



Yarmouth Acadian Shores

WHERE THE STARS ALIGN

Yarmouth and Acadian Shores
Tourism Association
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#visityas



January 25th, 2022

Attention: YASTA Partners

Town of Yarmouth - Mayor Pam Mood, Jeff Gushue

Municipality of the District of Yarmouth - Warden John Cunningham, Victoria Brooks

Municipality of the District of Argyle - Warden Danny Muise, Alain Muise

Marketing and Promotions Levy Advisory Committee - Warden John Cunningham, Brian Rodney, Tammy Murray, Devon Crowmwell, Dat Tram, Azher Razi

Dear YASTA partners.

As many of you may know, YASTA and our partners successfully delivered the 2021 Provincial 55+ Games in September and November of this past year. This event saw over 700 participants and spectators experience the region and participate. The 55+ Games generated a significant economic impact for our region and aided our regional tourism recovery efforts. Local hotels and accommodations saw high occupancy during the games and increased revenue, and local restaurants also experienced a lift in business. Delivering the 55+ Games was a community effort and positively impacted the region. The games leveraged regional recreation assets and were positioned later in September to support our seasonality efforts and generate an excellent investment return for our municipal partners. We know events support our region and provide economic impact.

YASTA is reaching out to our municipal partners with another opportunity to drive business and visitation to our region. I am pleased to report that YASTA has secured the 2022 Curling Canada - Canadian Senior Men's and Women's Championships. The curling event will run from December 5th to 10th of this year at the Mariners Centre and the Yarmouth Curling Club. The Canadian Men's and Women's Seniors Championship will bring over 150 athletes and officials to the region. The timing for the event is very strategic and aligns with YASTA seasonality efforts to build capacity and visitation during the shoulder seasons and winter months. This event will drive business and related sector demand during a time of year when our accommodations, restaurants and associated businesses need the added revenue.

The key benefits of the event are:

- Potential regional broadcast coverage for the local destination to leverage.
- 130 athletes and 15 officials plus friends, family and other spectators.
- Volunteer development and capacity enhancement for future events.
- Economic impact, as reported by previous host cities and assessments, is \$1.0 to \$1.5 million
- Hotel rooms booked by Curling Canada (not including fans/supporters) = 550+ room nights

Tourism in our region is slowly seeing signs of recovery, and events are one key to this effort. We hope you will consider the following request and provide the needed funding to deliver another successful Yarmouth & Acadian Shores event.

As a core partner of YASTA, we request an equal contribution from each partner to deliver this event for the region.

Funding breakdown: \$10,000.⁰⁰ Per YASTA partner. A draft budget is attached with this letter.

Thank you for your continued partnership and support. If you have any questions or wish to discuss this request, please do not hesitate to contact me.

Sincerely

Neil MacKenzie
Executive Director
Yarmouth & Acadian Shores Tourism Association

Councillor Calvin d'Entremont
Board Chair
Yarmouth & Acadian Shores Tourism Association



APPLICATION FOR HOSTING

**2022
CANADIAN
SENIORS**

December 5-10, 2022





2022 Canadian Seniors, December 5-10

1. Objective

Curling Canada is requesting expressions of interest for the hosting of the 2022 Everest Canadian Seniors.

2. Background

Curling Canada is the national sport governing body responsible for the development, promotion and organization of curling in Canada. In cooperation with its Provincial and Territorial Member Associations across Canada, Curling Canada provides programs and services to curlers of all ages.

The primary area of administration and the most financially consuming of Curling Canada's responsibilities are championships. On an annual basis, Curling Canada sanctions and conducts 17 national curling championship events. Approximately 10,000 competitive curlers from all provinces and territories enter play at the curling club level with the hopes of becoming one of the Canadian Champions crowned annually. The Canadian Curling Championships are:

Tim Hortons Brier - Canadian Men's Championship

The Scotties Tournament of Hearts - Canadian Women's Championship

The Mixed - Canadian Mixed Championship

Everest Canadian Seniors - Canadian Senior Men's and Women's Championships

New Holland Canadian Juniors - Canadian Junior Men's and Women's Championships

Curling Club Championships - Men & Women

The Canadian Wheelchair Championship

USPORTS / CCAA Post-Secondary Championships

Mixed Doubles Championship

Under-18 Boy's & Girl's Championships

In addition to these Canadian Curling Championships, Curling Canada is also responsible for the following events:

Home Hardware Canada Cup

Continental Cup

World Championships (when held in Canada)

Canadian Curling Pre-Trials

Tim Hortons Canadian Curling Trials

Mixed Doubles Curling Trials



3. Economic Impact & Key Benefits

The following key benefits have been associated with the event:

- Potential regional broadcast coverage for the Host Committee to leverage.
- The Host Committee retains 100% of all ticket sales revenue and local sponsorship sales.
- The rights and profits to any 50/50 draws during the course of the event are 100% retained by the Host Committee.
- 112 athletes and 15 officials.
- A legacy from the event can be established for the benefit of curling in the region.
- Volunteer development and capacity enhancement for future events.
- Economic impact, as reported by previous host cities and assessments, is \$1.0 to \$1.5 million
- Hotel rooms booked by Curling Canada (not including fans/supporters) = 550+ room nights

4. History of the Canadian Seniors

In 1965, Leo Johnson of Manitoba, the 1934 Brier champion, became the first winner of the Seagram Stone, the newly-minted Canadian Senior Men's title. Along with Marno Fredericksen, Fred Smith and Cliff Wise, Johnson's victory helped solidify the concept of Seniors curling.

It wasn't until 1973 that a Senior Women's championship was added to the roster of Canadian events, and that year it was a British Columbia team, led by Ada Calles, with Ina Hansen, May Shaw, and Barbara Weir, who helped inaugurate the Senior Women's competition.

In 2000, Glasgow, Scotland, added a Seniors exhibition series to its hosting of the World Championships, and in 2002, the World Seniors Championships became an official part of the Worlds in Bismarck, North Dakota. Canada's Senior Women's Champions, skipped by Anne Dunn, won the inaugural event: the USA men (Larry Johnston) took the men's title.

5. Timelines

Please see [page 9](#) for Timelines for the bid process

6. Bid process

Bid packages will be treated with confidentiality and as a 'closed' process, given the multitude of stakeholders and diverse interests which may be represented.

Curling Canada reserves the right not to accept any of and/or all of the bids at its sole and unfettered discretion. While Curling Canada is seeking the best possible bid for this prestigious event, it is not obligated to accept the highest bid.

In the unlikely event that a site visit is required, Curling Canada will be responsible for all related expenses. Curling Canada reserves the right to disseminate further information to all candidates throughout the bid process.

DRAFT 2022 Canadian Seniors Curling Championship

Local Budget

Income

Sponsorship	\$	15,000.00
Government Funding		
Town of Yarmouth	\$	10,000.00
Municipality of Yarmouth	\$	10,000.00
Municipality of Aryle	\$	10,000.00
Room Levy	\$	10,000.00
Province of Nova Scotia	\$	30,000.00
Ticket Sales	\$	20,000.00
50/50 Net	\$	2,000.00
	\$	107,000.00

Expenses

Venue		
Mariners Centre	\$	35,000.00
Curling Club	\$	5,000.00
Marketing/Sponsor Servicing	\$	22,000.00
Administration/Operations	\$	25,000.00
Volunteers	\$	15,000.00
Misc.	\$	5,000.00
	\$	107,000.00

Net Profit (Legacy)	\$	-
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