

**CIVIC PARTNER 2019 ANNUAL REPORT SNAPSHOT- CALGARY SPORT COUNCIL SOCIETY (SPORT CALGARY)**

**CALGARY SPORT COUNCIL SOCIETY (SPORT CALGARY)**

**Vision:** To be the voice for amateur sport.

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

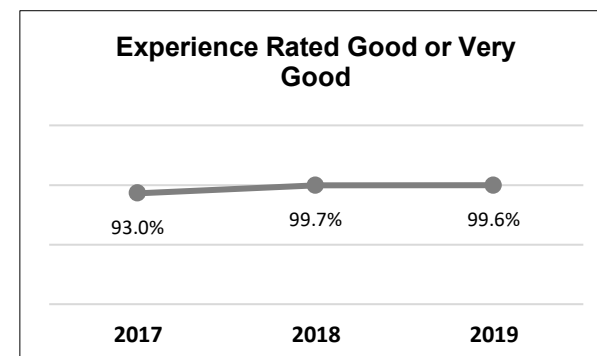
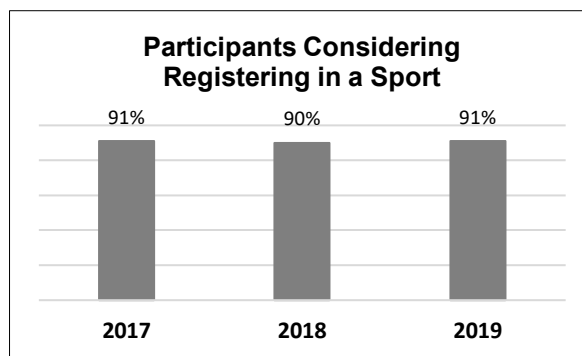
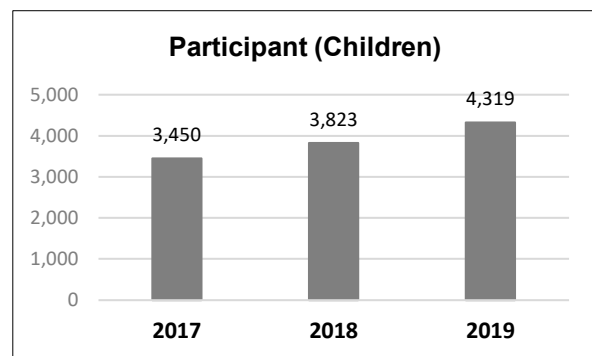
**One Calgary Line of Service: Recreation Opportunities**

**2019 City Investment**

Operating Grant: \$462,210

City owned asset? No

**2019 Results: All Day One Sport Event**



**The story behind the numbers**

- Indicators show the growth, popularity and influence of the All Sport One Day event. The event has set new records for participation each year.
- Post-event survey results show the quality of experience provided at the event. All Day One Sport allows families and children to try new activities, which can lead to life-long passions.
- All Day One Sport is effective in encouraging children to get active and participate in community recreation and sport.
- In 2019, Sport Calgary played a lead role in advocating for new major sport infrastructure in our city, in partnership with local grassroots sport.

**Current state 2020: COVID-19 impact**

- Celebration of Sport event has been postponed to Spring 2021, and are instead hosting online events focused on “Return to Sport” and “Mental Health/Resilience. All Sport One Day event cancelled in June.
- Increased requests for information from Sport Calgary members. This includes questions about operations, insurance, facility rentals, participant retention, fundraising, and other topics.
- Reviewed 2020 budget and cut discretionary costs

**Service impact:** Moderate

**Current demand for service:** Demand has increased notably



**Organizational Structure:** Independent External Organization

**Fiscal Year:** December 31, 2019

**Contribute to Delivery of Council Approved Strategy:** Sport For Life Policy

**City 2019 Operating Grant:** \$462,210

## **STRUCTURE**

### **1. Vision, Mission and Mandate:**

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

**Vision and Mandate:** Sport Calgary is the voice for sport in Calgary. We are 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 Sport for Life 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.

## **2019 RESULTS**

### **2. What key results did your organization achieve in 2019 that contributed to one or more of the One Calgary Citizen Priorities? (*A Prosperous City, A City of Safe & Inspiring Neighbourhoods, A Healthy and Green City, A Well Run City*)**

#### **A City of Safe & Inspiring Neighbourhoods**

*Every Calgarian lives in a safe, mixed and just neighbourhood, and has the opportunity to participate in civic life.*

- Hosted the tenth annual All Sport One Day in June 2019, providing free sport opportunities for over 4300 children. This event introduced children ages six to seventeen to over 80 exciting sport discovery sessions offered by 91 volunteer sport organizations at 20 facilities throughout Calgary.
- Hosted the fourth annual All Sport One City, a free initiative that encourages adult Calgarians to become more active in sport. This year saw further growth, with high growth expected to continue in future years as the event becomes known to Calgarians.
- Engaged several facility-type advisory groups, allowing those groups to make their collective position clear on issues relevant to facility supply and demand.
- Provided governance assistance to sport and community associations.

- Advocated and promoted the Respect in Sport initiative that trains Calgary sport organizations' youth leaders to recognize, understand and respond to issues of bullying, abuse, harassment and discrimination. This partnership includes parents, coaches, athletes, referees and participants, and impacts hundreds of thousands of Calgarians in many diverse groups.
- Championed Sport for Life Policy that was unanimously passed by City Council in May 2018. Advocated for its vision to enrich quality of life, ensure sustainable and accessible opportunities, and position Calgary as a leader in the sport development industry.
- Acted as a key stakeholder and central source to the sport community, functioning as a liaison and facilitator for connections between sport organizations in Calgary.

## **A Healthy and Green City**

*We steward our air, land, and water while encouraging healthy lifestyles for all Calgarians.*

- Joined the Calgary Multisport Fieldhouse Society in advocating for a new multisport fieldhouse that meets the must-have requirements of its stakeholders; represented the sport community as a member of the Foothills Athletic Park Redevelopment Assessment Committee (FAPRAC).
- Played a lead role in the continued implementation of the *10 Year Strategic Plan for Sport Facility Development and Enhancement*.
- Continued a working relationship with PLAY Calgary, a cross-sectoral collective supporting physical literacy, physical activity, and the Canadian Sport for Life framework. Sport Calgary committed to assisting in a leadership and communications role.
- Continued a working relationship with Parks Foundation Calgary on the development of the Sport for Calgary Foundation, as well as other initiatives.

## **A Prosperous City**

*Calgary continues to grow as a magnet for talent, a place where there is opportunity for all, and the best place in Canada to start and grow a business.*

- Promoted our *Economic Significance of Amateur Sport in Calgary* research report, which examined the economic significance of amateur sport at a municipal level. The report was widely referenced by fellow Civic Partners, based on the GDP, wage, salary, and volunteer impacts presented.
- Promoted the economic value of sport and its effects on Calgary's local economy.
- Ensured sport infrastructure needs are represented, through the facility demand study and consultative processes. A Global Liveability ranking from the Economist Intelligence Unit in 2019 ranked Calgary as the best city in Canada. Of the thirty factors affecting the ranking, approximately half are influenced by the quality of local sport and recreation.
- Supported the implementation of the Event and Festival Policy as a member of the Event Advisory Committee.
- Worked with Tourism Calgary to encourage and facilitate sport tourism in Calgary.
- Actively supported Active City with the support of the development of an "Active Economy" framework, with active well-being at the heart of all economic drivers.

### **3. What quality improvement changes did you make, or operational efficiencies did you find in 2019?**



## Calgary Sport Council Society (Sport Calgary) Civic Partner 2019 Annual Report

Sport Calgary introduced an improved annual member survey, that allows us to better understand the needs and concerns of our member organizations. Feedback received to date has been positive, and we will continue to revise and improve the quality of the survey in future years.

We completed an annual review of our approved budget, with revisions to cut discretionary costs to reflect the temporary decrease in municipal funding, with a goal of approaching break-even results for the year. Reviewed within the context of our board-approved 2020-23 Strategic Plan and associated activities and KPIs.

#### **4. What program, service or initiative was most successful in 2019? What lessons learned from this experience can inform future work?**

Hosted the tenth annual All Sport One Day in June 2019, providing free sport opportunities for over 4300 children. This event introduced children ages six to seventeen to over 80 exciting sport discovery sessions offered by 91 volunteer sport organizations at 20 facilities throughout Calgary. This included 15 fully adaptable sports and 25 partially adaptable sports.

Our performance measures show the continuing growth, popularity and influence of our All Sport One Day event. All Sport One Day has set new records for participation each year. Thousands of young people from across the city were able to participate in this free annual event, helping connect families to facilities and sport organizations.

All Day One Sport allows families and children to try new activities, which can lead to life-long passions. The event has become an annual tradition that parents and sports organizations look forward to each year. Many families have shared how All Sport One Day encouraged their children to be physically active in personally meaningful activities.

#### **5. What is one success story from 2019 that demonstrates how you worked in partnership with other community, private or public organizations to achieve shared results for Calgary and Calgarians?**

Sport Calgary advocated for many important causes over the past year.

Perhaps most notably, Sport Calgary played a lead role this year in advocating for new major sport infrastructure in our city, in partnership with local grassroots sport.

In the early months of the year, Sport Calgary strongly advocated for funding approval for a multisport fieldhouse. This multi-purpose facility will accommodate play, practice, training, and competition in multiple sports and activities for people of all ages and abilities. Led by the grassroots efforts of Sport Calgary member organization Calgary Multisport Fieldhouse Society (CMFS), the case for a fieldhouse is clear.

The project received approval in March, and Sport Calgary continues to represent the local sport community as a member of the City of Calgary's Foothills Athletic Park Redevelopment Advisory Committee (FAPRAC) as an active and vocal presence.

As well, in July, Sport Calgary voiced its strong support for the construction of a new public sports and entertainment event centre, as jointly announced on July 22, 2019 by the City of Calgary, Calgary Sports and Entertainment Corporation (CSEC) and Calgary Stampede.

## **RESOURCES**



**Calgary Sport Council Society (Sport Calgary)  
Civic Partner 2019 Annual Report**

6. Please estimate how The City's operating funding was allocated in 2019. Mark all areas that apply by approximate percentage. For example, 45% allocated to staffing costs, 10% to evaluation or research, etc.

|               |  |
|---------------|--|
| <b>0.46%</b>  | Advertising and promotion                    |
| <b>5.92%</b>  | Programs or services                         |
| <b>1.21%</b>  | Office supplies and expenses                 |
| <b>19.22%</b> | Professional and consulting fees             |
| <b>58.98%</b> | Staff compensation, development and training |
| <b>4.00%</b>  | Fund development                             |
| <b>0.54%</b>  | Purchased supplies and assets                |
| <b>0.02%</b>  | Facility maintenance                         |
| <b>3.24%</b>  | Evaluation or Research                       |
| <b>6.04%</b>  | <i>Other, please name: Rent (+utilities)</i> |

7. Did volunteers support your operations in 2019? If yes:

|  |                   |
|--|-------------------|
| <b>How many volunteers?</b>                          | Approximately 650 |
| <b>Estimated total hours provided by volunteers:</b> | 4,875             |

8. What resources did your organization leverage to support operations in 2019?

Sport Calgary's primary source of funding continued to be the City of Calgary, although the ratio of municipal funding to external sponsorship has been reduced. In 2019, 72% of Sport Calgary's total revenues came from the City of Calgary, compared to 91% in 2015.

This reflects the increased focus on securing alternative revenue streams such as sponsorships. We understand the need to diversify funding sources, and the importance of ensuring the organization's financial stability into the future.

Other sources of funding for the fiscal year included Student Temporary Employment Program (STEP) grants through the Government of Alberta and an expanded list of various individual and corporate sponsors. Diversity of funding sources remains a priority for our organization.

Other sources of leveraged support include relationships with local, provincial, and national sport organizations, as well as considerable effort and contributions from partners, members and volunteers.

9. Using the chart below, please report your 2019 performance measures that demonstrate: how much you did, how well you did it, and how Calgarians are better off. **Please identify through BOLD font, 1-2 measures that are most significant and could be presented in a chart.**

|                             | Performance Measure Name | 2017 results | 2018 results | 2019 results | What story does this measure tell about your work?   |
|-----------------------------|--------------------------|--------------|--------------|--------------|--|
| <b>How much did you do?</b> | Children attending       | 3450         | 3823         | 4319         | These indicators show the growth, popularity and influence of our All Sport One Day event. All Sport One Day has set new records for participation each year. Thousands of young people from across the city were able to participate in this free annual event, helping connect families to |
|                             | Total sport orgs.        | 71           | 81           | 91           |  |
|                             | Participating facilities | 14           | 17           | 20           |  |

|                                       |   |            |                |                |   |
|---------------------------------------|---|------------|----------------|----------------|---|
|                                       |   |            |                |                | facilities and sport organizations.   |
| <b>How well did you do it?</b>        | <i>Post-event survey</i> <ul style="list-style-type: none"> <li>Rated experience “good” or “very good”</li> <li>Intention to participate next year</li> </ul> | 93%<br>94% | 99.7%<br>98.8% | 99.6%<br>98.9% | These post-event survey results show the quality of experience provided at the event. All Day One Sport allows families and children to try new activities, which can lead to life-long passions. The event has become an annual tradition that parents and sports organizations look forward to each year. |
| <b>How are Calgarians better off?</b> | <i>Post-event survey</i> <ul style="list-style-type: none"> <li>Considering registering in a sport</li> </ul>   | 91%        | 90%            | 91%            | This indicator shows how effective All Day One Sport can be in encouraging children to get active and participate in community recreation and sport. Many families have shared how All Sport One Day encouraged their children to be physically active in personally meaningful activities.                 |

**10. Briefly describe how your key results in 2019 contributed to Council approved strategies (As applicable.)** For example: Calgary in the new economy: An economic strategy for Calgary; Calgary Heritage Strategy; Climate Resiliency Strategy; Resilient Calgary; Enough for All poverty reduction strategy; Cultural Plan for Calgary; Downtown Strategy; Foundations for Hope: Calgary’s Corporate Affordable Housing Strategy; Open Spaces Plan; Recreation Master Plan; Sport for Life Policy.

**Calgary in the new economy: an updated economic strategy for Calgary:** Promoted the *Economic Significance of Amateur Sport in Calgary* research report, which examined the economic significance of amateur sport at a municipal level. The report was widely referenced by fellow Civic Partners, based on the GDP, wage, salary, and volunteer impacts presented.

Ensured sport infrastructure needs are represented, through the facility demand study and consultative processes. A Global Liveability ranking from the Economist Intelligence Unit in 2019 ranked Calgary as the best city in Canada, and fourth worldwide. Of the thirty factors affecting the ranking, approximately half are influenced by the quality of local sport and recreation.

Promoted the economic value of sport and its effects on Calgary’s local economy. Worked with Tourism Calgary to encourage and facilitate sport tourism in Calgary.

**Cultural Plan for Calgary:** Supported the implementation of the Event and Festival Policy as a member of the Event Advisory Committee.

**Enough for All Poverty Reduction Strategy:** Hosted the tenth annual All Sport One Day in June 2019, providing free sport opportunities for over 4300 children. This event introduced children ages six to seventeen to over 80 exciting sport discovery sessions offered by 91 volunteer sport organizations at 20 facilities throughout Calgary. From post-event surveys we know that this event provides low-income Calgarians with a cost-effective option to try out new sport activities.



## Calgary Sport Council Society (Sport Calgary) Civic Partner 2019 Annual Report

Hosted the fourth annual All Sport One City, a free initiative that encourages adult Calgarians to become more active in sport. This year saw further growth, with high growth expected to continue in future years as the event becomes known to Calgarians. From post-event surveys we know that this event provides low-income Calgarians with a cost-effective option to try out new sport activities.

Collaborated with Parks Foundation Calgary to continue development of a “Sport for Calgary Foundation” that will focus on poverty reduction through access to sport.

**Sport for Life Policy: Sport Calgary is a steward of the strategy**, and is tasked with a specific mandate in the Policy. As per the Policy, Sport Calgary is a strategy delivery Partner that:

1. advises The City of Calgary in the advancement of Clauses 5.1, 5.2 and 5.3;
2. builds the capacity of local sport organizations through education, training, and best practices; and
3. leads an advisory committee consisting of members of the Sport Sector that will:
  - i. coordinate efforts to build an integrated sport delivery system;
  - ii. contribute to the advancement of Sport in alignment with this Council policy; and
  - iii. promote the value of Sport to Calgarians.

Sport Calgary has taken a proactive role in ensuring that these goals are met. Our mandate under the Policy is fully aligned with our updated *2020-23 Strategic Plan*, which has specific actions and measurable KPIs to ensure accountability. The mandate is also aligned with our annual business plans and budgets, as well as ongoing operations.

Specific measurable KPIs of the Sport for Life Policy have been included in “Schedule A” of Sport Calgary’s 2019-2023 Funding Agreement with the City of Calgary.

Our organization acts as a central resource to the sport community, functioning as a liaison and facilitator for connections between sport organizations in Calgary. Sport organizations are also able to contact Sport Calgary for assistance with grant applications and governance best practices, including organizational bylaws. We have a zero-tolerance stance on sexual harassment, bullying, and discrimination in sport.

Sport Calgary has advocated for many important causes over the past year. This included the support for a new multisport Fieldhouse at Foothills Athletic Park, improved safety measures for women in Canadian sport, and broad civic investment in community-level infrastructure. We assisted with the Special Olympics Provincial Games, Red Deer 2019 Canada Games, Respect Group, and local Indigenous schools.

Calgary’s Sport for Life was endorsed by the sport community and approved by City Council in 2018 as a means to grow, foster and encourage sport and sport opportunities in the city of Calgary.

**Open Spaces Plan:** Promoted both structured and unstructured play opportunities within Calgary’s parks and recreation system.

Collaborated with Parks Foundation Calgary to begin development of “Sport for Calgary Foundation”.



**Calgary Sport Council Society (Sport Calgary)  
Civic Partner 2019 Annual Report**

**Recreation Master Plan:** Sport Calgary continues to advocate and support the 2010-2020 Recreation Master Plan, with its mission of enriching Calgarians' lives through recreation. The Master Plan considers the changing demographics of our diverse city, and calls for public value and accessibility in all projects, a stance that Sport Calgary fully supports.

Joined the Calgary Multisport Fieldhouse Society in advocating for a new multisport fieldhouse that meets the must-have requirements of its stakeholders, including public value and accessibility.

**11. Did your organization receive any awards or recognition in 2019 that you want to highlight?**

N/A

**12. CAPITAL AND ASSET MANAGEMENT (for Civic Partners managing City-owned assets)**

**Asset:** *Insert Name of City owned asset managed or operated*

**Provide a summary of your organization's 2019 capital work, including specific lifecycle/maintenance projects or new capital projects.**

N/A

**a) What funding did your organization leverage to support capital activities in 2019?**

N/A

**COVID-19 UPDATE**

**13. Briefly describe the key impacts of COVID-19 on your operations to date.**

As with all organizations, COVID has affected Sport Calgary greatly.

Sport Calgary staff have been working remotely since mid-March. We are using online collaboration software (Microsoft Teams, Zoom, Squarespace, etc.) to ensure no disruption in our services to members.

In a normal year, late summer is when we would be finalizing invoices for our corporate Celebration of Sport sponsors. However, as expected, more than half of our existing sponsors will not be able to support the event this year. We are making every effort to preserve these relationships, so that these sponsors can support us again in future years.

Celebration of Sport has been postponed from October 2020 to Spring 2021, and we are hosting multiple online events/panels focused on "Return to Sport" and "Mental Health/Resilience".

Our signature annual event, All Sport One Day, was cancelled in June due to COVID. While not a surprise, it was obviously extremely disappointing for us and for thousands of local kids who discover new sports at our sessions.





**Calgary Sport Council Society (Sport Calgary)  
Civic Partner 2019 Annual Report**

Our new plan is to have an “All Sport One Day: Extended Edition” in October. This new format will look closer to the week-long All Sport One City schedule we run in January.

It is almost certain that no new attendance records will be set this year (after a few years of record growth), as most sport groups are focusing on Return to Play protocols during Phase 2. However, we will support whichever sport groups are able to participate, and actively promote their sessions (including helping them secure physical space).

**14. What operational efficiencies did you implement to address the impact of COVID-19 up to September 1, 2020?**

Complete review of approved 2020 Budget, with revisions to cut discretionary costs to the lowest possible levels, with a goal of approaching break-even results for the year. Reviewed within context of board-approved *2020-23 Strategic Plan* and associated activities and KPIs.

Sport Calgary is committed to doing its part to remain sustainable during this unprecedented crisis.

**15. Were there any program or service changes made during the response to COVID-19 that you plan to integrate into longer term operations? For example, shifting some programming online, or modifications to your delivery model or operations.**

Celebration of Sport added two new pre-events this year that were online panels focused on “Return to Sport” and “Mental Health/Resilience”. These types of pre-events will likely continue in future years.

Sport Calgary has been holding weekly “virtual coffees” with members over Microsoft Teams.

During our annual strategic planning session in September, we used Google suite products to collect insights and recommendations from the Board in advance of a virtual facilitated session. This advance collection of information will be used in future years.

**COVID-19 Service and Impact Demand Update  
Reporting for September 2020**

The following information is collected to align with City of Calgary report to Council on the current impact of COVID-19 on delivery of services and programs and may be shared with Council separately from the previous Civic Partner Annual Report Template content.

**Service Impact**

Please choose the one option below that best describes the impact of COVID-19 on your programs or service in the month of September 2020.

|                                     |                   |  |
|-------------------------------------|-------------------|--|
| <input type="checkbox"/>            | <b>Negligible</b> | Minimal to no impact on service. Service is currently operating close to normal.   |
| <input type="checkbox"/>            | <b>Minor</b>      | Continuing to provide programs and services but some coping strategies required – able to be addressed with existing strategies and resources. |
| <input checked="" type="checkbox"/> | <b>Moderate</b>   | Some challenges on ability to achieve objectives. Some delay. Some aspects of the programs or service are only being met in part.              |



**Calgary Sport Council Society (Sport Calgary)  
Civic Partner 2019 Annual Report**

|                          |                    |   |
|--------------------------|--------------------|---|
| <input type="checkbox"/> | <b>Significant</b> | Difficulties to achieve objectives. Delays or notable aspects of objectives not completed. Falling well-short of normal operations. |
| <input type="checkbox"/> | <b>Severe</b>      | Unable to meet normal objectives due to serious extended disruption. (e.g. full facility closure, major decrease in users)          |

**Service Impact Narrative:**

Please briefly describe the impact of COVID-19 on your service for the month of September. You may want to include any major issues/events you experienced.

Sport Calgary has made the transition to using more online models of service delivery over the past six months, and will continue to do so for the duration of the pandemic.

Celebration of Sport has been postponed from October 2020 to Spring 2021, and we are hosting multiple online events/panels focused on “Return to Sport” and “Mental Health/Resilience”.

Our signature annual event, All Sport One Day, was cancelled in June due to COVID. While not a surprise, it was obviously extremely disappointing for us and for thousands of local kids who discover new sports at our sessions.

Our new plan is to have an “All Sport One Day: Extended Edition” in October. This new format will look closer to the week-long All Sport One City schedule we run in January.

**Current Demand for Service:**

At this point in time, based on what you know right now, what is your best estimate of the current demand for your service compared to typical demand?

|                                     |  |
|-------------------------------------|--|
| <input type="checkbox"/>            | Demand is steady, largely business as usual. |
| <input checked="" type="checkbox"/> | Demand has increased notably.                |
| <input type="checkbox"/>            | Demand has decreased notably.                |

**Service Demand Narrative:**

*Please provide a supporting narrative that describes how COVID-19 has impacted the demand on your programs or services for September 2020. This may include any new program or service impacts that your organization has faced in the past month.*

We have seen an increase in requests for information from Sport Calgary members. This includes questions about operations, insurance, facility rentals, participant retention, fundraising, and much more. Sport Calgary is seen as a trusted, knowledgeable resource to the local sport community and the increase in member enquiries reflects this.



**Calgary Sport Council Society (Sport Calgary)  
Civic Partner 2019 Annual Report**

As a result of the increase in requests, we've moved to a bi-weekly schedule for member newsletters, to ensure our members have the latest aggregated information from across the sport and health sectors.