

# FIFA Women's World Cup 2015

## Recommendation:

That the City of Edmonton submit a bid to be a host city for the FIFA Women's World Cup 2015.

## Report Summary

**This report outlines the event and the process for bidding for the FIFA Women's World Cup 2015.**

## Report

### Overview

- The Canadian Soccer Association is bidding to host the FIFA Women's World Cup 2015.
- In addition the FIFA U-20 Women's World Cup will be awarded to the host nation. This tournament will take place in 2014.
- Up to six venues across the country will be selected to host the 2015 event.
- Commonwealth Stadium will be Edmonton's main venue. Details around the use of the field, training venues and the type/number of matches held in Edmonton will be negotiated once Canada is awarded the event.

### History

- Canada and Edmonton have a strong history of hosting FIFA events.
- Canada hosted the FIFA U-17 World Cup Canada in 1987, the U-19 Women's World Cup in 2002 (inaugural event) and the U-20 World Cup in 2007.

- The 2007 event that involved close to 1.2 million spectators and 52 matches generated an estimated \$259 million in economic activity.
- Over 500 million people watched the event worldwide, with an estimated domestic audience of 8.7 million.
- While Edmonton successfully hosted matches in both 2002 and 2007, the women's event in 2002 was an incredible event drawing sell out crowds to Commonwealth Stadium.

### Scope of the event

- The FIFA Women's World Cup is the premier soccer event for women.
- It has been hosted in the USA (2003), China (2007) and will be hosted in Germany in 2011.
- 24 countries are expected to participate with competition taking place over 23 days
- Each selected Canadian city will host a 'round' of the tournament.
- The Canadian team's home venue and sites for the quarter finals, semi finals and the gold medal match have not been discussed with bidding cities.
- Projected economic impact of the event is pending from FIFA and the Canadian Soccer Association.

### Process

- Canadian cities are required to submit a letter of intent, technical bid information and \$25,000 to the Canadian Soccer Association by December 24, 2010.
- There are seven other Canadian cities bidding nationally to be one of six host cities including Edmonton, Victoria, Vancouver, Winnipeg,

Ottawa, Montreal, Halifax and Moncton.

- The Canadian Soccer Association will forward its final submission to FIFA by February 22, 2011.
- Countries bidding for the 2015 Women's World Cup include Canada, Chile, New Zealand, Scotland, Turkey, Wales and Zimbabwe.
- Final presentations and the award will be made by FIFA in March 2011.

### Funding Requirements

- The Government of Alberta will be required to contribute \$2 million due after March 2011 for 2015 and \$750,000 for 2014.
- The City of Edmonton will be required to fund the \$25,000 bid fee on December 24, 2010; \$250,000 value in kind in 2015, and \$150,000 value in kind in 2014.
- In addition the City of Edmonton and the Government of Alberta will be asked to contribute \$50,000 each towards the development of a "World Cup Cultural Festival". Corporate funding would also be sought.
- The Government of Canada's funding contribution is to be confirmed.
- While the City's funds are not required immediately, a statement of financial commitment will strengthen the City's bid.

### Other requirements

- Other requirements that are stipulated in the bid documents include safety and security guarantees; financial guarantees and indemnification and tax exemptions.

- These requirements are currently being studied and may affect the City's bid from advancing.

### Other events for 2015

- Events awarded to Edmonton for 2015 included the Federation of Canadian Municipalities (June) and the Western Canadian Swimming Championships.
- Events being investigated for 2015 include the Pan Am Junior Track and Field Championships and the FINA World Junior Swimming Championships.

### **Focus Area**

- Edmonton Celebrates Life (The Way We Live – Edmonton's People Plan): The City of Edmonton hosts world leading arts, cultural, sport and entertainment events at venues that attract a local, regional and global audience.

### **Budget/Financial Implications**

- The \$25,000 bid fee required immediately will be funded from the 2010 Major Events Budget.
- A successful bid would require Council support of funding in 2014 and 2015.

### **Justification of Recommendation**

The FIFA Women's World Cup 2015 is an excellent event opportunity for Edmonton. It will bring international attention and economic activity to the community.

### **Others Reviewing this Report**

- L. Cochrane, General Manager, Community Services Department