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RENEWING CALGARY'S OLYMPIC LEGACY

THE NEXT 30 YEARS

CITY OF CALGARY
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CALGARY'S OLYMPIC LEGACY

The 1988 Winter Olympics were a tremendous success story for Calgary.

In addition to the tremendous success of hosting the Games themselves, Calgary created a living legacy that has served our community for over 30 years. The essence of the 1988 Games legacy is found in the spirit of the Games and what was created and lives on in Calgary because of that.

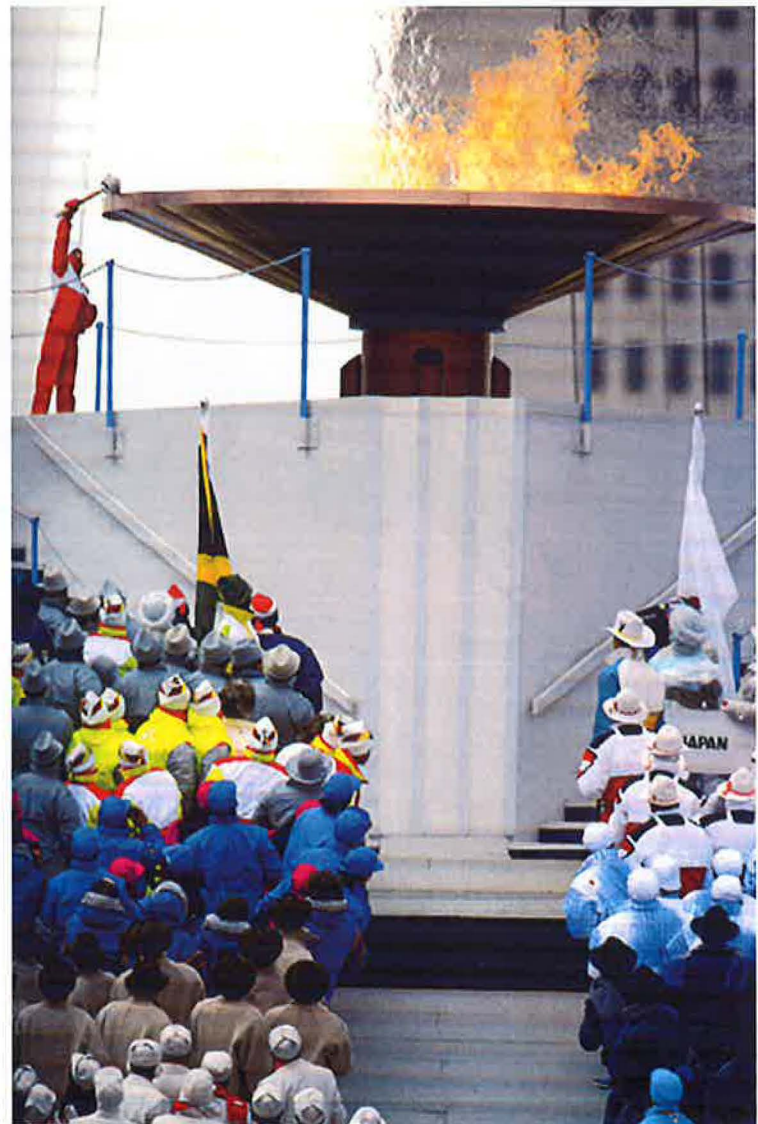
- It's about Calgary being a world class city – including a world leading winter sport city
- It's about the hundreds of thousands of children and newcomers and many others that are inspired through sport and recreation and a healthy and active lifestyle
- It's about our civic pride – our volunteerism – our 'can do' attitude – all of which contributes to Calgary being one of the top places in the world to live
- It's about the many podiums that we have helped our national athletes reach

WINSPORT'S MANDATE AS OWNER OF COP

- To manage, operate and maintain COP in an efficient and business-like manner, as a prudent owner of a world-class facility, to provide training, coaching, competition and recreation facilities to be used by the Calgary community, developing athletes and high performance athletes.
- The operation of COP is intended to be flexible and to evolve and adapt, as events occur or circumstances change.
- Our strategic and operating plans are based on the assumption we will continue to exist and deliver on our mission for another 30 years.

This 1988 Games legacy lives on more so at WinSport's Canada Olympic Park than anywhere else; we inspire, educate and entertain through sport and recreation. Canada Olympic Park is home to more than 33 local, provincial and national sport and community organizations. WinSport itself supports more than 50 local charitable initiatives and organizations that align with our focus on youth, sport and active living and wellness.

Preserving this legacy is about leveraging that spirit and imagining and defining the future. It's not about re-living or re-creating something from the past. It's about adapting – which is exactly what WinSport has done since 1988 and must continue to do so – or risk fading away.



THE FACILITIES

The 1988 legacy venues are important community, provincial and national assets. They play a critical role in developing sport in Calgary at both the community and national level, hosting numerous competitions and driving economic activity in Calgary.

Until this year, the sliding track at Canada Olympic Park has been used consistently for provincial, national and international events including World Cups and World Championships since the 1988 Games. The sliding track has trained all of the Canadian Olympic medal winners since 1988. In addition, and perhaps more importantly, the track has served as a recruitment tool for young Calgarians to gain access to highly specialized sports training. The development system for all three sliding sports is centered in Calgary. Sliding is a sport that enables athletes to transition from other athletic endeavours into bobsled, luge, and skeleton. As a result, the sliding track attracts athletes from across Canada to Calgary to train and reside.

Many athletes, when their sporting career is over, choose to stay in Calgary and contribute positively to our community. Since 1988 new sports have emerged, such as slopestyle, halfpipe, big air, moguls, and dual moguls. These sports are exciting, television and streaming friendly and have a tremendous following through events like X-Games and World Cups. Since 1988, WinSport has developed world-class facilities to host provincial, national and international events in these exciting new sports. As these sports develop, more and more athletes are attracted to these highly entertaining sports and WinSport is Canada's leading competition venue and training centre.

WinSport has emerged not just as a winter sports centre of excellence but now a year-round sports venue. Each summer, thousands of mountain bikers flock to WinSport to enjoy Alberta's only lift-assisted mountain bike park and WinSport's new mountain bike skills centre. Summer camps welcome tens of thousands of aspiring young Calgary athletes as the hill is transformed from winter activities to all-season action.

WinSport has not stood still since 1988, but instead has embraced Calgary's entrepreneurial spirit to grow and attract new audiences. The addition of thrilling and fun activities such as the fastest zipline in North America and tourist rides down the sliding track allow WinSport to serve the public and generate revenue.

WinSport has also evolved with changes in sports. Sports that have grown dramatically over the past three decades have seen increased support and promotion. The results can be seen in more than just Canada's medal count; as sports change, WinSport adapts to meet Calgary's and Canada's needs.

The average age of the 1988 Olympic legacy venues is approximately 32 years; all face major lifecycle renewal costs, none more so than WinSport. Without this immediate renewal, the future of WinSport's Canada Olympic Park is at risk.



A HISTORY OF WINSPORT

2018-19

(Winter Season)
8 World Cups at Canada Olympic Park



2018

Ski jumps
decommissioned



2014

Performance Training
Centre opens to public and
high-performance athletes



2014

Sochi Winter Olympics:
18 of Canada's 25 medals
won by athletes who have
trained or competed at
WinSport facilities



2012

First Wickenheiser
World Female
Hockey Festival



2011

Canada's Sports
Hall of Fame opens on
WinSport-donated land



2018

Pyeongchang Winter Olympics:
23 of Canada's 29 medals won
by athletes who have trained or
competed at WinSport facilities



2016

Western Canada's largest
tube park, The Acura
Tube Park, opens



2013

WinSport welcomes
Skyline Luge to COP



2011-2014

Markin MacPhail Centre opened
in phases



2011

Significant mountain bike
trail upgrades (original
trails constructed 1998)

2010

Vancouver Winter Olympics:
20 of Canada's 26 medals won
by athletes who have trained or
competed at WinSport facilities



2001

Ice House, an indoor
sliding facility, opens



1988

Successful Winter
Olympic Games
held in Calgary



1981

Calgary confirmed
as host city for the
1988 Winter
Olympic Games

1964

Failed bid to host 1968
Olympic Winter Games



1956

Calgary Olympic Development
Association (CODA) formed



2010

North America's fastest
zipline opens to public



1997

Halfpipe opens (Upgrades
completed in 2008)



1989

Canada Olympic Park
opens as a ski hill for the
Calgary community



1984

Construction begins
on Olympic facilities
(Day Lodge, Ski
Jumps, Sliding Track)



1989

WinSport food and beverage
begins catering events



1961

Paskapoo ski
hill opened to
the public

1959

Failed bid to host
the 1964 Olympic
Winter Games

1966

Failed bid to host
1972 Olympic
Winter Games

ABOUT WINSPORT

A community based not-for-profit charity, WinSport owns and operates Canada Olympic Park in Calgary, the Bill Warren Training Centre at the Canmore Nordic Centre in Canmore Alberta and the Beckie Scott High Performance Training Centre on Haig Glacier Alberta. WinSport also funds two-thirds of the operating budget of the Olympic Oval at the University of Calgary. WinSport facilities introduce thousands of Calgarians to sport and recreation each year.

Legally known as the Calgary Olympic Development Association (CODA), WinSport was founded in 1956 to bid on behalf of Calgary to host an Olympic Winter Games. CODA won the bid from the International Olympic Committee in 1981 for Calgary to host the XV Olympic Winter Games in 1988.

Following the Olympics in 1988 and benefitting from endowment funds left for the Games' legacy, CODA has evolved into a new vision and transition to WinSport which welcomes people of all ages to discover, develop and excel at sport.

THE ISSUE

WinSport is at a crossroads.

We are evaluating how to serve our communities for the next 30 years. With the end of the Calgary 2026 Olympic and Paralympic bid the future for winter sports in Calgary and our standing as a world leading winter sports centre are in peril.

Will Calgary continue to be the tourism destination for tens of thousands of athletes and tourists each year? Or will we allow our facilities to fall into disuse and disrepair?

With the Olympic and Paralympic Games removed as an option for timely renewal and redevelopment of WinSport, the leadership team at WinSport is evaluating the long term sustainability of Canada Olympic Park.

WinSport does not receive any direct government funding for its operations. We support our purpose by building on the legacy of the 1988 Calgary Winter Olympic Games and by delivering exceptional value and experiences to our guests.





THE ATHLETES

With more than 1.2 million visits per year, WinSport stands as a welcoming facility for Calgarians of all ages and skill levels. The truth is, you are far more likely to take a beginner level class in skating, mountain biking, skiing or snowboarding at WinSport than any other facility in Canada. The strength of WinSport is not simply measured in medal winning performances, but in the number of opportunities made available to the Calgary community, especially young people.

WinSport is also home to elite winter and summer athletes in Canada. Of Canada's 29 medal winning athletes in the 2018 Pyeongchang Winter Olympics, 23 trained or competed at WinSport facilities.

Forty four members of Canada's Paralympic team and well over 80 per cent of the entire Canadian Winter Olympics team also train or compete at WinSport. Canada Olympic Park (WinSport) plays a crucial role in Calgary's and Canada's sport development system and athlete results. WinSport's Calgary facilities are home to Own The Podium (OTP), Canadian Sport Institute (CSI) and seven National Sport Federations, representing 15 winter sports and 350 carded athletes, along with a full sporting ecosystem that supports developing athletes, including the National Sport School. Two additional winter sports federations are based at WinSport's Canmore campus.





WinSport plays a key role in economic activity in Calgary, through normal operations and extensive event hosting. A 2016 economic impact study demonstrated the economic impact of WinSport's Canada Olympic Park is over \$120 million per year and generates 1,200 full time equivalent jobs in Calgary. But the impact is far more than simple economics. WinSport is a tourism destination for international teams, athletes from across Canada, and visitors to Calgary.

THE BENEFITS OF WINSPORT

World Cup and other national and international events are held every winter, but much more occurs at WinSport each year than those high-profile events.

Each day, teams train at WinSport from around the world, generating tourism benefits for local hotels, restaurants and other businesses. In addition, WinSport supports the Calgary tourism market throughout the summer with activities such as the zipline and bobsleigh ride attractions. In winter, Canada Olympic Park is home to Western Canada's largest tube park – an introduction to winter physical activity and recreation for thousands of Calgarians.





NUMBERS

171 of Canada's 225-member team at the 2018 Winter Olympics trained or competed at WinSport facilities at Canada Olympic Park or Canmore.

44 of Canada's 55-member 2018 Paralympic team trained or competed at WinSport facilities at Canada Olympic Park or Canmore.

During our last fiscal year, approximately 30,000 school children came to WinSport to participate in sports.

WinSport contributes \$7.5 million to high performance sport through investment and support to most of Canada's national and provincial winter sports organizations.

Approximately 790 athletes are supported by WinSport through the Canadian Sport Institute Calgary.

23 of Canada's 29 medals in PyeongChang were won by athletes who trained or competed at WinSport facilities at Canada Olympic Park or Canmore. These events include bobsleigh, curling, moguls, ski cross, halfpipe skiing, speed skating, short track speed skating, slope-style, women's hockey and figure skating.

On average, 1.2 million people visit WinSport annually to learn sport and to participate in recreation on our campus.

Last summer, approximately 6,000 children attended our camps.

A recent economic impact study indicates that WinSport Canada Olympic Park contributes \$120 million to the Calgary economy every year and provides the equivalent of 1,200 full-time jobs.

WinSport hires more than 1,000 seasonal staff each year.

Since 1988, more than 100 Canadian Olympic medalists have trained or competed at WinSport facilities or the Olympic Oval.

Our endowment funds have resulted in an investment of approximately \$235 million into the community.

26,626 people of all ages learned to ski or snowboard last winter.

Approximately 212 students are enrolled at the WinSport-based National Sport School.

WinSport has more than 425 active volunteers – a direct correlation to the volunteer spirit of the 1988 Winter Olympics.



NEWCOMERS TO CALGARY

One of the greatest recent legacies for WinSport is the support of newcomers to Calgary. WinSport offers special programming for new Canadians, ensuring that those who arrive in Calgary have the opportunity to learn about Canadian identity through sport.

By attracting new Canadians, WinSport is growing the market of winter sports consumers while creating a unique Calgary community that features all Canadians, regardless of when they immigrated.





ECONOMIC IMPACT OF WINSPORT ON THE CALGARY ECONOMY

HIGHLIGHTS

WinSport generates an annual contribution of \$120 million to the Calgary economy.

WinSport generates 1,200 full-time equivalent jobs in Calgary, with half of them located at WinSport's Canada Olympic Park.

Approximately 1.2 million people visit WinSport each year.

WinSport attracts approximately 550,000 recreational users per year.





WINSPORT CAPITAL INVESTMENT UNDER THE 2026 OLYMPIC & PARALYMPIC GAMES BID

\$97 Million

The Sliding Centre renewal investments are summarized as follow:

Improvements and additions to buildings of Sliding Centre \$6,090,000

Completion of the track renewal project, including ammonia system removal \$8,180,000

Subtotal (Sliding Centre): \$14,270,000

The ski hill budget developed by Calgary 2026 included some extensive work to the terrain and earthworks to facilitate the modernization of the sport fields of play (FOP) to meet current and future sports standards as well as lifecycle renewal of the physical infrastructure including:

- Extensive refurbishment to the Frank King Day Lodge
- Lighting improvements
- Sport FOP modernization (big air, moguls, aerials, halfpipe and slopestyle)
- Snowmaking equipment and pipeline replacements
- Access road, parking and pathway improvement and repaving
- Enabling works for slopestyle course
- Other building (including WinSport Arena) upgrades and replacements
- Base area landscaping and redevelopment
- Training equipment
- Sitewide communications improvements

Sub total (ski hill): \$82,420,000

TOTAL \$96,690,000



CONSEQUENCE OF THE LOSS OF OLYMPIC INVESTMENT

Losing the Calgary 2026 plebiscite hit WinSport hard and has put the 1988 legacy at risk. Not only were the Olympics and Paralympics a significant opportunity to renew the facility and build upon the living legacy of the 1988 Olympics, the 2026 Games were an opportunity to secure the long-term financial future of the organization.

Simply put, without significant funding, the long-term future of WinSport and Canada Olympic Park is at risk.

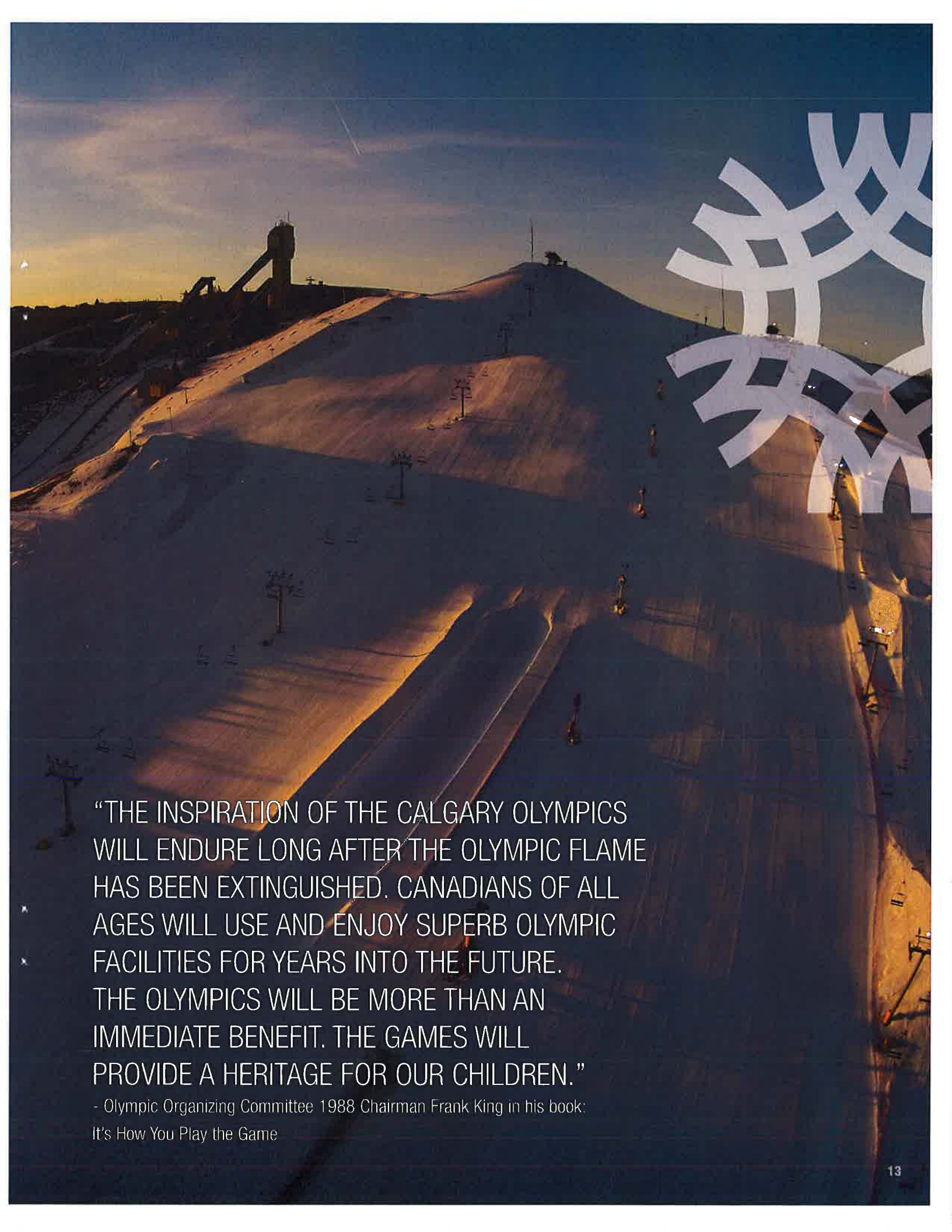
WinSport is currently facing a future without a sliding track, reducing or eliminating other facilities and making significant reductions to operating hours.

The sliding track is at the end of life and at significant risk. The facility is currently closed. Without additional immediate investment of \$8 million in capital and \$7 million in operating reserve the sliding track faces closure. Existing capital grants from the Governments of Alberta and Canada totalling \$17 million have been secured, but there is an \$8 million funding gap for the \$25 million renovation project. In addition, WinSport subsidizes the net operating costs of the sliding track to the extent of approximately \$750,000/year.

The loss of the Calgary 2026 plebiscite will also be felt through the legacy funding from 1988 the investment earnings from the 1988 endowment funds no longer cover the operating losses and capital renewal requirements of Canada Olympic Park and the Olympic Oval. With no investment from a 2026 Olympic and Paralympic Games, WinSport will not receive any new legacy operating trust funding. That leaves WinSport in a position where it can no longer fund the above capital and operating costs.

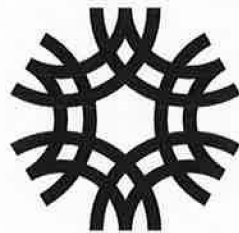
It is important to remember that all of the above operations are accomplished each year with no government funding from the City of Calgary, Province of Alberta or Government of Canada towards WinSport's operating budget.

Bottom line: WinSport requires Federal, Provincial, and City Government assistance immediately to ensure our future; to maintain and grow our legacy for the next 30 years. The most urgent investment is \$8 million in capital and \$7 million in operating reserve required to save the sliding track.



“THE INSPIRATION OF THE CALGARY OLYMPICS
WILL ENDURE LONG AFTER THE OLYMPIC FLAME
HAS BEEN EXTINGUISHED. CANADIANS OF ALL
AGES WILL USE AND ENJOY SUPERB OLYMPIC
FACILITIES FOR YEARS INTO THE FUTURE.
THE OLYMPICS WILL BE MORE THAN AN
IMMEDIATE BENEFIT. THE GAMES WILL
PROVIDE A HERITAGE FOR OUR CHILDREN.”

- Olympic Organizing Committee 1988 Chairman Frank King in his book:
It's How You Play the Game



WINSPORT™