



TO:	CHAIR AND MEMBERS, COMMUNITY & NEIGHBOURHOOD COMMITTEE MEETING ON SEPTEMBER 13, 2011
FROM:	JEFF FIELDING, CHIEF ADMINISTRATIVE OFFICER
SUBJECT:	2013 WORLD FIGURE SKATING CHAMPIONSHIP

RECOMMENDATION

That, on the recommendation of the Chief Administrative Officer, with the concurrence of the City Treasurer, Chief Finance Officer, Civic Administration **BE ADVISED** of the next steps that the Municipal Council wishes to take with respect to the proposed and requested initiatives associated with the 2013 World Figure Skating Championships.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

BACKGROUND

From March 10 to March 17, 2013, the City of London is the “Host City” for the World Figure Skating Championships. This event is considered to be the most prestigious of the International Skating Union (ISU) Championships and with the exception of the Olympic title, a world title is considered to be the highest competitive achievement in figure skating. Skaters compete in the categories of men’s singles, ladies singles, pairs and ice dancing. Because this is the last “*Worlds*” competition prior to the XXII Olympic Winter Games in Sochi, Krasnodar Krai, Russia, it is expected that over 250 elite figure skaters will compete for the World Title and the privilege to represent their respective countries at the Olympics.

Skate Canada’s business plan estimates the number of spectators and media attending the event to be in the 35,000 to 36,000 range, with approximately 30% of the spectators travelling from out of region, province and country. We have been advised that past history has proven that all available tickets will be sold and that approximately \$22-\$28M in direct and indirect economic benefit is estimated to be generated. The business plan also estimates a viewing audience of between 160M people in over 60 countries. Tourism London suggests that no event in London’s history will have garnered the anticipated international awareness that this event has the potential to achieve.

The preliminary strategic objective is to put together a flawless, financially successful event and demonstrate London’s and Skate Canada’s organizational core competencies to the (ISU) International Skating Union. Additionally we are tasked with providing an experience of a lifetime for the athletes and their families, coaches, officials and fans and to develop legacy initiatives that have effective and lasting community benefit.

As background information, Skate Canada executed a hosting agreement with the ISU on the understanding that the event will be presented in accordance with ISU standards and values. Federal and Provincial financial support is critical to the operational viability of the event and Skate Canada has submitted to both levels of government a business plan to justify host programming and event operational funding allocation. Despite the ISU’s restrictive corporate sponsorship guidelines a local, provincial and national corporate sponsorships solicitation program will be established to help augment revenue projections and offset significant expenditures. Any excess profits from the event will be used to fund legacies which include skating development programs and initiatives in South Western Ontario and throughout Canada as well as yet unspecified projects in the London area.



The ISU has assumed total responsibility for the organization and execution of the event in the John Labatt Centre. Skate Canada, Tourism London and the City of London are expected to organize and develop a “festival-like” experience within the City and particularly in the downtown core area where the event will be staged. A “Light Up London” theme has been adopted to significantly enhance the visitor experience and leave an illumination legacy that can be enjoyed by Londoners and visitors for years to come.

The “Light Up London” experience will also include new levels of programming and engagement, web streaming and interactivity, advertising and merchandising opportunities. The vision is to extend the experience of the event throughout the community and showcase our city, province and country to a significant world audience through the “Light Up London” theme.

Cost Implications

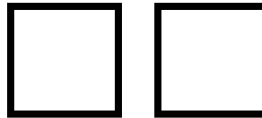
This interim report provides cost implications to the extent that they are known at this time. Skate Canada continues to develop the event details along with City and Tourism staff. At this point in the event planning process, the significant cost items have been identified with budget estimates. It should be noted that the list of projects attached as Schedule “A” were not required as part of the bid process, however, they are being suggested to promote London during the event. The proposed initiatives will assist in conveying a welcoming and memorable experience for the visitors and media in attendance and to position London as a sophisticated and progressive community that exhibits a tangible self confidence in the City’s ability to perform admirably on the world stage.

Staff from the City, London Hydro and Tourism London have met over the last few months with Skate Canada and their counterparts to discuss several initiatives. Schedule “A” is a summary of these initiatives, suggestions and requests to date for the 2013 World Figure Skating Championships. Any items involving capital expenditures could be considered “legacy” initiatives; budget implications for the City are noted.

City staff have reviewed planned capital projects over the next few years in an attempt to optimize the capital expenditures to benefit this event. In some cases it is noted that funding exists in the proposed 2012 budget submissions that could assist these initiatives. At the present time the estimated capital costs for projects included in an existing budget plan already and subject to 2012 budget approval, totals approximately \$1,610,000. Estimated capital costs not included in an existing budget plan is \$1,805,000. Estimated one-time additional operating costs not included in any budget or plan but could be added to the 2012 operating budget is \$720,000 and ongoing operating costs are estimated at \$10,000 per year.

There may be a premium for overtime or special services that affect City operating budgets. Skate Canada has suggested that there could be a number of Downtown events planned, the location and duration of which would influence the amount of effort. Staff will review events when they are proposed for maintenance needs and whether existing resources are sufficient and appropriate. Any special pre-event and post cleanup efforts will also become known with more event details.

In addition to the estimated costs indicated in Schedule “A” Tourism London has requested that the Wellington Road Welcome Centre be renovated, for an estimated cost of \$1.2M, to meet current code requirements and to extend its useful life. This building is currently not included in the facilities division life cycle maintenance program and has not benefited from any structural or cosmetic improvements since its construction in 1988. The work basically consists of facade, parking lot, signage improvements as well as roof and window replacement.



This report was prepared with the assistance of John Winston, General Manager, Tourism London, John Lucas, Division Manager - Transportation Engineering, Andrew Macpherson Manager, Parks Planning & Design, and Jane Fullick, Technologist, EESD. We will await direction from Municipal Council as to the steps that it wishes to take with respect to the proposed and requested initiatives associated with the 2013 World Figure Skating Championships.

RECOMMENDED BY:	CONCURRED BY:
JEFF FIELDING, CHIEF ADMINISTRATIVE OFFICER	MARTIN HAYWARD, CITY TREASURER, CHIEF FINANCIAL OFFICER

CC: Pat McNally, Executive Director, Planning, Environmental & Engineering Service Department
 John Lucas, Division Manager – Transportation Engineering
 John Winston, General Manager, Tourism London

SCHEDULE “A”

#	Suggestion/Initiatives	Estimated Capital Cost		Estimated Additional Operating Cost (Budgeted)
		Included in existing budget plan	Not included in existing budget plan - could be added to the 2012 capital budget	Not included in any budget or plan- could be added to the 2012 operating budget
CITY OF LONDON				
1	Wi-Fi: - To be available free in the downtown area	No additional cost		No additional cost
2	Dundas Street: Dundas from Wellington to the river is scheduled for “shave and pave” in 2012 under Arterial Road Rehabilitation Program	\$500,000 2012 \$500,000 TS1446-12		No additional cost
3	Street Furniture: Annual program for updating and replacements. Addition of new movable planters to hold conifers for winter display and lights along downtown streets. Additional garbage cans. Temporary display boards at intersections to provide directions and what’s happening where	\$10,000 2012 \$10,000 TS3228 Downtown Streetscape	\$190,000	No additional cost



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4	Trees: Additional trees in the downtown area – an annual program	\$400,000 PD1129 Downtown Street Tree Planting (LCR) 2011 \$175K 2012 \$225K		No additional cost
5	Streetscape Enhancement: Wellington and York	\$50,000 PD2165 Urban Civic Spaces (Growth) 2010 \$50,000 Construction in 2012		\$2,500/yr
6	Pedestrian Link: Basic life cycle work for Market Lane OR Pedestrian Space: Enhanced space to support downtown activities and highlight excellence in design – subject to a design competition to be completed in December 2011 and the 2012 budget process	\$150,000 PD2165 Urban Civic Spaces (Growth) 2012 \$150,000	\$650,000	No additional cost
7	Peace Garden: Labourer’s Union to partner with City and others to install public art	\$75,000 Culture Office Public Art Program Public Art Reserve Fund draw 2011 \$39,000 PD1282 Maintain Neigh’hood Park Infrastructure \$30,000 Financial and in-kind service from London District Labour Council \$6,000		No additional cost
8	Fountain Area Plaza: Pathway realignment, enhancements to small plaza and look out over the river	\$425,000 (2010) 2010 \$355K - PD1120 Forks of the Thames 2010 \$20K – PD2135 Maintain Thames Valley Parkway 2011 \$50K – PD2135-11 Maintain Thames Valley Parkway		\$2,500/yr



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9	Market Plaza: Addition of public art (2019 future budget item that could be brought forward for 2012 –		\$375,000 Culture Office - Public Art Program - piece of permanent public art (funding for both the art creation and installation)	\$5,000/yr
TOURISM LONDON SUGGESTIONS/INITIATIVES				
10	Giant projected images, spectacular lighting effects and multimedia displays on JLC and Covent Garden Market. Nightly 12 -15 minute sound, light & video show at dusk prior to main Sound & Light Show (non-legacy)			\$600,000 (One-time)
11	Way-Finding Signage: Design and install appropriate directional signage to JLC, Western Fair, Airport and other key locations/attractions at strategic points of entry		\$100,000	No additional cost
12	Reception: “Welcome the World” reception at Grand Theatre (non-legacy)			\$50,000 (One time)
13	Lights: Dundas from Waterloo to Ridout/ Wellington Road; King Street from Wellington to Ridout St		\$300,000	TBD
14	Flags of the World: Both sides of Dundas between Clarke Road and Veterans Memorial Highway		\$40,000	TBD
15	Medal Ceremony: At Victoria Park; enhanced lighting, sound system improvements, bandshell – facelift		\$150,000	TBD
16	Fireworks (non-legacy)			\$50,000 (One time)
17	Security, Road Closures, Parking Lot lost revenue, staff overtime (non-legacy)			\$20,000 (One time)
19	Light Up London Logo: Decorate airport, train station, bus station (non-legacy)		TBD Possibly at no cost to the City	
20	CN overpass: Paint/decorate Wellington Street overpass		TBD Possibly at no cost to the City	



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	TOTALS	\$1,610,000	\$1,805,000	\$720,000 (One time) \$10,000/yr (Permanent – excludes any debt service costs associated with capital works)

Note: Projects and cost estimates have been provided by John Lucas, Andrew MacPherson and John Winston. The estimates will be refined once Council provides its direction