

Committee of the Whole (2) Report

DATE: Tuesday, September 22, 2020

WARD(S): ALL

**TITLE: BID TO HOST CANADA SOCCER TOYOTA NATIONAL
CHAMPIONSHIPS 2022-2023-2024**

FROM:

Jim Harnum, City Manager

Sunny Bains, Acting Deputy City Manager, Community Services

Nick Spensieri, Deputy City Manager, Infrastructure Development

Michael Coroneos, Deputy City Manager, Corporate Services and Chief Financial Officer

Zoran Postic, Deputy City Manager, Public Works

ACTION: DECISION

Purpose

Canada Soccer has put out an invitation to submit a bid for hosting the Canada Soccer Toyota National Championships for one of three age groups in 2022, 2023 or 2024 (National Championships). Tourism Vaughan, in partnership with Parks and Recreation, is seeking authorization to submit a bid by October 23, 2020 to host the event and enter into an agreement should Vaughan be awarded the opportunity to host the National Championships.

The Economic and Cultural Development Department Strategic Business Plan 2020 – 2023 and the Tourism Vaughan 2020 Business Plan outline objectives set out to attract and bid on events to increase Vaughan's profile, tourism visitation and spend in the City. The National Championships are estimated to deliver an economic impact of \$700,000.

Report Highlights

- Tourism Vaughan, the destination marketing organization for the City of Vaughan, with Recreation and Parks, is exploring an opportunity to submit a bid to host the National Championships for one of the three age groups in 2022, 2023 or 2024.
- Each competition will consist of over 500 athletes, officials and event staff, resulting in bringing approximately 800 room nights to local accommodations and an estimated economic impact of \$700,000 to tourism industry sectors such as food and beverage, retail and attractions.
- A \$30,000 grant is committed to the host municipality from Canada Soccer for each competition.
- The City of Vaughan required contribution of approximately \$80,000 will offset staffing and administration requirements for the competition. Staff will request funds in the appropriate budget year from Municipal Accommodation Tax (MAT) sources.
- Venue requirements from the City include use of City of Vaughan Soccer fields which would be an opportunity to showcase City facilities and fields to host the championships including 3 new FIFA quality certified artificial turf soccer fields.
- A bid submission is due October 23, 2020. Staff have submitted a non-binding letter of interest, due to Canada Soccer on September 19, 2020.

Recommendations

1. That staff in Tourism Vaughan, Economic and Cultural Development, Recreation Services, Parks Delivery, Parks, Forestry and Horticulture Operations, and Financial Planning and Development be authorized to submit a bid for the City of Vaughan to host the National Championship by October 23, 2020, in 2022, 2023, or 2024, in form satisfactory to the City Solicitor, Acting Deputy City Manager, Community Services, Deputy City Manager Infrastructure Development, and Chief Financial Officer.
2. That the City Clerk or Chief Financial Officer be authorized to enter into a hosting agreement with Canada Soccer should the City of Vaughan be successful in its bid, in form satisfactory to the City Solicitor, Acting Deputy City Manager, Community Services, Deputy City Manager Infrastructure Development and Chief Financial Officer.
3. That Council approve waiving of permit fees for the use of City parks and facilities that host events of the Championships.

Background

Sport tourism events play an important role in city building, generating a positive impact on the local economy, community development and civic pride. The goal of bidding on and successfully attracting events like the National Championships is to increase Vaughan's profile, tourism visitation, and spend in the City. Tourism events such as these directly impact various sectors in the tourism industry such as accommodations, food and beverage, retail and attractions. The National Championships will deliver an

estimated economic impact of \$700,000¹ through the participants, friends and family visiting Vaughan over the 5-day event.

Each year, the National Championships are held simultaneously in three host cities across the country, identified by three age groups:

1. *U-15 Cup: Under 15 male and female National Championship*
2. *U-17 Cup: Under 17 male and female National Championship*
3. *Challenge and Jubilee Trophy: Senior men's and women's National Championship*

Separate hosts are required for each age category. The 6-day competition starts on the Wednesday and goes through to the Monday. The dates for the competition are:

- October 5 – 10, 2022
- October 4 – 9, 2023
- October 9 – 14, 2024

Each competition consists of 500 athletes and 40-60 officials and event staff. In 2019, the National Championships featured:

- 62 teams across all 3 competitions
- 151 matches played
- 98 matches broadcasted
- 1,550 of athletes/team staff participated
- 136 match officials

If awarded the event, as host municipality, the City of Vaughan would be responsible for:

- Financial contribution of approximately \$90,000 to offset staffing and administration requirements for the competition. Local tourism organizations, like Central Counties Tourism, may contribute to this amount;
- Formation of a Local Organizing Committee (LOC) responsible for the implementation of logistics, operations and promotional planning for the event, as outlined by Canada Soccer. Staff will explore various models to properly resource the LOC including staff and community group volunteers; and
- Allocation of City of Vaughan Soccer fields through Recreation Services.

As recently as 2016, Ontario Soccer has hosted the event in Vaughan using the Ontario Soccer Centre facilities in conjunction with City of Vaughan facilities. Additional resources such as bus services and accommodations were used. Ontario Soccer has offered verbal confirmation to support the City's bid submission through use of its facilities and contributions to the LOC.

¹ The Economic Impact of Sport Chek National Club Championships -U-18 Cup in Ontario in 2016 generated by Ontario Ministry of Tourism, Culture and Sport TREIM model, Feb. 2017; and STEAM 2.0 from The Conference Board of Canada

Previous years hosted by Ontario Soccer:

2016 – Vaughan – Under 18 Boys and Girls
2014 – Vaughan – Senior Men and Women
2012 – Vaughan – Under 14 Boys and Girls
2010 – Vaughan – Under 16 Boys and Girls
2008 – Vaughan – Under 18 Boys and Girls
2006 – Vaughan – Under 14 Boys and Girls
2004 – Vaughan/Etobicoke – Under 14 Boys and Girls
2002 – Vaughan/Etobicoke – Under 16 Boys and Girls
2001 – Vaughan/Etobicoke – Senior Men and Women
2000 – Vaughan/Etobicoke – Under 15 Boys and Girls

ECONOMIC IMPACT

An estimated impact of \$700,000 to local GDP is anticipated as a result of hosting the Championships with local hotels, restaurants and shopping venues are benefiting from visitation by participants, friends and family over the 5-day event.

Previous Reports/Authority

- [Tourism Vaughan Corporation 2020 Business Plan](#)
- [Economic and Cultural Development Department Strategic Business Plan 2020-2023](#)

Analysis and Options

The host community will be required to assign competition and training fields as outlined in the bid (Attachment 1) as follows:

- Minimum of 5 competition fields
- Minimum of 1 training field (to be separate from competition fields)
- 4 dressing rooms for teams at all competition fields
- 2 separate dressing for Match Officials
- Dedicated toilets and shower facilities in each dressing room

Through preliminary research, Vaughan can host the event at a combination of the following venues:

- Ontario Soccer Centre – the association has provided verbal commitment that the facility is available for requested dates.
- Vaughan Grove Sports Park
- North Maple Regional Park
- Concord Thornhill Regional Park

STAFF RESOURCES - LOCAL ORGANIZATING COMMITTEE (LOC)

If awarded the event, the City of Vaughan will be required to form a Local Organizing Committee (LOC) responsible for the implementation of logistics, operations and promotional planning for the event, as outlined by Canada Soccer.

Staff will explore various governance models to properly resource the LOC including City staff, community group volunteers as well as collaborative efforts from the Provincial Soccer Organization, Ontario Soccer. The objective will be to ensure that human resources are appropriately enlisted and deployed to ensure fiscal responsibility and accountability. The LOC will also leverage the Recreation Department's strong relationship with the soccer community as well as their expertise in managing the required facilities. Regular reporting to Canada Soccer will provide opportunities to address challenges, providing guidance and direction to the LOC.

Financial Impact

The National Championships' projected operating budget of \$120,000 per year includes transportation, accommodation and food services, and includes a municipal contribution of up to \$90,000 to fund the staffing and administration requirements of the National Championships. See Table 1.

If awarded the event, the LOC will be responsible for various expenses to be covered by the estimated \$90,000 contribution from the host municipality. A summary of these expenses includes:

- operations such as medical, uniforms, volunteer food and beverage and more;
- transportation for teams and officials, social events for Provincial representatives;
- facilities rentals, and;
- match Official Instructions, education sessions, meals and related travel expenses.
- potential revenue loss from waiving of field permit fees.

Should Vaughan be awarded the Championships, staff will explore sources of funding for the host municipality contribution for the budget year Vaughan is awarded. Viable sources of the funding include the City portion or TVC portion of the Municipal Accommodation Tax (MAT), both intended to support tourism initiatives and projects. Local organizations, like Central Counties Tourism (RTO 6), may also be relied upon for contributions.

To further support the budget, Canada Soccer provides various opportunities and streams for the host to raise funds for hosting the event which include:

- percentage of merchandise sales;
- local sponsorship;
- ticket sales; and
- provincial and Municipal government funding.

Tourism Vaughan will support expenditures related to destination attraction inclusive of those incurred through the bid process, and visitor servicing such as accommodations and leisure time entertainment logistics. This is in alignment with previously hosted tourism events like Rogers Hometown Hockey hosted in January of 2020. Any funds that remain will be utilized as legacy funding in support of local sport programming.

TABLE 1: DRAFT BUDGET

Item	Description	Amount
Canada Soccer	Hosting grant	\$30,000
Host Municipality	City Funding	\$90,000
TOTAL		\$120,000

Broader Regional Impacts/Considerations

Sport Tourism continues to be an area of focus for many municipalities in the Greater Toronto Area, including Brampton, Mississauga, Toronto and London to name a few.

Through various governance models including municipal service corporations like Tourism Vaughan, destination marketing organizations, sport specific tourism entities like Sport London, or city departments like the Tourism and Events unit in Brampton, these corporations have all developed sport tourism strategies outlining plans to attract sporting events to the destination.

As Tourism Vaughan is in its inaugural year, an Interim Meetings and Events Strategy has been developed as a COVID-19 pandemic support measure to prioritize meeting and event attraction, ahead of development of a Destination Master Plan that will provide a 5-year vision for the corporation.

In order to appropriately compete with long established destinations, it is essential that Vaughan pursue events which it can confidently attract and host, such as the National Championships. Through the Destination Master Plan, staff will continue to evaluate the City's viability as a sport host destination, required policy and funding sources and a long-term plan for sport tourism.

Conclusion

Hosting the National Championships would build Vaughan's position as a host friendly sport community to event organizers for future provincial, national and international level events. It will also deliver overnight stays which will support further MAT revenues. Beyond these, sport hosting has many local benefits including engagement with the local volunteer cohort and support for local community groups, businesses and increases destination awareness and recognition for Vaughan as a visitor destination.

For more information, please contact: Feiona Gobin, Tourism Development Officer at feiona.gobin@vaughan.ca

Attachment

1: Canada Soccer Toyota National Championships 2022-24 RFP

Prepared by

Ashley Travassos, Manager of Tourism, Arts and Cultural Development
at ashley.travassos@vaughan.ca

Feiona Gobin, Tourism Development Officer at feiona.gobin@vaughan.ca

Approved by



Raphael Costa
Acting Director of Economic and
Cultural Development



Zoran Postic
Deputy City Manager, Public Works



Nick Spensieri
Deputy City Manager
Infrastructure Development

Reviewed by



Jim Harnum
City Manager



Michael Coroneos
Deputy City Manager, Corporate
Services and Chief Financial Officer



Sunny Bains
Acting Deputy City Manager
Community Services