

REGIONAL MUNICIPALITY OF OTTAWA-CARLETON
MUNICIPALITÉ RÉGIONALE D'OTTAWA-CARLETON

REPORT
RAPPORT

Our File/N/Réf. Your File/V/Réf.	03 06-97-0150
DATE	2 September 1997
TO/DEST.	Co-ordinator Corporate Services and Economic Development Committee
FROM/EXP.	Regional Clerk
SUBJECT/OBJET	GRANTS REQUEST OUTSIDE REGULAR GRANTS PROCESS CANADIAN MASTERATHLETE FEDERATION

DEPARTMENTAL RECOMMENDATION

That the Corporate Services and Economic Development Committee recommend Council approve a grant request in the amount of \$10,000 to the Canadian MasterAthlete Federation, with the funds to be provided from the Provision for Unforeseen.

PURPOSE

This report presents a project grant request (Annex A) in the amount of \$75,000 for the Canadian MasterAthlete Federation to be held in Ottawa, January 23 - February 1, 1998.

PURPOSE OF THE GRANT

The MasterAthlete Federation is requesting a grant contribution of \$75,000 towards the staging of the Opening Ceremonies and the Community Spirit Reception for regional volunteers at the conclusion of the Games.

BACKGROUND

The World MasterAthlete Games are for women and men who compete in sports throughout their lives and wish to compete internationally.

The Canadian MasterAthlete Federation attended the 21 November 1995 meeting of the Corporate Services and Economic Development Committee and made a presentation to Committee outlining information on the event (Refer 21 Nov 95 Minute Extract at Annex B). During this presentation, it was reported the first Winter MasterAthlete World Games would take place in Ottawa in 1998, an event expected to attract 8,000-12,000 athletes from across Canada and around the world.

GAMES UPDATE

In addition to the project information outlined in Annex A, the following has been provided as an update on the status of the Games:

Budget:

The recent budget (Annex C), identifies expenses of \$1,710,000 with corresponding revenues. Revenue sources include registration based on 5,500 participants; Games properties of \$500,000; and cash sponsorships of \$175,000.

Marketing

Promotion of the Games has been the distribution of tens of thousands of entry booklets sent throughout Canada, the United States and the World. There is an Internet Site and representation from the Organizing Committee at major local and world events.

Registration

The Canadian MasterAthlete Federation has not provided current figures but did forward a list of requests for entry books and telephone, mail and internet requests (Annex D refers). Additionally, a list of Countries, developed several years ago, is included to indicate the Countries expected to participate.

Local Community Involvement

The Ottawa office has been staffed full time by the Canadian MasterAthlete Federation since the first week in September, 1997.

PANEL DISCUSSION

In accordance with the grants outside budget guideline, the grant proposal was reviewed by the Regional Clerk to determine initial eligibility and subsequently considered by a recommendation panel made up of representatives from the Ottawa Tourism and Convention Authority; the Health Department; and the Chief Administrative Office.

The project application is for the Opening Ceremonies and the Volunteer Recognition Reception at the end of the Games. The Opening Ceremonies are billed by the event organizers as The National Capital welcome for the MasterAthletes from around the world - open to the community, free of charge, as participating spectators. The project, in essence, is to support the hosting functions associated with the event. From a Tourism perspective, the welcoming of visitors is a positive initiative. For our residents it is an activity that promotes active living, with a wide range of sports that include categories for individuals with disabilities.

The request to the Region is for \$75,000 based on a total budget of \$147,000 for both the Opening and Volunteer Recognition events. The Panel, while supportive of these two components, recommends that the grant be for a reduced amount. The project budget as presented identifies costs but does not include revenues. The Opening Ceremonies will be a highly visible event, with many sponsorship opportunities. With some Government support, organizers will be able to work with the private sector, to secure services in kind, and cash sponsorships to cover costs associated with the Opening event and closing volunteer reception.

CONCLUSIONS - RECOMMENDATION PANEL

The Opening Ceremonies and Volunteer Recognition component of the MasterAthlete Games should be supported, but as the Region continues to face financial challenges, and as there are opportunities for sponsorship support for this project, the Panel recommends a grant of \$10,000.

PUBLIC CONSULTATION

A public consultation process is not applicable for individual grant requests.

*Approved by
Mary Jo Woollam*

Attach. (2)

FINANCE DEPARTMENT COMMENT

As of September 16, 1997, the uncommitted balance in the 1997 Provision for Unforeseen account is \$103,890.

*Approved by
Kent Kirkpatrick
on behalf of the Finance Commissioner*

Canadian MasterAthlete Federation

100 West Beaver Creek Road
Unit 8
Richmond Hill, Ontario, Canada
L4B 1H4
May 10th, 1997



International MasterAthlete Federation

Fédération Canadienne MasterAthlète

Tel\Fax:
(905) 707-8464

Carol Sage, Manager
Grants/Arts Programs
Regional Municipality of Ottawa-Carleton
Ottawa-Carleton Centre
Cartier Square
111 Lisgar St.,
Ottawa, Ontario
K2P 2L7

OTTAWA CARLETON REGIONAL CLEPXS DEPT MAY 23 1997 Received
FILE #06-97-0004
DOC I.D. #97-1214
ACTION TAKEN
TO

Dear Carol Sage:

Mr. Peter Clark has informed us that we should communicate our Formal Grant Request directly to you.

Along with other groups in November, 1995, we made a presentation to Regional Municipality Council. The Council endorsed support for this coming event, with Ken Lambert, the President of Ottawa Tourism and Gord Hunter, Council Member speaking individually on our behalf. Ken Lambert emphasized the economic impact of the Games to the Council, the OTCA report of approximately \$35 million to Ottawa and a total of \$75.5 million to Ontario. The Council was particularly interested in providing funding for the Opening Ceremonies, but did ask us as well to inform them of other areas and to provide a list of events and specific costs which we did.

We do know, at this same meeting, approximately \$35,000 was given to a sports group so they could initiate a bidding process for an up and coming National Games - decision to made June 16th, 1997. Our event the "1st World Winter MasterAthlete Games" Ottawa, Jan 23 - Feb. 1st, 1998, of course, is and always was an event to be held in Ottawa and publicized World Wide as such.

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We are requesting a grant contribution of \$75,000.00 towards the Staging of the Opening Ceremonies and the Community Spirit Reception at the conclusion of the Games for all the volunteers - the citizens of the Region who were instrumental in the success of the Games.

Your immediate attention to this matter would be greatly appreciated.

Sincerely,

A handwritten signature in cursive script, appearing to read "Liz Roach".

Liz Roach
President

c.c. Peter Clark, Chair
Gord Hunter, Council Member

Canadian MasterAthlete Federation

100 West Beaver Creek Road
Unit 8
Richmond Hill, Ontario, Canada
L4B 1H4



Fédération Canadienne MasterAthlète

Tel\Fax:
(905) 707-8464

June 13th, 1997

Ms. Carol Sage, Manager
Grants/Arts Programs
Regional Municipality of Ottawa-Carleton
Ottawa-Carleton Centre
Cartier Square
111 Lisgar St
Ottawa, Ontario
K2P 2L7

Dear Carol Sage:

Attached is the budget as requested for a total of \$147,000.00

It is our hope that the Regional Municipality of Ottawa-Carleton will fund both these endeavours. The World Winter MasterAthlete Games want to showcase the City of Ottawa to the participants of the World Games.

Sincerely,

Liz Roach
President
Encl.



FUNDING PRIORITY #1

OPENING CEREMONIES: The National Capital welcome for the MasterAthletes from around the world - Open to the Community, free of charge, as participating spectators.

BUDGET

	<u>Cost</u>
Staging	\$ 3,000.00
Lighting	10,000.00
Concert Group	15,000.00
Electronic Equipment	15,000.00
Flags/Banners etc.	7,500.00
Fireworks	15,000.00
Torch-Light for 10 days	3,000.00
Honouring Former Outstanding Canadian Athletes (12 athletes from Figure Skating, Hockey and Speed Skating to lead the parade of athletes)	15,000.00
Honouring our National Sports (sports that originated in Canada)	
Basketball	
Broomball	
Hockey	
Ringette	8,000.00
Parade of Athletes	2,500.00
Security	5,000.00
Communication System	3,000.00
Opening Ceremonies Co-ordinator (from Ottawa area)	20,000.00
Miscellaneous	5,000.00
 Total	 \$ 127,000.00

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FUNDING PRIORITY #2

Celebration of Volunteer contribution
for 5,000 volunteers.

Cheese trays,
Sandwich trays
Fruit Punch

\$ 20,000.00



THE MASTERATHLETES



OTTAWA CARLETON
REGIONAL CLERK'S DEPT

JUN 16 1997

Received

06-07-0159

97-1221

THE WORLD MASTERATHLETE GAMES ARE FOR MEN AND WOMEN WHO COMPETE IN SPORTS THROUGHOUT THEIR LIVES. THEY CELEBRATE THE QUALITY OF PARTICIPATION AND THE EXCELLENCE OF PERFORMANCE. THE MASTERATHLETE GAMES PROVIDES AN OPPORTUNITY FOR CONTINUING COMPETITION WORLD WIDE. ITS PARTICIPANTS COMPETE AS INDIVIDUALS WEARING THE UNIFORMS OF THEIR SPORT. THE MASTERATHLETES ARE ALL MATURE SPORTSMEN AND SPORTSWOMEN COMPETING IN FIVE YEAR AGE RELATED GROUPS. MOST BECOME MASTERATHLETES AT AGE 35 FOR MEN AND 30 FOR WOMEN. A FEW SPORTS HAVE DIVISIONS THAT START AT EARLIER AGES. SOME MASTERATHLETES HAVE BEEN INTERNATIONAL CHAMPIONS; OTHERS MIGHT HAVE BEEN SOME ARE LATECOMERS TO THEIR SPORT; OTHERS PLAY FOR THE PLEASURE OF WINNING IN THEIR OWN AGE CATEGORY. ALL WILL COME TO OTTAWA TO MEET, COMPETE, HAVE FUN AND ENJOY THE CONTACTS, COMPANIONSHIP AND EXCITEMENT OF INTERNATIONAL SPORT.



FRIENDS OF THE GAMES

A535
 INGLE
 LABATT
 GLOUCESTER
 OTTAWA ATHLETIC CLUB
 RIDEAU TENNIS & SQUASH CLUB
 CARLETON UNIVERSITY
 LA CITÉ COLLÉGIALE
 KANATA KLASSIC BOWL INC.
 NAVY CURLING CLUB
 SKI FORTUNE
 CITADEL OTTAWA
 SHERATON OTTAWA
 HOWARD JOHNSON
 ALBERT AT BAY SUITE HOTEL
 QUALITY HOTEL
 NOVOTEL
 RAMADA PLAZA HOTEL
 DELTA
 THE MARBLE WORKS
 OREGANO'S PASTA MARKET
 DOUBLE DECKER'S DINER & PUB
 BUFFALO CHARLIE'S BAR & GRILL
 BRAVO BRAVO BAR & RISTORANTE
 PLACE NEXT DOOR/NATE'S

OTTAWA SUN
 TORAKI
 CITY OF OTTAWA
 RA CENTRE
 MINTO SKATING CENTRE
 UNIVERSITY OF OTTAWA
 ALGONQUIN COLLEGE
 TOPAZ ENTERTAINMENT PALACE
 NAVY CURLING CLUB
 EDELWEISS
 NATIONAL CAPITAL COMMISSION
 BEST WESTERN JACQUES CARTIER
 CHIMO
 RADISSON
 VICTORIA PARK SUITES
 TRAVELODGE HOTEL
 LORD ELGIN
 TRAVELODGE OTTAWA EAST
 WINTERLUDE
 MAYFLOWER
 CAFÉ RENOIR
 MAXWELL'S BISTRO
 FRIDAY'S ROAST BEEF HOUSE
 & PIANO PARLOUR

The Games Organization Committee recognizes those who have assisted, through their support and contribution, in bringing the Games to Ottawa.

DIRECTOR GENERAL**MARY WILSON**

Mary Wilson, Director of the 1st World Winter Master Athlete Games is an active master athlete. Besides winning a trifecta of gold, silver and bronze medals for cycling at the Masters Games, Denmark ('89), she has also challenged competitors:

- ◊ at the World Triathlon Championships ('86)
- ◊ at the Ironman in Hawaii ('89)
- ◊ at the Canadian Team short course World Triathlon Championships ('92)
- Mary has been featured on Global T.V.'s "Time of Your Life" and WTN's "Great Strides" for her accomplishments
- As Chair of the Canadian Women's Gymnastics Committee, Mary controlled a million dollar budget and led the team to its highest World ranking, unequalled today.
- As a world recognized judge, Mary has been to three Olympics - Montreal, Los Angeles and Seoul, four World Championships, two Pan-Am Games and the Commonwealth Games.

A graduate of the University of Toronto, Bachelor of Physical Education, Mary also holds a Masters in Education. Currently she is on the Board of Directors of the world renowned Hincks Centre for Children. Mary's skills as an accomplished athlete, respected judge and sports administrator lends the perspective to successfully execute the Games.

BOARD OF DIRECTORS**LIZ ROACH**

- Coordinator of International, National and Provincial Judo Championships
- Organized the 1st International Women's Judo Championship
- Presently a member of The Georgina Library Board
- Published over 10 books in the sports technical field

IAIN DOUGLAS

- Background in Community and International sports
- Competed as a Semi-Pro hockey player in Sweden during 1970's
- Participant in Olympic weightlifting for the past 10 years

DON FARQUHARSON

- Founder of the Canadian Masters Athletic Association
- First President of the World Association of Veteran Athletes
- Acting Past-President of the World Association of Veteran Athletes

SAMUEL JAMES WALKER

- Coach and operator of the Durham Maple Leaf Judo Club
- Currently the Vice-President of Finance for the CMAF
- High Point Champion in Hydroplaning (1954)

JOHN B. YATES

- Founding partner of Kitamura, Yates Law firm
- International Trade and Business Entrepreneur
- Consultant to the Federal Ministries of Justice and External Affairs ('69-'72)

TED ROACH

- The first swim coach at Toronto's York University
- Operated one of the largest Masters Swim Clubs in Canada
- Organized the 1st World Master's Aquatic Championship in 1978
- Holds over 10 Canadian Master Swim Records

15. Appointment: Ottawa-Carleton Regional Housing Authority
- Regional Clerk's report dated 9 Nov 95

That the Corporate Services and Economic Development Committee and Council approve the appointment of Gilles L. Gu nette as one of the Region's four representatives on the Ottawa-Carleton Regional Housing Authority for a two-year term.

CARRIED

COUNCILLORS' ITEMS

16. Canadian MasterAthlete Federation - Presentation
- Councillor Gord Hunter's memorandum dated 14 Nov 95
- Letter from P. Turcaj, CMAF, dated 10 Nov 95

Mary Wilson, Games Director, Canadian MasterAthlete Federation (CMAF), reported the first Winter MasterAthlete World Games would take place in Ottawa in 1998, an event expected to attract between 8,000-12,000 athletes from across Canada and around the world. Ms. Wilson noted that Ottawa was chosen as it epitomizes the Canadian belief of a multi-racial, bilingual society. In closing, she added the event would give Ottawa-Carleton citizens the opportunity to participate in sporting events, volunteer and host athletes.

Liz Roch, President, CMAF, stated the Federation was established in 1988 through the assistance of the Federal Government. She explained they hoped to have MasterAthlete Winter Games every two years and return to Ottawa every eighth year.

Ms. Wilson stated that Harpurs Clothes Company Limited, a Canadian owned and operated company, was to provide the official merchandise for the Games. She stated that through a comprehensive world-wide athlete mailing list, they hoped to attract participants enough to hold approximately twenty-eight different sporting events. With regard to planning, Ms. Wilson reported the host hotel was to be announced within weeks, a brochure would be available for distribution in January 96, a major media conference planned for February or March 96, registration packages available in September 96, and an Ottawa office functional by October 96. Ms. Wilson emphasized the economic boost the Games would have in areas such as hotels, retail and restaurants. In closing, Ms. Wilson confirmed the City of Ottawa had offered their support through the provision of facilities. She noted Regional support could be offered through hosting opening and closing ceremonies and working in partnership with the Federation.

In response to a question from Councillor Hume, Ms. Wilson confirmed a request for financial support had not been forwarded to regional staff at this time.

Councillor Stewart inquired if the event was restricted to the City of Ottawa participation. Peter Turcaj, CMAF, explained that to date the City of Ottawa was the only municipality approached regarding facilities, however, noted that if the games were larger than expected, it would be necessary to approach other municipalities such as Nepean and Gloucester. Mr. Turcaj added that some nordic events would be required to be held in Quebec. Speaking on the proposal, Councillor Stewart commended the project and suggested it may be appropriate for a staff report.

Councillor Hunter inquired how the Games compared to other economic development events held in the Region. Ken Lambert, President, Ottawa Tourism and Convention Authority, explained the Winter Games were considered a significant economic opportunity and noted they were to be held during an otherwise quiet period in the Region. Councillor Hunter stated he had the opportunity to compete in three MasterAthlete Summer Games in Toronto, Denmark and Brisbane, Australia. He believed in addition to being a great economic boost, it also provided the opportunity for locals to participate and become involved in a regional event.

Councillor McGarry expressed interest and support for the proposal. In response to a question from the Councillor, Ms. Wilson stated they would prepare some financial reports and would require the RMOC's commitment to the Games within the next few months. Councillor Hume thanked CMAF for their presentation and indicated the Chief Administrative Officer or Regional Clerk's Department could be their point of contact.

That the Corporate Services and Economic Development Committee receive the presentation given by the Canadian Master Athlete Federation.

RECEIVED

INFORMATION PREVIOUSLY DISTRIBUTED

ENVIRONMENT AND TRANSPORTATION

1. Purchase of Replacement Granular Activated Carbon
for Odour Control - Purchase Order No: 49909
(In Accordance with Corporate Policy Manual Section 4.6.9)
- Environment and Transportation Commissioner memorandum dated 26 Oct 95

ANNEX C.

1ST WORLD WINTER MASTERATHLETES GAMES BUDGET #10
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General Games Costs 1994 - 1998

Entry Booklets, Event Promotion Travel	
Staff Travel, Press Conferences, Admin Costs	
Telephone Costs, Office Costs, Marketing Costs,	
Legal Costs, Staff Costs -----	500000
Contingency Fund -----	100000

Specific Games Costs

Facilities-----	90000
Officials-----	100000
T-Shirts Outfits Competitors/Officials/Volunteers-	70000
Sports Bags-----	50000
Volunteer Costs -----	50000
Equipment -----	100000
Medals -----	80000
Insurance-----	60000
Closing Ceremonies-----	100000
Sports Parties-----	50000
Technical Equipment -----	100000
Liaison People-----	10000
Programs/promo material -----	50000
Contingency fund -----	200000

1110000
1710000

Sponsorship Supported Activities

Opening Ceremonies-----	140000
Volunteer Community Spirit Party-----	30000
Schuttle-----	100000
Volunteer/Officials Outfits-----	100000

REVENUE GENERATED

Registration	100@175 & 4900@200, 500support @75	1035000
Games properties		500000
Sponsorship Cash		<u>175000</u>
		1710000

Additional Athletes 3000 @200, 300 support @75	622500
additional costs 82500, '2000 Games' 400000, CMAF 140000	

SPORTS	PERSONAL REQUEST FOR ENTRY BOOKS		PROMOTION AT TOURNAMENTS BY ORGANIZING COMM. REPRESENTATIVE
	TELEPHONE/ MAIL	INTERNET	
ALPINE	71	3	50
BADMINTON	45	4	400
BASKETBALL	171	2	300
BOWLING	30	3	700
BROOMBALL	39	2	125
CROSS COUNTRY SKI	11	7	100
CURLING	332	2	300
DARTS	204	1	225
DISABLED	7		25
DIVING	104	3	100
FIGURE SKATING	54	7	850
HANDBALL	26	3	500
ICE HOCKEY	55	2	600
INDOOR ARCHERY	20	2	450
INDOOR SOCCER	58		50
INDOOR TENNIS	21		100
JUDO	156	11	750
RACQUETBALL	30		200
RINGETTE	27		115
SHOOKER	18	2	50
SPEED SKATING	16		100

SQUASH	19	2	300
SWIMMING	50	14	20
SYNCHRO	31	3	300
TABLE TENNIS	18	13	100
TRIATHLON	60	6	750
VOLLEYBALL	22	3	50
WATERPOLO	13	1	50
WEIGHT LIFTING	21	5	350
MISC.	555	27	

TELEPHONE/MAIL/INTERNET REQUESTS**CANADA**

B.C.	34
AB	22
SK	10
MB	16
ON	221
QC	42
NB	10
NS	18
NF	10
PE	5
NWT	5
YT	2
CFB	15

U.S.A.

AL	2
AZ	10
CALIF	10
CO	10
CONN	4
FL	10
GA	8
HA	2
IDAHO	2
ILL	5
IND.	2
KY	4
LA	2
MARYLAND	3
MASS	9
MICH	14
MISSOURI	2
MINN	4
NJ.	11
NY	33
NV	2
N.C.	2
OHIO	5
OR	4
PA	14

RI	2
TENN	2
TX	4
VA	2
WASH	5
WISC	12
AMERICAN BASES	4

INTERNATIONAL COUNTRIES

ALGERIA	1
AUSTRALIA	5
BELGIUM	1
ENGLAND	3
GERMANY	2
INDIA	1
IRELAND	1
JAPAN	1
MEXICO	2
REP DOMINICANA	1
PERU	1
PUERTO RICO	1
POLAND	1
SAN SALVADOR	1
SWEDEN	1