



## 2023 IIHF World Junior Championships

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| <b>Date</b>         | April 1, 2022                         |
| <b>To</b>           | City Council                          |
| <b>From</b>         | City Planning & Community Development |
| <b>Service Area</b> | Parks, Recreation & Cultural Services |
| <b>Item No.</b>     | CM22-11                               |

### RECOMMENDATION

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That City Council:

1. Support a bid to co-host the 2023 IIHF World Junior Championship with a total contribution of up to \$350,000.
2. Approve the above support subject to the following conditions:
  - a) Confirmation of funding provided by other organizations supporting the bid including but not limited to City of Saskatoon and Tourism Saskatchewan.
  - b) Completion of a Contribution Agreement with the Host Committee, Regina Exhibition Association Limited (REAL) or Hockey Canada whichever is determined to be the most appropriate.
  - c) Recognition by the other organizations funding this bid that the City of Regina accepts no obligations for deficits, loans, or guarantees as a result of hosting the 2023 IIHF World Junior Championship.
  - d) A commitment by Tourism Saskatoon, Tourism Regina and REAL to provide a follow up report that identifies the economic benefits to the community and how the City of Regina's funding was utilized in the hosting of the event.
3. Delegate the authority to the Executive Director, City Planning & Community Development to negotiate and approve the terms of the Contribution Agreement between the Host Committee, REAL or Hockey Canada whichever is determined to be the most appropriate.

4. Authorize the City Clerk to execute the Contribution Agreement on behalf of the City of Regina after review by the City Solicitor.
5. Approve funding up to \$350,000 in support through 2022's annual Events, Conventions and Tradeshow (ECT) attraction budget and a withdrawal from the ECT Reserve as needed.

## **ISSUE**

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The Events Conventions and Tradeshow Alliance (ECT Alliance) has been invited by Tourism Saskatoon to participate in the preparation of a bid to host the 2023 IIHF World Junior Championship (the Championship) in Saskatchewan. Both the City of Saskatoon and the City of Regina will play host to the Championship. As a result, Administration has also been invited to participate in the bid to host the Championship by the ECT Alliance.

The ECT Alliance is led by Economic Development Regina (EDR) and consists of representation from senior leaders at Regina Hotel Association (RHA), REAL District (REAL), Tourism Saskatchewan and the City of Regina (City). The ECT Alliance mandate is to provide strategic, long-term guidance, and oversight in the identification of major city-wide and regional event prospects that are an ideal fit within our community, facilities, and hotels.

It is important to note that the City's support and involvement in this event is contingent on confirmation of the proposed funding to be provided by the City's funding partners, REAL's strength and capacity to co-host the event, and recognition by all bid partners that the City accepts no obligations for deficits, loans or guarantees for the proposed event.

The purpose of this report is to recommend financial support of up to \$350,000 for the bid to co-host the Championship.

## **IMPACTS**

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### **Financial Impacts**

The City's proposed contribution is a grant of up to \$350,000. This is the maximum recommended contribution. Negotiations with the other funders of this bid may result in a contribution from the City of a lesser amount. The funding currently available for the maximum recommended contribution consists of:

- \$115,000 in uncommitted 2022 Events, Conventions and Tradeshow (ECT) attraction budget.
- \$235,000 in uncommitted funds in the ECT Reserve. The recommended balances for this reserve are a minimum of \$0 and a maximum of \$500,000.

### **Strategic Impacts**

Providing financial support to the Championship:

- Supports the City's *Official Community Plan* and is aligned with its Community Priority to embrace built heritage and invest in arts, culture, sport and recreation.
- Supports outcome number five of the Recreation Master Plan where citizens are proud of their community, its facilities and spaces, the events and opportunities it offers, and its level of volunteerism.
- Supports Economic Development Regina's 2030 Economic Growth Plan which identifies investment in Events, Conventions and Tradeshows as a key opportunity to increase the city's prosperity and economic potential for the next 10 years.

A large part of Regina's cultural vibrancy is tied to its many diverse and well-established festivals and events. These events contribute to a sense of civic pride and cohesion among residents while also bringing significant economic benefit to the city.

At its regular meeting on July 29, 2020, City Council considered item CR20-69 Events, Conventions and Tradeshows (ECT) and approved the ECT Policy and its accompanying event evaluation framework. Investment in ECT is an important driver of the of the local, provincial and national economy, contributing to trade and investment outcomes, innovation, job creation and tourist visitation. Hosting ECT events contributes to a community's economic prosperity by:

- Boosting the visitor economy through domestic and international visitation (such as transport, hotels, retail and restaurants).
- Facilitating small business growth by connecting buyers and sellers.
- Enabling knowledge sharing, leading to innovation and business collaboration (both locally and globally).
- Providing a platform for international trade and investment.

Administration has evaluated the opportunity to host the Championship through the lens of the ECT Policy and recommends an investment in the event

### **Accessibility Impacts**

None related to this report.

### **Environmental Impacts**

City Council set a community goal for the City of achieving net zero emissions and sourcing of net zero renewable energy by 2050. In support of this goal, City Council asked Administration to provide energy and greenhouse gas implications of recommendations so that City Council can evaluate the climate impacts of its decisions. The recommendations in this report have limited direct impacts on energy consumption and greenhouse gas emissions.

## **OTHER OPTIONS**

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### Option 2 – Provide a higher level of support

Under this option, Council may choose to provide a higher level of financial support to the bid to co-host the Championship beyond the \$350,000 contribution that is already recommended. Additional funding from one of the City's other reserves, such as the General Fund Reserve, would be required.

### Option 3 – Provide a lower amount or no financial support

Under this option, Council may choose to provide a lower level or no support to the bid to co-host the Championship.

For example, the 2010 IIHF World Junior Championship was co-hosted by Regina and Saskatoon. In 2010, given the higher seating capacity of Saskatoon's arena, the round robin pool of teams that included Team Canada and the Medal rounds were hosted in Saskatoon. Regina hosted the Team Canada training camp, the pre-tournament Team Canada games, and the second pool of round robin games. As a result, the funding split between the 2010 bid partners was as follows:

- Province of Saskatchewan - \$3,000,000
- City of Saskatoon - \$500,000
- City of Regina - \$250,000

It is Administration's understanding that the City of Saskatoon is considering an investment of \$350,000 for the 2023 Championship. If 2010's funding split was repeated, then the City of Regina's contribution would be \$175,000.

It is unclear at this time what the implications are for the success of the bid by the City offering a lower amount.

## **COMMUNICATIONS**

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The City of Regina's Strategic Communications branch will work collaboratively with the ECT Alliance and Tourism Regina to support promotion and activation of the event. Sponsorship recognition will include the City logo in promotional material by the Championship organizer.

## **DISCUSSION**

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### **The Opportunity**

On May 23, 2018, the International Ice Hockey Federation (IIHF) announced Novosibirsk, Russia as host city for the 2023 IIHF World Junior Hockey Championship. Novosibirsk was to host Group A matches, while the city of Omsk was to host Group B matches. In February 2022, in condemnation

of the Russian invasion of Ukraine, the International Olympic Committee (IOC) called for Russia to be stripped of hosting rights to all international sporting events. On February 28, 2022, the IIHF suspended Russia and Belarus from international ice hockey until further notice, and stripped Russia of its hosting rights for the 2023 World Junior Championship

In March 2022, Hockey Canada was requested by the IIHF to build a hosting plan for the 2023 IIHF World Junior Championship. Ten hockey federations representing their home country, will arrive in Canada around December 15, 2022 and will remain in Canada through January 6, 2023.

On March 28, 2022, the ECT Alliance was invited by Tourism Saskatoon to participate in the preparation of a bid to host the Championship in Saskatchewan. The deadline for interested communities to submit their bids to Hockey Canada is April 4, 2022.

The co-hosting opportunity provided by the Championship has been assessed by the ECT Alliance for its economic impact, legacy, contribution to community pride, community engagement, potential for media exposure, availability of partnerships, and an assessment of REAL's strength and capacity to deliver the event.

This analysis concluded that hosting this event will: (i) enhance the accessibility of a well-known international event to the citizens of Regina, (ii) contribute to Regina's calendar of fall/winter sports events that have the potential to add additional life and vibrancy to Regina during winter months, (iii) provide significant national media exposure for the City, and (iv) provide economic benefits to the community.

### **The Request of the City**

Hockey Canada states that past Championships have received government funding in excess of \$5 million. The winning bid fee for the 2010 edition of the Championships was \$3.75 million, of which \$3.0 million was provided by the Government of Saskatchewan.

Tourism Saskatoon has advised ECT Alliance that it is requesting \$350,000 in support from the City of Saskatoon for 2023 Championship.

Administration recommends that the City commit to a contribution of up to \$350,000. This is the maximum recommended contribution. Negotiations with the other funders of this bid may result in a contribution from the City of a lesser amount.

In accordance with the Events Conventions & Tradeshows (ECT) Policy, and its Major Event Evaluation Framework, Parks, Recreation & Cultural Services (PRCS) Department staff have evaluated this investment opportunity and found it to be aligned with the ECT Policy as well as City policies and objectives.

### **Local Impact**

Given the higher seating capacity of Saskatoon's arena, the Group A pool of teams, including Team Canada, will play their games in Saskatoon during the round robin portion of the event. Saskatoon will also hold the Medal rounds of the Championship. Regina will host the pre-tournament Team Canada games and the Group B pool of teams during the round robin portion of the Championship. This is split consistent with the 2010 Championship.

Hockey Canada states that the expected benefits to hosting the Championship are:

- \$50 million in economic impact
- 300,000 plus fans attending 31 games
- Over 15,000 Room nights
- Over 20,000 out of town visitors
- All 31 games broadcast on TSN/RDS resulting in over 120 million viewers worldwide

It is important to note that benefits listed above are for the Championship as a whole. Regina as a co-host will therefore only receive a portion of these benefits. An exact split is not determinable at this time but ECT Alliance representatives have estimated a possible 60/40 split between Saskatoon and Regina

The 2022 Championships were postponed due to the Covid-19 pandemic and will be held in Edmonton in August. Regina is hosting the 2022 Grey Cup in November. Therefore, there is some risk that these two events could reduce the capacity for sports fans in Western Canada in general, and Regina in particular, to purchase tickets to the 2023 IIHF World Junior Championships.

It is also possible that the next opportunity to attract the Championships to Saskatchewan will be several years in the future. Consequently, Administration recommends financial support of up to \$350,000 for the bid to co-host the 2023 Championship.

### **DECISION HISTORY**

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At its meeting on July 29, 2020, City Council considered item *CR20-69: Events, Conventions and Tradeshow*s (ECT) and approved the ECT Policy and its Event Evaluation framework. City Council also approved in principle, an annual budget of \$325,000 to support the attraction of ECT.

At its meeting on March 25, 2021, City Council considered item *CM21-3 2021 General and Utility Operating Budget and 2021 - 2025 General and Utility Capital Plan* and approved an annual budget of \$325,000 for the attraction of ECT.

Respectfully Submitted,

Respectfully Submitted,



Laurie Shalley, Director, Parks, Recreation & Cultural Services

3/31/2022



Deborah Bryden, Acting Executive Director

3/31/2022

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