



Empowering Women's Soccer

The Vision for Vancouver Rise FC at Swangard Stadium



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Executive Summary

The Northern Super League (NSL), Canada's top professional women's soccer league, will debut in 2025 with six teams across Canada, including the Vancouver Rise FC.

Due to many factors highlighted in this proposal, the Vancouver Rise FC is proposing to the City of Burnaby, that Swangard Stadium be designated as the home stadium for the team.

**THIS IS MORE THAN A GAME...
IT'S THE ARRIVAL OF
PROFESSIONAL WOMEN'S
SOCCER IN CANADA.**

VANCOUVER RISE FC

Executive Summary

A Historic Opportunity

This is a very exciting and unique opportunity to secure a professional sports team in the City of Burnaby. It is extremely rare for a brand new professional sports team or league to start up, especially in one of North America's "big five" sports. When we look at the landscape of the Greater Vancouver area, every other professional sports team has a venue and has played there for many years, building a relationship and home with that community. This proposal is an opportunity for the Rise to call Swangard home for many years to come, and for the City of Burnaby to be part of building the first professional women's sport team in BC, creating a legacy.

The NSL is more than just a soccer league; it represents a significant step forward for women's professional sports in Canada. This league embodies the principles of inclusion, community, and identity, reinforcing Canada's role as a global leader in sport and gender equality.

Swangard Stadium has the potential to meet the NSL's requirements with appropriate renovations, positioning Burnaby to become a nationally recognized soccer city and continuing its rich soccer legacy. This move promises to bring substantial media coverage and elevate the city's profile on the national stage.

To achieve this vision and fulfill the NSL's criteria, a multi-year collaboration between Vancouver Rise FC and the City of Burnaby is crucial. This partnership would involve addressing the following stadium upgrades:

- **Grass Pitch Maintenance:** Enhanced mowing and maintenance specifications.
- **Seating Capacity:** Expansion to 6,000+ seats with backs, with a gradual increase to 9,000 seats by Year 3, in line with anticipated attendance growth (6,000 in Year 1, 7,500 in Year 2, and 9,000 in Year 3).
- **Locker Rooms:** Renovations to meet new layout and sizing requirements.
- **Scoreboard:** Upgrade to a modern, high-definition scoreboard.
- **Branding:** Installation of permanent NSL and Vancouver Rise FC branding at the stadium.
- **Design Enhancements:** Improvements in aesthetics both inside and outside the stadium, including color schemes and general cosmetics.
- **Interior Design:** Upgrades to locker rooms and other interior spaces such as corridors.
- **Staffing:** Development of a staffing plan to handle increased event needs due to higher attendance.

This business case explores opportunities for community engagement and revenue generation by making Swangard Stadium the home of Vancouver Rise FC. Burnaby stands poised to become a prominent soccer city, joining the ranks of other NSL teams across Canada in this monumental inaugural season.

This initiative represents more than local development; it is part of a broader movement shaping the future of soccer. By establishing Vancouver Rise FC at Swangard Stadium, Burnaby not only enhances its sports profile but also provides a transformative opportunity for a generation of women's players. For the first time, female athletes in Canada will have the chance to play professional soccer in their own communities, inspiring the next generation of young women to dream big and pursue their goals at home.

To meet the NSL's requirements, substantial renovations and upgrades to Swangard Stadium are necessary. As the City of Burnaby has already conducted the [Swangard Stadium Revitalization Study](#) (June 2023) and is currently considering development and maintenance options, we propose integrating the NSL's requirements into these plans.



Project Background

The Northern Super League (NSL) is Canada's newly established Division 1 professional women's soccer league, governed by Canada Soccer, Concacaf, and FIFA. Owned and operated by Project 8 Sports Inc., which was co-founded by former Canadian women's national team player Diana Matheson, the league will debut in 2025. It will feature six founding teams representing Halifax, Montreal, Ottawa, Toronto, Calgary, and Vancouver, providing a comprehensive coast-to-coast representation of professional women's soccer in Canada. The NSL aims to create opportunities for Canadian athletes, inspire future generations, and foster a sense of community through soccer.

Vancouver Rise FC, one of the league's founding teams, will launch its inaugural season in April 2025. Currently, Vancouver Rise FC is exploring options for a home stadium in the Lower Mainland, with Swangard Stadium—a historic sporting venue in Burnaby—being a prime candidate.

This business proposal presents the opportunity for Swangard Stadium to become the home of Vancouver Rise FC. It highlights the benefits for the City of Burnaby and its residents, including the required improvements and the positive impact the team could have on the community. Hosting Vancouver Rise FC would position Burnaby as a leader in the burgeoning movement of women's sports in Canada.

Tourism Burnaby, along with its designated sports office, Sport Burnaby, is fully committed to supporting this proposal. We recognize the substantial benefits of having Vancouver Rise FC as an anchor tenant in Burnaby, including boosting tourism, driving economic growth, enhancing local sports development, and advancing female sports. We are enthusiastic about collaborating with City of Burnaby staff, Council, and Vancouver Rise FC to ensure the successful realization of this opportunity and to maximize its positive impact on our community.

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The Global Rise of Women's Sport

Canada

The success of Canada's women's national soccer team, highlighted by their Olympic gold medal in Tokyo 2021 and two-time bronze medals (2012 and 2016), has ignited a surge of interest and support for soccer across the country. Leading that team, was Burnaby born, Christine Sinclair, who is the most successful soccer player ever to represent Canada, and holds the title of the highest-scoring player—man or woman—in the world. Her final game on December 5, 2023, at BC Place drew the largest sports audience in seven years, while her second-to-last match at Starlight Stadium in Langford sold out with 6,102 attendees.

Notable previous events at BC Place included the 2015 Women's FIFA World Cup, where Canada set new records for both tournament attendance (1,353,506) and team attendance (54,027)¹, and hosted a men's FIFA qualifier game in 2016.

Looking ahead, Canada is set to host 13 games at the 2026 FIFA World Cup, with Vancouver hosting 7 matches². This tournament will be the largest FIFA World Cup to date, jointly hosted across North America by Canada, Mexico, and the USA.

USA

The National Women's Soccer League (NWSL), established in 2013, has experienced remarkable growth, with attendance rising from 375,763 to over 1.5 million in 2024 - a nearly 300% increase. Among the 12 teams in the league, the Portland Thorns (Oregon) and OL Reign (Seattle, Washington) rank third and fourth in attendance, respectively. The top two spots are held by west coast teams San Diego and Los Angeles, highlighting the rapid growth of soccer on the West Coast.

In 2024, the NWSL achieved several record-setting milestones:

- Surpassed one million fans for the third consecutive season.
- Reached a record-breaking 1.5 million total regular season attendance for the first time in the league history in September 2024.³
- Marked the fastest campaign in league history to reach this milestone.
- To date, overall attendance increased by 42% year-over-year.
- National broadcast viewership up 95% year-over-year.⁴

1. <https://canpl.ca/article/canadian-premier-league-opens-milestone-fifth-season-with-significant-attendance-boost>

2. <https://www.cbc.ca/sports/soccer/fifa-mens-world-cup-2026-canada-soccer-matches-1.7104623>

3. www.nwslsoccer.com/news/nwsl-surpasses-1-point-5-million-in-regular-season-attendance

4. www.nwslsoccer.com/news/attendance-viewership-engagement-soar-at-halfway-mark-of-2024-nwsl



The Global Rise of Women's Sport (cont.)

International

Internationally, women's soccer and other sports continue to expand their fan base:

- The FIFA Women's World Cup 2023™ was the most successful in history, drawing nearly 2 million fans to matches in New Zealand and Australia, with over 700,000 attendees in New Zealand alone.¹
- In 2022, a world-record crowd was set for a women's soccer match, when over 91,000 attended the Champions League at Camp Nou Stadium, where Barcelona defeat Real Madrid 5-2.²
- Arsenal Women FC (London, England) has recorded an average attendance of just under 35,000 fans in the Women's Super League this season. This impressive figure is partly due to the club's decision to hold select home matches at Emirates Stadium, which is usually reserved for the men's team and has a capacity of around 60,000.³
- During the 2023 season, the Women's Tennis Association shattered a new global audience record of more than 1 billion.⁴
- National Women's Soccer League average attendance from the 2022 season to the 2023 season was up 32%.⁴
- The 2023 Women's Super League in England season grew a staggering 267% from 2022, driven by a strategy to play marquee games in larger stadiums.⁴
- The WNBA 2023 season reached 36 million unique viewers, growing 27% from 2022.⁴
- The 2023 Women's World Rugby Six Nations final drew a record 58,498 fans while the number of active registered female rugby players globally increased 33.9%.⁴
- In its inaugural season, the PWHL broke six attendance records for women's hockey, and it now holds the all-time record for attendance for a women's hockey game of 21,105 at the Bell Centre in April 2024.⁵

1. www.majorevents.govt.nz/fifa-womens-world-cup-australia-and-new-zealand-2023/event-information#:~:text=The%20FIFA%20Women's%20World%20Cup%202023%E2%84%A2%20was%20the%20most,attendin%20matches%20in%20New%20Zealand.

2. www.cbc.ca/sports/soccer/world-record-crowd-women-champions-league-barcelona-1.6402809#:~:text=16-,A%20world%2Drecord%20crowd%20for%20a%20women's%20soccer%20match%20of,were%20in%20attendance%20in%20Barcelona.

3. worldsoccertalk.com/news/arsenal-women-attendance-higher-than-10-premier-league-clubs-20240306-WST-493467.html

4. NSL League Overview

5. <https://www.sportsnet.ca/pwhl/article/pwhls-inaugural-season-breaks-records-sets/>



Burnaby's Edge

Burnaby has a rich and proud soccer legacy. As a city deeply rooted in the love for the beautiful game, Burnaby is a place where icons are born and future heroes are inspired.

Hometown Hero

Burnaby is synonymous with soccer, largely due to Christine Sinclair, who was born and raised in the city and is recognized as Canada's most decorated soccer player. Sinclair holds the world record for the most international goals scored by any soccer player, male or female. The City of Burnaby honors her incredible achievements through the Christine Sinclair Community Centre, cementing Burnaby as an ideal location to host one of the first professional women's soccer teams in Canada.

It was here, in Burnaby, that Christine's journey began - a journey that has inspired countless dreams and ignited the ambitions of aspiring athletes across the country. And now, with the NSL, it will inspire new dreams for female athletes, who can pursue their passion and play professionally in Canada.

Burnaby also supports the development of the next generation of youth, with programs designed to develop young players who aspire to play professionally and adorn the red jersey to represent their country. These programs include:



- **Christine Sinclair Community Centre:** Home to the Whitecaps FC BMO Academy for U8-U15 boys and girls. In partnership with BC Soccer, the Vancouver Whitecaps FC Girls Elite Academy operates as an official Canada Soccer National Development Centre (NDC), welcoming top female prospects from across Canada to train, study, and play in Burnaby.
- **Burnaby Lake Sports Complex West:** The site for Academy programs, including the Whitecaps National EXCEL Program (REX), which develops female players from U15-U20.
- **Swangard Stadium:** the venue for Whitecaps FC2, hosting both men's and women's home matches.

VANCOUVER RISE FC



Burnaby's Edge

(cont.)

Location, Location, Location

Burnaby is strategically located in the heart of Metro Vancouver, making it easily accessible from major highways, roadways, and transit systems. Its central position ensures convenient travel for fans and visiting team from across the region by car, plane, or public transit.

As British Columbia's third-largest city and a close neighbor to Vancouver, Burnaby is conveniently linked by SkyTrain to the rest of the Lower Mainland and Vancouver International Airport. The region has a substantial population within a short drive of Swangard Stadium, with approximately 2.8 million people living within a 1 - 1.5 hour drive.

Metro Vancouver Regional District	2.46M
Fraser Valley Regional District	296,000
Squamish-Lillooet Regional District	50,500
TOTAL	\$2.8M

DRIVING TIMES	from	Fraser Valley	1 hr - 1.25 hrs
		Squamish	1 hr - 1.25 hrs



Burnaby's Edge (cont.)

Swangard Stadium

Located in Burnaby's scenic Central Park, Swangard Stadium is optimally positioned with the largest immediate population with a 30-minute drive. This multi-purpose facility, built in 1969, is surrounded by lush forest and parkland, offering a seating capacity of 4,500, a natural grass field, 360 parking spots, and four dressing rooms. Its convenient location on the SkyTrain line makes it easily accessible for fans and visitors.

Swangard Stadium has a rich soccer history. It was once home to both the Vancouver 86ers and Vancouver Whitecaps FC until 2010, and witnessed the 86ers' incredible achievement of winning four consecutive CSL titles and maintaining an unbeaten streak of 46 games from 1988 to 1989. The stadium has a history of hosting esteemed international events across various sports, including soccer, rugby, ultimate frisbee, and track and field. Notably, it has been the venue for the 2002 FIFA U-19 Women's World Championship and the 2007 FIFA U-20 World Cup Championship.

According to the **Swangard Stadium Revitalization Study (June 2023)**, the facility is nearing the end of its lifecycle and requires significant investment to maintain its functionality and future viability. Partnering with Vancouver Rise FC offers a unique opportunity to breathe new life into Swangard Stadium, continuing its legacy while collaboratively revitalizing the venue for future generations.

If significant renovations and upgrades are undertaken at the facility, current user groups, events, Burnaby residents, and the broader community will benefit from enhanced amenities. Depending on the scope of these improvements, Swangard Stadium could also expand its capacity to host a wider range of events, including higher level competitions, increasing its appeal and functionality.

Economic Impact Analysis

Tourism Burnaby has calculated the potential economic impact of hosting Vancouver Rise FC at Swangard Stadium. Using the Destinations International Economic Impact Calculator, they project immense benefits for Burnaby's businesses, taxpayers, and residents.

The economic footprint of a 12-game season, would bring substantial tourism revenue, support thousands of jobs, and generate significant tax contributions. Below are the top-level figures that highlight the substantial impact this initiative would have on the local economy.

Year 1

The following economic impact figures are based on attendance of 6000 people per game in a 12-game season.

Key Cumulative Metrics Across All 12 Games:

1. Total Direct Business Sales: \$2,912,928

This reflects the total revenue that would be generated directly from spending across all 12 games. Major contributors included lodging, transportation, food & beverage, and retail sectors.

2. Total Business Sales (Including Indirect/Induced Effects): \$4,630,990

Including the ripple effect of indirect and induced business activities, the total economic footprint of the 12-game season would exceed \$4.6 million.

3. Total Jobs Supported: 2,493 jobs

The 12-game season would support 2,493 jobs, including 2,038 direct jobs and 455 indirect/induced jobs, spread across sectors such as retail, hospitality, food services, and event management.

4. Total Personal Income Generated: \$1,330,728

The personal income generated from employment across the 12-game season would be over \$1.3 million.

5. Total Local Tax Revenue: \$33,557

Local tax revenue would be a result of user fees, hotel taxes, and other local levies.

Economic Impact Analysis

(cont.)

Breakdown by Major Sectors:

1. Lodging: Total Revenue: \$505,801

The 12-game season's overnight attendees would lead to substantial lodging revenue, contributing more than \$500,000 to local accommodations.

2. Transportation: Total Revenue: \$533,688

Transportation would be a consistent contributor to business sales, with approximately \$44,474 generated per game across all 12 events.

3. Food & Beverage: Total Revenue: \$421,500

Attendees would spend heavily on food and beverage during the 12-game season, contributing to local restaurants and vendors.

4. Retail: Total Revenue: \$572,064

Retail purchases, including event merchandise and local shopping, would play a significant role in the economic impact.

5. Recreation: Total Revenue: \$524,688

Recreation-related spending, such as leisure activities tied to the games, would also add to the overall economic footprint.

6. Business Services: Total Revenue: \$407,544

Business services would include services provided to organizers, media, and sponsors, adding to the overall economic benefit.

Economic Impact Analysis

(cont.)

Employment Impact: Total Jobs Supported: 2,493

- Direct Jobs: 2,038
- Indirect/Induced Jobs: 455

Jobs supported by the 12-game season would span multiple sectors, including hospitality, retail, food services, transportation, and event organization.

Event Metrics: Total Attendees: 72,540

Across the 12 games, a total of 72,540 attendees, including 3,624 overnight attendees and 68,916 day attendees, would participate in the 12-game season.

Conclusion:

The Vancouver Rise FC 12-game season would have a profound impact on the local economy, with more than \$2.9 million in direct business sales and over \$4.6 million when considering indirect and induced effects. The season would not only support nearly 2,500 jobs but also generate substantial tax revenues for federal, provincial, and local governments. The results highlight the importance of hosting large-scale sporting events and their wide-reaching economic benefits to the community.

Future Potential

If Swangard Stadium were renovated to seat 7500 people, the direct business sales increase 28% to \$3.7 million and \$5.9 million when considering indirect and induced effects. If the stadium could welcome 9000 spectators, these numbers increase again to \$4.5 million and \$7.1 million for indirect and induced effects.

# of spectators	Total Direct Business Sales	Total Business Sales (Including Indirect/Induced Effects)	Total Tax Revenue
6000	\$2,912,928	\$4,630,990	\$779,468
7500	\$3,733,512	\$5,909,076	\$977,532
9000	\$4,501,800	\$7,712,088	\$1,180,188



Community & Social Impact

Hosting an NSL team in Burnaby presents numerous opportunities for Vancouver Rise FC to collaborate with the City of Burnaby, its residents, and local organizations to create a lasting positive impact. The league aims to provide opportunities for Canadian athletes, inspire future generations, and foster a sense of community through soccer. Vancouver Rise FC is committed to being an integral part of this community and is eager to explore ways to maximize this impact, outlined are possible initiatives:

Community Outreach Programs

- **Fundraising and Volunteering:** Engage in fundraising for local causes and participate in volunteer activities
- **Soccer Clinics and School Visits:** Conduct soccer clinics and school visits to inspire and educate young athletes
- **Hospital Visits:** Visit local hospitals to spread cheer and connect with the community
- **Health and Education Campaigns:** Launch campaigns to promote health and education, making a positive impact through soccer

Integration with Existing Programs

- **Whitecaps Youth Development:** Integrate Whitecaps Youth Development programs with Vancouver Rise FC, ensuring all existing programs are branded under both Whitecaps and Rise.

Educational Partnerships

- **Sport as a Learning Tool:** Utilize soccer to provide educational opportunities and hands-on experience for children, enhancing their field of play



Community & Social Impact

(cont.)

Fan Engagement

- **Open Training Sessions and Stadium Tours:** Host open training sessions and stadium tours to engage fans and offer behind-the-scenes access
- **Player Meet and Greets:** Organize meet-and-greet events with players to build a strong connection with the community.

Inclusive Initiatives

- **Engaging Underrepresented Groups:** Focus on women in sport by encouraging young girls to play and creating equal opportunities for all.

Support for Local Businesses

- **Local Suppliers:** Support Local suppliers through various services and products required to operate Vancouver Rise FC. This support may extend to including local food trucks to supplement concession offerings at each game, subject to approval

Sustainability Initiatives

- **Zero Plastic Waste:** In alignment with Burnaby's Environmental Sustainability Strategy (ESS), Vancouver Rise FC is committed to prioritizing sustainable solutions for a greener future. This includes adhering to the federal Action Plan on Zero Plastic Waste and the provincial Single-Use Plastic Waste Prevention Regulation. We will work with vendors to avoid single-use plastics and implement a 100% closed-loop reuse system. This approach supports Burnaby's goal of evolving into a more vibrant, resilient, and sustainable community with healthy ecosystems.



Facility & Infrastructure Review

The NSL Operations Manual details the requirements for a host stadium (see Appendix 1). Given the tight timeline before the 2025 NSL season, temporary solutions for locker rooms, press boxes, and other facilities may need to be explored. In parallel, discussions regarding longer-term facility upgrades and investments between Vancouver Rise FC and the City of Burnaby are anticipated.

Top three priorities for 2025:

1. Seating Capacity: A minimum of 6,000 seats
2. Grass Pitch Quality: Ensuring the pitch meets high standards
3. Locker Rooms: Providing adequate and high quality locker room facilities

1, FIELD OF PLAY

The NSL has stringent criteria for pitch quality that all clubs must meet, requiring 100% assurance that their pitches adhere to these standards. As a founding club associated with the Whitecaps, it is crucial that these standards are maintained. The NSL's Field of Play requirements include specifications for surface quality, maintenance, dimensions, markings, and both field and match equipment.

Surface

NSL Matches may be played on natural or artificial grass surfaces. The NSL outlines requirements for each including condition, colour, mow patterns, etc.

Dimensions

- a. Preferred dimensions: 105m x 68m
- b. Maximum dimensions: 110m x 75m
- c. Minimum dimensions: 96m x 60m

Markings

All NSL playing fields are required to have specific markings and details are provided on colour, width, technical areas, goal nets, corner flags, photographer's areas, etc.

Field and Match Equipment

Each Club is required to own and maintain a minimum of three (3) FIFA approved goals and official soccer balls for the home and visiting teams. Bench Shelters are to be installed to protect Club personnel from inclement weather. Clubs are required to have a snow removal plan.

Facility & Infrastructure Review

[cont.]

1, FIELD OF PLAY (CONT.)

REQUIREMENT	STATUS/PROBLEM	SOLUTION
Grass pitch	Existing grass pitch	n/a
105m x 68m pitch	105m x 68m pitch	n/a
1.27 cm to 3.175 grass length; 6 yard stripes	No commercial lawnmower	Purchase new mower with 6 yard capacity
Grass maintenance - watering	Watering required pre, during and after games; no City staff employed on weekends	Requires additional staff and irrigation upgrades
Field markings	Additional sport lines are on field of play	Requires additional staff to remove/add lines for each game
Field perimeter	Requires 3m space around touchlines and 5m behind the goal lines	
Goals	No FIFA approved goals	Purchase 3 FIFA approved goals 24' wide x 8' tall
Soccer balls	No official soccer balls	Purchase 12 official NSL balls; keep inflated to 12 ounces PSI; max 14 PSI Purchase additional winter high-visibility balls Purchase inflator
Technical areas	Secured areas for players and club officials	Develop areas, hire security for each game
Bench shelters	No bench shelters	Purchase and install bench shelters
Fourth shelter official	No shelter	Purchase and install shelter
Pitch equipment side	No beverage equipment	Purchase required beverage equipment
Snow removal protocol	City has no snow removal plan or equipment	Develop snow removal plan, purchase snow removal equipment for field, concourse, seats, equipment, staging areas, parking lot and access street(s)

Facility & Infrastructure Review

[cont.]

2. DRESSING ROOM MANAGEMENT

As Canada's first women's professional soccer league, the NSL aims to provide players and match officials with top-notch facilities that reflect the professional environment of the league. While the locker rooms and facilities must meet these high standards, short-term solutions and exemptions may be proposed to the NSL for the first years of operation, provided there is a plan and commitment from the City of Burnaby and Vancouver Rise FC to meet these requirements in the future.

REQUIREMENT	STATUS/PROBLEM	SOLUTION
3 Separate Locker Rooms (Home team, Away team, Match Officials)	<p>Current facilities do not meet the NSL requirements.</p> <p>Size concerns around meeting the 18 players per room, potentially resulting in the team being split across two rooms. No player stalls.</p> <p>Dressing Rooms B & D have 3 showers each and 2 stalls each. Dressing room A & C have 3 showers and 1 stall and 1 urinal each. No designated sink for cleaning boots.</p>	<ul style="list-style-type: none"> Build three separate locker rooms to meet NSL requirements. <ul style="list-style-type: none"> 2 Locker Rooms: Each must accommodate a min. 18 player locker stalls, 4 toilets, 4 sinks, 8 showers, 1 sink for cleaning boots. Match Officials Room: 25m with 6 lockers, 2 toilets, 1 sink, 3 showers. Explore temporary solutions such as mobile units or short-term renovations to work towards meeting these requirements. Purchase required items: beverage cooler, dry erase whiteboard, recycling and garbage bins, 2 medicinal/massage tables, 2 ice baths or cold tubs, and 100 lbs of ice per game or access to an ice machine.
Coaches Dressing Room/Office	Current facilities do not meet the NSL requirements.	<ul style="list-style-type: none"> Build a new coaches' room to NSL requirements. <ul style="list-style-type: none"> Adjacent to or contained within the team dressing room. 4 locker stalls, a desk/table, 4 chairs, a shower, 1 toilet, and 1 sink. Explore temporary solutions such as mobile units or short-term renovations to work towards meeting these requirements.
Visiting Team Equipment	Currently no equipment or washing facilities	Purchase and maintain 40 towels (30" x 52"), 20 warm up balls, cones and pinnies, food and beverage (3 cases of bottled water, one case of isotonic, 18 bananas, 18 granola bars).
Visiting Team Liason	Currently no staff assigned to this role.	Provide staff for visiting team; 3 hours prior to kickoff; during game, and send off.

Please refer to Appendix 1 - NSL Operations Manual: Section 2 Dressing Room Management for more specifics on requirements.

Facility & Infrastructure Review

[cont.]

3. MEDIA AND BROADCAST

Northern Super League has secured a multi-year media partnership with Bell Media's TSN/RDS and CBC/Radio-Canada. With this agreement, fans across the country can tune in to experience the passion and excitement of live NSL action, beginning with the league's inaugural season in April 2025. This opportunity would benefit Burnaby's tourism and sport tourism efforts providing greater awareness and media coverage of the destination.

NSL requires that each home stadium provides a separate designated Press Entrance. Stadium venues make their best effort to provide appropriate game-day parking accommodations for accredited working members of the media (a minimum of 3 spots). Press Box requirements are outline by the NSL.

Audience Projections for broadcast is ~50,000 for regular season games. (See NSL: Vancouver Market Landscape & Asset Valuation)

REQUIREMENT	STATUS/PROBLEM	SOLUTION
Press Box	Currently no press box, equipment, or security	<ul style="list-style-type: none"> • Renovate to build a 12-person press box in a secured area with unobstructed view of the field of play • Two (2) television monitors (minimum 32") showing the broadcast feed of the Match • One (1) printer/copier and access to high-speed internet (wireless and/or LAN) • One (1) 115A/110V electrical outlet for each member of the media, including USB charging capabilities where possible • Two (2) linear feet of working space for each accredited media representative including appropriate lighting • One (1) security guard at each press box entrance on match days two (2) hours pre-match until one (1) hour post-match
Commentary Booth	Currently no commentator booth	Renovate to build a commentary booth with space for at least 3 seats and unobstructed views of the field of play
5 Broadcast Quality Cameras	Unsure of current status	Two cameras positioned center field above the halfway line; one camera on the same plane as those at centre field

Please refer to Appendix 1 - NSL Operations Manual: Section 6: Media and Broadcast for detailed specifics

Facility & Infrastructure Review

[cont.]

4. SECURITY & EMERGENCY PROCEDURES

NSL stadium safety and security policy document for matches played in their facility in accordance with the Club License. Clubs, in conjunction with the stadium authority, are required to develop a search policy based on the following NSL guidelines for stadium entry, screening, etc.

REQUIREMENT	STATUS/PROBLEM	SOLUTION
Maintain restricted areas	Currently limited security services	<ul style="list-style-type: none"> Hire/contract services for back-of-house areas to be secured: parking lots for team personnel and match officials; access routes for team personnel and match officials from parking lots to dressing rooms; all dressing rooms; access routes from dressing rooms to the field of play; technical areas on the field of play; and press box/media centre
Develop and implement search policies	Do not have search policies that match NSL requirements	<ul style="list-style-type: none"> Develop a search policy to apply at all points of entry into a NSL stadium including pre-Match activity (e.g. deliveries occurring before a NSL stadium is officially open to the public for a Match. In the case of high profile/high risk Matches, consideration is to be given to enhancing the search above minimum standards and to have them conducted by specialists who possess advanced search capabilities
Screen all spectators	Currently do not have wand/search capabilities	<ul style="list-style-type: none"> Purchase service to wand all spectators; items capable of triggering an alarm from a screening wand must be produced and visually inspected. When weapons are found, law enforcement must be notified and engaged immediately Renovate to build bag search area(s)
Emergency procedures and communications plan	Need to update existing plans to match NSL requirements	Develop robust emergency procedures and communications plan; train staff/contractors

Please refer to Appendix 1 - NSL Operations Manual: Section 10: Security & Emergency for detailed specifics

Facility & Infrastructure Review

[cont.]

5. LIGHTING

Each NSL stadium is required to provide broadcast quality lighting sufficient for the playing of night matches and/or matches darkened by inclement weather. NSL minimum field lighting requirements are to be measured at one thousand five hundred (1,500) LUX. It is recommended that Club and NSL stadium operations personnel engage the NSL official broadcast partner in annual lighting testing and measurement to ensure consistent light distribution across the field prior to the first game of the season. Clubs are required to submit a lighting certificate to the NSL prior to the start of the season.

REQUIREMENT	STATUS/PROBLEM	SOLUTION
Broadcast quality lighting	Currently no broadcast quality lighting	Purchase new field lighting/upgrade existing lighting to NSL standards.

Please refer to Appendix 2 - Vancouver Women's Soccer - Stadium Requirements Section 5 for detailed specifics

6. SCOREBOARD

Each NSL stadium is required to have a scoreboard in working order in accordance with the Club License and approved by the NSL Office. The scoreboard shall include the official game clock which must be capable of counting up to 90 minutes. To meet the level of professionalism that the NSL want their team's home stadium to have, they would want an enhanced scoreboard at Swangard Stadium.

REQUIREMENT	STATUS/PROBLEM	SOLUTION
Official game clock and scoreboard size	Currently scoreboard does not meet NSL requirements	Purchase Video Display Board, Sizing: 10mm 432 x 756, SSD-1500

Please refer to Appendix 2 - Vancouver Women's Soccer - Stadium Requirements Section 9 for detailed specifics

Facility & Infrastructure Review

[cont.]

7. VENDORS [CATERING & EVENTS]

The NSL vision is to deliver an overall soccer fan experience. This would require the flexibility to select vendors and deliver events in line with the NSL fan and soccer strategy.

REQUIREMENT	STATUS/PROBLEM	SOLUTION
2 concessions and food trucks in parking lot	Swangard Stadium currently has one main concession / food service in section D, with a concession in section A that only accommodates drink service but is currently being used for storage. Both are located on the concourse level. Food trucks are permitted on the Concourse/North field level asphalt area. Food trucks are not typically located in the parking lot, and would have to be coordinated through the City food services.	Renovate concessions and develop food truck policy for Swangard

Please refer to Appendix 1 - NSL Operations Manual: Section 9 for detailed specifics

Facility & Infrastructure Review

[cont.]

B. MARKETING AND BRANDING OPPORTUNITIES

The launch of Vancouver's first women's professional soccer team presents an amazing and unparalleled opportunity. As the Vancouver Rise FC evaluates potential locations for establishing their team and building a fan base, it is crucial to consider the vision of how this team and its supporters will be represented.

Transforming Swangard Stadium into the home venue for the Vancouver Rise FC would not only enhance the stadium's aesthetics, but also establish a permanent, iconic branding presence. This would signify that Swangard is the home of the Vancouver Rise FC, further embedding the team into the fabric of the community and creating a lasting recognizable identity for the team.

REQUIREMENT	STATUS/PROBLEM	SOLUTION
Permanent branding and renovations	Swangard Stadium is in need of updates and renovations to enhance the look and feel and match the NSL brand	Renovate to enhance design to add colour/branding, general cosmetics (inside and outside)

Please refer to Appendix 1 - NSL Operations Manual: Section 9 for detailed specifics

Cost Share Structure

Vancouver Rise is open to discussing with the City of Burnaby what the most appropriate cost sharing model would be for this stadium partnership.

Financial Terms

Vancouver Rise would like to discuss a revenue share model with the City of Burnaby. The Rise proposes a % of ticket revenue share so that the partnership has a mutual interest in the success of the Vancouver Rise FC.

- % ticket revenue share = City of Burnaby receives X% of total ticket revenue
- Fixed rental fee, Vancouver Rise FC pays \$X rental fee per game

Cost Sharing for Stadium Enhancements

Vancouver Rise FC has a willingness to work with the City of Burnaby on certain cost-sharing measures.

Considerations

- Length of venue agreement (e.g. 2 years, 5 years, 10 years)
- City's prioritization of venue improvements (timing, order, investments etc.)
- Availability of third-party funding (beyond Rise and City funding)
- The value of stadium improvement will enhance experience for other stadium users and increase likelihood of attracting other exciting events to City of Burnaby (e.g. concerts). For example, increased seating, improved locker rooms, etc. will attract large, world-class sporting, musical and cultural events. There are helpful statistics detailing how bringing the Rise to Swangard will provide financial benefits; but perhaps more discussion on the broader financial benefits of undertaking the stadium improvements.

Financials

(cont.)

Additional Funding Sources

The document outlines several additional funding sources that Vancouver Rise FC and the City of Burnaby can explore to support the necessary upgrades and renovations at Swangard Stadium. Here is a detailed explanation of these options, along with an indication that more public funding opportunities may become available in the future. Tourism Burnaby, as a partner and a not-for-profit organization, can also apply for certain types of funding.

Canada Community-Building Fund (CCBF)

- **Description:** The CCBF, formerly known as the Gas Tax Fund, provides stable, long-term funding for municipalities to invest in local infrastructure projects. It can be used for a variety of purposes, including sports and recreational facilities.
- **Funding Amount:** Up to \$7 million.
- **Current Status:** This funding is currently available and municipalities, including the City of Burnaby, can apply for grants to support infrastructure improvements like those needed at Swangard Stadium.
- **Future Potential:** Additional rounds of funding may become available, and the eligibility criteria may be expanded to support more types of projects in the future.

Annual Facility Grant (Accessibility):

- **Description:** This grant is designed to help with the cost of accessibility improvements in public facilities, such as ramps, elevators, and accessible seating areas, ensuring compliance with accessibility standards.
- **Funding Amount:** This is an annual funding opportunity with varying amounts available based on project scope.
- **Current Status:** Available annually for projects that enhance the accessibility of public facilities. Swangard Stadium upgrades, particularly related to accessibility for fans and athletes, could be eligible.
- **Future Potential:** As accessibility continues to be a priority, additional funding opportunities specifically targeting inclusive design and accessibility enhancements may be introduced.

Capital Grant Program:

- **Description:** This program provides funding for community infrastructure projects, including upgrades to sports and recreational facilities. It is designed to support projects that have broad community benefits.
- **Funding Amount:** Up to \$1.25 million. Tourism Burnaby is eligible to apply for this funding as a not-for-profit partner, which can support the joint effort with Vancouver Rise FC and the City of Burnaby.
- **Current Status:** This grant is currently available for community projects that meet the criteria for capital improvements.
- **Future Potential:** The scope of this grant may expand to include more types of community-driven projects, especially those that promote health, wellness, and community engagement.

Green and Inclusive Community Buildings Program

- **Description:** This program provides funding for infrastructure projects that improve the energy efficiency and inclusivity of community buildings. It supports retrofits, repairs, and upgrades to make facilities more sustainable and accessible.
- **Funding Amount:** Up to \$3 million for projects that incorporate green building practices and accessibility improvements.
- **Current Status:** Available now, with a focus on projects that contribute to Canada's environmental and social goals.
- **Future Potential:** Future funding may prioritize even more comprehensive green initiatives and community sustainability projects.

Enabling Accessibility Fund:

- **Description:** This fund provides financial support for projects that improves accessibility in communities and workplaces, such as installing elevators, accessible washrooms, or automatic doors.
- **Funding Amount:** Up to \$3 million.
- **Current Status:** This grant is currently available and targets projects that create barrier-free environments.
- **Future Potential:** As the federal governments continues to prioritize accessibility, the funding available through this program may increase, and additional categories of eligible projects may be introduced.

Additional Considerations:

As partner of Vancouver Rise FC and the City of Burnaby, Tourism Burnaby can leverage its not-for-profit status to apply for additional types of funding that may not be accessible to for-profit entities. This includes grants focused on community development, tourism infrastructure, and cultural projects. This ability to access different funding streams enhances that financial viability of the project.

Conclusion:

These funding options present a solid foundation for supporting the proposed upgrades to Swangard Stadium. Given the current availability of these grants, there is a strong potential to secure the necessary funding. Furthermore, future public funding opportunities may emerge, providing even more support for infrastructure and community development projects.

Impact on Current Events & Tenants

The City of Burnaby's Parks and Recreation staff have conducted an initial assessment of the potential impacts on existing events and tenants if Swangard Stadium becomes the home of Vancouver Rise FC.

Cultural Festivals:

Two major cultural festivals, the Pinoy Festival (June 22, 2024) and the Canada Bubble Tea Festival (July 19-21, 2024), would be significantly affected. Both events rely heavily on Swangard Stadium's grass pitch for their large-scale operations, which place considerable strain on the stadium's grass playing surface.

Relocating these festivals to Central is a potential solution in alignment with the Central Park Master Plan (Phase 1). However, Central Park may not be ready for use until 2027 at the earliest.

Other Events:

Pumpkins After Dark, a month-long event traditionally hosted at Swangard Stadium would need to adjust its setup or relocate. One option is to move the event to another location within Central Park, or to explore alternative venues within Burnaby. As part of the Burnaby Halloween Festival, it is preferred to ensure the event remains within the city. Despite these adjustments, Tourism Burnaby continues to support Vancouver Rise FC's proposal, understanding the broader impact this professional team will have on the city's sports landscape.

Sport User Groups:

TSS Rover League 1 BC, a current tenant hosting regular season games at Swangard Stadium would need to find a new venue. Rugby and other high-impact sports would also be unable to use the pitch due to concerns over field maintenance, though this is less significant since no major rugby events currently take place at Swangard.

The relocation or loss of the identified festivals, tenants, and user groups would result in approximately \$85,000 in lost revenue for Swangard Stadium. However, this may be offset by the rental fees from Vancouver Rise FC and through the selected revenue and cost-sharing model.

Timelines

The timelines for meeting the City's allocation process and accommodating existing event organizers and user groups are notably tight. To designate Swangard Stadium as the home of Vancouver Rise FC, an exemption to the current allocation policy would be required.

The Spring 2025 allocation process closes on October 31, 2024 for outdoor rentals. The review and assignment of dates and access for user groups and events will occur shortly thereafter by the City of Burnaby Parks and Recreation Team.

The tight window poses a significant challenge in aligning decisions and approvals with established processes. It is crucial for the Vancouver Rise FC to work closely with city officials to navigate these constraints and ensure a timely resolution.

Conclusion and Next Steps

The potential economic and community impact of hosting Vancouver Rise FC at Swangard Stadium is substantial, with benefits extending to tourism, local businesses, and the residents of Burnaby. This partnership between Vancouver Rise FC and the City would not only maximize the stadium's usage and generate significant economic returns, but also advance women's professional sports, giving the next generation the opportunity they've long deserved to play pro soccer in their home country—right here in Burnaby.

Next Steps:

1. The Parks and Recreation team will review the proposal and provide any questions or feedback to Vancouver Rise FC.
2. Following this review, the proposal will be presented at a closed preliminary Council meeting (invitation required) for further discussion.
3. After the initial Council meeting, the Parks and Recreation staff will submit their formal recommendation to Council for a final decision.

We would like to extend our gratitude to the City's Parks and Recreation staff and Tourism Burnaby for their ongoing support and collaboration. We look forward to continuing this process and working together to bring Vancouver Rise FC to Swangard Stadium.