



**The 2030  
Commonwealth Games  
Initiative:**

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**from 'Event' to  
'Movement'**

**City of Burlington  
Environment, Infrastructure  
& Community Services  
Committee**

December 9, 2021

**sport is just the beginning**



**commonwealth  
sport**

Website [thecgf.com](http://thecgf.com)

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**Louis Frapporti**  
Chair  
Hamilton Commonwealth  
Games Bid Corporation



**Paul Paletta**  
President  
Penta Properties



**Antonio Gómez-Palacio**  
Partner, DIALOG  
Hamilton 2030 Design and  
Urban Planning Lead







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## OPPORTUNITIES:

- **Zero net tax-supported cost** to the City...
- new **Sport Competition Venues** and/or confirmation of use of existing City venues...
- achieve **City of Burlington strategic plan priorities** – e.g. attainable housing supply, increased publicly assessable parks and open space, infrastructure investment/delivery and local economic growth and diversification...
- site specific **private/public partnership**, including lands associated with 1200 King Road...



# The Commonwealth Games Federation's **VISION**

Through sport, we create **peaceful, sustainable and prosperous communities** across the Commonwealth.



**HAMILTON 2030**  
COMMONWEALTH GAMES

## Historic Games **IMPACT**

~ **\$1.5 Billion+** in regional **GDP**

~ **15,000 to 23,000** Full time equivalent **jobs**

~ **10 - 14,000** volunteers trained

**Magnet for attracting** significant incremental **funding** from senior levels of government and private sector investment

**Increased participation** in sports and health/wellness programming for all ages

## BID REDESIGN

Bid leadership and regional stakeholders assess the current and prospective context for the Games effort, reflect on lessons learned through the 2026 effort and work to redesign and refine their approach.



## CONCEPT REVIEW COMMITTEE

Hamilton100 leads consultations with key stakeholders including Commonwealth Sport Canada, Canadian Paralympic Committee, the Provincial and Federal governments, First Nations and the City of Hamilton as to the redesigned Games concepts and approaches.



## HOSTING PROPOSAL ASSESSMENT

Provincial and Federal Government assessment of proposal.



## SUBMISSION OF INTERNATIONAL BID

Canada's Bid (comprised of a strong and innovative Hosting Plan, a MPA (Multi-Party Agreement), CGF Candidature File and Host City Contract Undertaking) submitted to the CFG.

JAN - JUNE 2021

FALL 2021

JUNE - OCT 2021

NOV 2021 - MAR 2022

TBD

TBD

TBD



## HAMILTON100

Hamilton100 reaffirmed as the selected Canadian Candidate for the 2030 Commonwealth Games.



## HOSTING PROPOSAL CONSULTATION AND FINALIZATION

Hamilton100 leads a consultation process with community and regional stakeholders regarding the completion of the Hosting Proposal as it relates to the sports program, proposed aligned regional multi-use development projects, Games sports infrastructure, and Regional Impact Initiatives (formally legacy).



## MULTI-PARTY AGREEMENT NEGOTIATIONS

Hamilton100, Government(s) including First Nation's representatives and Commonwealth Sport Canada negotiate a Multi-Party Agreement.



# CRITICAL PATH

**HAMILTON2030**  
COMMONWEALTH GAMES

# key **PILLARS**

## **UN SDG** Inspired Movement

Designed through a **Sustainability and Wellness Framework**

**Immediately Activated** through Games inspired, Games aligned, Games Curated Private Sector Regional Multi Use Development → 1200 King Road – Key Games Catalyst Project



# THE GLOBAL GOALS

## For Sustainable Development



#GLOBALGOALS

# ALL IN

**HAMILTON2030**  
COMMONWEALTH GAMES

# 2030 – CORE CONCEPTS

- Materially reduce reliance on government funding through greater private sector participation up front.
- No expectation of prescribed municipal financial support.



# 2030 – CORE CONCEPTS

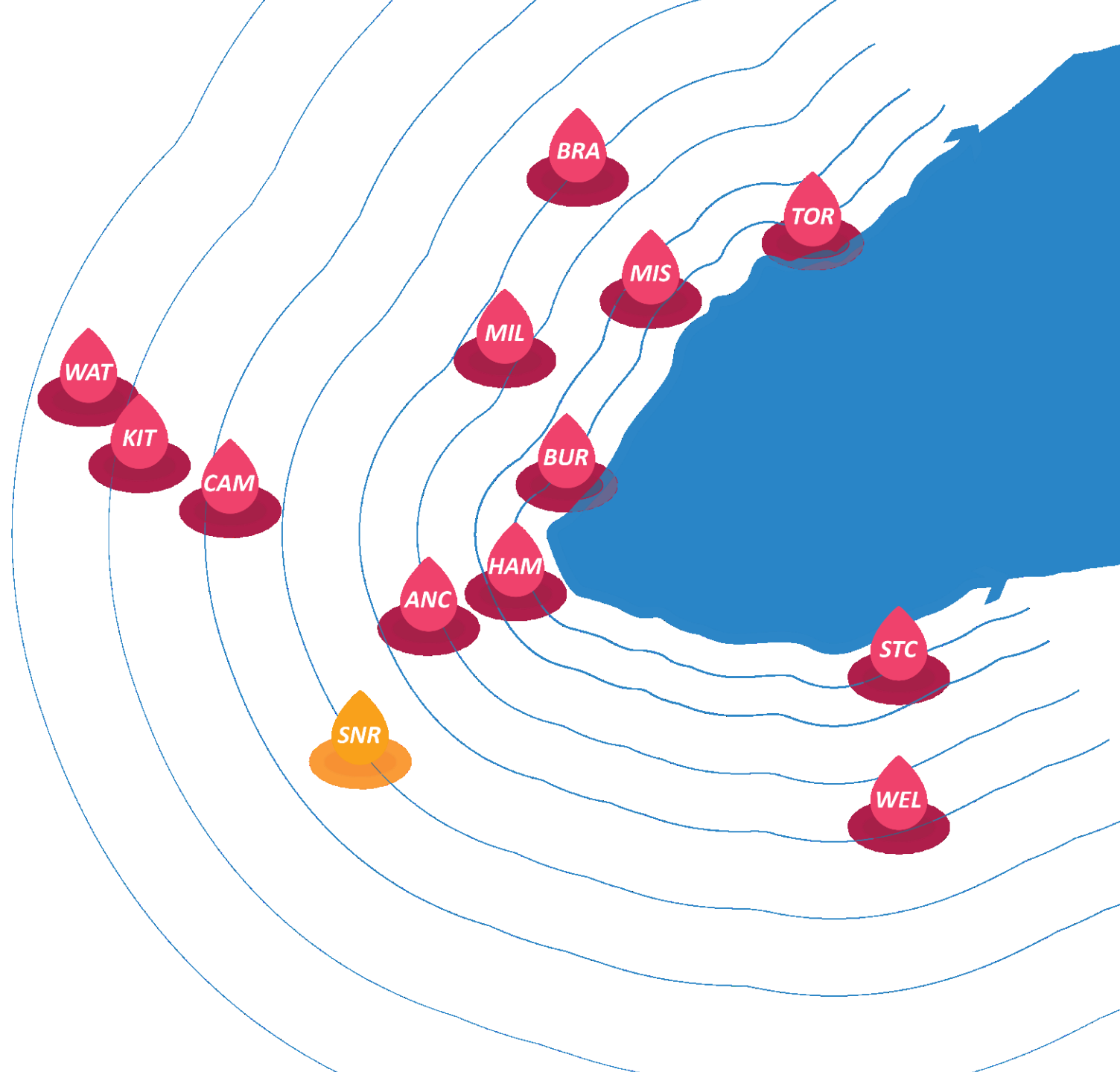
- **Shift from the Games as an “event in time” to a “movement”** centered on the CGF’s vision of building “healthy, sustainable and prosperous” communities.
- **Activate the movement by creating a process (a Framework)** rather than a bid group prescribing a bid, that invites broad community and stakeholder consultation around existing needs and priorities.





# A Framework to...

- ... host a conversation with community and partners
- ... establish a shared foundation of commitment among partners
- ... imbed Sustainability and Wellbeing as a core aspect of the Games





WE ARE PASSIONATE ABOUT DESIGN  
WE BELIEVE IT CAN, AND SHOULD,  
**MEANINGFULLY IMPROVE  
THE WELLBEING OF COMMUNITIES  
AND THE ENVIRONMENT WE SHARE.**

# The Community Wellbeing Framework



The vision for the Games themselves and for the legacy of the Games, is to **meaningfully improve the wellbeing of the communities and environment** we all share



# The Community Wellbeing Framework



DOMAINS



INDICATORS



METRICS

The Framework becomes a tool, enabling more effective decision making that is transparent and accountable

# Vision 2040

Burlington's Strategic Plan 2015 – 2040

Updated  
May 2021



[burlington.ca/strategicplan](http://burlington.ca/strategicplan)

CITY OF  
**Burlington**



A city that **Grows**



A city that **Moves**



A **Healthier** and **Greener** city



An **Engaging** city



*2030 Commonwealth  
Games Bid Request For  
Proposals*

Sports & Venues

Due: January 31, 2022

October 15, 2021



# ALL IN





HWY 401

GO line

Plains Rd E

King Road

QEW

DOWNTOWN  
BURLINGTON

Lakeshore Rd

LAKE ONTARIO

HAMILTON  
HARBOUR

ALDERSHOT  
GO STATION

Waterdown Road

Neighbourhood scale  
services and amenities

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Increased  
tree canopy


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## **OPPORTUNITY:**

The plan/design of the site is specifically focused on enhancing the wellbeing of individuals, families, the community, and the environment.

Designed to  
be walkable

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A photograph of an older woman with short blonde hair and a young boy running together in a grassy field. The woman is wearing a red jacket and black pants, and the boy is wearing a blue jacket and khaki pants. They are both smiling and appear to be enjoying their time outdoors. The background is a blurred forest of green trees.

Increased access  
to care services  
and amenities

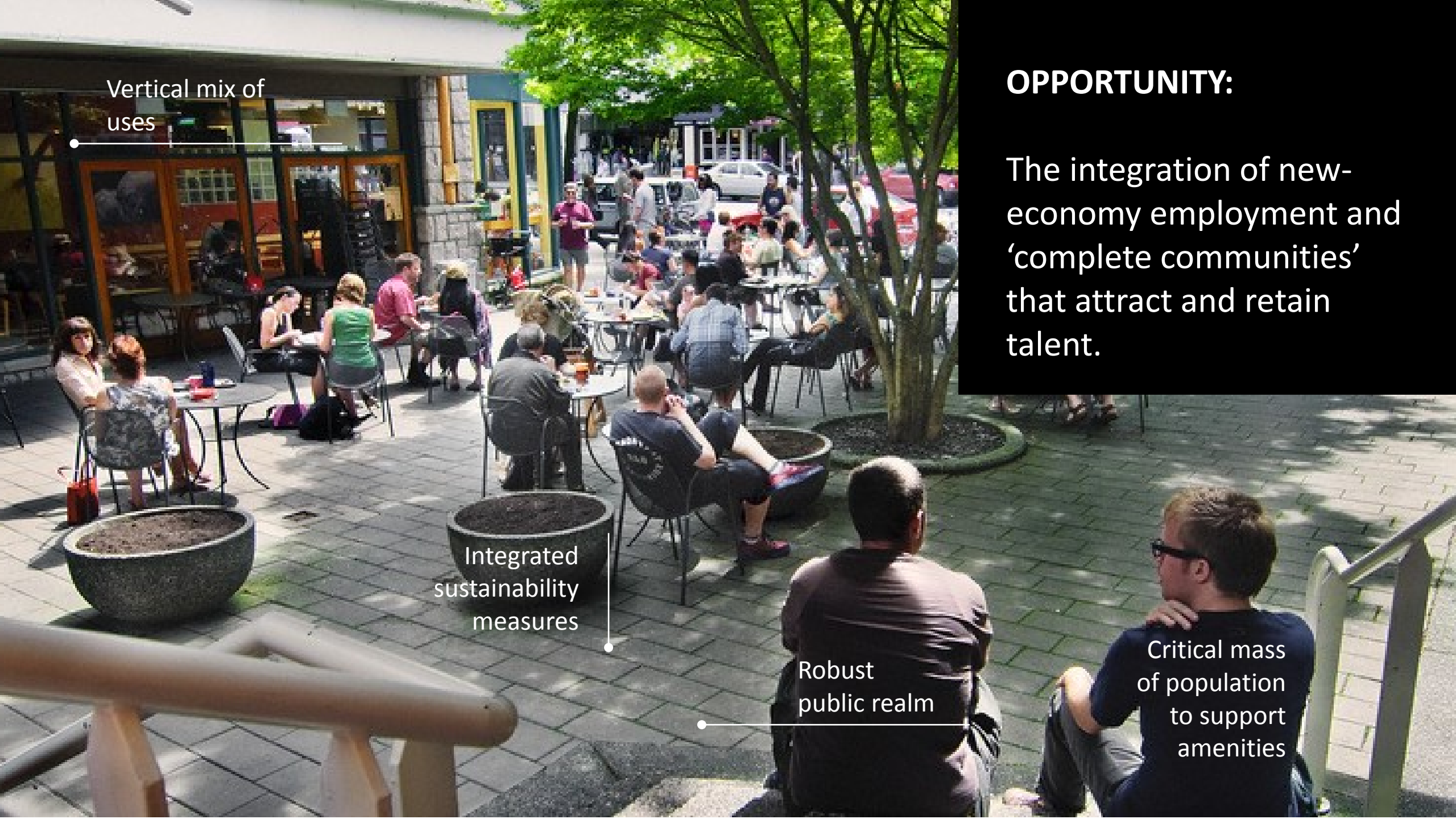
Reduced  
social isolation

Active lifestyles

## **OPPORTUNITY:**

A place where people and  
nature can thrive together.

Care for natural systems  
and ecosystem services



Vertical mix of  
uses

## OPPORTUNITY:

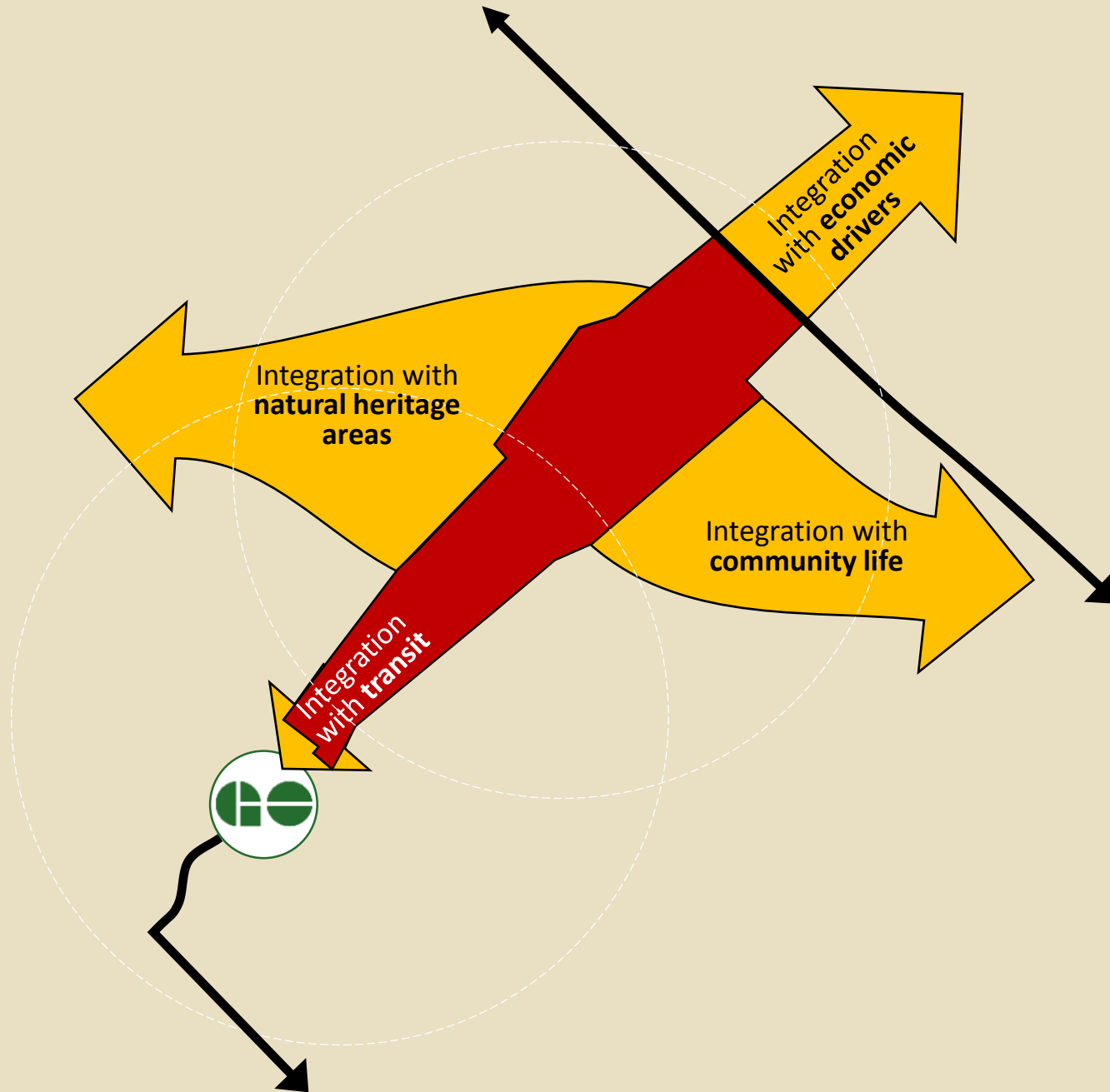
The integration of new-economy employment and 'complete communities' that attract and retain talent.

Integrated  
sustainability  
measures

Robust  
public realm

Critical mass  
of population  
to support  
amenities





## OPPORTUNITY:

A linchpin in the economic development of the region that integrates with existing natural systems and neighbourhood life, leveraging transit investments and enhancing sustainability and wellbeing.



## OPPORTUNITY:

A planning process that meaningfully engages neighbours, businesses, city, region, and provincial staff, industry, and social enterprises.





## To integrate partners:

- Sports & Recreation Facilities
- Post-secondary Institutions
- Advanced manufacturing
- Affordable housing providers
- Natural heritage conservation groups







Tournament Capital Centre  
(TCC) Fieldhouse, DIALOG



University of Manitoba – Max Bell Fieldhouse Sports, DIALOG

## OPPORTUNITY:

Attracting facility providers  
that have a lasting impact  
on community wellbeing.



# How Esports Are Fueling The Data Economy



Bill LeVoi-Barry Brand Contributor  
IBM BRANDVOICE | Paid Program  
Innovation



IBM

The Barclays Center in Brooklyn hosts professional hockey games, WWE Friday Night Smackdown headliners like Cardi B. But when 65,000 fans found Barclays transformed into a palace of culture a few months ago to see the world's greatest esports event, the arena was transformed into a palace of esports.

Electronic sports, or esports, have become much more than a hobby for millions of people. Professional gamers who play video games for a living are a growing phenomenon. Worldwide, some 380 million people watched esports events in the past year, rooting for champions in a variety of games.

## Esports' popularity 'only scratching the surface'

By Steffan Powell and Vikki Blake  
Newsbeat gaming reporters

30 May



For some, it may seem like esports - competitive gaming broadcast live to millions across the world - came from nowhere.

In truth, however, it's been around much longer than you'd think, with the first organised event thought to have taken place way back in 1972 in the US.

Now with gamers regularly playing for millions in prize money to big audiences, and talk of younger fans losing interest in traditional sports, one esports boss says it's time for the old guard to take note.

## Powerful Partnerships for Continued Esports Success and Growth

Competitive K-12 scholastic esports programs are built on the backbone of these key alignments.



by Douglas Konopelko

Doug Konopelko is a passionate educator, writer, and leader. He currently serves as an Education Strategist for CDW-G. Doug focuses on acting as a connecting point between people, ideas, and solutions. On his education journey, he has served in both urban and suburban school districts as a teacher, team leader, adjunct faculty member, edtech consultant, high school assistant principal, school district administrator, and state education organization leader.



by Jesse Lubinsky

Jesse Lubinsky is the Chief Learning Officer for Ready Learner One LLC. He is an education technologist, teacher, certified school administrator and doctoral student based out of Westchester County in New York. Prior to entering the learning space, he was a technology consultant for Fortune 500 companies specializing in network engineering and software development projects.

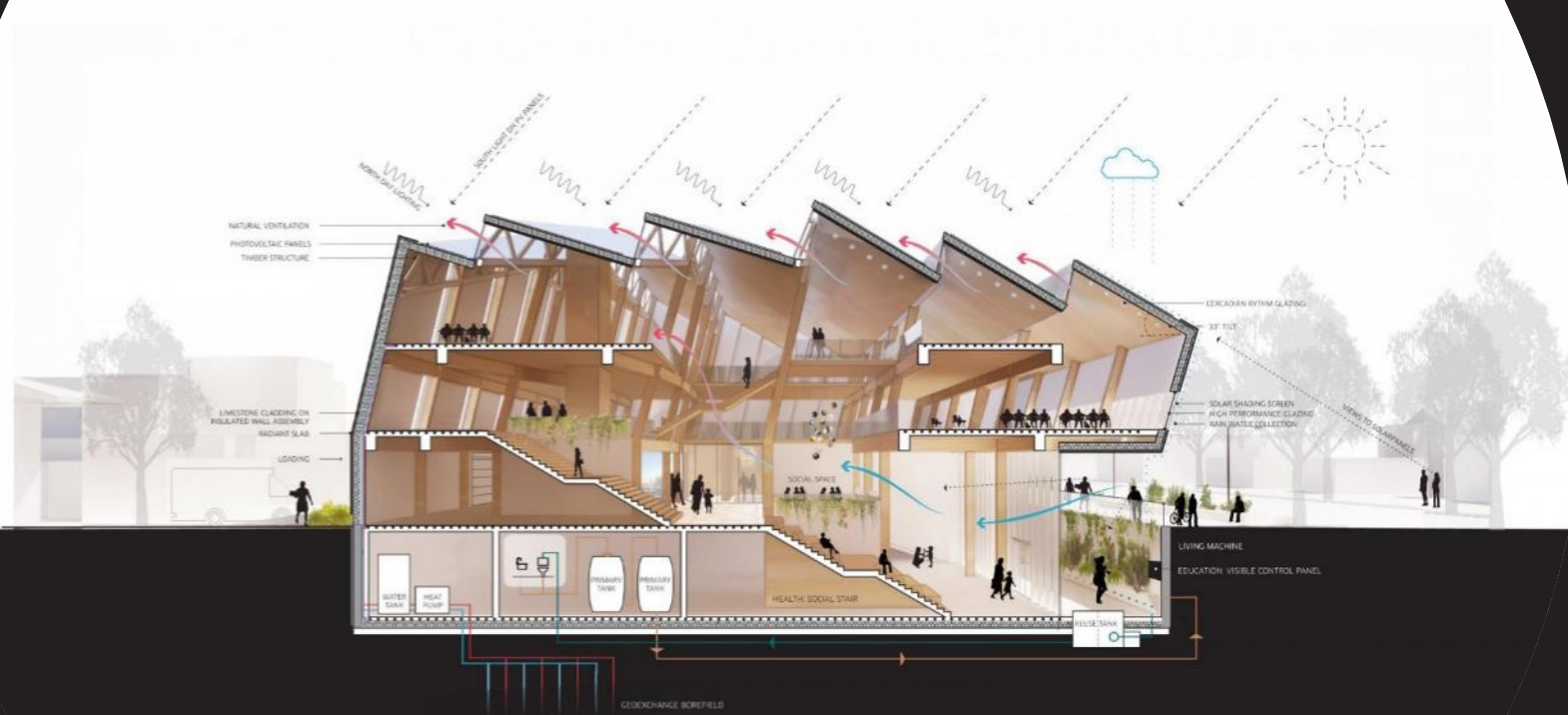
▶ LISTEN 09:03

What once seemed like part of a *Ready Player One* future schooling scenario has rapidly become a powerful tool for educational success. Scholastic esports, the inclusion of competitive video gaming in our schools, is most definitely on the rise. While we are still in the early adoption of esports into K-12 and higher education ecosystems, we've seen important trends emerge.

One of these trends includes the [development of different partnerships and organizational alignments](#) that enable sustainable growth and continued program success. "Relationships are your foundation in the building process," says [Christopher Turner](#), an esports leader and educator at

## COMMITMENTS:

To embrace  
wholeheartedly the big  
challenges of our time:  
climate mitigation and  
adaptation, equity and  
inclusion,...wellbeing



## NEXT STEPS

**...City Manager and staff to work with the Hamilton 2030 organizing group to investigate and report back in Q1 2022 on City of Burlington's potential participation in the games bid based on the requirement of zero net tax-supported cost to the City...**







**THANK  
YOU**