



**Item No. 10.1.8**  
**Halifax Regional Council**  
**August 16, 2011**

**TO:** Mayor Kelly and Members of Halifax Regional Council

Original signed by 

**SUBMITTED BY:**

Richard Butts, Chief Administrative Officer

Original Signed by 

**For:** Mike Labrecque, Deputy Chief Administrative Officer, Operations

**DATE:** August 3, 2011

**SUBJECT:** FIFA 2015 Women's World Cup and FIFA 2014 Letters of Intent

---

**ORIGIN**

- Regional Council meeting of December 6, 2010: Item 13.1 Events Nova Scotia FIFA Women's Soccer Opportunity
- Regional Council meeting of August 2, 2011: Item 3 HRM Stadium Analysis – Phase 1 Final Report

**RECOMMENDATION**

It is recommended that Halifax Regional Council:

1. Authorize Mayor Kelly and Municipal Clerk, on behalf of Regional Council, to send a letter to Canadian Soccer Association (as per motion of December 7<sup>th</sup>) to confirm the intent to fund the \$250K in kind contribution and \$2M operational support for the 2015 FIFA Women's World Cup event, as per the Budget Implications section of this report;
2. Approve the necessary financial commitment for the 2014 FIFA U-20 Women's event (should Halifax Regional Municipality be selected to host this "test" event) of \$150K in kind, and \$750K operational support as per the Budget Implications section of this report;
3. Direct staff to finalize negotiations for HOST CITY and HOST STADIUM Agreements with Canadian Soccer Association (CSA) related to the FIFA 2015 FIFA Women's World Cup and 2014 FIFA U-20 Women's World Cup events and bring them back to Regional Council for ratification in January 2012; and

4. Authorize the Mayor, on behalf of Halifax Regional Council, to request a financial contribution and support letter from the Province of Nova Scotia for the FIFA 2015 FIFA Women's World Cup and 2014 FIFA U-20 Women's World Cup events, to be submitted to Canadian Soccer Association no later than November 15, 2011.

## **BACKGROUND**

At the December 7, 2010 meeting of Regional Council, the following motion was approved: "that Halifax Regional Council would continue as a candidate host city for the 2015 Women's World Cup, and expedite public input and explorations for funding partners both private and public, and that further, Events Nova Scotia allocate the \$25,000 for the bid deposit."

It is understood by Regional Council that, subject to confirmation by HRM of the business case and commitment to an appropriate facility venue by March 1, 2011, the bid submission will provide Regional Council's commitment to the \$250,000 in kind and \$2 million operational support fee as a required part of the bid submission.

Canadian Soccer Association (CSA) is supportive of the phased Stadium Analysis underway and as such, has removed the March 1, 2011 deadline for a stadium decision.

At the February 8<sup>th</sup> meeting of Regional Council, the following motions were approved:

1. Proceed with Phase 1, the Consultation and Business Planning analysis for a stadium;
2. Fund Phase 1 from the Strategic Growth Reserve Q126, at a total cost of \$100K net HST, as outlined in the Budget Implications Section of the January 5, 2011 staff report;
3. Approve the Terms of Reference (Attachment 1 of the January 5, 2011 staff report), for a Council appointed Project Steering Committee; and
4. Authorize the Mayor to sign the attached Letter of Intent (Attachment 2 of the January 5, 2011 staff report), addressed to the Canadian Soccer Association.

## **DISCUSSION**

The FIFA Women's World Cup event is being hosted in Canada in 2015. The CSA and FIFA have adjusted their announcement dates for Host Cities to accommodate decision making of Halifax Regional Council related to the completion of the Phase 2 Stadium Analysis project, and a possible decision at that time to construct an event-appropriate facility for FIFA 2015.

The 2015 FIFA Women's World Cup, along with its sister event the 2014 U-20 FIFA Women's World Cup, will be hosted in Canada. The CSA wishes this to be the first coast to coast sport event in Canadian history.

Currently, there are seven candidate cities interested in participating in hosting this event, including Halifax Regional Municipality. The 2015 event, along with the preceding 2014 U-20 Women's World Cup, is recognized as the largest women's sport event in the world, and is forecast to be a significant economic and social draw for the Atlantic Region, and Canada. CSA has indicated their desire to host the first coast to coast sport event ever organized in Canada.

Regional Council indicated in their motion of support, December 7 2010, that, *"subject to confirmation by HRM of the business case and commitment to an appropriate facility venue by March 1, 2011, the bid submission will provide Regional Council's commitment to the \$250,000 in kind and \$2 million operational support fee as a required part of the bid submission"*.

In order to meet requirements set out by the Canadian Soccer Association and FIFA as a Candidate City, the Mayor and Municipal Clerk are required to submit Letters of Intent regarding confirmation of funding for the 2015 FIFA Women's World Cup, and 2014 U-20 test event.

These letters will also initiate final negotiations related to HOST CITY and HOST STADIUM Agreements as outlined in the recommendation section of this report. These agreements will be ratified after a decision is made by Regional Council whether or not to construct a FIFA appropriate facility.

The CSA and FIFA next steps in preparation for the 2014 and 2015 events include a September site visit to Candidate Cities, and an announcement this December of the selected Canadian Host Cities. The site visit for Halifax Regional Municipality will be confirmed after the CSA receives the Letters of Intent, and are tentatively scheduled for mid-September 2011. The CSA and FIFA adjusted their announcement dates for Host Cities to accommodate decision making of Halifax Regional Council related to the completion of the Phase 2 Stadium Analysis project.

### **BUDGET IMPLICATIONS**

The Budget Implications are applicable only if Regional Council decides to proceed to Phase 3 of the Stadium Analysis project with construction of an event-appropriate facility for FIFA 2015, and is selected by the CSA as a HOST CITY.

At the December 7<sup>th</sup> meeting of Regional Council, a motion was approved, pending confirmation of a business case and commitment to build an appropriate facility, to fund the 2015 event in total combination of \$2M operational support and \$250K in kind.

In addition to this, if Regional Council wishes, the 2014 U-20 event will be hosted in 4 Canadian Cities as a test event for the larger 2015 World Cup, and may be hosted in Halifax Regional Municipality. If that is the case, the total combination for the 2014 event of \$750K operational support and \$150K in kind could be required.

Funds are not committed until HOST CITY and HOST STADIUM agreements are ratified. All funding is required to be paid to the Canadian Soccer Association in 2015.

If approved, funding sources for these events would be identified and included during the 2014/15 and 2015/16 budgeting process. As per recommendation 4 in this report, it is suggested that cost sharing for both events be negotiated and shared with the Province of Nova Scotia.

(Funding for these events will NOT be required if Regional Council decides NOT to proceed to Phase 3 of the Stadium Analysis project. This decision will be made (no later than mid-Dec) after the conclusion of the Phase 2 Analysis, which was approved by Regional Council August 2, 2011 ).

### **FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN**

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Project and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Project and Operating reserves, as well as any relevant legislation.

### **COMMUNITY ENGAGEMENT**

The requirement to sign the Host City and Host Stadium Letters of Intent is an administrative process to ensure that HRM continues to be considered a Candidate City. Continued community engagement related to the project is scheduled to take place in Phase 2 Stadium Analysis.

### **ALTERNATIVES**

Regional Council may decide not to authorize the Mayor and Clerk to sign the Host City and Host Stadium Letters of Intent. The Canadian Soccer Association has instructed staff through Events Nova Scotia that failure to do so will result in the removal of the Halifax Regional Municipality from the Candidate City group.

HRM will not advance as a possible site for the 2015 FIFA Women's World Cup event.

### **ATTACHMENTS**

None.

**FIFA 2015 Women's World Cup  
Letters of Intent  
Council Report**

---

**- 5 -**

**August 16, 2011**

---

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/agenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Betty Lou Killen Coordinator Client Service Delivery, Community Development 490-4833

Report Approved by: Doug Rafuse, Manager, Service Delivery, Community Development 490-6205

Financial Approval by: Jerry Blackwood FOR: Bruce Fisher, MPA, CMA, A/Director of Finance/CFO, 490-6308

---

Original Signed