

TO:	CHAIR AND MEMBERS COMMUNITY AND PROTECTIVE SERVICES COMMITTEE MEETING ON July 18, 2016
FROM:	JOHN WINSTON, GENERAL MANAGER, TOURISM LONDON AND CHERYL FINN, DIRECTOR OF SPORT TOURISM, TOURISM LONDON
SUBJECT:	2019 IIHF WORLD JUNIOR ICE HOCKEY CHAMPIONSHIP JOINT BID LONDON/WINDSOR

RECOMMENDATION

That, on the recommendation of the General Manager of Tourism London and the Director of Sport Tourism for Tourism London the following **ACTIONS BE TAKEN** with respect to the 2019 IIHF World Junior Ice Hockey Championship.

- (a) An operating grant of \$500,000 **BE APPROVED AND PROVIDED** to the 2019 IIHF World Junior Ice Hockey Championship Host Organizing Committee noting that Tourism London will contribute \$100,000 to the said operations. A source of financing has been identified that is aligned with the purpose of stimulating economic growth. Tourism London will apply for additional funding through the Province's Sport Hosting funding program. The process requires the event be vetted through the program for consideration of support up to \$1M. There is potential for additional funding not only through the Ministry based on historical support of the event in different cities, but also at the federal level. The City of Windsor will have a report going to their City Council regarding the 2019 IIHF World Junior Ice Hockey Championship sometime within the next month. **The above funding request is subject to London and Windsor successfully being awarded the event.**

BACKGROUND

The International Ice Hockey Federation (IIHF) has awarded Hockey Canada the right to host the 2019 IIHF World Junior Ice Hockey Championships. In order to determine which Canadian cities will host the event, Hockey Canada has invited prospective municipalities to bid, with the successful applicant being awarded the event.

This Championship tournament will be hosted from December 26, 2018 to January 5, 2019, consisting of the top ten Under 20 hockey teams in the world that will compete in 31 games over an 11 day period. Hockey Canada has previously hosted the IIHF World Junior Ice Hockey Championship 11 times with the most recent being 2015 in Toronto and Montreal, and again upcoming in 2017.

The IIHF World Junior Ice Hockey Championship continues to set records when hosted by Hockey Canada. From attendance, merchandise sales, 50-50 sales, ticket sales and economic impact, the Championship continues to grow each time it is hosted in Canada. This growth and the continued trust shown by the IIHF in staging this Championship on Canadian soil puts a great deal of responsibility on Hockey Canada and their host partners to ensure this Championship is delivered as a 'best ever' event each and every time it is hosted in Canada. Due to the prominence of the IIHF World Junior Ice Hockey Championship, its central place in Canada's hockey heritage and its value and impact to Hockey Canada and all its members, Hockey Canada is duly bound to select only the very best bid from among the many strong submissions expected.

Hockey Canada's Board of Directors will make a decision on the successful bid, which will be jointly submitted by London and Windsor by the end of August, based on input from the IIHF World Junior Ice Hockey Championship Site Selection Committee, by no later than Hockey Canada's Winter Congress to be held in November, 2016 in Montreal, QC. Once approved by the Hockey Canada Board of Directors, the recommended site will be submitted to the IIHF for final review and approval.

BENEFITS:

The 2019 IIHF World Junior Ice Hockey Championship will be enjoyed by thousands of spectators, and supported through the efforts of more than 2,600 volunteers. Moreover, the event attracts visitors from across Canada and around the world. The National and International visibility will be enhanced through approximately 23 games broadcasted live on TSN, TSN2, and RDS. Over 200 athletes from 10 countries will participate in the event.

1. The combined expenditures of the host organizing committee's operations budget and the estimated expenditures of the visitors to the IIHF World Junior Ice Hockey Championship in London and Windsor could approximate \$25 million, generating even more economic activity for the Province and the Country.

2. Legacy for local minor hockey in terms of youth recruitment and retention, along with improvements to existing hockey facilities to better serve our region.
3. Puts the host cities on the world stage which could stimulate national and international visitations to our city and region.
4. Catalyst to foster community pride and regional cooperation/partnerships across Southwestern Ontario.

SUMMARY:

The 2019 IIHF World Junior Ice Hockey Championship gives the City of London a unique opportunity to host an economical stimulating event in partnership with the City of Windsor. The ability to recognize and reward two strong and passionate junior hockey communities through the hosting of this international event is valuable and, if successful, will leave a lasting legacy in our respective cities and our region for all citizens. There is no doubt that this collective effort represents a unique opportunity to showcase not only our junior hockey roots, but also to positively expose our city, region, and country to the many expected visitors and television viewers. There is no doubt this will be the biggest event in the history of the cities of London and Windsor.

RECOMMENDED BY:	RECOMMENDED BY:
JOHN WINSTON GENERAL MANAGER TOURISM LONDON	CHERYL FINN DIRECTOR, SPORT TOURISM TOURISM LONDON

Prepared By:

Cheryl Finn
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Tourism London

Date: July 13, 2016