



The 2030
Commonwealth Games
Initiative:

from 'Event' to
'Movement'

City of Burlington
Environment, Infrastructure
& Community Services
Committee

December 9, 2021



sport is just the beginning



Website thecgf.com

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Louis Frapporti
Chair
Hamilton Commonwealth
Games Bid Corporation



Paul Paletta
President
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Antonio Gómez-Palacio
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Hamilton 2030 Design and
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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.

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.



CRITICAL PATH

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





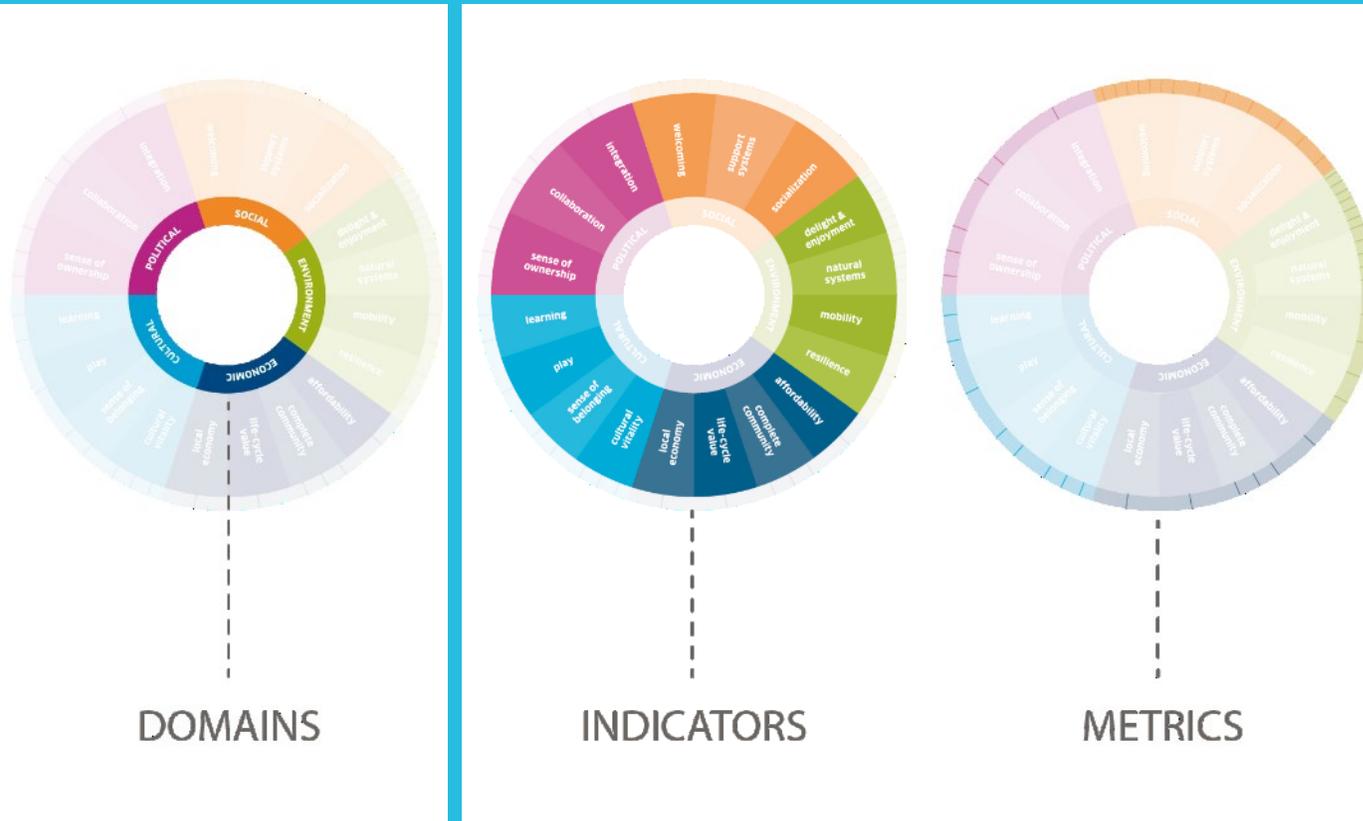
WE ARE PASSIONATE ABOUT DESIGN
WE BELIEVE IT CAN AND SHOULD
**MEANINGFULLY IMPROVE
THE WELLBEING OF COMMUNITIES
AND THE ENVIRONMENT WE SHARE**

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



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



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

An aerial photograph of a large stadium at night, filled with spectators. The stadium is illuminated with blue and white lights. In the background, a cityscape is visible under a dark sky filled with colorful fireworks. The text "ALL IN" is overlaid in large, white, bold letters across the bottom right of the image.

**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

Increased
tree canopy

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

A photograph of an older woman with short blonde hair, wearing a red zip-up jacket and black pants, running alongside a young child with brown hair, wearing a blue jacket and khaki pants. They are running on a grassy field with trees in the background. The image is used as a background for the text.

Increased access
to care services
and amenities

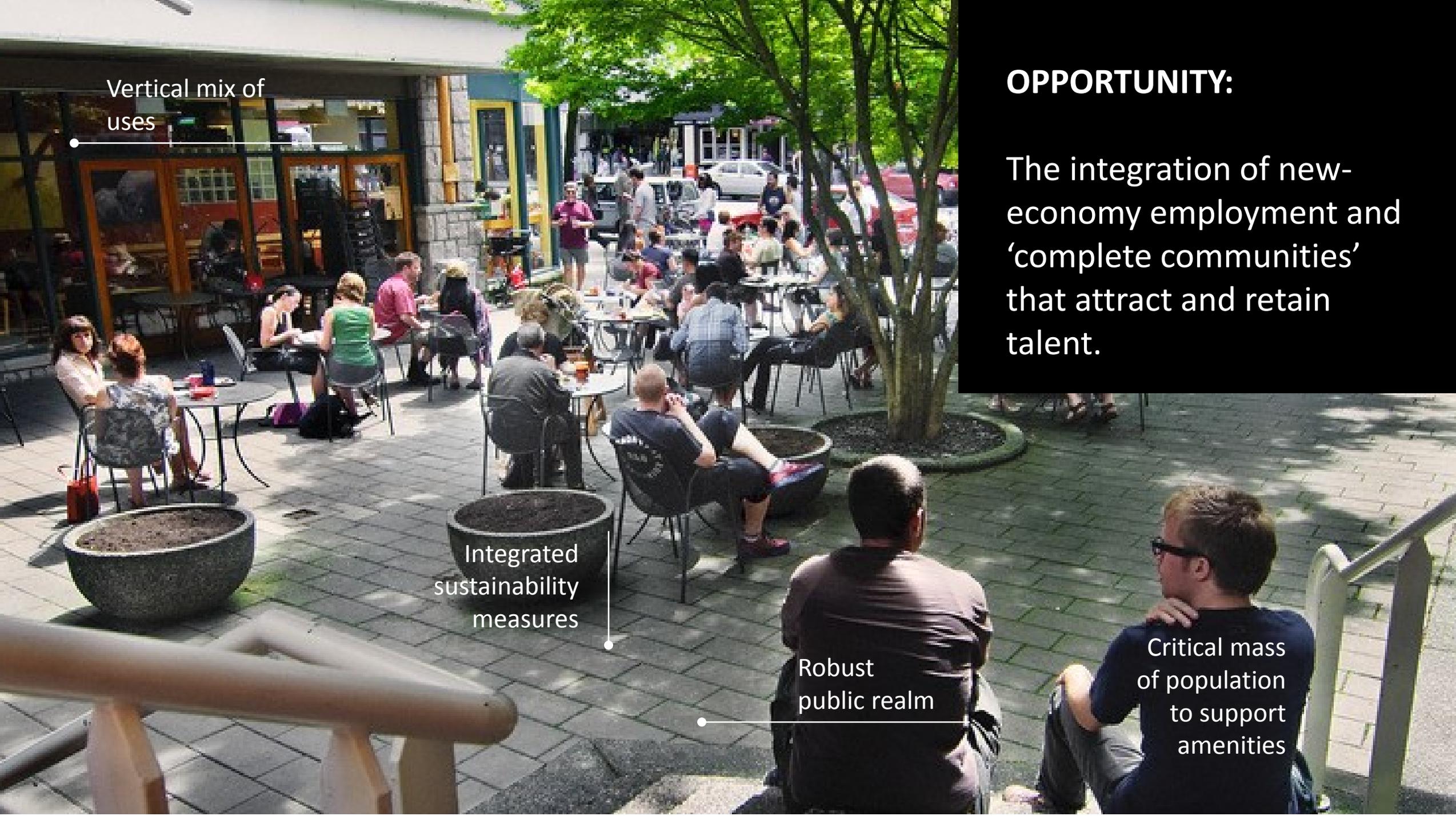
Reduced
social isolation

OPPORTUNITY:

A place where people and
nature can thrive together.

Active lifestyles

Care for natural systems
and ecosystem services



Vertical mix of
uses

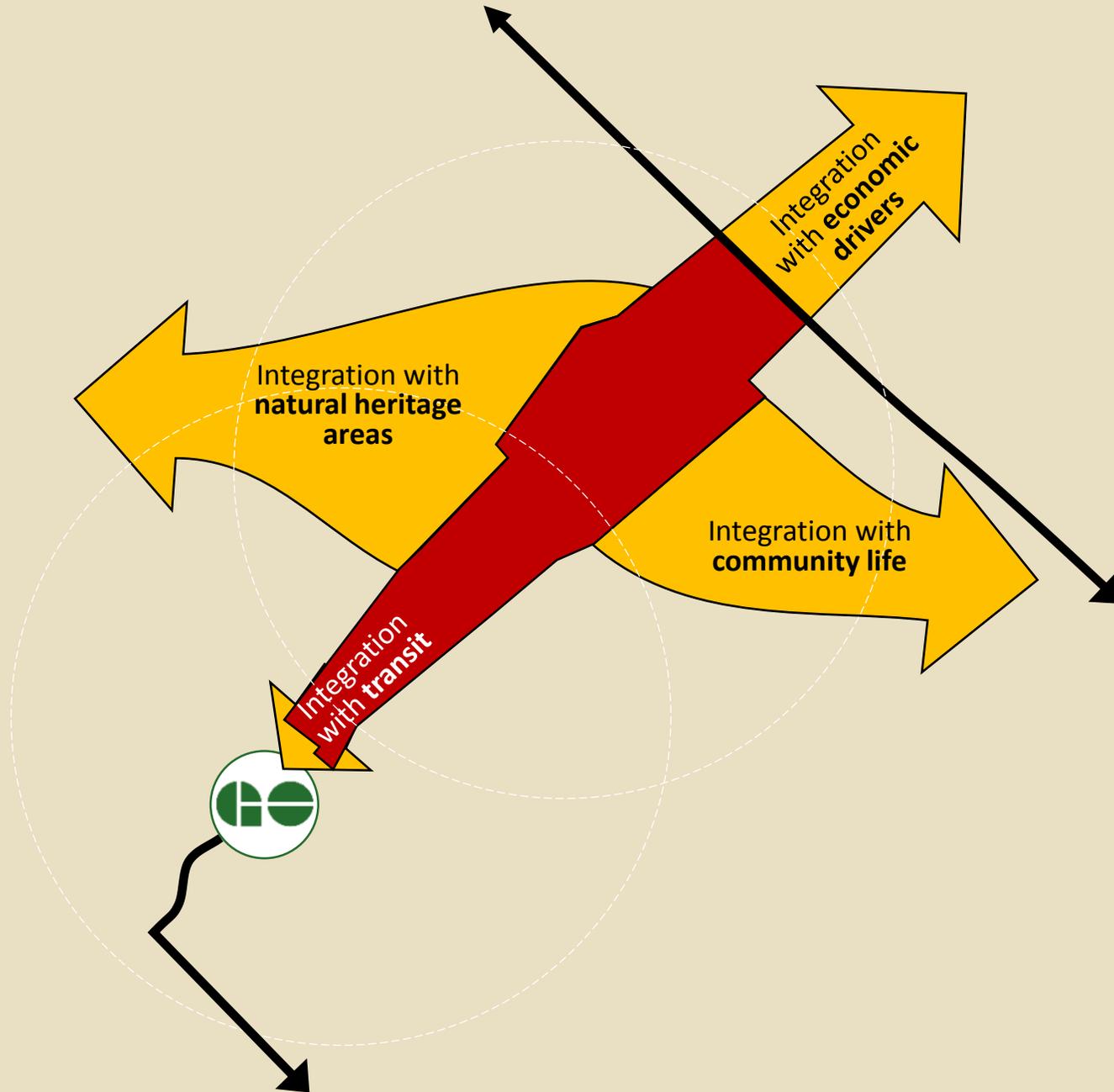
OPPORTUNITY:

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

Integrated
sustainability
measures

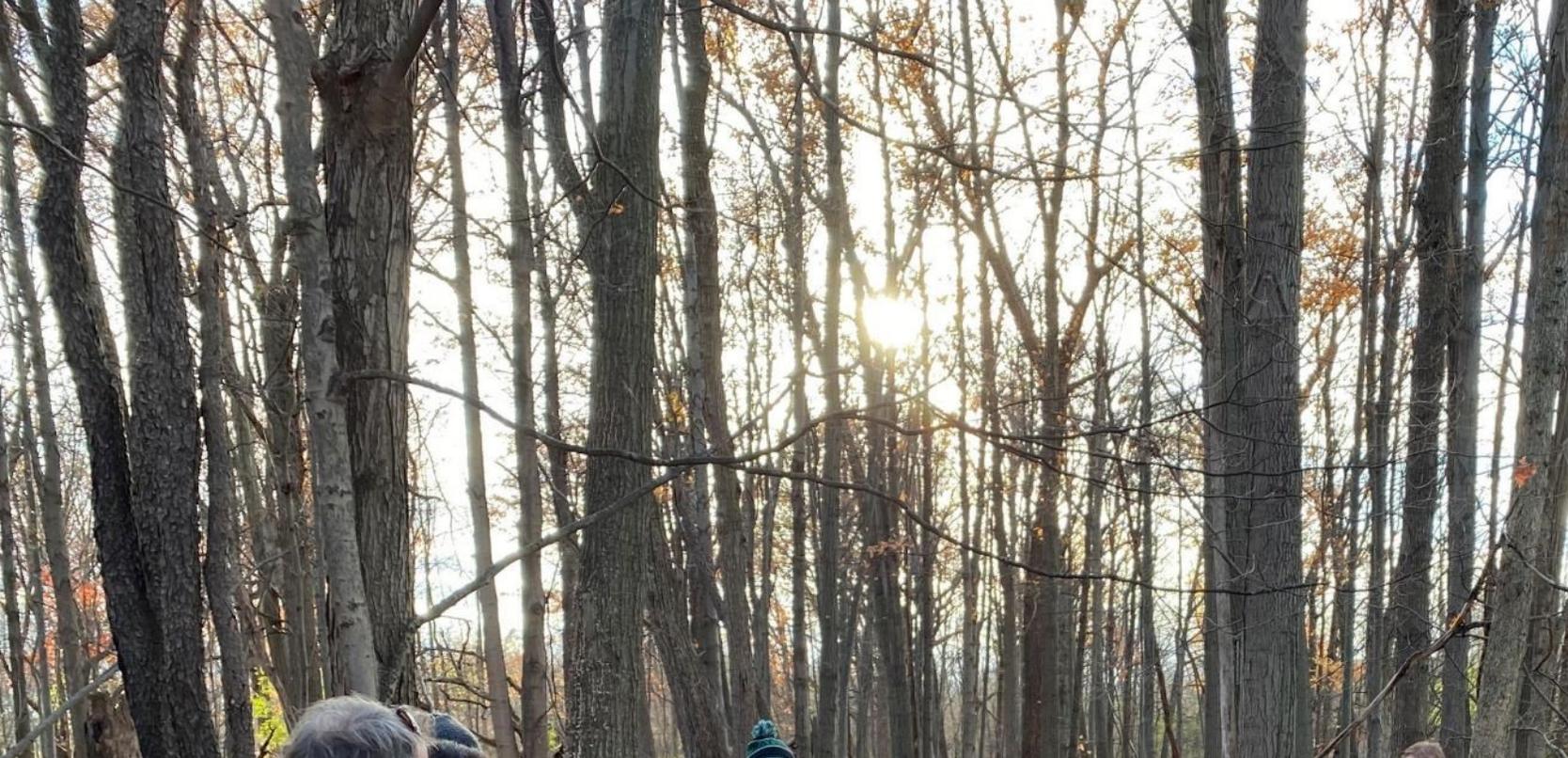
Robust
public realm

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.



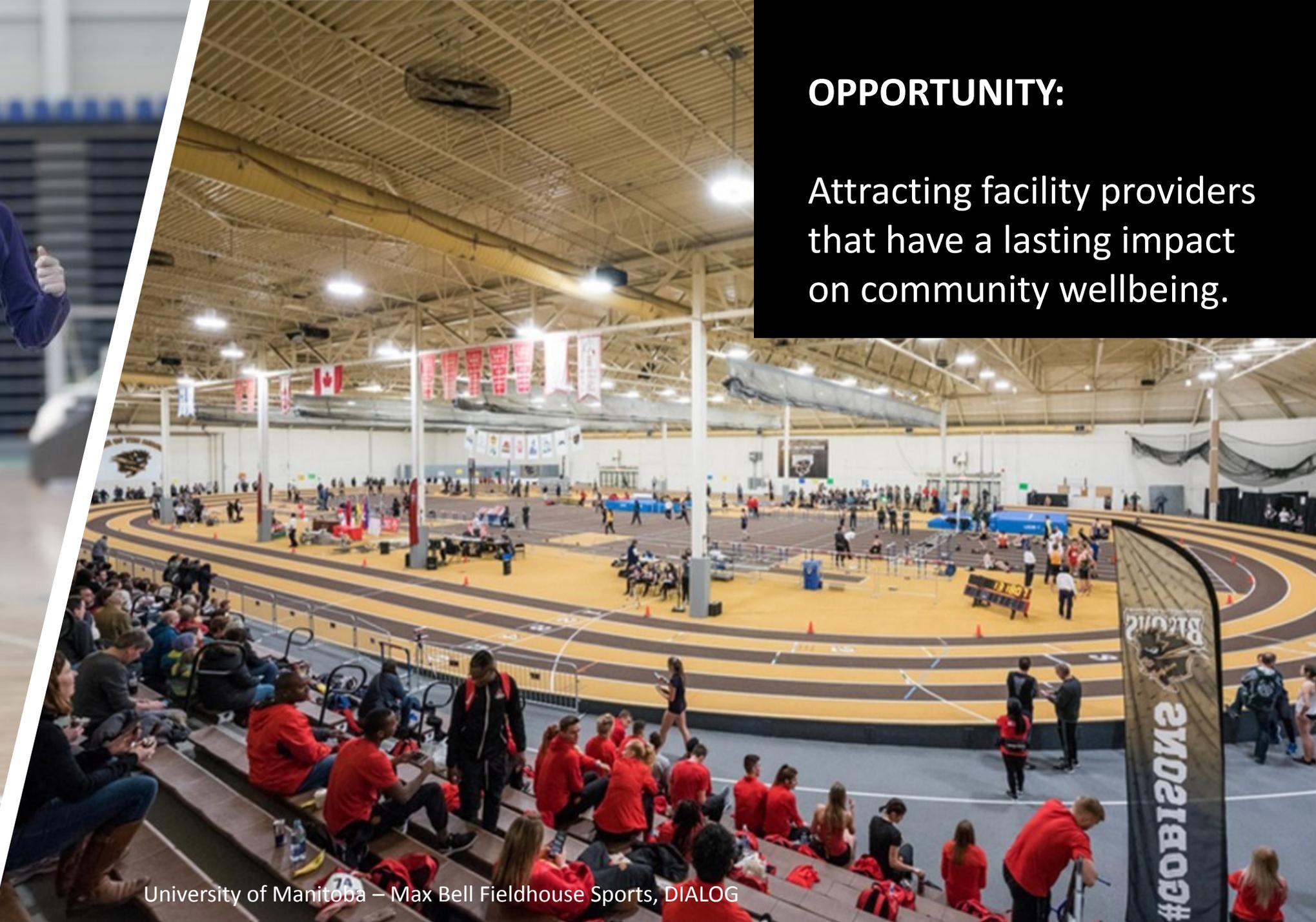
OPPORTUNITY:

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





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

IBM 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 a major phenomenon. Worldwide, some 380 million people watch esports events in the past year, rooting for champions in

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.

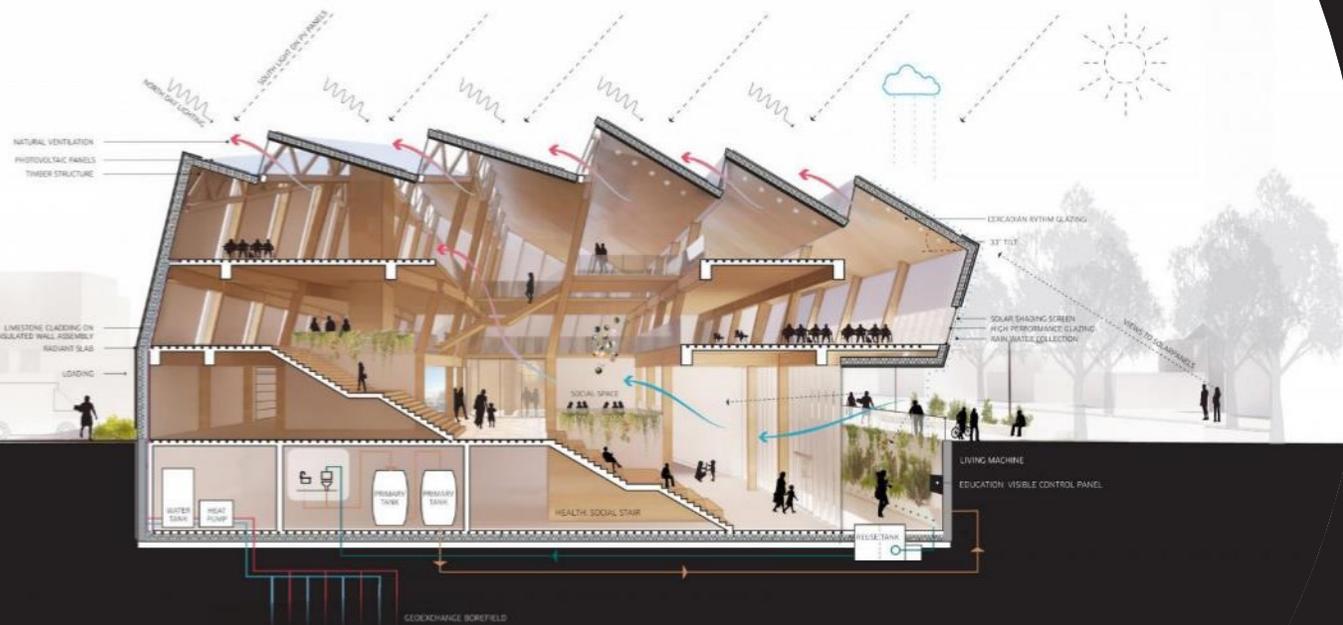
▶ LISTEN 09:03

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**