



**2002
International
Europe Class
World Championship**

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2002 International Europe Class World Championship

1. Introduction

For two weeks in August and September, 2002, the Royal Hamilton Yacht Club (RHYC) will host the International Europe Class World Championship and Open Week. This prestigious international sailing event is sanctioned by the International Sailing Federation (ISAF) and will feature the best Europe class sailors from around the world. The event includes World Championships for both men and women, and it is also likely to be the first qualifying regatta for women from around the world hoping to sail single-handed dinghies at the 2004 Olympic Games in Athens.¹

As the hosting nation, Canada will be allowed as many as eight men and eight women at the 2002 Worlds, but these competitors must qualify through a series of regattas starting in August, 2001, and culminating with the Lilac Festival Olympic Classes Regatta in May, 2002. The Lilac Regatta will also be hosted by RHYC.

Because of this event's significance within the Olympic movement, it will bring upwards of 200 competitors and their entourages to Hamilton from Europe, Australia, Asia, and from South and North America, and it will focus the attention of the yachting world on the organizing club and community.

1.1. Schedule of Events

The event actually consists of two consecutive, week-long regattas. The first is Open Week, in which all Europe class sailors may compete. The results of this event do not count towards the World Championship, but qualified international sailors will use this event as a "warm-up" for the second regatta, the International Europe Class World Championship.

August 21, 2002	Registration and Measurement for Open Week
August 22 to 25, 2002	Open Week
August 26, 27, 2002	Registration & Measurement for Worlds
August 28 to September 3, 2002	Worlds (1 lay day)

¹ ISAF will decide on the status of this regatta as a qualifier in May, 2001.

1.2. *Participants*

The Organizing Committee expects 200 plus competitors from more than 30 countries to attend each of the Open Week and World Championship regattas. The Canadian Europe Class currently includes competitors from across Canada.

The 200 plus competitors expected to attend this event represents an increase on previous years due to growing interest in the class, and the status of this regatta as the first qualifying regatta for women's single-handed dinghy sailing at the 2004 Olympics in Athens. This number will also make this regatta best-attended Europe Worlds ever held outside of the European continent. The 2000 Worlds in Salvador de Bahia, Brazil, attracted 107 women and 70 men (177 total). The 1999 Worlds in Melbourne, Australia, attracted 111 women and 57 men (168 total). The 1998 Worlds in Travemunde, Germany, attracted 144 women and 113 men (257 total). The Organizing Committee believes the quality of the venue, the level of services provided to the competitors and their entourages, and aggressive promotion will help the 2002 Europe Worlds meet and possibly surpass these expectations.

1.3. *The Europe Class*

This event has been awarded to RHYC by the International Europe Class Union (IECU), the international class association for the Europe class, which is headquartered in Europe, has affiliated national class associations in the following countries:

- Argentina
- Austria
- Belarus
- Belgium
- Bermuda
- Brazil
- Canada
- Cayman Islands
- Chile
- China
- Colombia
- Costa Rica
- Croatia
- Czech Republic
- Egypt
- Ecuador
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Iceland
- India
- Italy
- Japan
- Latvia
- Lithuania
- Malaysia
- Mexico
- Netherlands
- New Zealand
- Norway
- Poland
- Portugal
- Romania
- Russia
- Singapore
- Slovak Republic
- Slovenia
- South Africa
- Spain
- Sweden
- Thailand
- Turkey
- Ukraine
- United Kingdom
- United States
- Uruguay

The Europe class dinghy was designed in Belgium in 1960 by Alois Roland. Its adjustable and technical nature make it an ideal showcase for the skills of experienced sailors. Because its size makes it ideal for competitors weighing between 100 and 170 pounds, it became a natural choice for women's competitions almost immediately, although it remains to this day an open class. Around the world, more than 20,000 Europe sailors compete at local, national, and international events.

1.4. The Location

The importance of this event for Hamilton and Canada should not be underestimated. Hamilton has long been an internationally recognized centre for sport, and this reputation has been especially well deserved with regard to sailing. The Royal Hamilton Yacht Club has been home to many Olympians,

1.5. The Host Club

The Royal Hamilton Yacht Club was established in 1888. The original Letters Patent identifies the purpose of its founding as being:

"to establish and maintain a Club as a Corporation having for its objectives the encouragement of Yacht building and Yacht sailing and racing on Ontario waters by the name of 'The Royal Hamilton Yacht Club' the said club have been permitted by Us to assume the Style of 'Royal'."

Since its founding in 1888, RHYC has promoted local and international yacht racing. The unique climatic, geographic, and hydrographic qualities provided by Burlington Bay give the club the longest sailing season in central Canada. Its sailors can be seen racing on the bay from the late days of March to the early days of December, and, when the bay freezes over, you will see many of them back out their in ice boats.

In 1924, RHYC's Norman Robertson earned the right to represent Canada and he became this country's first Olympic sailor when he competed at the Paris Olympiad that year. In the years since, RHYC has continued to provide an environment conducive to the development of the sport of yachting, and has been home to champions at the local, national, and international levels.

Many of the young sailors who have represented Canada in international competition have been members of, or trained by, the Royal Hamilton Yacht Club. For nearly half a century, RHYC's Junior Sailing Program, and, more recently, its Graduate Program, have helped these young men and women develop the skills and attitudes they need to excel in international competition. The success of these programs is all the more impressive in that, from their inception, they have been organized and carried out by a handful of dedicated volunteers from the RHYC sailing community.

The club has also figured prominently in international match racing. In 1978, RHYC's Don Green and his crew took Evergreen to the Bayview Yacht Club in Detroit to recapture the Canada's Cup for Canada, and RHYC sailors

defended the cup successfully in 1981 and 1984. Evergreen's feats are commemorated in the club's Evergreen lounge, where competitors gather before and after races to share experiences and the spirit of sportsmanship.

1.5.1. Club Activities

The Club continues to be actively involved in the development of Canada's future Olympians. We provide several levels of sail training, from beginning to advanced to high-performance, for provincial team members, elite athletes and aspiring Olympians. Robert Bethune, in Freshwaterseas.com, an online magazine "serving those who sail in Great Lakes waters," noted in an article RHYC's high-performance camp:

Sailing isn't a terribly well-organized sport.... Success in every sport depends on desire, talent, and skill, but it also depends on training, mentoring, and coaching.... That's where programs like the RHYC High Performance camp come in.... The Canadian Yachting Association is working on trying to create a similar event for the West Coast of Canada... The terrific combination of the facilities, the people, the harbour, the conditions, the nearby ISAF regattas (both in time and distance) make this program a very, very tough act to follow. (June, 1999)

In addition, the Club supports sailing for both competition and healthy recreation through:

- Regattas, weekly racing, and cruising activities
- Volunteer services throughout Canada and the world (race management, judging, serving on the boards of sport organizations)
- Sailing, racing, training, and volunteering opportunities for disabled (committees, boat show support)
- Training of disadvantaged children (Inner City)
- Training for Navy League cadets
- Boat tours for Big Brothers, Wesleyan Ministry, Breast Cancer survivors
- Active participation in Easter Seals Regattas
- Support and organization for community projects and activities such as Aquafest, Tall Ships, and the Millennium project

1.5.2. Partnerships

RHYC has active partnerships with:

- Canadian Yachting Association (CYA)
- Ontario Sailing Association (OSA)
- Dept. of National Defence (Navy)
- HMCS Star, Navy Reserve
- Navy League of Canada, Hamilton
- McMaster University
- City of Hamilton, Department of Tourism
- Bay Area Restoration Council
- Hamilton & District Chamber of Commerce
- Levy Sports Medicine
- Canadian Therapeutic College

1.6. The Organization

This event has been incorporated under Part II of the Canada Corporations Act as the 2002 International Europe Class World Championship Inc. The corporation's mission is:

to promote international ties through the sport of sailing, to encourage the growth of the Europe class in North America, to showcase and strengthen the community of Hamilton, Ontario, Canada as a centre of excellence for Olympic-class sporting and cultural events, and to leverage the skills, experience, and sporting enthusiasm of the RHYC sailing community to stage the best World Championship regatta of its kind.

1.6.1. Key Objectives

The key objectives inherent in this mission are:

- To stage a flawless sailing event
- To enhance the experience of competitors, officials, media representatives, and the public through social and cultural initiatives
- To present an organized, efficient, and enthusiastic face to the international sailing community and media
- To develop partnerships within global trading communities
- To build awareness of competitive sailing at the community level

1.6.2. Key Strategies

The key strategies by which we will achieve these goals are:

- To leverage the capabilities and experience of the entire RHYC membership through consultation and the recruitment of volunteers
- To develop the talents of our young members and volunteers through involvement in the organization and management of the event
- To leverage the energy and fresh ideas of our young members and volunteers, particularly with regard to the application of new technologies
- To encompass all segments of Canada's multicultural society.
- To collaborate with federal, provincial, regional, and non-governmental bodies for purposes of guidance, promotion, and funding
- To pursue private sector sponsorship aggressively
- To establish and maintain the policies and procedures inherent in sound management and fiscal responsibility

First and foremost, we the organizers are committed to the seamless execution of this high-profile, international event, because we believe success breeds success, and the success of this event will promote the sport, the club, and the community. We believe that this regatta will provide a legacy in the perception of Hamilton and Canada as genial and accommodating hosts.

We believe that all segments of our society can benefit from the success of this event. First Nations people will participate in the opening and closing ceremonies. Artists, both local and First Nations, will gain exposure for their works at "Art on the Lawn" events. Medals for the event will be struck from designs by David General. The North End of Hamilton will be introduced to the sport of sailing and the healthy enjoyment of Hamilton's rejuvenated waterfront.

The Organizing Committee will market the event aggressively, provide unprecedented service levels to competitors and their entourages, and do everything in its power to attract as many quality Europe class sailors as possible from around the world.

1.6.3. Composition of Committees

The Organizational Chart shown in Figure 1 identifies key positions and committees.

RHYC's membership is a cross-section of Hamilton's professional, business, industrial, and educational communities. The Organizing Committee and volunteers for the International Europe Class World Championship Inc. have been drawn from this large pool of talent, each according to his or her area of

interest and expertise. All share a passion for sailing and for promoting our club and community as a venue for international sporting and cultural events.

Each sub-committee has at least two student or young graduate members. This large contingent demonstrates our commitment to training youth, involving them in workshops, the day-to-day organization and management of the event, and using their fresh ideas to ensure that the youth of the world who come to Hamilton will have a positive and memorable experience.

The training and experience gained by Canada's young athletes and officials in preparing for this event will benefit the Canadian Olympic movement as early as the 2001 Canada Games and will carry forward beyond the 2008 Olympics.

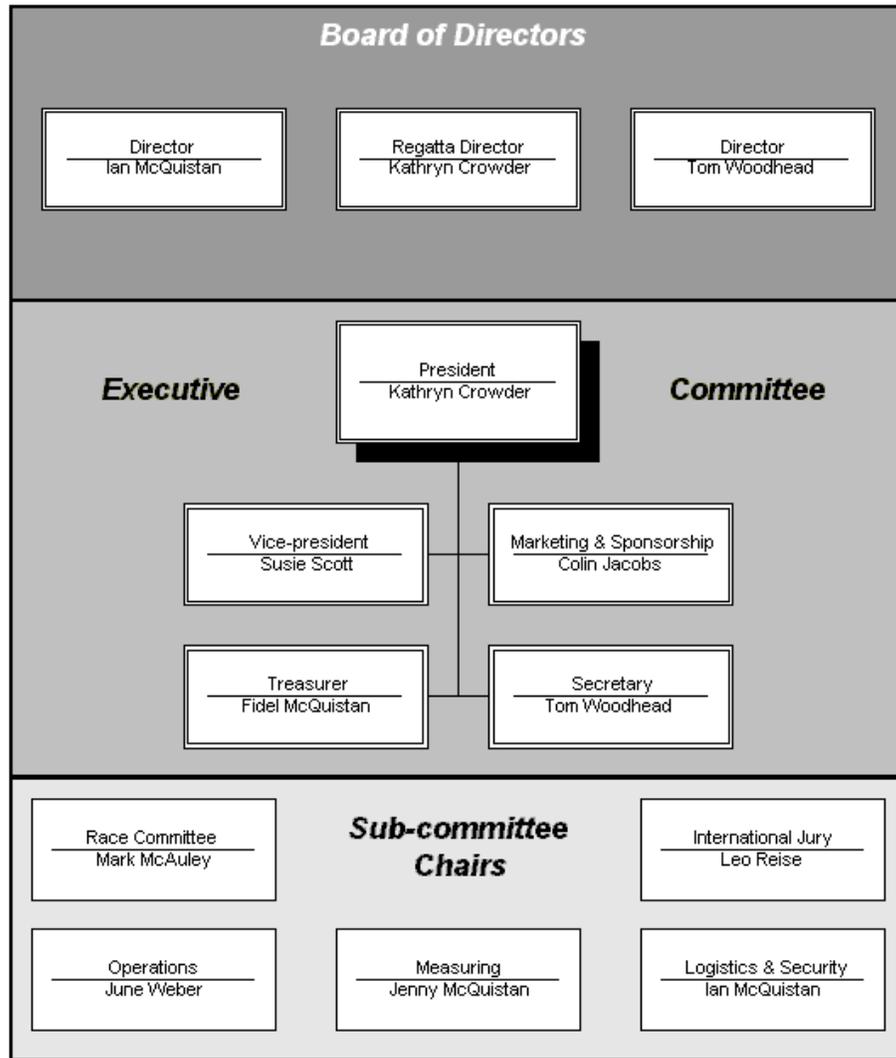


Figure 1: Organizational Chart, 2002 International Europe Class World Championship Inc.

2. Preliminary Budget

Table 1 shows the preliminary budget for the World Championship. The budget was developed by the Organizing Committee and sub-committees with excellence and fiscal responsibility in mind.

Revenues

Entry fees

Open Week: 200 athletes @ \$150 per athlete

World Championships: 200 athletes @ \$350 per athlete

less 10% to International Europe Class Union (IECU)

Total revenues

Expenses

Royal Mail Bag - Prince William (March 2000)

Boat Show posters (January 2001)

LIUNA Station deposit - closing ceremonies (November 2000)

Barbara Klunder - logo & posters (January 2001)

Incorporating costs

Committee Budgets

Outside controller

Docks

Physical site (upgrade to current building)

Sports clinic

Measuring

Spectators & spectator boats

Containers & boats

Communication centre (excludes computer rentals)

Opening / closing ceremonies

Awards & honorariums

Judges & jury

Race Committee

Web Page / computers / scoring

Coach / rescue / jury / mark boats (\$2,500 each)

Registration & reception

Sailor's reception

Boat Show & Special Events

Marketing & sponsorship

Insurance

Other

Portable washrooms

Regatta site (electricity & audio)
IECU - 5 executive member guests
Gas & uniforms
Contingency

Total expenses**Excess of expenses over revenues***Table 1: Preliminary Budget*

3. Sport Development

The focus of the 2002 International Europe Class World Championship is on youth. The athletes coming to Hamilton will certainly represent the sailing youth of the world, but the focus on youth is also apparent in the composition of the various volunteer committees.

3.1. *Officials Preparation*

The RHYC sailing community regards this event as an excellent opportunity to develop new Race, Jury, and Measurement officials from among our young membership, and to pass on the extensive collective experience of the many, world-calibre officials already associated with the Club.

3.2. *Volunteer Preparation*

The effort to organize and promote this event has been an entirely volunteer effort to this point. Our 29 committees have been investigating and developing every aspect of this World Championship, from facilities and clinics to communications and marketing. We expect the number of volunteers involved in this event to swell to approximately 500, contributing thousands of volunteer hours toward the successful organization and completion of the 2002 International Europe Class World Championship. However, the time has come for the corporation to take the next step.

Because the directors, executive, and various committee members of the 2002 International Europe Class World Championship Inc. are all volunteers leading busy lives outside of this not-for-profit corporation, they need a paid individual with event-organizing experience to act as the glue that binds this organizing effort together. This individual would be directed to:

- Ensure that all opportunities to promote the success of this event are explored with due diligence;
- Ensure that all efforts will be made to find private sponsorships, thus reducing the event's dependence on funding from various levels of government; and

- Ensure that liaison is maintained between the event organizers and other interested parties such as the City of Hamilton, and provincial and federal ministries.

The corporation has no cash flow at this time, and needs seed funding to find and hire the right individual to fulfill these functions, and to produce the collateral necessary to promote this event properly.

3.3. Pre-event Test Events

Each year, RHYC hosts the ISAF-sanctioned Lilac Festival Olympic and Development Classes Regatta in May. This event is one of only four such regattas regularly sanctioned by ISAF in Canada. It traditionally marks the beginning of the sailing season and draws substantial contingents from numerous Olympic classes such as Europe, Star, 470, Laser, Laser II, Radial, 29er, and 49er.

This year's event holds extra significance, as it is the first opportunity for many of our volunteers to practice for the upcoming World Championship. It is the first in a series of major events in the course of an 18 month timeline we have established for the training of our volunteers. The next major event in that timeline is the National Qualifier Regatta (NQR) for the Europe Class, to be hosted by RHYC from August 23 to 26, 2001. The 2002 Lilac Festival Olympic Classes Regatta, again hosted by RHYC, will also be a qualifying event for the 2002 World Championship.

The many sub-committees will use these events to train volunteers in race management and in the techniques and tools of boat measurement.

A contingent of RHYC volunteers will also be in Portugal to observe the 2001 World Championship and to market the 2002 World Championship. Our Chief Measurer will also be assisting with measurement in Portugal. She will become the Official Canadian Measurer for the Europe class, and will possess the only sanctioned set of measuring tools in the western hemisphere.

3.4. Legacy

RHYC will use this event to develop its facilities for youth and disabled sailing. The community of Hamilton will benefit from improved access to Hamilton Harbour through RHYC's many community programs (See *Section 1.5.1, Club Activities*). The Canadian competitive sailing community will benefit from improved facilities for future regattas the accumulated experience of regatta organizers, athletes, coaches, and officials, and measuring equipment purchased to prepare for and run this event.

3.4.1. Youth Sailing

RHYC's sailing programs for youth are among the most advanced in Canada. The experience and infrastructure improvements gained from this event will

make these programs even stronger and serve to improve the standing of Canadian athletes in international competition.

3.4.2. Disabled Sailing

Last year, as part of Hamilton's millennium project, the Club held a very successful regatta, which included boats for disabled. It was the first time in Ontario that disabled sailing was merged with Olympic class and Olympic Development class boats. The occasion was celebrated with music and entertainment. The same event is scheduled for 2001 and into the future.

Only a few sailing clubs in Ontario and none in Hamilton Wentworth provide access for disabled. The closest clubs with disabled access are located in Toronto and St. Catherines.

Making Club facilities accessible for disabled sailors and spectators is the subject of a pending grant application to the Trillium Foundation.

4. Economic Benefits and Impacts

4.1. Cost-Benefit Analysis

4.1.1. Costs to Host the Event

The preliminary budget estimates the total cost to host the event at approximately \$424,000, with an excess of costs over revenue of approximately \$334,000.

4.1.2. Sources and Amounts of Funding

Table 2 identifies proposed sources and amounts of funding. Figure 2 provides a graphical representation of this Revenue Allocation Model.

Source	% Contribution	Total
Revenues from Operations	21	
Revenues from Private Sponsorships	19	
Regional Contributions	12	
Provincial Contributions	15	
Federal Contributions	33	
Total:		

Table 2: Revenue Allocation

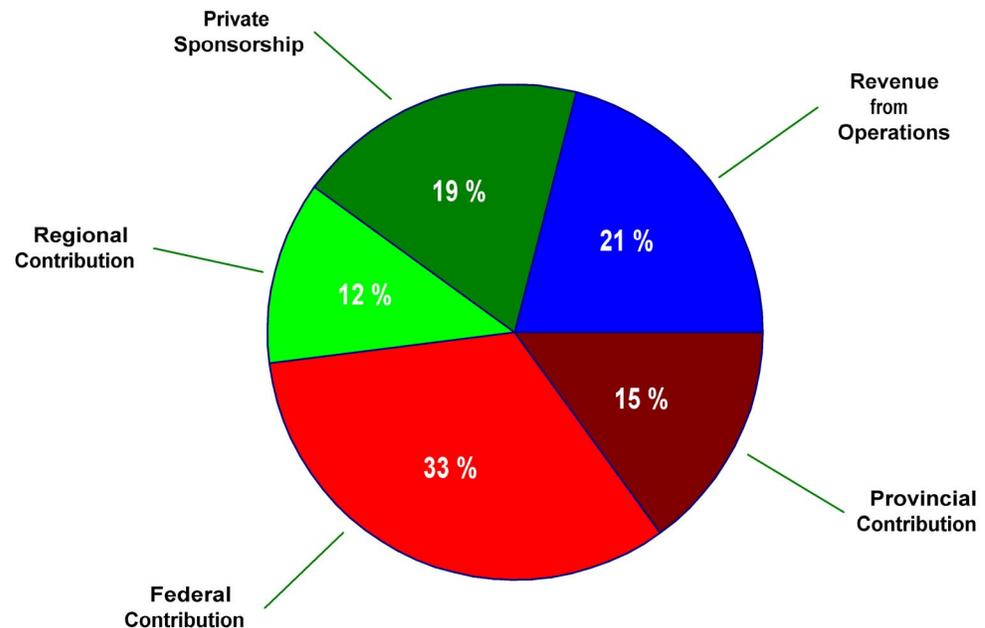


Figure 2: Revenue Allocation Model

4.1.3. Benefits

The 2002 International Europe Class World Championship will provide both tangible and intangible benefits to the city of Hamilton and to the Canadian sailing and sporting communities.

Tangible benefits are apparent in the legacy of improved facilities and access to Hamilton Harbour for competitive sailing, especially for both young and disabled sailors.

However, many of the greatest benefits that will accrue from this event are of the indirect and intangible variety:

- Opportunity for improvement of Canadian athletes through exposure to world-class competition
- Opportunity for our youth to learn from and make life-long connections with the youth of other nations
- Development of officials for future Canadian and international sailing events
- Improved perception of Hamilton as a venue for international sporting events
- Active participation in the Olympic movement at a time when Canada is developing two separate Olympic bids
- Showcasing of Hamilton Harbour and Lake Ontario as an ideal venues for Olympic sailing

- Promotion of the Hamilton waterfront as a venue for healthy recreation
- Improved facilities for future events

4.1.4. Analysis

The 2002 International Europe Class World Championship presents a rare opportunity to invest in Canada's youth and its future in Olympic-class sailing events. This investment will be modest in comparison to the benefits accrued by the present and future athletes, by the people of City of Hamilton, and by Canada's Olympic sporting community in general.

4.2. Economic Impact

4.2.1. Area of Impact

The cities of Hamilton and Burlington will be the primary areas affected by the influx of athletes and their entourages and spectators. Many of these people will certainly use this opportunity to visit other local tourist destinations such as the Six Nations reserve, Toronto, and Niagara Falls.

4.2.2. Direct Impact

All projected expenditures by the Organizing Committee are included in *Section 2, Preliminary Budget*. These expenditures include opening and closing ceremonies, as well as a reception to be held at LIUNA Station.

4.2.3. Visitor Volumes and Expenditures

Economic impact is not generally also considered a benefit, because it usually involves a redistribution of economic activity within Canada rather than a generation of new economic activity. However, this event presents an exception, because the majority of competitors and their entourages will actually originate outside of Canada. Thus, the economic activity generated by this event would not have had any impact within Canada had the event not been awarded to Hamilton.

Based on a target of 200 athletes, plus an entourage of 1.5 (coaches, relatives, friends, officials), for a total of 500 visitors, Table 3 estimates the direct economic impact of the World Championship.

Lodging²

Food & Beverage³

Arts, Crafts, Souvenirs⁴

Total Expenditures:

Table 3: Direct Impact of World Championship Visitors

² Based on a per diem of \$50 and a stay of 10 days.

³ Based on a per diem of \$25 and a stay of 10 days.

⁴ Based on a one time average expenditure of \$50.

4.2.4. Analysis

Because a similar event has never occurred in Canada, it is difficult to assess economic impact before the fact. It is clear, however, that the economic impact of the event is far outweighed by its impact on the Olympic movement in Canada and on the development of Olympic class sailing in Canada.

5. Social Benefits

5.1. *Canadian Identity and Citizenship*

The event will bring together Europe class sailors from across Canada in the spirit of competition and fellowship. The Canadian Europe Class Association has members in British Columbia, Alberta, Ontario, Québec, and Nova Scotia.

5.2. *Youth Involvement*

Youth is represented in this event among the competitors, the organizers, and the officials. RHYC is using this event to develop a new generation of race and jury officials, and to build organizational experience within its youth membership. This event also presents a great opportunity for our young athletes to form life-long relations with young athletes from other countries.

5.3. *Gender Equity*

The event includes World Championships for both men and women. In addition, the IECU stresses the participation of women in all aspects of event organization and execution. Both men and women are represented equally on the 2002 International Europe Class World Championship Inc.'s Board of Directors, Executive Committee, and various sub-committees.

5.4. *Voluntarism*

The 2002 International Europe Class World Championship Inc. is a volunteer organization. By the time of the event, the ranks of volunteers will swell to approximately 500 and will contribute thousands of volunteer hours to the success of the regatta.

5.5. *Official Languages*

The Organizing Committee will recruit greeters with fluency in as many of the competitors' native languages as possible as an adjunct to the event's multicultural theme. The event's Web site, expected to be launched in late June, 2001, will include support for both official languages, as well as information packages in as many other competitors' languages as possible.

5.6. *Employment Equity*

The majority of the people who will organize and run the event are volunteering their time. If a need to hire people develops, the Organizing Committee will embrace employment equity principles in its hiring practices.

5.7. *Multiculturalism*

One of the event's taglines is "The World Comes Home to Hamilton". RHYC and the Hamilton waterfront are a short distance from Hamilton's International Village, where competitors, their entourages, officials, and spectators will find a vibrant, multicultural community and a variety of ethnic cuisines.

5.8. *Aboriginal People*

Aboriginal people from the Six Nations reserve will participate in the regatta's opening ceremonies. Six Nations artists have been invited to exhibit their work during the event, and the medals awarded during the event will be struck from designs provided by Six Nations artists.

5.9. *Persons with Disabilities*

Planned enhancements to docks and washroom facilities will be a legacy for disabled sailors.

5.10. *Fitness*

The event will promote the use of the Hamilton waterfront for healthy recreation.

5.11. *Public Support*

The Executive Committee will make every effort to promote the event to the general public in its Marketing and Communications programs.

6. Cultural Benefits

6.1. *Standards for Communications*

All efforts will be made to comply with the Official Languages Act. The Organizing Committee will also recruit greeters with fluency in as many of the competitors' native languages as possible as an adjunct to the event's multicultural theme. The event's Web site, expected to be launched in late June, 2001, will include support for both official languages, as well as information packages in as many other competitors' languages as possible.

6.2. *Linguistic and Cultural Aspects*

Table 4 shows the breakdown of Hamilton's population according to Statistics Canada.

Characteristics	Hamilton		
	Total	Male	Female
Immigration characteristics			
Total - All persons	617,810	301,710	316,105
Non-immigrant population	469,295	229,720	239,575
Immigrant population	145,660	70,455	75,205
Non-permanent residents	2,855	1,535	1,320
Selected ethno-cultural characteristics			
Aboriginal Population	5,460	2,400	3,055
Total - Visible minority characteristics - All persons	617,810	301,705	316,105
Visible minority population	48,910	24,680	24,230
Chinese population	7,115	3,670	3,445
South Asian population	10,640	5,490	5,145
Black population	10,060	5,140	4,915
Arab and West Asian population	4,580	2,440	2,135
Filipino population	3,400	1,455	1,950
Southeast Asian population	4,490	2,280	2,210
Latin American population	3,645	1,785	1,860
Japanese population	1,410	685	730
Korean population	1,175	575	600
Visible minorities, not included elsewhere	1,265	585	685
Persons belonging to more than one of the above visible minority groups	1,125	575	550
All others	568,900	277,030	291,870

Table 4: Breakdown of the population of Hamilton (Statistics Canada, 1996)

The event will be promoted as a multicultural event with participants from around the world. Opening and Closing ceremonies, as well as arts events during the regatta, will have in part a focus on the local First Nations.

6.3. Arts and Heritage Activities

We are planning to feature the Hamilton Philharmonic Orchestra in the event's Opening ceremonies. Daily "Art on the Lawn" events will feature the works of local and First Nations artists.

6.4. Exposure of Canadian Culture

We will begin to raise international awareness of the event with information packages delivered to potential competitors and sponsors at this year's World Championship. The simultaneous launch of the event Web site will open up a

new avenue for the continued international dissemination of information about the event. We plan to promote Southern Ontario as a tourist destination, and to use tourism as a selling point for drives to enlist both competitors and sponsors.

Media events will be staged in the 18 months leading up to the event to gain maximum exposure, locally, nationally, and internationally. Day trips for competitors and their entourages will be planned and promoted in advance.