

**MEETING DATE:** March 24, 2025

**SUBMITTED BY:** Janet Guthrie, Sport Tourism Coordinator

**PREPARED BY:** Janet Guthrie, Sport Tourism Coordinator

**REPORT TITLE:** Alberta 55+ Summer Games Update

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## EXECUTIVE SUMMARY

To provide the Mayor and Council with an update on the status and plans for the 2025 Alberta 55plus Provincial Summer Games being held in Leduc from August 21 – 24, 2025. Updates will include an overview of events, the proposed venues, and the Games Organizing Committee's planning progress.

## BACKGROUND

In partnership with the Leduc Event Hosting Society, the City of Leduc is hosting the 2025 Alberta 55plus Provincial Summer Games (the Games) from August 21 – 24, 2025. 800-1200 participants competing in 23 events are expected to participate in the Games. In December 2024 the games organizing committee agreed to host an additional 10 competitions during the Games. This bumped the number of events from 16 to 26.

The Alberta 55 Plus Association is a volunteer led not-for-profit. Their mission is to help mature Albertans enjoy a healthy life full of connection and vitality. They do this by promoting participation in sport and recreation. The Alberta 55 Plus Provincial Games are designed with inclusivity in mind by taking into consideration people's varying aging experiences and socio-economic status. For these reasons, there is a wide variety of traditional competitive sports, passive games and cultural competitions that make up the provincial games.

Locally, a group of community minded volunteers have come together to form the Leduc Event Hosting Society. This group will exist beyond the Games to support the attraction and hosting of major events in the city. One challenge facing the Society is the long process required to become an approved Society by the province. Despite beginning the process in early 2023, official society status was granted by the province on February 7, 2024. This meant that the society was ineligible for provincial grants, casinos, and bingos until February 7, 2025, placing the financial viability of the Games at risk. The organizing committee is working hard to overcome these challenges and will apply for all opportunities now that they are eligible. Unfortunately, it takes the province a minimum of 6 months to process grants. This means that the committee will likely not find out until November, 3 months after the Games are over if they will receive funding.

The Games are expected to cost nearly \$400,000. Between municipal grants, both from the City and County, sponsorships, fundraising to date and the expected revenue from participant registrations, the games organizing committee is a little over halfway through raising the revenue needed to break even with the Games. The hope is to raise the funds required for the event so that the Games will breakeven before the opening ceremonies.

Traditionally the number of volunteers needed to support the Games is 10% of the number of participants. This means that with 1200 participants, the committee needs 120 volunteers to run the Games. The committee is planning several initiatives to engage the community and to foster an excellent visitor experience, therefore a few more volunteers will likely be required. To date, over 120 people have registered through Volunteer Leduc

## COMMITTEE-OF-THE-WHOLE

on the Better Impact system to volunteer for the Games. The volunteer services director will begin creating specific volunteer positions and shifts now. Volunteers will be able to choose which roles they want and will be able to set their own schedules once these positions have been created. As the committee solidifies their volunteer needs and people being to fill the roles, the volunteer services director will determine if additional volunteers are needed or not.

Residents seem to be interested in competing in the Games and there is awareness in the community. Anyone turning 55 this year or older interested in competing must first become a member of the Alberta 55 plus Association. Membership is \$40 a year. The next step will be to compete in the zone runoffs to qualify for the Games. There is a \$100 registration fee for the Games, this essentially covers the cost of food for each person during the Games. The registration deadline is June 30, 2025.

### **NEXT STEPS**

N/A

### **ATTACHMENTS**

Council Update 2025 Alberta 55plus Provincial Summer Games PowerPoint