

Canada Basketball Update

Recommendation:

That the motion regarding Canada Basketball Initiative – 2013 Operating Service Package, made at the January 23, 2013, City Council meeting, be amended as follows:

in part 2

- remove the phrase “provincial funding” and replace with the phrase “the Canada Senior Women’s National Basketball Team locating their headquarters in Edmonton”
- remove the phrase “January 14, 2013, Office of the City Manager report 2013CMI002” and replace with “April 24, 2013, Office of the City Manager report 2013CMI005” so that part 2 of the motion reads:
That, subject to the Canada Senior Women’s National Basketball Team locating their headquarters in Edmonton and City Council approval of the 2013 budget package, funding agreements between the City and the funding partners as outlined in the April 24, 2013, Office of the City Manager report 2013CMI005, be approved and that the agreements be, in form and content, acceptable to the City Manager.

**Clerk’s note: This motion will require a motion to dispense with customary notice to be passed by Special Resolution (9 votes).*

Report Summary

This report provides an update on Canada Basketball to reflect a changing financial structure, and seeks Council approval to take the next steps necessary to launch the

Canada Basketball initiative at the Saville Community Sports Centre in Edmonton.

Previous Council/Committee Action

At the April 24, 2013, City Council meeting, the April 24, 2013, Office of the City Manager report 2013CMI005 was referred to the April 29, 2013, Executive Committee meeting.

At the January 23, 2013, City Council meeting, the following motion was passed:

1. That Administration prepare a 2013 budget package for the Canada Basketball Initiative for Council's consideration prior to the approval of the Mill Rate Bylaw.
2. That, subject to provincial funding and City Council approval of the 2013 budget package, funding agreements between the City and the funding partners as outlined in the January 14, 2013, Office of the City Manager report 2013CMI002, be approved and that the agreements be, in form and content, acceptable to the City Manager.

Report

Update

The Provincial Government has advised that funding of \$1.9 million for the Canada Basketball initiative will not be available in 2013; however, they have stated that this remains an initiative of which they are supportive. As a result, the scope of the commitment from Canada Basketball has been revised. There is an opportunity to implement a more focused program.

Should the recommendation included in this report be approved, Canada Basketball will permanently locate its

Senior Women's National Team to the Saville Community Sports Centre (the "Centre") as soon as possible; and it will establish a permanent office in Edmonton. Basketball Alberta, in partnership with Canada Basketball, will establish integrated community programs targeted at at-risk youth and inner city communities to help improve physical and emotional health and life skills development.

Conversations and continued action regarding the establishment of Canadian Basketball Hall of Fame in Edmonton will continue. The City of Edmonton and Canada Basketball will also have detailed discussions regarding locating up to 8 additional Canada Basketball national teams across both genders to the Centre and will actively pursue national and international basketball events such as friendlies and National Basketball Association exhibition games to be held in Edmonton.

Due to the reduction in funding discussed above, the senior men's national team – which was proposed to train at the Saville Community Sports Centre part-time – will not train in Edmonton in 2013.

Support of this amendment will establish Edmonton as an emerging centre of excellence of basketball in Canada. The synergies with the University of Alberta and the overall benefits to Edmonton are expected to be reduced in scope. These synergies and overall benefits were noted in the original report of January 23, 2013.

Financial Requirements

The national women's team training time, coaching education and development and officials' development are the primary areas of emphasis in this revised proposal.

If this initiative were to proceed within the new parameters, the City of Edmonton's contribution of \$500,000 per year for the four year period from 2013 – 2016 will be required.

City Council approved the Canada Basketball Service Package of \$500,000 on April 10, 2013.

The \$500,000 contribution will be allocated for the Senior Women's National Team and potentially other national teams, and programming for the inner city and at risk communities. The portioning out of this allocation will be the subject of further, on-going discussions with Basketball Alberta, Canada Basketball and the City of Edmonton.

Corporate participation through sponsorship and revenue generation by the hosting of major events will be required to supplement the revenue requirements of the initiative and for the development of the Canadian Basketball Hall of Fame. Positive discussions have occurred within the business sector and will continue when the initiative moves forward.

Corporate Outcomes

The recommendation supports the following outcomes identified in The Way We Live:

- 1.1 The City of Edmonton provides opportunities in neighbourhood, community and public spaces to

connect people and build vibrant communities.

- 1.2 The City of Edmonton uses its social and physical infrastructure at the neighbourhood, city, regional and global level to create connections.
- 1.1.3 The City of Edmonton partners and provides opportunities for local and citywide social, recreational, cultural and spiritual interaction.
- 2.1 The City of Edmonton celebrates and promotes healthy living.
- 2.4 The City of Edmonton has a vibrant, diverse sports sector for all Edmontonians.
- 2.6.4 The City of Edmonton engages and partners with stakeholders and other orders of government to host national and international events.

The recommendation also supports the corporate outcomes identified to support The Way We Prosper:

- The City is an effective facilitator and strong partner in diversifying the economy, retaining and developing talent, and supporting the competitiveness of Edmonton business.
- The City has a positive and attractive reputation making it competitive nationally and internationally.

Budget/Financial Implications

Council approved the \$500,000 Canada Basketball Service Package in the 2013 Operating Budget Update, report number 2013CF5139, on April 10, 2013.

Legal Implications

Agreements with Canada Basketball and the University of Alberta will be required.

Justification of Recommendation

Amending the motion regarding Canada Basketball Initiative – 2013 Operating Service Package, made at the January 23, 2013, City Council meeting as recommended in this report will allow the Canada Basketball initiative to move forward, reflecting the changes in the funding model and Canada Basketball teams to relocate.

Attachments

1. Inner City & At Risk Communities Initiatives Vision

Others Reviewing this Report

- L. Rosen, Chief Financial Officer and Treasurer
- L. Cochrane, General Manager, Community Services
- D. H. Edey, General Manager, Corporate Services

Inner City & At Risk Communities Initiatives Vision

To develop a range of programs capitalizing on the unique qualities of the game of basketball to enhance the lives of the participants and their communities. The programs will be age group and gender specific. Community leaders and members will be engaged in the design and delivery. There will be an emphasis on health, wellness, safety, team building, leadership and life skill development. Opportunities will be provided for staff and volunteers to aid in program delivery and community enhancement efforts.

Basketball Alberta will work with the City of Edmonton in program development along with facility identification and access. Canada Basketball will be engaged in program delivery during training camps in Edmonton.

1) Coaching and Leadership Clinics

- a) Develop and expand community coaching pool
- b) Examples: FUNdamentals – Steve Nash Youth Basketball – Basketball and Life Skills Teaching Program – Advanced coaching development clinics

2) Player Camps

- a) Age specific: 5-9 / 10-12 / 13-15 / 16-18 / Adult
- b) Curriculum developed for each target group
- c) Focus on team concepts and fair play skills

3) Summer Weekend Hoops

- a) Saturdays and/or Sundays
- b) Outdoor Locations
- c) Supervised pick up games: 3 on 3 and 5 on 5
- d) Food, water provided
- e) Information on education, health and human services available

4) Midnight Hoops

- a) Friday, Saturday from 10pm-2am
- b) Same parameters as in #3

5) Weekend Tournaments

- a) Age and community specific

6) Steve Nash Youth Basketball Leagues Established and Operated

7) Basketball Club Programs Developed

- a) Encourage competition in club tournaments

8) Basketball Shoes, Clothing and Sports Gear Recycle and Re-distribution Program

9) Community Court Development Program

- a) Engage corporate community to build outdoor courts in designated communities

10) Post Secondary Game and Practice Experiences

- a) Participants will be taken to college and university practices and games to increase exposure to post secondary opportunities.