

## **FIFA U-20 Women's World Cup: Authority to enter into a Host City Agreement**

<b>Date:</b>	May 2, 2013
<b>To:</b>	City Council
<b>From:</b>	Michael H. Williams, General Manager, Economic Development & Culture
<b>Wards:</b>	All
<b>Reference Number:</b>	

### **SUMMARY**

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The purpose of this report is to seek City Council approval to negotiate and enter into a host city agreement with FIFA (Fédération Internationale de Football Association), the international sport federation for soccer, and the Canadian Soccer Association (CSA), the national sport federation for soccer, to host matches in Toronto for the 2014 FIFA U-20 Women's World Cup.

### **RECOMMENDATIONS**

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**The General Manager of Economic Development and Culture recommends that:**

1. City Council authorizes the General Manager of Economic Development and Culture Division to negotiate and execute a Host City Agreement, at no net cost to the City, for matches in Toronto of the 2014 FIFA U-20 Women's World Cup in a form satisfactory to the City Manager, Chief Financial Officer and City Solicitor.

### **Financial Impact**

The Host City Agreement may require a commitment of financial or in-kind resources from the City of Toronto. These can include assistance in marketing campaigns, subsidizing permit and service fees and offering event coordination and logistical assistance.

A finalized host city agreement will stay within the 2014 Economic Development and Culture Division approved budget.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

## **ISSUE BACKGROUND**

In March 2013, Tourism Toronto and the Canadian Soccer Association approached the City of Toronto about hosting games for the 2014 FIFA U-20 Women's World Cup.

## **COMMENTS**

### **History**

The FIFA U-20 Women's World Cup is an international soccer tournament for national teams of women no older than age 20. The tournament began in 2002 as the FIFA U-20 Women's World Championships hosted in Edmonton. The event has changed name, frequency and format over the years and is now hosted in the year preceding the FIFA Women's World Cup. Both events are awarded by FIFA, through a competitive bidding process, to a host nation and that nation's national sport federation.

In March 2011, Canada, through the Canadian Soccer Association (CSA) was awarded the 2015 FIFA Women's World Cup and 2014 FIFA U-20 Women's World Cup. The CSA then determines the host cities across Canada for the matches and activities.

Due to Toronto being awarded the 2015 PanAm/ParaPan Games which has overlapping dates and a competing event blackout period as part of the host agreement, Toronto was not able to host any matches for 2015. However the opportunity exists to host related games in 2014.

### **Hosting the FIFA U-20 Women's World Cup Canada 2014**

In order for a city to host matches, FIFA and the CSA, require the municipality to enter into a Host City Agreement which outlines the roles, responsibilities and financial arrangements for the event.

FIFA and the CSA are very close to finalizing deals with Exhibition Place and Maple Leaf Sports and Entertainment in respect to their venue and supporting infrastructure. Consultation will take place with these two entities prior to finalizing a Host City Agreement.

The Province of Ontario, through the Ministry of Tourism Culture and Recreation has agreed to fund the FIFA U-20 Women's World Cup in Toronto up to \$250,000 provided Toronto is confirmed as a host city. Therefore, a Host City Agreement is considered mandatory by FIFA.

The tournament will be held between August 5-25 2014 and Toronto matches will be hosted at BMO Field at Exhibition Place. There is the potential for Toronto to host 7 games in total, with a minimum of 4 teams.

## **Impact of Hosting**

Hosting events and tournaments of this calibre allows Toronto to showcase itself to a world audience as a tourist destination and host for future sport events and allow Canada to:

- Attract new female players to the sport – promoting physical activity
- Provide an opportunity for Canada's National Team to compete against the best in the world
- Train volunteers for future soccer events and as a community asset in hosting other sport and cultural events.
- Position Toronto as a premiere tourist destination to the millions of viewers of the event world-wide and attract visitors from the USA, Europe and other nations
- Provide the opportunity to create legacy projects associated with an International event

Host Cities are featured on FIFA.com highlighting the city and its tourism opportunities. Multiple special events tied to the competition will serve to increase awareness, build interest and enhance the excitement of the FIFA Women's World Cup 2014 including an Official Draw ceremony (approximately 9 to 12 months prior) a Team Workshop; the gala of the Opening Ceremony and Opening Match; and the Final Match and Award Ceremony. These events will be distributed amongst Host Cities across the country, based upon appropriate facilities, local interest and FIFA considerations.

Key Estimated Impact and Information:

- Up to 7 matches, with 4 teams and 300 participants (athletes, coaching and support staff)
- Upwards of 2000 hotel room nights
- Estimated 8000 out of town and 20,000 local visitors
- Estimated \$2.9 million in visitor spending

A detailed economic impact analysis will be conducted by CSA, through the Canadian Sport Tourism Association (CSTA), for hosting the FIFA Women's World Cup Canada 2015 and the FIFA U-20 Women's World Cup Canada 2014. Those results will be available later this year.

## **Community Engagement**

The main legacy from the event will be in the development of experienced event organizers and volunteers through recruiting and training local volunteers, thus driving both personal development and active citizenship.

There will be a focus on youth leadership development by working with Youth Outreach Programs to provide meaningful youth/adult and peer to peer partnerships in developing future sport hosts for the City of Toronto.

## **Past FIFA Event in Toronto: 2007 FIFA U-20 (Men's) World Cup Canada**

Toronto is no stranger to hosting international soccer (football) matches and events, including the 2007 FIFA U-20 World Cup Canada. For the FIFA U-20 World Cup Canada, Toronto had the honour of being the headquarters and host of 12 matches, including the gold medal match, at a new, \$72.8 million, 20,000 seat soccer specific stadium.

Toronto matches were sold out for the duration of the tournament, and the event reached record attendance by attracting nearly 1.2 million spectators to the 52 matches across Canada. The broadcast of all 52 matches were sold to 200 countries and territories around the world and viewership increase 67% over the 2005 event. In Toronto alone, \$46.47 million of GDP was generated as a result of the event.

## **CONTACT**

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## **SIGNATURE**

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