

Council,

We must first point out that each event application went through a review process, as it does every year.

The criteria we assessed each event for was:- ROI for the city sponsorship, the events economic Impact on the community, current growth and long term sustainability indicators, the city departments in kind services effectiveness, the event marketing, and the event management by the organization. This criteria has been indicated in the application forms the organizations submit for several years now.

The following information was extracted from the application forms that VAA submitted. Plus we received information from the City departments. In addition, during pre-budget meetings with the VAA. We also took into consideration their public announcement to council that they had changed their business operational model - indicating they were no longer “just” an events organization. We also took into consideration the challenges from years ago within the organization itself. Council, as one can appreciate we can only be guided by the information supplied.

During the review process, we compared last year against this year’s information that was provided by VAA. VAA themselves, as noted in their application, are planning for a reduction in participant numbers for the ice climbing festival, and no increase for the fat bike bash.

This year - VAA had planned for the ice climbing festival participants and spectators to grow to 425 but the actual number achieved by VAA was 217. A 48.9% decrease in growth effectiveness. VAA are planning for next year a total of 350 for the Ice Climbing – predicting the same 217 return, this would indicate a 38% decrease with no growth predicted. VAA are also planning no growth for the Fat Bike Bash.

In addition, from their own admittance, they are dropping 2 events for 2019. This was seen as an indicator that the economic impact that was there in the recent years, will now be removed. I must point out that VAA did indicate they plan to bring the confluence back every 2nd year. Until that time comes around, we were unable to include that in the assessment.

Based on the information obtained we concluded that the City ROI from the sponsorship is demonstrating that a solid return is not being obtained, and the economic impact on the community is showing signs of declining.

We would like to point out that, VAA have to date been using the 2016 visitor survey data as an economic impact performance measurement tool, but unfortunately that data is not “event” specific, as it includes heli-skiing visitors and various other visitors who carry the weight of the economic impact data results. Therefore, VAA is obtaining an incorrect overview of their economic impact position.

With that being found, we’ve taken steps to assist VAA by providing an economic impact assessment survey form. This survey will allow for “estimated” event specific data capture. We will be providing the results to VAA at the post event meeting, so that they will have a better understanding of their events economic impact. We’d like to point out that VAA is not the only one to receive the economic impact assessment survey form.

Moving on to the in-kind services evaluation. Unfortunately, it was brought to our attention from departments involved with providing in kind services to VAA, that there had been various challenges. It was found that communication from VAA's event management team to their participants was insufficient. This insufficiency led to alcohol consumption in areas that were restricted, and in addition, the department tech services staff having to reconfigure equipment. The extra unplanned man hours to resolve the challenges placed an unnecessary strain on the department budget. The department was unable to immediately address these challenges with VAA, as they were found after the VAA event management team and their participants had left for the evening. VAA have since been informed.

In addition, one of the departments has had to withdraw a location for 2019 from the in kind service, due to alcohol consumption during competition, placing the participants and the city at risk. It is the department's responsibility to mitigate risk for the city, its residents, visitors, and event participants. VAA were informed immediately following the event.

We have worked through all of these challenges with VAA, provided alternative solutions and provided opportunities for them to resolve the challenges in preparation for 2019. We are happy to report that VAA have come forward with a better plan to mitigate risk, and have provided a sufficient communications plan for 2019.

We look forward to providing VAA the updated in kind services for 2019.

With regards to the city sponsorship - the decision to action the recommendation is not ours to make, but yours Council.

Thank you.