

Canada Basketball Sponsorship Update

Recommendation

That the January 20, 2021, Citizen Services report CR_8078, be received for information.

Executive Summary

In October 2018, City Council approved the Edmonton Events Sport and Cultural Attraction Plan, which highlighted the importance of basketball among other sports. Edmonton has been the home to Canada's Senior Women's Basketball team since 2013 when a sponsorship agreement was signed between the City and Canada Basketball. The agreement provided \$500,000 annually for the past eight years to Canada Basketball and Alberta Basketball to support team training and development, event hosting, and grassroots sports development. The agreement was set to expire on March 31, 2021, however, due to the impact of COVID-19, the parties have agreed to extend this to December 31, 2021. The additional time allows Canada Basketball and Alberta Basketball to deliver on their commitments and achieve outcomes within the agreement. The two groups have been offering online training and other inspirational sessions during the pandemic in an effort to continue to support girls and women in sport and athlete development.

Report

In 2013, Administration proposed an innovative partnership with Canada Basketball, Alberta Basketball, and the University of Alberta to establish a new training centre in the Saville Community Sports Centre. The plan included Canada Basketball locating the majority of their training camps and programs at the Saville Community Sports Centre to help advance basketball locally while providing economic and reputational returns for Edmonton and Alberta. This did not gain support from the Government of Alberta, and City Council moved ahead with a four-year sponsorship agreement to support the women's national team and increase participation at the grassroots level. The agreement was renewed in 2017 for another four years.

As part of the sponsorship agreement, Administration identified three key outcomes to align with City priorities:

- support economic growth by hosting national and international events
- advance Edmonton's reputation
- increase local participation in the sport

Since the sponsorship began, participation in basketball has grown in Edmonton, in alignment with Edmonton's Live Active strategy.

Economic Impact

Since signing the original agreement in 2013, the City has provided \$4.5 million (\$500,000 annually and an additional \$500,000) in event sponsorship. Explore Edmonton also provided an additional \$320,000 to secure these events.

Some of the events held in Edmonton since 2013 include:

- Edmonton Grads Invitational Classics (three events in the seven years)
- FIBA Americas Women's Championships (2015)
- FIBA 3x3 Edmonton Challenger (2018 and 2019) hosted by Alberta Basketball
- FIBA 3x3 Women's Series Edmonton Final (2019) hosted by Alberta Basketball
- FIBA Women's Pre-Olympic Qualifying Tournament (2019)

In addition, Edmonton has hosted other events, including nationals, Canada Basketball's Annual General Meeting, development camps, and team training camps. To date the approximately \$4.82 million invested by the City of Edmonton and Explore Edmonton has produced approximately \$8 million in economic impact.

Although an Edmonton Grads Invitational Classic was scheduled for summer 2020, it was cancelled due to restrictions associated with the pandemic. Negotiations are underway for Edmonton to host the 2021 Americup, the same Olympic qualifier that was held in 2015 under the FIBA Americas Women Championship banner. The event is scheduled for June 2021, if provincial support can be secured and pandemic restrictions allow it. The estimated economic impact of the event is \$3.1 million with spectators and \$2.8 million without spectators.

Alberta Basketball is expected to take a leadership role in the development of 3x3 basketball in Canada. The city is slated to become an annual stop for 3x3 national and international events.

Reputation

In recognition of the City's sponsorship of the national team, a number of initiatives have been undertaken:

- The word "Edmonton" was added to the back of the national team's game day jerseys.
- City of Edmonton is promoted on Canada Basketball's website and social media as a partner.
- Promotion of Saville Community Sports Centre as one of Canada's premier training centre venues.

The 2015 FIBA Americas tournament offered a reputation opportunity for Edmonton. This event was an Olympic qualifier with the winner (Canada) advancing to the 2016 Olympics in Rio. Nineteen games of the tournament were broadcast live and nine on delayed broadcast. Tournament highlights were also shared on the Bell network, including CTV national and local news.

Canada Basketball and team members have publicly acknowledged through both traditional and digital media how Edmonton's support has been a key factor in the rise of the team's global ranking. The team is currently ranked 4th in the world up from 11th in 2012 and qualified for the Tokyo Summer Olympics.

Social/Community Legacy

A number of programs that target children and youth, in particular girls and marginalized populations, were established through the City's sponsorship including the Inner City Initiative and the Jr. NBA Youth Basketball Program. Since its inception, the Inner City Initiative has grown 403 percent. In recent years, Administration has worked with Alberta Basketball to align this programming with Edmonton's Live Active Strategy. As part of these efforts, national team members have also participated in clinics in Edmonton to mentor young basketball players to inspire them to pursue their dreams.

Alberta Basketball, supported by Canada Basketball, has also hosted clinics to increase the number of certified coaches and officials. These opportunities are offered in conjunction with large events in order to offer skill development for coaches or to certify/recertify officials, resulting in a steady increase of certified coaches and officials since 2013.

Impact of COVID-19

The COVID-19 pandemic and public health restrictions have significantly impacted Canada Basketball and Alberta Basketball's ability to deliver on their joint commitments within the current funding agreement. As a result, the two organizations and the City of Edmonton agreed to amend the end date of the agreement from March 31, 2021 to December 31, 2021.

Corporate Outcomes and Performance Management

Corporate Outcome: Edmonton Region has a globally competitive and entrepreneurial business climate			
Outcome	Measure	Result	Target
Positive economic impact	Total economic impact in Edmonton region	2017-2020: \$6.7 million	Maintain or increase impact year over year

Corporate Outcome: Edmontonians use facilities and services that promote healthy living			
Outcomes	Measure	Result	Target
To encourage growth in the sport of Basketball in Edmonton	Number of participants in youth and children's Inner City basketball programs	2019: 6,082 2018: 4,024	10 percent annually
	Number of coaches	2019: 3,591 2018: 2,778	
	Number of certified officials	2019: 448 2018: 364	

Attachments

1. Canada Basketball: Building a Legacy in Edmonton

Others Reviewing this Report

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