

2020 ITU World Triathlon Grand Final Edmonton Event Update

Recommendation

1. That the Community and Recreation Facilities branch 2020 operating budget expenditures be decreased by \$1.8 million (related to the 2020 ITU World Triathlon Grand Final) and that the equivalent amount be transferred to the Financial Stabilization Reserve, on a one-time basis, with amounts appropriated within the Financial Stabilization Reserve to fund ITU World Triathlon Grand Final expenditures in 2021, subject to continued support from other orders of government and corporate sponsors in 2021.
2. That a sponsorship agreement between the City of Edmonton and World Triathlon Series Edmonton as outlined in Attachment 1 of the July 6, 2020, Citizen Services report CR_8301 be approved, and that the agreement be in form and content acceptable to the City Manager.

Executive Summary

The 2020 ITU World Triathlon Grand Final Edmonton was scheduled for August 2020, but was postponed due to the COVID-19 pandemic and the Local Organizing Committee has begun working with the International Triathlon Union to reschedule the event to August 2021. The Edmonton Organizing Committee is requesting that the previously committed funding from the City remain in place, allowing Edmonton to host the event in 2021.

Report

On April 24, 2020, the organizers of the 2020 ITU World Triathlon Grand Final Edmonton announced that the event that was scheduled for August 17-23, in Edmonton, would not take place in 2020 due to the COVID-19 pandemic. As a result of the cancellation of the 2020 event, the Edmonton Organizing Committee approached the International Triathlon Union to award the 2021 Grand Final to Edmonton and reschedule the current 2021 host city to a future year. The International Triathlon Union has conceptually approved the proposal subject to the Edmonton Organizing Committee's ability to secure required funding.

This proposal requires support from all orders of government and corporate sponsors. Sport Canada officials have indicated that if the provincial and municipal governments

transfer remaining funds that were approved for the 2020 event to 2021, the federal funding will remain in place. The Edmonton Organizing Committee submitted a request to the Government of Alberta that was approved in principle in June 2020. Existing corporate sponsors have committed to continue with their support for the event in 2021.

Budget/Financial Implications

In 2018, City Council approved \$2.8 million as part of the 2019-2022 operating budget to fund the 2020 event. Since then, the City has provided \$1 million of the approved funding to the Edmonton Organizing Committee for the 2020 ITU World Triathlon Grand Final Edmonton. Administration recommends that the remaining \$1.8 million be appropriated within the Financial Stabilization Reserve to fund related expenses in 2021.

Legal Implications

The parties would enter into a sponsorship agreement for the payment of the remaining \$1.8 million to be used for the 2021 ITU World Triathlon Grand Final and sponsorship recognition of the previously provided \$1 million.

Public Engagement

Public engagement has not been completed for this report.

Corporate Outcomes and Performance Management

Corporate Outcome: Edmontonians use facilities and services that promote healthy living			
Outcomes	Measures	Results	Targets
The event attracts significant numbers of both elite and amateur athletes from around the world	Number of athletes that participate in the event.	To be determined	4,000
The event attracts spectators locally, nationally and globally	Number of spectators that attend the event	To be determined	20,000 spectators per day
Corporate Outcome: Edmontonians are connected to the city in which they live, work and play			
The event attracts local volunteers	Number of volunteers engaged to support the event	To be determined	1,500 volunteers (18,000 volunteer hours)

Risk Assessment

Risk Element	Risk Description	Likelihood	Impact	Risk Score (with current mitigations)	Current Mitigations	Potential Future Mitigations
If recommendation is approved						
Economic	City's financial situation does not improve and funds are required for other corporate priorities	3 - Possible	2 - Moderate	6 - Low	Ensure events are part of the discussion around economic recovery for Edmonton and Alberta.	Continue to showcase how events provide benefits for Edmonton in the three key areas: economic impact and diversification, reputation and community building/connection.
Legal / Regulatory	COVID-19 pandemic continues and public health restrictions do not allow for the event to go forward in August 2021.	3 - Possible	2 - Moderate	6 - Low	Monitor relaunch activities by other international sporting events and apply new industry standards as appropriate. Monitor and plan for all requirements outlined in Provincial Public Health Orders and Guidelines to ensure participants, workers, volunteers, health and safety	Plan for an event that considers a new way (i.e. digital online) forward for events and meets public health guidelines. Using crowd modeling to adapt, spectator and athlete ingress, circulation and egress. Increase time, space and information to ensure compliance with restrictions.
If recommendation is not approved						
Financial	Previous investment of \$1 million is lost	4 - Likely	2 - Moderate	8 - Medium	ITU is not in a financial position to return previous funding.	
Financial	Event does not happen and the benefits, including any economic impact associated with the event will not be realized.	5 - Almost Certain	2 - Moderate	10 - Medium	Funding Agreement in place to release remaining funds in Q1 & Q2 2021 once better understanding of event viability in light of Covid-19	Continue efforts to monitor event trends globally and release funds as close to the event in 2021 to avoid having to recover funds if the event does not move ahead.

Attachments

1. Sponsorship Agreement Key Terms

Others Reviewing this Report

- C. Owen, Deputy City Manager, Communications and Engagement
- B. Andriachuk, City Solicitor
- M. Persson, Deputy City Manager, Financial and Corporate Services and Chief Financial Officer