

2015 Women's World Cup & Outdoor Multi-Purpose Venue

December 7, 2010

Presentation Overview

Purpose: To share information about the prospective bid for the 2015 Women's World Cup.

- Bid Overview & Requirements
- Timeline
- Recommended Next Steps

Bid Overview – Event Scope

- Largest female sporting event in the world, broadcast in over 200 countries
- Germany to host in 2011
- CSA vision for first coast-to-coast Canadian major event
- Test event U-20 Women's World Cup in 2014
- 24 teams in total, 4 teams per competition pool
- Competition hosted in 6 Canadian cities
- Each pool to include 7 games over 10 competition days
- Teams to be in host cities for 17 days

Bid Overview – Technical Requirements

Training Sites

- Minimum 4 distinct training sites each with quality grass or artificial surface & team facilities convenient to hotels & venue

Accommodation

- Multiple hotel properties, 4 star equivalent within 20 minutes of venue & training sites with variety of room types available
- Significant conference & meeting room space available at each hotel property

Bid Overview – Technical Requirements

Accommodation cont'd

- On site food & beverage operations to support extensive dining & service requirements

Medical Facilities

- Extensive medical support facilities, including 24 hour emergency service, ambulance service & qualified medical personnel

Bid Overview – Technical Requirements

Transportation

- Air, ground & rail operations to support domestic & international travel requirements, including scheduled & charter air
- Convenient access & proximity to competition sites
- Superior motorcoach availability & selection to support event requirements

Bid Overview – Venue Requirements

- Modern, competition ready venue
- Minimum 20,000 seats (can include a mix of fixed & temporary seating)
- Natural grass or FIFA approved artificial turf
- Sufficient support facilities including:
 - Dressing rooms, media areas & broadcast facilities
- State-of-the-art technical facilities including:
 - In-stadium video board, broadcast quality field lighting, significant voice & data transmission capacity & redundancy for critical operating systems

Bid Overview – Financial Requirements

- All event financial risk assumed by CSA
- All finances managed centrally by CSA
- \$25,000 non-refundable Candidate Bid City fee
- Operational commitments conditional on venue investment & selection as a Host City:
 - \$250,000 value-in-kind services from Host City to offset security & ground transportation costs, payable in 2015
 - \$2 million operational support fee, payable in 2015
 - Operational support fee can be funded by any combination of corporate, government & community support

Outdoor Venue – Community Vision

Guiding Principles:

- Multi-purpose venue that serves the needs of the community first
- Community discussion & input to ensure shared vision & appropriate scope
- Input from amateur sport community to ensure various uses reflected
- Shared investment with private sector support
- Collaborative approach to ensure community facility that can be modified to support future major event opportunities

POTENTIAL BID & VENUE TIMELINE & ACTIONS REQUIRED

Date	Activity	Action Required
December 24, 2010	Candidate Bid City Submission	HRM Commitment to Fund \$25,000 Bid Fee Conditional Commitment by HRM to Event Operational Financial Requirements (value-in-kind, \$2 million operational support fee)
December 2010-February 2011	Partnership Discussions (government & corporate)	Secure Corporate & Government Partnership Funding Model
December 2010-February 2011	Venue Feasibility Study	Initiate Accelerated Venue Feasibility Study
December 2010-February 2011	Phase I Public Consultation	Initiate Accelerated Public Consultation
February 11, 2011	CSA Bid Submission to FIFA	Not Applicable
March 2011	Host Country Selection	Not Applicable, contingent on Canada being selected as Host Country
Beginning in April 2011	Host City Selection	Commit to Operational Financial Requirements Commit to Financially Support Outdoor Venue Proceed to Phase II of Public Consultation

Recommended Next Steps

- Based on timing constraints, Halifax notify CSA that it will not continue as a Candidate Bid City
 - Timelines do not allow for proper due diligence on venue feasibility, public input or funding partnerships
- HRM staff continue work to develop a long-term approach to scoping & planning a multi-purpose outdoor venue that meets community needs & incorporates flexibility for future major event opportunities
 - Return in January with recommended scope & approach