

**Jessica Nichol**

**From:** Jeff Miller  
**Sent:** July-29-19 2:12 PM  
**To:** Jessica Nichol  
**Subject:** FW: Letter from Canadian Francophone Games  
**Attachments:** Esquimalt\_Mayor\_29juillet2019.pdf; ATT00001.htm; Economic Impact study JeuxFC Moncton 2017.pdf; ATT00002.htm; Stats\_ENG.pdf; ATT00003.htm; 2020 JeuxFC Fiche me'dia\_ANG (Juillet 2019).pdf; ATT00004.htm

For mail log

**Jeff W. Miller, P. Eng.**  
 Director of Engineering and Public Works  
 Tel: 1-250-414-7147

CORPORATION OF THE TOWNSHIP OF ESQUIMALT		
For Information:		
<input checked="" type="checkbox"/> CAO	<input checked="" type="checkbox"/> Mayor/Council	
<input type="checkbox"/> Scott		
RECEIVED: JUL 30 2019		
Referred: Alicia		
<input type="checkbox"/> For Action	<input type="checkbox"/> For Response	<input type="checkbox"/> COTW
<input type="checkbox"/> For Report	<input checked="" type="checkbox"/> Council Agenda	<input type="checkbox"/> IC

**From:** Barb Desjardins  
**Sent:** July-29-19 2:09 PM  
**To:** Jeff Miller  
**Cc:** Laurie Hurst  
**Subject:** Fwd: Letter from Canadian Francophone Games

Next agenda

Sent from my iPhone

**Barbara Desjardins**

Mayor, Township of Esquimalt  
 Lekwungen Territory  
 Tel: 1-250-883-1944

Begin forwarded message:

**From:** "presidence2020@jeuxfc.ca" <presidence2020@jeuxfc.ca>  
**To:** "Barb Desjardins" <Barbara.Desjardins@esquimalt.ca>, "Mayor and Council" <Mayor.and.Council@esquimalt.ca>  
**Cc:** "Casey Edmunds" <casey@jeuxfc.ca>  
**Subject:** Letter from Canadian Francophone Games

Dear Mayor Desjardins and council,

I am sending you today a letter about the Victoria 2020 Canadian Francophone Games (CFGames). You'll also find an economic impact study, statistics and a backgrounder about the CFGames.

The CFGames team would love to have the Township of Esquimalt's support for organizing the Games which would be a great visibility vector for the township. You can find more details in the letter.

If you have any questions regarding this request, please don't hesitate to contact me. I would also be happy to come and discuss the opportunity with you and council if you'd be interested.

Sincerely,

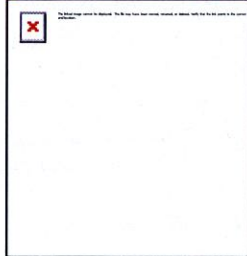
Marie-Pierre

**Marie-Pierre Lavoie**, traductrice agréée/certified translator, OTTIAQ, STIBC

Présidente du CA / Board Chair

Comité d'organisation des Jeux de la francophonie canadienne de 2020 à Victoria

[presidence2020@jeuxFC.ca](mailto:presidence2020@jeuxFC.ca) | [jeuxfc.ca](http://jeuxfc.ca)



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Victoria, July 29<sup>th</sup> 2019



Barb Desjardins, Mayor  
Township of Esquimalt  
1229 Esquimalt Road,  
Esquimalt, BC V9A 3P1

Dear Mayor Desjardins,

The Victoria 2020 Canadian Francophone Games has recently confirmed funding from the provincial government in the amount of 530,000\$. This contribution ensures the Games office can plan and execute this national youth event taking place for the very first time in our city and in British Columbia July 14<sup>th</sup> to 18<sup>th</sup> 2020.

Since receiving the bid in February 2017, we've approached 4 municipalities to help with funding for the Games, including the Township of Esquimalt, and recently we've secured a contribution of 50,000\$ from the District of Saanich. The District of Oak Bay has been a partner of ours since the beginning, and the City of Victoria agreed in August 2018 to support the Games with a contribution of 50,000\$. Support from local governments such as Saanich, Victoria and Oak Bay also help secure matching dollars towards the Games from the Francophone Affairs Program through a Canada-BC Grant. In December 2018, we submitted a Local Community Grant to the Township, however our proposal was refused.

**The Games are less than a year away and now is the time to finalize any possible partnerships with the Township of Esquimalt.** This Fall we will launch our various volunteer programs, of which one will include a Volunteer Hub at École Victor-Brodeur in Esquimalt. Our hope is to attract volunteers outside the Greater Victoria Region, including the mainland, interior BC and Alberta to participate in the Games as volunteers. The Hub will see more than 600 volunteers come and go through Esquimalt throughout the 5-day event as we utilize this site as our central nervous system. We'd like to engage community members in helping host volunteer celebrations in Esquimalt, and encourage them to enjoy the many unique features. We've already been in contact with various local partners and would like to work with the Township in offering a unique host experience for these out of town guests.

We've also considered holding our Opening Ceremony at Memorial Park on Tuesday, July 14<sup>th</sup> 2020. We've approached the Township Community Arts Council to partner with Music in the Park to coincide with the Opening Ceremonies and collaborate towards a dynamic, French and free event for the Games and the community. The Victoria 2020 Games office is also working with Esquimalt Parks and Rec to determine the needs for the event, and the in-kind contributions which could be supported by Council. We have not firmed up any details regarding this event as council has not determined how it will support the Games. Contributions, if any, would help solidify this plan and allow the Games office and Staff to



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Canada







move forward on this very important event for the opening of the Games. This would see 1,200 youth and adult ambassadors from every province and territory in Canada march into Esquimalt to officially open the 5-day event.

Finally, the Victoria 2020 Canadian Francophone Games hopes to attract over 15,000 people to the City for the event. This number is based on previous editions and considers any family or friends of the 1,200 participants, local or out-of-town guests and volunteers. With support from the Township of Esquimalt, we will highlight unique features in your municipality on the Guests Page of our website, and any promotions and publicity to attract tourists and volunteers. We estimate participants and guests will stay in the region for an average of 3.5 days.

The success of our event relies on the support of community partners and volunteers and we'd like to engage members from your community to take part actively. We cannot do this without your collaboration. A total contribution of 50,000\$ from Esquimalt towards the project, whether in-kind or in-cash, would add the Township alongside our regional partners and funders, including the Government of Canada, the Government of British Columbia, the District of Oak Bay, the City of Victoria and the District of Saanich. This visibility is widespread and nationwide in scope.

I look forward to hearing from you regarding our request.

Respectfully yours,

**Marie-Pierre Lavoie**  
Chair of the board

**Jeux de la francophonie canadienne  
Victoria 2020**  
2-1218 Langley Street  
Victoria, British Columbia  
V8W 1W2  
250.388.7350



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## *Media Backgrounder - July 22, 2019*

### **Introduction**

In 2020, Victoria will host the Canadian Francophone Games – the largest gathering of Canadian French-speaking young people. The Games are focused on arts, leadership and sport competitions. The Games provide opportunities to showcase culture, self-confidence and leadership in a friendly and competitive setting.

### **CFGames dates**

The eighth edition of the Games will be held in Victoria July 14 to 18, 2020 – five days of competitions and cultural events. The first games were held in 1999 in New-Brunswick and since then, have been staged every three years. In 2020, British Columbia will host the CFGames for the first time.

### **Volunteers**

The local organizing committee is looking for more than 700 volunteers to help stage the games. Roles include transportation services, food services, spectator and community services and participant services. Everyone is invited to be involved as a volunteer, no matter their fluency in French.

### **CFGames Venues**

The CFGames will be held in Greater Victoria and some venues are still to be confirmed.

- Ceremonies: Willows Park
- Arts, leadership and sport competitions: Oak Bay High School
- Sailing: Royal Victoria Yacht Club, Oak Bay et Canadian Forces Sailing Association, Esquimalt
- Arts Gala: Victoria Conference Centre, Victoria
- Franco Night: Ogden Point, Victoria
- Youth Night: Crystal Garden, Victoria
- Volunteers: École Victor-Brodeur, Esquimalt
- Lodging for participants: Oak Bay High School and Willows Elementary, Oak Bay

### **Games Events**

More than 1,200 youth provincial and territorial ambassadors will participate in the Games. Games competitors are aged 14 to 18. The Games feature more than 70 competitions in 13 disciplines in art, leadership and sports. We will award more than 400 medals.







## Arts

- Visual arts
- Culinary arts\*
- Music
- Improvisation

## Leadership

- Citizen engagement
- Public speaking
- Media

## Sports

- Track and field
- Badminton
- Basketball 3X3
- Ultimate Frisbee
- Sailing\*
- Volleyball

\*Demonstration competitions for the 2020 CFGames.

## Games Benefits

The games are a major cultural event to showcase the Greater Victoria area. Tourism and economic revenues from hosting this event are estimated at \$3,8 million from 2018 to 2020 in direct investment with more indirect tourism revenues in the four communities hosting the Games. We are expecting close to 15,000 spectators and tourists.

## Contact Us

For more information regarding volunteering, sponsorship or partnership with the Games, please feel free to connect with us.

### Marie-Pierre Lavoie, Chair

Victoria 2020 Canadian Francophone Games Organizing Committee  
250.388.7350 | [Presidence2020@jeuxfc.ca](mailto:Presidence2020@jeuxfc.ca)

### Casey Edmunds, Executive Director

250.388.7350 | [casey@jeuxfc.ca](mailto:casey@jeuxfc.ca)

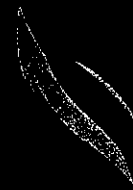
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DE LA  
**CANADIENNE**



# Canada and B.-C.

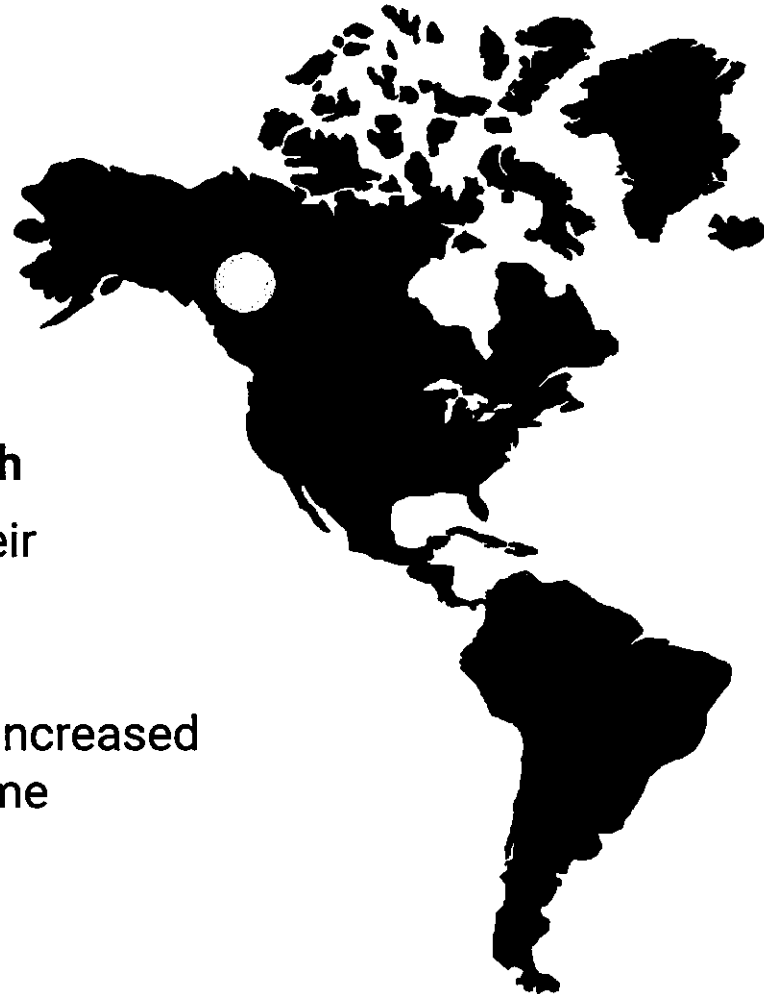
## Canada

30% Canadians are French-speakers

## British Columbia

**315 000 British-Columbians speak French**

- 70 760 of them use French as their mother-tongue language
- Between 2006 and 2011, French increased 22% as a language spoken at home





# Vancouver Island

Pop: 799 400

jeuxfc.ca

**66 055 (8%)** insulars speak both official languages

- **13 025** have French as their mother tongue language
- **13 725** speak French as their primary official language



There are **7 Francophone schools** on the island  
& **12 969** students enrolled in a French  
immersion program

# Greater Victoria

Pop: 367 770

jeuxfc.ca



10%

36 265 residents speak both official languages



6 265 residents use French as their First official language spoken



6 125 residents have French as their mother-tongue language



# District of Oak Bay

Pop: 18 094

jeuxfc.ca



**15,4%**

**2 800** of its residents speak French



**305** residents use French as their primary official language spoken



**2%** of the population have French as their mother-tongue language



# District of Saanich

Pop: 114 148

jeuxfc.ca



**8,6%**

**9 895** residents speak both official languages



**1 325** residents of Saanich use French as their primary official language spoken



**380** use French and English equally

# Township of Esquimalt

Pop: 17 655

jeuxfc.ca



68%

**68%** of Esquimalt residents are bilingual



**1 in 8 residents** have a knowledge of both official languages



**675 residents** use French as their mother-tongue language



# Sources

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<https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=F>



# **ECONOMIC IMPACT STUDY**

## **Jeux de la francophonie canadienne**

# **Moncton-Dieppe 2017**

Presented to the 2017 Host Committee of the Canadian Francophone Games (Jeux de la francophonie Canadienne)

**December 2017**

Prepared by Marc LeBlanc  
Translated by C. Edmunds

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## Acknowledgements

We would like to thank the Director of the 2017 Canadian Francophone Games (CF Games) Host Committee, *les Jeux de la francophonie Canadienne Moncton-Dieppe 2017*, who mandated us to evaluate the economic impact of the Games. This study was made possible with fundamental information from team members and the National Youth Federation, *la Fédération de la jeunesse canadienne-française (FJCF)*.

## Mandate

The Director of the CF Games 2017 mandated us to evaluate the economic impacts during the Games which ran from July 11<sup>th</sup> to 15<sup>th</sup> 2017 in the Moncton-Dieppe region of New-Brunswick.

The 2017 Games edition comprised of 13 competitive disciplines as well as entertainment and cultural events which took place on the main site, the campus of the *Université de Moncton*.

The ultimate goal of this study was to evaluate and identify any new dollars that were generated due to the events tenure.

Once the methodology defined, we determined the number of spectators (individual participants and visitors), tourist expenses, host committee expenses and the actual amount of economic impact generated (including the value added from volunteer hours). The results are based on primary and secondary data available.

## 1) Methodology

The different evaluation models can garner different results when calculating economic impact, especially when considering coefficients and multipliers. However, the most trust-worthy models consider the following necessary data:

- Total number of spectators who took part in the event
  - o Participants
  - o Visitors
    - Local residents
    - Tourists (outside 40km from the event)

- Number of different persons
- Tourist expenses made during their stay
- Event expenses by the host committee

Given the study was completed after the event, which makes it impossible to collect primary data, we opted for secondary data provided by the host committee, such as comparaisons with other such events in other regions in the country.

Consequently, the **number of spectators** is based on primary data (**participants**) and secondary data (**visitors**). The **tourist expenses** are based on primary data (participants) and secondary data (visitors). Primary data was provided to evaluate the **host committee expenses**.

## 2) Spectators

Tableau 1 Nombre de participants aux Jeux de la francophonie canadienne 2017	
	Participants (jeunes et accompagnateurs adultes)
Alberta	125
Colombie-Britannique	90
Île-du-Prince-Édouard	79
Manitoba	123
Nouvelle-Écosse	88
Nunavut	5
Ontario	122
Québec	119
Saskatchewan	121
Terre-Neuve et Labrador	72
Territoires du Nord-Ouest	57
Yukon	44
Nouveau-Brunswick	120
<b>GRAND TOTAL</b>	<b>1 165</b>
(moins 60 personnes du sud-est du Nouveau-Brunswick)	-60
<b>TOTAL PERTINENT :</b>	<b>1 105</b>

Spectators include participants (athletes, artists, leaders and adult chaperones), local residents (residents from Moncton-Dieppe within a 40 km radius) and tourists (residents outside a 40 km radius around Moncton-Dieppe).

We can determine the number of different individuals at the Games from these numbers.

### a. Number of participants

Organizers of the 2017 CF Games provided the numbers in Table 1, which describe the number of participants by region who were at the Games. These numbers include participants (athletes, artists and leaders) as well as adult chaperones.

The total number of youth and adults from each province or territory is 1 165 people. This includes the 60 people who are from South-east New-Brunswick, within the 40km radius of Moncton-Dieppe. This information was gathered from the registration forms.

**The total number to account for in this economic impact study is therefore 1 105.**

### b. Number of visitors

In the absence of a counting system for the number of visitors at the various sports, arts and leadership events during the Games, we examined past studies from similar events such as *les Jeux de l'Acadie*, *les Jeux du Québec* et *les Jeux du Canada*. We determined a ratio of 15 visitors to each participant, for a total of 15 000 visitors (which includes participants from different disciplines who encouraged other disciplines during the 5-day event).



### c. Number different persons

Of the 15 000 visitors who participated in the different activities of the CF Games, we must determine the number of different persons based on their residence location (within a 40 km radius of Moncton-Dieppe is considered local residents whereas anyone outside the 40km radius is considered a tourist).

*\*\*L'Institut canadien de recherche sur les minorités linguistiques sent a survey to all participants following the event, and although the survey was meant to gather information about linguistic and identity impacts of the CF Games, two questions were about family members at the Games.*

This survey showed that parents of 35%<sup>1</sup> of participants attended the CF Games in Moncton-Dieppe and that they were on average 1.2 persons per participant. The total number of tourists per participant is therefore 1 326 people (1 105 X 1.2). To determine the number of other tourists and local residents, previous studies allow us to evaluate 2.5 local residents per participant and 2.6 tourists per participants (including parents). **Therefore, the CF Games attracts a higher number of tourists versus local residents based on this and previous studies.**

One determining variable in the economic impact study of an event is the "centrist visitor" meaning we must determine the true reason and motivation of the tourist's participation in the CF Games. Previous studies of sports events indicate a tourist's main motivation for travel is the event itself.

**Tableau 2**

**Évaluation du nombre de personnes différentes qui ont participé aux activités des Jeux de la francophonie de 2017 à Moncton-Dieppe**

<b>Touristes</b>	<b>3 978</b>
Participants	1 105
Parents des participants	1 326
Autres touristes	1 547
<b>Résidents locaux</b>	<b>2 763</b>
<b>Nombre de personnes différentes</b>	<b>6 741</b>

Based on our estimates and the data from Table 2, **a total of 6 741 different people participated in the 2017 CF Games.** Of that number, 1 105 are participants (youth and adult), 1 326 are parents, 1 547 are tourists and 2 763 are local residents. **The total number of tourists outside Moncton-Dieppe is 3 978.**

### d. Tourist expenses

The evaluation of expenses by tourists was based on secondary data from previous studies of events like the CF Games and daily expenses by tourists visiting New-Brunswick.

Sport tourism typically generates higher daily expenses than average tourism in Canada. In general, a tourist in New-Brunswick will spend roughly 65\$ to 75\$ daily. Tourists at sporting events spend roughly 80\$ to 125\$ per day. These expenses are attributed locally to the host region, in this case Moncton-Dieppe, and include lodging, food, local transportation and commercial expenses.

<sup>1</sup> This number includes the participants from south-east New-Brunswick. Given they represent half of the delegation, we considered, for the purpose of this study, that half of the parents are from outside the 40km radius of Moncton-Dieppe.

For the purpose of this study, we opted to calculate 115\$ per day in expenses given the tourists are from across Canada and studies demonstrate a proportional link between the distance travelled and the expenses upon arrival to the destination point. In short, the longer you travel, the more likely you are going to spend once you've arrived.

Studies on sporting events like CF Games also indicate that the average duration of a tourist stay is 3.5 days for an event that lasts 5 days.

We must calculate the daily expenses differently between tourists and participants (youth and adult chaperones) as most expenses, such as accommodation, meals and transportation, are provided by the Host Committee, and therefore the participants (youth and adult chaperones) spend way less on a daily basis. Data from the Quebec Games allows us to evaluate those expenses at 15\$ a day per participant. These expenses account for local purchases and entertainment outside those offered by the Games.

**Tableau 3**  
**Répartition des dépenses des participants et des touristes lors des Jeux de la francophonie canadienne de 2017 dans la région de Moncton-Dieppe.**

	Nombre de personnes	Nombre de jours	Dépenses quotidiennes	Total
Participants	1105	6,5	15 \$	107 737 \$
Touristes	2 873	3,5	115 \$	1 156 382 \$
Totaux	3 978			1 264 119 \$

The results of average expenses are presented in Table 3. We estimate that the participants total expenses in the community during their stay is \$107 737 (despite the Games 5-day duration, some participants stay longer or arrive earlier). Whereas tourists spent roughly 1.2 millions dollars in the

region, if we include everyone outside the 40km Moncton-Dieppe radius, the total amount spent by tourists is 1.3 million dollars.

## e. Dépenses du Comité organisateur

**Tableau 4**  
**Répartition des dépenses de Comité organisateur des Jeux de la francophonie 2017 en tenant compte des fuites.**

Dépenses pour l'organisation	1 340 629 \$
Fuites	49 634 \$
Contribution des municipalités	70 000 \$
Retombées pour la région	1 220 995 \$

This evaluation considered expenses from the 2017 Host Committees operating budget.

Table 4 summarizes data provided by organizers and after identifying Host Committee expenses outside the 40km radius of Moncton-Dieppe (fuites). We equally subtracted contributions from the municipalities so as to paint a net image of the direct impacts on the Games. These amounts are not new dollars for Moncton-Dieppe.

If we take into consideration the total budget of 1.3 million dollars for the planning and hosting of the 2017 CF Games, plus certain *fuites* and municipal contributions, the net impacts for the region are 1.2 million dollars.

## f. Calculations for economic impact

<b>Tableau 5</b>			
<b>Évaluation des retombées économiques des Jeux de la francophonie canadienne de 2017 tenus à Moncton-Dieppe.</b>			
	Effet direct et indirect	Effet induit	Total de l'impact
Impact net sur le revenu local (PIB)	2 407 398 \$	1 396 291 \$	3 803 689 \$
Impact net sur l'emploi local (années-personnes)	61,62	39,58	101,19
Impact net sur l'impôt foncier	144 057 \$	92 532 \$	236 589 \$

The economic impact study for the 2017 Canadian Francophone Games in the region of Moncton-Dieppe considers tourist expenses, including those made by participants and visitors from outside the region (outside 40km) as well as expenses by the Host Committee.

Table 5 explains the various data from previous tables and demonstrates that the 2017 CF Games generated a total of 3.8 million dollars impact, equivalent to 101.19 jobs.

Moncton-Dieppe also received \$236 589 in property taxes, equivalent to the jobs created.

Volunteers ensure the events success and data compiled by the organizers show a total of 26 595 hours, which is equivalent to 14.77 jobs, or \$521 203 in salaries in value added impact.

## Conclusion

The 2017 Canadian Francophone Games in Moncton-Dieppe welcomed roughly 15 000 visitors to different sports, arts, cultural and leadership activities. These visitors represent 6 741 different persons, of which 1 105 are participants (youth and adult chaperones) and 2 873 tourists. The number of local residents amounts to 2 763.

The total economic impact is 3.8 millions dollars and the equivalent of 101 in the region of Moncton-Dieppe. Both municipalities received more than \$236 000 in property taxes.

## Références

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- Rapport statistique de l'enquête d'évaluation des JeuxFC 2017 à Moncton de l'Institut canadien de recherche sur les minorités linguistiques
- Retombées économiques des Jeux du Québec 2012 à Shawinigan.
- Retombées économiques de trois événements sportifs d'importance dans la Ville de Dieppe en 2006-2007, novembre 2007