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2016 annual review

CITY OF CALGARY
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APR 27 2017

ITEM: CPS 2017-0369

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CITY CLERK'S DEPARTMENT



Sport Calgary assists, supports,
and influences the growth of
sport in Calgary.

*We strive to be the voice for sport
in Calgary.*



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Sport Calgary has incredible potential. We've always been guided by our deep love of sport and our mission to help sport grow in Calgary.

2016 was "Year One" for Calgary's new five-year Strategic Plan. The seeds of this Strategic Plan were planted at Sport Calgary's Annual General Meeting in April, 2016, when members and friends of Sport Calgary gathered together to share insights and recommendations for strategic priorities that might guide Sport Calgary over the next five years. The plan represents countless hours of dedicated and thoughtful refinement. We are confident that through our new Strategic Plan, Sport Calgary can meet its tremendous potential, and help Calgary reach its potential, too.

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Perry Cavanagh

Murray Sigler

Sport Calgary is an organization with tremendous potential. By year-end 2016, much of the groundwork had been laid to reach that potential.

A comprehensive five-year Strategic Plan, prepared over the course of the year and finalized in December, captured direct input from members and key community stakeholders. An important outcome was the elimination of membership fees effective January 1, 2017.

In sync with the 2016-2020 Strategic Plan, Sport Calgary's Board Governance model was streamlined with a new Standing Committee structure. The Board also oversaw senior-level organizational changes that included a new leadership team

continuing to work effectively together. The skills and competencies of the Board are being continually improved, including a revamped recruitment process with an eye toward meeting the diversity objectives laid out in our Strategic Plan.

Sport Calgary's Bylaws were also reviewed and revised in 2016, and recommended changes are being brought forward for approval at the 2017 Annual General Meeting.

We continue to enjoy a strong, supportive and mutually beneficial working relationship with The City of Calgary, our primary funder. We are also pleased to continue working closely with other key community stakeholders and our members. In early 2016 the City undertook a comprehensive Civic Sport Policy Review, with Sport Calgary taking a lead role in the community consultative process. Numerous meetings and consultations have occurred, and are anticipated to continue throughout 2017 as we work towards a renewed Policy.

As of 2016, Sport Calgary now holds three annual events, All Sport One Day, All Sport One City, and Calgary's Celebration of Sport (formerly the Mayor's Sport Breakfast). All three were great successes in 2016, and you can find details elsewhere in this annual review. The inaugural Celebration of Sport was a particular highlight, with over 900 attendees at a gala luncheon held at WinSport, representing a broad cross-section of the Calgary sport and business communities.

Sport Calgary takes seriously our vision of being the voice for sport in Calgary, and to that end, we were pleased to be a champion for Respect in Sport in 2016, as well as joining our friends at the Calgary Multisport Fieldhouse Society in advocating for a new Multisport Fieldhouse. We established ourselves as a key stakeholder in the ongoing review of the CalgaryNEXT proposal and possible alternatives, and have offered a rubric against which to test any proposed plans.

It was also a landmark year for the opening of major sport facilities in the City, with Shouldice Park, Quarry Park, Great Plains, and the Tennis Centre all coming online in 2016. Sport Calgary is proud of the role it played in the original supply and demand study and working at the ground level with various community organizations and stakeholders to help facility operators ensure maximum public access, affordability and availability to reflect the diverse needs of the communities they are designed to serve. The City of Calgary deserves much credit for bringing these projects to completion. We also look forward to working closely with the City and all stakeholders to provide a much-needed update to the study.

As we follow our Strategic Plan into 2017, we are confident that Sport Calgary will continue to be a vital and influential voice for sport in our city.


Perry Cavanagh
Chair, Sport Calgary


Murray Sigler
CEO, Sport Calgary

Board of Directors & Senior Staff

Perry Cavanagh, Chair

Jan Bloemraad, Vice Chair

Nazir Walji, Treasurer

Kim Koss, Secretary

Rob Kerr, Director

David Brown, Director

Steve Lister, Director

Mary Moran, Director

Ray Jones, City Councillor

Gregory Steinraths

Murray Sigler, CEO

Catriona Le May Doan, O.C.

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1,239,220

Population of
Calgary

380,000

Registrants in Sport
Organizations

400

Sport Organizations
in Calgary

90

Different
sports on offer
in Calgary



All Sport One City

- Adults registered: **964**
- Sport partners: **30**
- Sport and Fitness Activities: **44**

Celebration of **SPORT**

- Total Attendees: **900+**
- **GOLD** Sponsors: **10**
- **SILVER** Sponsors: **3**
- **BRONZE** Sponsors: **4**

- Percentage of survey respondents who were new to the event: **90.5%**
- Session spaces filled: **3759**
- Children registered to participate: **2633**
- Number of activities on offer: **69**
- Participating Sport Organizations: **55**
- Participating Facilities: **14**
- Adaptive sport offerings: **4**

ALL SPORT
ONE DAY





Governance

Governance is the establishment of policies, and continuous monitoring of their proper implementation, by the members of the governing body of an organization. It includes the mechanisms required to balance the powers of the members and their primary duty of enhancing the prosperity and viability of the organization.¹

Advocacy

Advocacy is an activity by an individual or group which aims to influence decisions within political, economic, and social systems and institutions. Advocacy includes every form of research, activist journalism, persuasion, coalition-building, and public relations as well as political activity.²

Research

Research is the systematic investigative process employed to increase or revise current knowledge by discovering new facts. It is divided into 1) Basic research, which is inquiry aimed at increasing scientific knowledge, and 2) Applied research, which is effort aimed at using basic research for solving problems or developing new processes, products, or techniques.¹

Development

Organizational Development is the systematic process of planning for and implementing effective change, to increase an organization's effectiveness or efficiency, throughout the organization or in specific areas.²

Education

Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits. Educational methods include storytelling, discussion, teaching, training, and directed research.²

Engagement

Community Engagement is the process of building relationships with community members who will work side-by-side with you as an ongoing partner, in any and every way imaginable, building an army of support for your mission, with the end goal of making the community a better place to live.³

Strategic Objectives & Business Plan

Sport Calgary 2016-2020 Strategic Plan

Mandate

Sport Calgary is a volunteer non-profit society, representing sport in the city of Calgary. As an advocate of sport, we strive to assist, support and influence the growth of sport in Calgary by:

- Playing a lead role in the implementation of the Calgary Civic Sport Policy, and ensuring it continues to create a vision for sport in Calgary from introductory to high performance levels.
- Continually identifying and assessing the needs of the sport community and facility stakeholders.
- Encouraging development and enhancement of appropriate facilities and the efficient utilization of current facilities.
- Fostering collaboration within the sport community and coordination of resources amongst stakeholders to develop and enhance facilities.
- Increasing the profile of sport in Calgary, and advocating the values and benefits of sport.
- Facilitating education and training opportunities for athletes, coaches, officials, administrators, parents and volunteers.
- Acting as a resource for sport organizations.
- Encouraging the hosting of sport events and sport tourism in Calgary.



To Assist, Support, and Influence the Growth of Sport...

Advocating the Values and Benefits of Sport

- Hosted the eighth annual **All Sport One Day** on June 18, 2016, providing sport opportunities for over 2600 participants filling over 3700 session spaces. This event introduced children aged six to twelve to exciting sport sessions offered by over 50 sport organizations at fourteen facilities throughout Calgary.
- Interacted with community partners to promote sport as a part of the larger community.
- Engaged facility-type advisory groups, allowing them to make their collective position clear on issues relevant to facility supply and demand.
- Continued a working relationship with PLAY Calgary, a cross-sectoral collective supporting physical literacy, physical activity, and the Canadian Sport for Life framework.
- Worked with schools in Calgary to encourage active lifestyles, and facilitated equipment and financial help through Comrie's Sports Equipment Bank and Canadian Tire JumpStart.

A Vision and Strategy for the Growth of Sport in Calgary

- Continued use and promotion of the *Sport Facility Supply and Demand Study*, a comprehensive survey of supply and demand at facilities across Calgary.
- Worked with facility operators to better understand their future needs and current issues in regards to facility allocation, maintenance, and enhancement.
- Raised awareness and involved like-minded/impacted stakeholders in the process for new facility development projects while advocating for collaboration amongst the groups involved.
- Collaborated on promoting measured growth of facilities in Calgary, with an eye toward the most efficient use of resources in order to meet the actual needs of Calgary communities.
- When facilities are being considered, we continue to strongly encourage that the appropriate types of amenities are included, such that multiple sport activities will be accommodated.



A Resource for Calgary Sport Organizations

- Acted as a central resource to the sport community, functioning as a liaison and facilitator for connections between sport organizations in Calgary.
- Utilized our website to connect sport organizations and other stakeholders with relevant information important to the sport sector.
- Connected with facility advisory groups, (including fields and diamonds), to discuss new recreation facility development.
- Published an electronic newsletter sent out to over 2000 individuals on a regular basis that promoted upcoming workshops, events, grants and other important sector news.
- Sport Calgary committed to PLAY Calgary by assisting in a leadership and communications role.
- Assisting to remove barriers to sport participation by continuing to support Comrie's Sports Equipment Bank, an organization for which we were a launch partner.
- Acted as a resource for sport organizations to access and compose grant applications.
- Assisted several organizations as they rewrote organizational bylaws.

Encourage and Facilitate Sport Tourism

- Supporting the implementation of the Event and Festival Policy as a member of the Festival and Event grant process.
- Worked with Calgary Sport Tourism Authority and Tourism Calgary to encourage and facilitate sport tourism in Calgary.

Implementation of the Civic Sport Policy

- Played a lead role in the continued implementation of the *10 Year Strategic Plan for Sport Facility Development and Enhancement*.
- We continue to encourage the integration or alignment of the *10 Year Strategic Plan for Sport Facility Development and Enhancement* into the Culture Recreation Infrastructure Investment Program (CRIIPS).



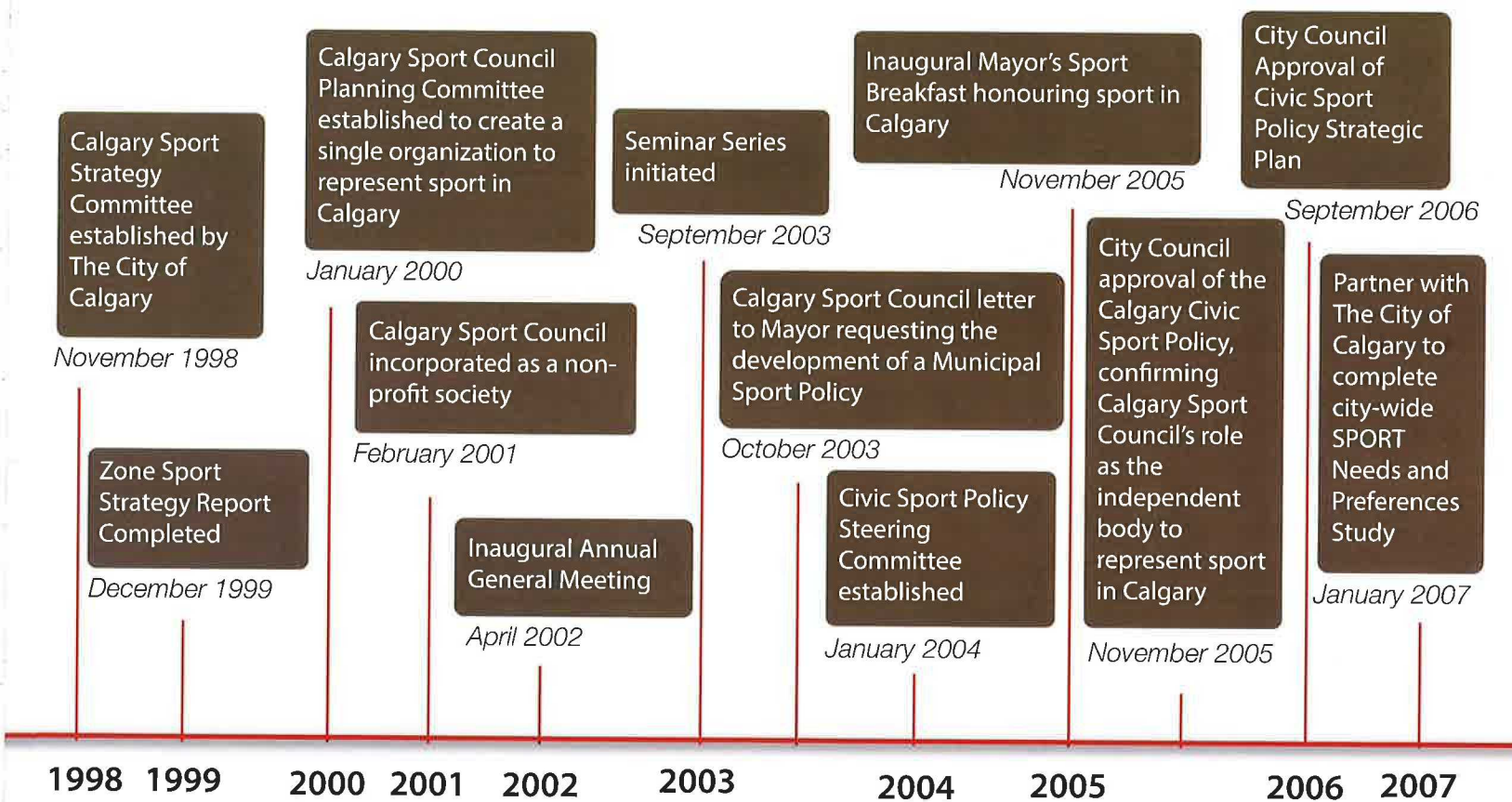


Facilitating Education and Training Opportunities

- We continue to promote and facilitate an understanding of Canadian Sport for Life, a framework to engage education, health, sport, and recreation sectors with the goal of improving the quality of sport and physical activity for all Canadians.
- Co-presented “Superhero Training”, focusing on facilitators who train day-camp leaders in sport.
- Advocating for wider adoption of the Respect in Sport program.

Increasing the Profile of Sport

- Held inaugural Calgary’s Celebration of Sport event, in recognition of volunteers and businesses in Calgary who encourage, support and build sport in the city.
- Officially launched All Sport One City in January 2017, an initiative designed to help more Calgarians become more active in sport.
- Engaged Calgarians, sport organizations, facility operators, volunteers, parents, and coaches through social media website Twitter, accumulating 2,500 followers of @SportCalgary.
- Promoted the values and positive effects of sport among Calgary’s sport participants and community as a whole.
- Participation in granting committee for the Sport Facility Renewal Grant, helping enhancement and upgrading of sport facilities in Calgary.
- Supported the efforts of Amateur Sport Grant Committee of the Parks Foundation, Calgary.
- Brought a diverse range of sport activities to the attention of thousands of potential participants through sport organization participation in **All Sport One Day** and **All Sport One City**.



Sport Calgary Milestones



10 Year Strategic Plan for Sport Facility Development and Enhancement approved by City Council

June 2008

Sport Facility Supply and Demand Study research project launched

July 2013

Publication of Sport Calgary Five-Year Strategic Plan

December 2016

Sport & Recreation Fund Development Feasibility Study completed

June 2010

Council Acceptance of the Artificial Turf Investment Plan

June 2009

First annual All Sport One Day – A free day of sport discovery

June 2009

Calgary Sport Council begins to operate as Sport Calgary

March 2011

Tenth anniversary of Mayor's Sport Breakfast

September 2014

Sport Calgary introduces a new event for adults: All Sport One City

November 2015

Sport Facility Supply and Demand Study report released to the media and public.

August 2014

Sport Calgary rebrands with new logo and tagline, *be part of the energy™*

February 2015

Relaunch "Mayor's Sport Breakfast" as "Calgary's Celebration of Sport"

October 2016

2008 2009

2010

2011

2013

2014

2015

2016

ALL SPORT ONE DAY

Saturday June 18, 2016

All Sport One Day once again set a new record for participation with over 2700 children aged 6-12 registering in 3759 sessions in order to experience the thrill of discovering a new sport at one of 14 Calgary facilities. There were 69 different activities to choose from, including 4 adaptive sport offerings. 55 Sport Organizations participated, including ten new organizations to the event.

Thousands of young people from across the city were able to participate in this annual free event, helping connect families to facilities and sport organizations.

The event has become a beloved annual tradition, and participants, parents, and sport organizations are already looking forward to next year's All Sport One Day, scheduled for Saturday June 17, 2017.

2016 Survey Results

- 93% reported their child had a good or very good experience at All Sport One Day!
- 96% reported they planned on returning for next year's event!
- 93% expressed interest in enrolling their child in a sport they experienced at All Sport One Day!



Survey Feedback for All Sport One Day 2016

"I really appreciate this program and thanks for let my kids to participate such a program. As a new immigrant to Canada me and my kids really enjoyed that event. My kids really loved it. I need to give my thanks to all the staff, volunteers and excellent instructors. Will hope to join on next year."

"Excellent event, my boy really enjoyed karate and basketball today. In the beginning, I thought he might be too young for these two activities, now I am thinking that I might register him in these two programs. Thanks!"

"Wonderful day, kids had an amazing time and both found a new sport they are looking forward to continuing with. Thanks so much for all your work!!!!"

"We will be signing up for a camp offered by one of the sport groups after this day. It was fantastic and our son loved it."

"Fantastic way for my kids to try out something new to see if they want to register in it full-time. Wish I knew about this previously. First time registering but won't be the last."

"I hope this initiative will spread out nationally and internationally!"

"It was great to see! My kids enjoyed this experience shared with others kids they never met before, and they enjoyed trying other sports they never [tried] before! Thanks to you all! See you next year...."

"What a fabulous experience for my 6 year-old that struggles with physical activity! We definitely hope to come back next year."

"It was such a wonderful experience for the kids today. They went home so tired yet very happy — the best feeling in the world! So grateful for friendly staff/volunteers/teachers."

"Overall a great day, beautiful facility. Who knew there was so much to see and do at Canada Olympic Park! Thank you for giving my daughters an overall wonderful experience."

"They both came away from it with big grins wanting to try the activities further!"

"This was our first time and the reason why I have not done it sooner was I was afraid there was going to be a lot of people, difficulty parking and too many kids in the class. None of these were true today. I was impressed!!!"

"Couldn't have asked for a better experience for my kids! They loved it!!"

"It was our first time attending All Sport One Day. Overall it was a great experience. My son can't wait to do it again!"





All Sport One City

After a small pilot event in 2015, All Sport One City returned in January 2017 to great success and much acclaim, ensuring the event will have a place beside All Sport One Day as one of Sport Calgary's annual events.

The goal of the event is to help more Calgarians become more active, more often. To that end, the event is geared towards individuals who are new to the world of sport, with free, no-pressure introductory sessions to various sports and activities.

Exceeding expectations, over 950 adults registered to participate in one or more of 44 different activities. The strong response to this event suggests there is a need to connect people in Calgary to the many sport activities and organizations that are offered in the city.

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All Sport One City

January 16 – 21, 2017

More Calgarians
More Active
More Often

"Hi, I'm Sport,
Have we met?"

FREE no-pressure introductions to sport and fitness activities, for adults aged 18+.

All Sport. One City.



AllSportOneCity.ca

#GetMovingYYC

Celebration of SPORT

Celebration of Sport

Calgary's inaugural Celebration of Sport was conceived as a place to honour the countless athletes, coaches, parents, volunteers, facilities, sport organizations, and businesses that come together to make Calgary an incredible city for sport. It was a great success with over 900 people attending the event held in the arena at WinSport.

Formerly the Mayor's Sport Breakfast, Calgary's Celebration of Sport was co-presented by Sport Calgary and Calgary Sport Tourism Authority, and featured over fifty high performance athletes, including many local Olympians. One of the highlights of the event for guests was that each table at the luncheon included a high performance athlete. Dignitaries present included His Worship Mayor Naheed Nenshi, Alberta Lieutenant Governor, the Honourable Lois Mitchell, C.M., the Honourable Carla Qualtrough, Canada Minister of Sport and Persons with Disabilities, and the Honourable Ricardo Miranda, Alberta Minister of Culture and Tourism.

The luncheon featured a panel discussion moderated by Scott Russell, sports writer and broadcaster for CBC. Panelists include The Honourable Carla Qualtrough, Ian Allison, Vice President Television and Media Services, Spruce Meadows, Cassie Campbell-Pascall, C.M., Olympic hockey player and broadcaster for Sportsnet, and Jim Peplinski, NHL and Olympic hockey player and founder of Jim Peplinski Leasing.

Catriona Le May Doan, O.C., two-time Olympic Gold medalist and Senior Director Community Engagement and Marketing for Sport Calgary served as Master of Ceremonies for the event. "Canada was represented in Rio by exceptional athletes, many of whom are from Calgary or train here in Calgary," said Le May Doan. "The athletes that live and train in Calgary work so hard, they, and those who facilitate their training, deserve to be recognized and celebrated for their tremendous efforts."

Barry M. Heck, President and CEO of WinSport said, "WinSport is thrilled to host Sport Calgary and the first annual Celebration of Sport. We understand the importance of our Olympic legacy in Calgary, and the benefit that comes to a city that supports and celebrates its athletes."

Three awards were presented at the luncheon: Sport Calgary's Sport Leadership Award and the Ron Southern Business & Sport Award, given to a sport organization and business, respectively, who have made positive and innovative contributions to sport in Calgary. Many corporate entities purchased tables at the event, and we hope they were inspired to view amateur sport as a worthwhile community investment.

Calgary Sport Tourism Authority also presented its annual Event Champion of the Year award, honouring the leadership and commitment required to bring a national or international event to Calgary.

2016 Award Winners

Ron Southern Business & Sport Award:

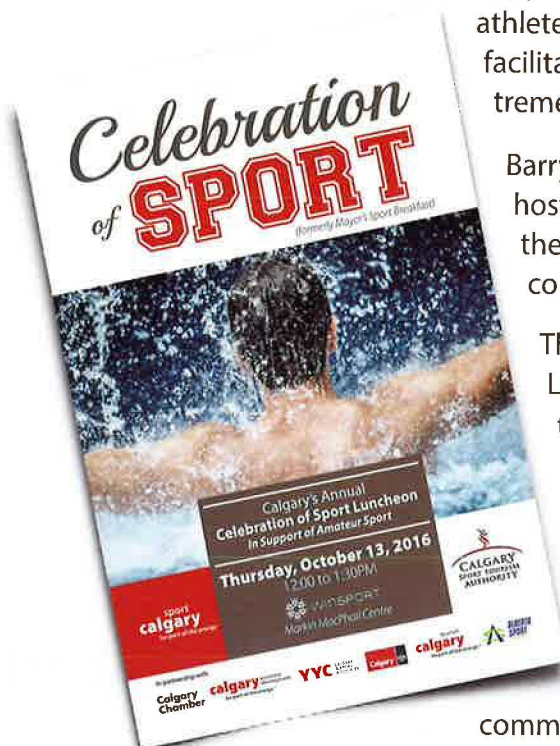
FGL Sports (Canadian Tire Corporation)

Sport Leadership Award:

YMCA Calgary

Calgary Sport Tourism Authority Event Champion of the Year Award:

Terry Gagnon, Volleyball Alberta



Calgary's Celebration of Sport Panel

Left to Right: Scott Russell, The Honourable Carla Qualtrough, Ian Allison, Cassie Campbell-Pascall, C.M., Jim Peplinski.



Sport Leadership Award

Left to Right: Mayor Naheed Nenshi, Kelly Smith, Perry Cavanagh



Ron Southern Business and Sport Award

Left to Right: Mayor Naheed Nenshi, Martha Billes, Perry Cavanagh



Guests mingle prior to event start

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GOLD Sponsors

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CORPORATION

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 Calgary Booster Club
 Calgary Chamber
 Calgary Economic Development
 Calgary Gymnastics Centre
 Calgary Interclub Squash League
 Calgary Municipal Land Corporation
 City of Calgary Recreation

Table Sponsors

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 Calgary Sport Tourism Authority
 Calgary United Soccer Association
 Canadian Olympic Committee
 Canadian Sport Institute Calgary
 Coaches Corner
 Dirtt Environmental Solutions
 Don Hartman North East Sportsplex
 EnviroSearch
 Genesis Centre
 Glencoe Club
 Grey Eagle Resort & Casino
 Hockey Calgary
 Hollis, Jennifer
 Jones, Judy
 Main Dish
 Meetings + Conventions Calgary
 Olympic Oval
 Parks Foundation Calgary
 RBC Royal Bank
 RGO
 Scheil, Carolyn
 Shaw Charity Classic
 SMP Engineering
 Special Olympics Calgary
 Stuart Olson
 University of Calgary
 University of Calgary Swim Club
 Vivo
 Walji, Nazir
 Western Hockey League

Table Sponsors

Westside Recreation Centre
 WinSport
 WMC Western Management Consultants
 YMCA Calgary

Sport Advocates: 2016

Aikido Tanren Juku
 Alberta Badminton
 Alberta Biathlon
 Alberta Golf
 Alberta Gymnastics Federation
 Alberta Handball Association
 Alberta Luge
 Alberta Soccer Association
 Alberta Sports & Recreation Association for the Blind
 Alberta Waterpolo
 Alien In Line
 Altius Nordic Club
 Ares Pentathlon & Fencing Club
 Calgary Bicycle Track League
 Calgary East Pro Basketball
 Calgary Fencing Club
 Calgary Fianna Gaa
 Calgary Floorball
 Calgary Grizzlies Wheelchair Basketball
 Calgary Interclub Squash Association
 Calgary Jump Rope
 Calgary Kangaroos
 Calgary Lawn Bowling
 Calgary Minor Basketball
 Calgary Minor Soccer Association
 Calgary Minor Softball
 Calgary Rowing Club

Sport Advocates: 2016

Calgary Rowing Club
Calgary Speed Skating Association
Calgary Ultimate Association
Calgary United Sports Table Tennis Association
Calgary Winter Lacrosse
Calgary Youth Curling
Canadian Sport Institute
Centripetal Force Baton Club
Chinook Rhythmic Gymnastics
Charlotte McNaughton
Dark Horse Athletics
Epic Fencing Club
Fencing Academy of Calgary
Field Hockey Alberta
First Serve Tennis
Foothills Wanderers Orienteering Club
Futsal Calgary
Genesis Centre
Gladiators Fencing Club

Sport Advocates: 2016

Glenmore Cricket Club
Hiro's Judo Club
K C Yoon Martial Arts Academy
Kanto Sho Karate Club
Kidzfirst Grassroots Development
Mo Fan Tai Chi Wushu Academy
Mount Royal University
Netball Alberta
Osuna Karate
Premier Academy Cheerleading & Tumbling
Priori Epee Fencing Club
Rocky Mountain Diving Club
Spirit of Drum Corps Alumni
Sportball
The Kanto Sho Karate Club
Touché Fencing Club
Volleyball Alberta
Waterwerks
WinSport



Community Partners

Calgary Chamber

tourism
calgary
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Propellus

calgary economic
development
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CCVO
Calgary Chamber of
Voluntary Organizations

Founding Partners



FEDERATION OF
CALGARY COMMUNITIES



The City of Calgary

CITIUS

ALTIUS

FORTIUS

Calgary



Sport Calgary thanks Calgary City Council and City Recreation for their funding support, and their continued efforts to implement the Civic Sport Policy.

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Sport Calgary
2424 A University Drive NW
Calgary, Alberta T2N 3Y9
info@sportcalgary.ca



**YMCA: 2016 Sport Excellence Award
Winner, Calgary's Celebration of Sport**
Photo Credit: Remington YMCA, Quarry Park