a leader in major event hosting, generate significant economic benefits to the Province; and improve community health with the promotion of physical activity at all stages of life. Modelled off the success of the World Masters Games and under the auspices of the International Masters Games Association (IMGA), this 'sport for all' festival aims to attract 10,000 visiting and local masters athletes aged 30+ from around the world to compete in 26 sport disciplines.

There is no qualifying process for participants to get involved other than meeting the minimum age. This makes the 2016 Americas Masters Games a unique major event. One that will engage audiences that span generations and provides some of the most inclusive sport and major event opportunities ever hosted.

The Americas Masters Games is a not-for-profit venture, that was spearheaded by Sport Hosting Vancouver partners including the Vancouver Hotel Destination Association, Tourism Vancouver, City of Vancouver, PavCo, the University of British Columbia and Sport BC. It is a cross-sector sport tourism partnership that will leave a legacy for hosting future events that will drive further economic impact to the Province of British Columbia.

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This document is a culmination of extensive research, community-led work that has involved due diligence, building on British Columbia's track record of hosting successive major events. It is in our opinion that the Games will provide a framework to support a strategic plan in major event hosting that will lead to a positive return on investment for all of British Columbia.

We look forward to the opportunity to further discuss these Games and how the involvement of the Government of BC can assist us in 'mastering the moment'.

A handwritten signature in black ink, appearing to read 'Rob Newman', with a stylized, flowing script.

Rob Newman  
President & CEO, Sport BC  
2016 Americas Masters Games



## **AMERICAS MASTERS GAMES 2016**

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## INTRODUCTION

The Americas Masters Games (AMG) is a nine day sporting event that will; enhance British Columbia's reputation as a leader in major event hosting, generate significant economic benefits to the province; and improve community health with the promotion of physical activity at all stages of life. Modelled off the success of the World Masters Games and under the auspices of the International Masters Games Association (IMGA), this 'sport for all' festival aims to attract 10,000-15,000 visiting and local masters athletes aged 30+ from around the world to compete in 26 sport disciplines. Other activities, including the opening & closing ceremony, lifestyle & wellness expos and cultural & social events, are organized to ensure the Games are a sporting, cultural, tourism driven and social experience in the community.

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The masters sport movement, which began locally as collections of community-based ventures has grown tremendously and expanded nationally and internationally. Masters events have grown for many reasons, including the aging demographics of the Westernized world, as well as an enlarged middle class and a 'baby boomers' cohort with disposable income to spend on sport as a predominant form of leisure. Many active participating Masters have also grown up in a culture emphasizing the importance of physical literacy and the value of physical activity for promoting health, and welcome opportunities to compete and have fun.

Hosting a successful masters multi-sport games requires a strong network of government, business, sport, community leaders and other stakeholders. The AMG has industry and community support through cash and VIK commitments that will help support the success of these Games.

Committed partners include:

- Tourism Vancouver
- Vancouver Hotel Destination Association (VHDA)
- Pavilion Corporation (PavCo)
- University of British Columbia
- City of Vancouver

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## STRATEGIC ALIGNMENT

The Government of British Columbia is clearly committed to the health of British Columbians and the promotion of our province as a destination of choice for international travellers, especially active travellers. The Americas Masters Games (AMG) presents a unique opportunity for the Government of BC to collectively advance many of its key strategic goals.

The foundation of the International Masters Games (IMG) is built upon a Sport for All philosophy, which is also a very prominent component within the Olympic Movement. This philosophy prioritizes the active for life mentality, and the creation of opportunities to advance the healthy habits of Canadians. This is an objective that resonates with many stakeholders, and lives within the Provincial commitments made to all British Columbians.

The Americas Masters Games specifically, were built upon four key pillars – Social, Sport, Healthy & Active Lifestyles and our Natural Landscape as a backdrop to welcome the worlds’ mature athletes to BC. Through these pillars, AMG prioritizes the convergence of competitors and spectators, and sport and culture, all intertwined within our beautiful city, to evoke pride in the pursuit - the pursuit of not only athletic ambitions, but strategic Provincial goals.

GOVERNMENT OF BRITISH COLUMBIA STRATEGIC GOALS	AMERICAS MASTERS GAMES STRATEGIC ALIGNMENT
MINISTRY OF JOBS TOURISM AND SKILLS TRAINING	
<i>Gaining the Edge</i> <ul style="list-style-type: none"><li><b>Leadership through Partnership, Alignment and Coordination.</b></li></ul> <p>Work with government agencies, marketing organizations, communities and tourism associations to align tourism marketing and development roles and activities (national, provincial, regional and community) to eliminate duplicate efforts and address critical gaps.</p>	<p>Through collaboration comes integration, efficiency and sustainable, compound impact. The AMG delivery model leverages a collaborative approach, allowing multiple stakeholders to come together around common objectives. AMG is already working directly with Tourism Vancouver, Provincial Sport Organizations, UBC, PavCo, City of Vancouver, and beyond, to ensure the goals and ambitions embedded within AMG are also ones that are also prioritized by the Province.</p> <p>s.13,s.17,s.21</p>

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- ***World-Class Experiences***

Supporting industry, regions, community and Aboriginal people to develop or enhance the tourism products and experiences that draw people to our spectacular province.

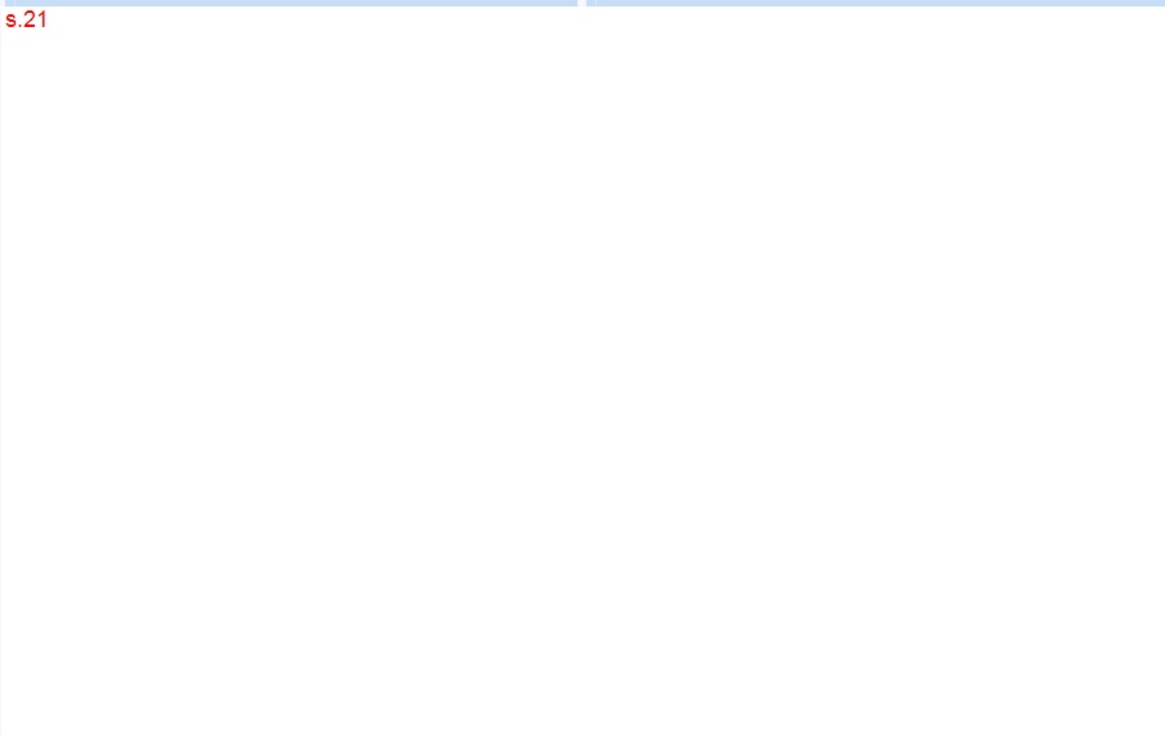
Building off the legacy of Vancouver 2010 and FIFA 2015, AMG is welcoming the world back to participate in the 'amateur' Olympic Games. AMG invites everyone 30+ years of age to come play, explore and compete in our beautiful backyard. As always, BC will deliver an outstanding tourism experience for participants/visitors and their friends/family, offering an inclusive multi-sport Games. Looking back to the World Police Fire Games - also a mature athlete competition – this event was able to generate widespread athletic excellence and an energetic social atmosphere





	for those visiting Vancouver. The local organizers and volunteers played an important role in helping to bring the city to life for our international guests. These experiences create timeless memories for all involved, especially for proud Vancouverites of all ages and abilities.

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## MINISTRY OF COMMUNITY, SPORT AND CULTURAL DEVELOPMENT

- ***Communities and regions are effectively governed***

Encourage local governments to engage with the business sector and other stakeholders to create policies, processes and actions to enable economic growth.

The AMG has become a catalyst for a collaborative and structured Sport Hosting Partnership between the City of Vancouver, Tourism Vancouver, VHDA, PavCo and UBC to develop a Sport Hosting Strategy to grow the visitor economy in British Columbia. AMG is part of a larger picture for sport hosting and is strategically laying the foundation for the continued development of a local active for life community and a preferred active travel destination.



<p>Work with MJTST to assist local governments in their efforts to create and implement economic development strategies, policies and actions.</p> <p>Promote opportunities for British Columbians to participate and achieve personal goals in organized sport by supporting programs, services and organizations (e.g. provincial and multi-sport organizations).</p>	<p>This is an event that has been championed by tourism partners and has a sustainable legacy – becoming a bright spot for future sport hosting opportunities of all kinds. The widespread appeal and participation opportunities of AMG help to make it an event that could easily reappear, and do very well in this market in the future.</p> <p>s.21</p>
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## MINISTRY OF HEALTH

<ul style="list-style-type: none"> <li><b><i>Support the health and well-being of British Columbians</i></b></li> </ul> <p>Targeted and effective primary disease prevention and health promotion.</p>	<p>Furthering the Sport for All and Active for Life philosophies that the Master Games are built upon, AMG creates an opportunity for mature athletes and active tourists alike to develop healthy habits or further their current active lifestyle in an inspiring atmosphere.</p> <p>AMG will narrow in and engage a key demographic of 30+ and 55+ focusing on furthering the healthy living strategy that has been articulated in the service plan. Physical</p>
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activity is known to be a important factor in disease prevention across all medical professions, and training for this competition is something that allows healthy habits to be created, maintained and prioritized by all eligible age segments.

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## Americas Masters Games 2016

### Questions and Answers

#### Q. What is the Americas Masters Games?

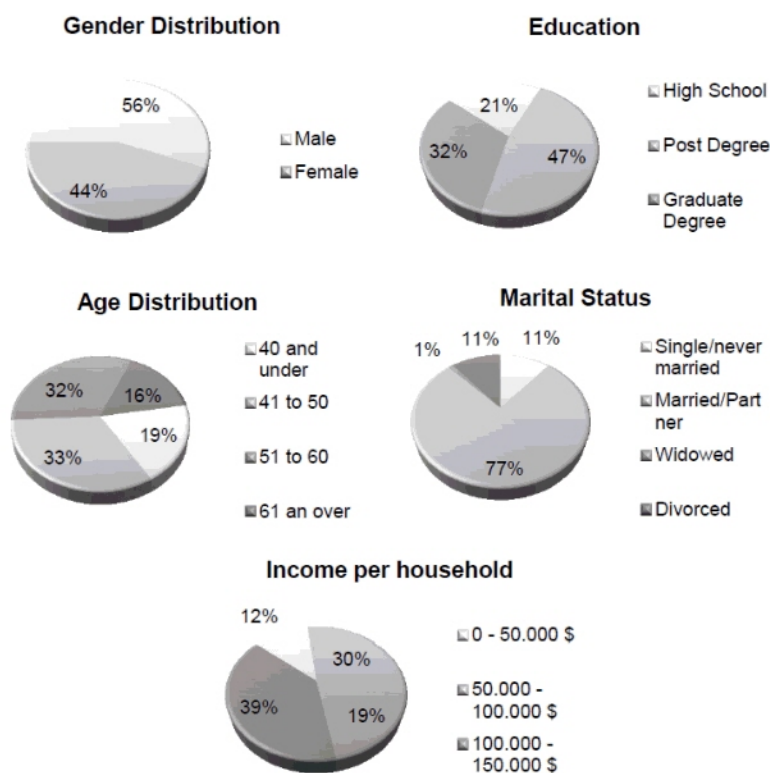
The Americas Masters Games (AMG) a 9 day sporting event that is modelled off the success of the World Masters Games and under the auspices of the International Masters Games Association (IMGA). AMG is an event that will attract sportspeople of all abilities and most ages – the minimum age criterion is generally 35 years of age, although some sports begin as young as 25.

The AMG is a regional version of the World Masters Games that requires less investment from the Host City, and is operated on a smaller scale budget for the attraction of 5,000-10,000 participants, versus the very large operating budget of a World Masters Games that attracts 25,000+ participants. It is an event that is far less commercially oriented and performance bound than high-profile elite sport. Through this event the IMGA advances the 'sport for all' philosophy of the Olympic Charter (Canadian Sport for Life) by promoting lifelong competition, friendship and understanding between sportspeople, regardless of age, gender, race, religion or sport status.

#### Q. Who is an Americas Masters Games athlete?

As the Americas Masters Games is an open event to masters' athletes worldwide, the statistics for the World Masters Games are relevant to better understand the profile of the athlete who will participate in the Americas Masters Games.

General statistics for athletes participating in a (world) Masters Games:





Participants range from being highly recreational in their competitive orientation to more serious-minded, with a very small minority (less than 1% at most World Games) claiming to be former Olympians. Participation is most popular for adults between 40-49 (36% of all participants), and 50-59 (30%), with relative distributions in other age cohorts as follows: 30-39 years (15%); 60-69 years (13%), and 70+ years (5%).

Historically, males have outnumbered females, and typically 60% of competitors are from the host country, with the remainder being foreign travelers. The most popular sports have typically been soccer (10.4%), athletics (9.7%), softball (9.1%), rowing (7.2%) and swimming (6.4%) - Sydney WMG Host Organizing Committee 2009.

**Q. What are the age restrictions for AMG athletes?**

The international federation of each sport in the Games impose its own minimum age requirement. The minimum age requirement ranges between 25-35 years depending on sport.

**Q. What other cities have hosted Regional and World Masters Games?**

The World Masters games take place every four years. They were first staged in Canada in 1985 and have since been hosted in Aalborg, Aarhus and Herning (1989), Brisbane (1994), Portland, Oregon (1998), Melbourne (2002), Edmonton (2005), Sydney (2009), and Torino, Italy (2013). Auckland, New Zealand will host the Games in 2017.

The 2005 World Masters Games in Edmonton involved 27 sport and attracted 21,600 competitors from 89 countries.

The 2009 World Masters Games in Sydney involved 28 sports and more than 28,600 competitors from 95 countries. This is more than twice the number of competitors that took part in the Sydney 2000 Olympic Games.

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**Q. What sports will be in the 2016 AMG?**

Archery	Athletics	Badminton	Baseball	Basketball	Curling
Cycling	Dance Sport	Diving	Field Hockey	Golf	Ice Hockey
Judo	Karate	Lacrosse	Rowing	Rugby	Soccer
Softball	Squash	Swimming	Table Tennis	Taekwondo	Tennis
Triathlon	Volleyball	*Dragonboat			

\*in-discussion

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REVENUES	
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To finance expenditures, a total provincial government investment of **\$1.17** is required after taking into account AMG 2016 revenue and sponsorship.

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MINISTRY OF JOBS, TOURISM AND SKILLS TRAINING  
AND MINISTER RESPONSIBLE FOR LABOUR  
**DECISION NOTE**

Cliff #: 112164

Date: February 29, 2016

**PREPARED FOR:** Athana Mentzelopoulos, Deputy Minister.**ISSUE:** Tourism Events Program Applications: 2016 Americas Masters Games and  
s.13,s.21**BACKGROUND:**

On September 1, 2015, the Tourism Events Program (TEP) was launched to support the planning, marketing and organization of events and celebrations with a high provincial tourism value. The first TEP application window closed on December 31, 2015. Five applications were received, as follows:

Event	Dates	Location	Funding Request	Status
World Rugby Sevens Series - Men's Series	March 12-13, 2016	Vancouver	\$170,000	Funding approved
World Rugby Sevens Series - Women's Series	April 16-17, 2016	Langford	\$100,000	Funding approved
IIHF World Women's Ice Hockey Championships	March 28-April 4, 2016	Kamloops	\$50,000	Pending decision
<b>Americas Masters Games</b> s.13,s.21	<b>August 26-Sept. 4, 2016</b>	<b>Vancouver</b> s.17,s.21		<b>FOR DECISION</b>

\*joint funding request to JTST/MOH/CSCD

Upon further review and input from regional economic development staff, the Ministry of Community, Sport and Cultural Development (CSCD) and Destination BC (DBC), staff are seeking a decision on the applications for the events Americas Masters Games and  
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**DISCUSSION:**

The Americas Masters Games (AMG) is a nine-day 'sport for all' festival, being held in Vancouver August 28 to September 4, 2016, that aims to attract 10,000 visiting and local athletes in 28 sport disciplines. s.13,s.21  
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**OPTIONS:**

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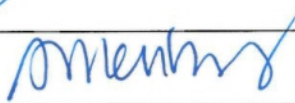
Implications and Next Steps:

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- GCPE will be notified in order to develop a communications plan and identify potential media opportunities.
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**ATTACHMENTS:**

Appendix 1: Americas Masters Games TEP application

## Appendices 2 &amp; 3: TEP Application Evaluation Sheets

Approved / Not Approved	Date: MAR 1 1 2016
Comments: 	

Contact: Okenge Yuma Morisho, Assistant Deputy Minister, Economic Development Division

Telephone: (250) 952-0385 Cell: <sup>s.17</sup>

Reviewed by	
A/ED: VS	ADM:

# TOURISM EVENTS PROGRAM PROPOSAL EVALUATION

**PROPOSED EVENT:** Americas Masters Games

**Date Application Received** 15-Dec-16

**Date of Event** Aug 28 - Sept 4, 2016

**Location of Event** Vancouver, BC

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