

CIVIC PARTNER 2020 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.

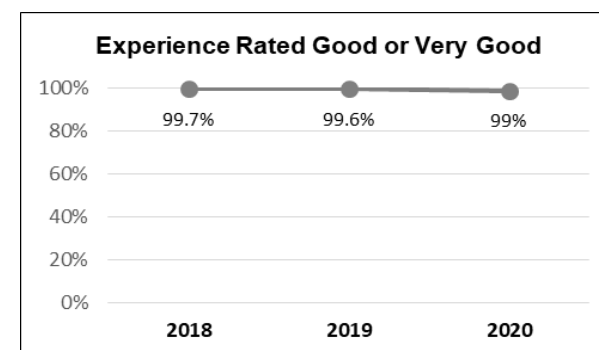
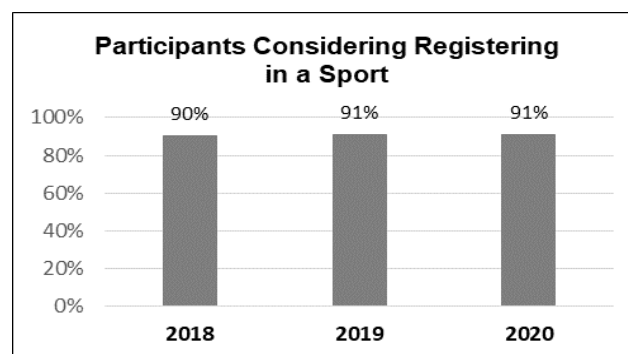
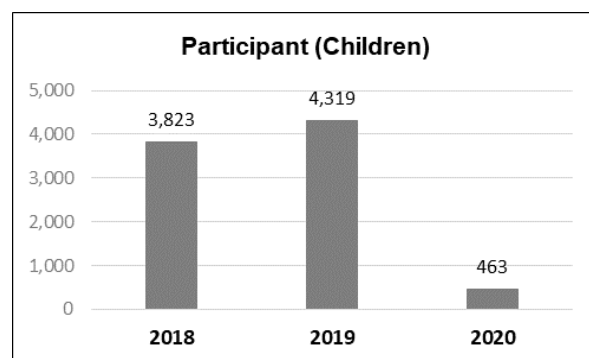
One Calgary Line of Service: Recreation Opportunities

2020 City Investment

Operating Grant: \$459,000

2020 Economic Resiliency Fund: \$25,000

2020 Results: All Day One Sport Event



The story behind the numbers

- The 2020 youth event was postponed due to the pandemic but was successfully run, although in a much reduced scale so we could comply with all safety guidelines. All Sport One City (adult) has set new records for participation each year. Thousands of people from across the city were able to participate in this free annual event, helping connect Calgarians to facilities and sport organizations.
- All Sport events encourage children and adults 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. Surveys indicate that the events are well run and considered essential when it comes to showcasing physical health opportunities

Current state 2021: COVID-19 impact

- Programs transitioned online in 2020 and will continue to do so for the duration of the pandemic.
- Celebration of Sport was postponed from October 2020 to Spring 2021. Shifted to host multiple online events and panels focused on "Return to Sport" and "Mental Health/Resilience".
- The Signature annual event, All Sport One Day, was cancelled in June due to COVID, but a small All Sport One Day: Extended Edition was held in October.

Service impact: Significant (Some challenges on ability to achieve objectives. Some delay. Some aspects of the programs or service are only being met in part.)

Current demand for service: Demand has increased notably



Calgary Sport Council Society (Sport Calgary) Civic Partner 2020 Annual Report

Organizational Structure: Independent External Organization

Fiscal Year: December 31, 2020

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

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.

2020 RESULTS

2. What key results did your organization achieve in 2020 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 and Inspiring Neighbourhoods:

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

- Hosted the fifth annual and record breaking All Sport One City in January 2020 having Calgarians engage in free sport discovery. Over 3700 adults safely participated with 132 sports, 77 locations across the city, and a 98% satisfaction rate.
- Hosted a modified All Sport One Day extended version in October 2020. In accordance with AHS guidelines and restrictions, we were able to host over 400 youth to sport discovery with 19 sports in 18 locations.
- Created a podcast "Original Six Feet Conversations" through the pandemic to talk through all sorts of sport, wellness, and communities questions. There were 60 episodes created with guests from athletes, community leaders, politicians and health care workers. The host was Rob Kerr.
- Continued to promote members of Sport Calgary through our member profile videos which highlights various options for Calgarians with sport organizations.

- Hosted our first event in the Corporate Athlete Series in partnership with the Calgary Chamber in March 2020. This was our last in person event before the pandemic. This event was a huge success and was held in conjunction with International Women's Day. The panel featured community leaders from sport, post secondary, and business.
- Hosting various online events from virtual sport discovery, to leadership development, to mental health, to indigenous recognition, and many more. This allows learning for community members in a safe format.
- Released a Risk Assessment Tool document designed to help sport organizations assess themselves for risk of COVID-19, implement appropriate controls. Templates and guidelines provide example assessments and controls to aid this process.

A Healthy and Green City

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

- Continued work with the Calgary Multisport Fieldhouse Society in advocating for a new multisport fieldhouse that meets the must have requirements for its stakeholders. Role also includes representing the sport community as a member of FAPRAC (Foothills Athletic Park Redevelopment Assessment Committee.)
- Key partner in the creation of Calgary Adapted Hub powered by Jumpstart (CAH). This program works to enhance and develop sport programs for families with disabilities.
- Continued a working relationship with PLAY Calgary, a cross-sectoral collective supporting physical literacy, and physical activity.
- Hosted an online Mental Health Resilience panel which had over 100 participants. There were four panelists that included two members of the Humboldt Broncos hockey team and all were qualified to speak on mental health, resilience, and strategies to cope.
- Continue to work with support organizations like Kidsport Calgary, The Calgary Flames Sports Bank, and Jumpstart to connect sport organizations and community members to help them pursue sport when safe to participate.
- We continue to work with Canada's Sports Hall of Fame to reach school age children in local Calgary schools through the program "Beyond the Win" which talks about how sport teaches life lessons. These have been virtual presentations during the pandemic, but the reach for in person and virtual is extensive.

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.

- Continue to be involved with ActiveCITY with the support of the Active Economy framework and connecting sport and activity with various ways with the economy.
- Continue to help sport groups navigate the various grants and subsidies available to help them finance the impact on their organization from Covid-19.
- In April of 2020, we sent out a Covid-19 Impact Survey to all of our members. The results were overwhelming with over half of the organizations being severely impacted financially by the pandemic. This survey got attention from across the country and the national organization Sport for Life then used it to survey local sport across the nation. We got national recognition for our contribution to help tell the story of local sport and the impact the pandemic has had.

- 3. Briefly describe how your key results in 2020 contributed to Council approved strategies (Select up to three that are most 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; Calgary's Corporate Affordable Housing Strategy; Open Spaces Plan; Recreation Master Plan; Sport for Life Policy.

<u>Calgary in the new economy: an updated economic strategy for Calgary</u>	Continued to promote the <i>Economic Significance of Amateur Sport in Calgary</i> 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. 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.
<u>Sport for Life Policy</u>	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. 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; ^{L SEP} 2. builds the capacity of local sport organizations through education, training, and best practices; and ^{L SEP} 3. leads an advisory committee consisting of members of the Sport Sector that will: i. coordinate efforts to build an integrated sport delivery system; ^{L SEP} ii. contribute to the advancement of Sport in alignment with this Council policy; and ^{L SEP} 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 <i>2021-23 Strategic Plan</i>, 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.
<u>Open Spaces Plan</u> (Calgary Parks')	Promoted both structured and unstructured play opportunities within Calgary's parks and recreation system. Collaborated with Parks Foundation Calgary to continue development of "Sport for Calgary Foundation".

4. Using the chart below, please report your 2020 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	2018 results	2019 results	2020 results	What story does this measure tell about your work?
How much did you do?	Adult registrations Children attending Total sport orgs. Participating facilities	1,346 3,823 81 17	2,748 4,319 91 20	3,746 463 14 18	These indicators show the growth, popularity and influence of our All Sport events. All Sport One City (adult) has set new records for participation each year. Thousands of people from across the city were able to participate in this free annual event, helping connect Calgarians to facilities and sport organizations. The youth event was postponed due to the pandemic but was successfully run, although in a much reduced scale so we could comply with all safety guidelines.
How well did you do it?	Rated experience "good" or "very good" Intention to participate next year	99.7% 99%	99.6% 99%	99% 100%	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.
How are Calgarians better off?	Adult Considering registering in a sport Children Considering registering in a sport	84% 90%	92% 91%	92% 91%	This indicator shows how effective All Sport events can be in encouraging children and adults 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. Survey indicate that the events are well run and considered essential when it comes to showcasing physical health opportunities

5. Briefly describe the key impacts of COVID-19 on your operations in 2020.

Sport Calgary staff have been working remotely since mid-March 2020. We are using online collaboration software (Microsoft Teams, Zoom, Squarespace, etc.) to ensure no disruption in our services to members.

As expected, more than half of our existing Celebration of Sport sponsors were not able to support our primary fundraising event this year. We are making every effort to preserve these relationships, so that these sponsors can support us again in future years. The event was postponed from October 2020 to Spring 2021, and in the interim we have hosted 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. We were able to hold a small, safe “All Sport One Day: Extended Edition” in October. This new format was similar to the week-long All Sport One City schedule we run in January.

We have continued to support public health guidelines and encouraged our sport organization members to do their part in helping keep the community healthy and safe.

6. Are there any program or service changes made in 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 (with a digital/online component) will likely continue in future years.

Sport Calgary has been holding weekly “virtual coffees” with members over Microsoft Teams that have received a lot of interest, and we may continue with those as well post-pandemic.

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 as well.

7. Briefly describe any quality improvement changes or operational efficiencies your organization was able to achieve in 2020.

Complete review of approved 2021 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 2021-23 Strategic Plan and associated activities and KPIs.

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

8. Briefly describe some success stories in 2020 that demonstrates how your organization worked in partnership with other community, private or public organizations to achieve shared results for Calgary and Calgarians.

Sport Calgary’s Covid-19 impact survey in April 2020 received extensive positive coverage and comments. This was at a time when there was a lot of unknown about what effects the pandemic would

have on sport. Our survey made sport organizations realize they were being listened to, and we made sure to share the results with local media. Our reach is extensive and this is how the national organization Sport for Life got involved. S4L then took our survey nationally and got results from over 750 communities. From our survey we have continued to tell the story at all levels of media, how local sport falls through the cracks. Many local sport organizations do not qualify for any subsidy funding. We are aware that almost half of all local sport organizations are not sure if they will survive the end of 2021. Sport Calgary continues to be a part of media releases about local sport grants from partners like Jumpstart, who asked us to help them when they released their Sport relief grant in the fall of 2020, and February 2021.

Even with the complete shut down of sport, we continue to work closely with our partners who make up the CAH (Calgary Adapted Hub powered by Jumpstart). This is a three-year grant (currently in year 1) which was created to offer and develop sport and recreation programming among Calgary children with disabilities including physical, intellectual, mental, sensory, developmental or otherwise. There was a lack of centralized sport and recreation programming for families and children living with disabilities in Calgary. This is a partnership with the University of Calgary, Mount Royal University, City of Calgary Recreation, Vivo for Healthier Generations, Repsol Sport Centre, and Winsport. At this time all partners are working on creating virtual programming until in person programs are safe for participants.

Much of the news of the pandemic and sport is all about struggles. As we mentioned, sport organizations are struggling financially, and we know that if they survive through 2021, it will be a tough situation for many years. There will also be a strain on volunteers from coaches, to officials as families are also struggling financially and many will not return to sport, or might be working a second job. However, there are some success stories. Sporting equipment has been extremely hard to come by. From rentals to new equipment, it has been in short supply. This is a something to celebrate as many have been a lot more active. Some sports like golf, disc golf, and cross country skiing just as examples, have seen their highest participation numbers ever!

RESOURCES

9. **Please estimate how The City's operating funding was allocated in 2020. Mark all areas that apply by approximate percentage. For example, 45% allocated to staffing costs, 10% to evaluation or research, etc.**

0.0%	Advertising and promotion
1.6%	Programs or services
2.0%	Office supplies and expenses
9.9%	Professional and consulting fees
79.4%	Staff compensation, development and training
0.5%	Fund development
0.5%	Purchased supplies and assets
0.1%	Facility maintenance
0.0%	Evaluation or Research
6.0%	Rent, utilities, IT..

10. **Did volunteers support your operations in 2020? If yes:**

How many volunteers?	10
Estimated total hours provided by volunteers:	100

11. What resources or funding sources did your organization leverage to support operations in 2020?

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, down from 91% in 2015 to 72% in 2019. 2020 was an unusual year: sponsorship level declined sharply and the ratio of municipal funding to external sponsorship went up to 79% in 2020. Sport Calgary was also eligible for some Federal, Provincial and Municipal financial relief programs (CEWS, SMERG represented 15% of 2020 income)

We understand the need to diversify funding sources, and the importance of ensuring the organization's financial stability into the future. 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.

12. Did your organization receive any awards or recognition in 2020 that you want to highlight?

Sport Calgary received national attention through its responsive member survey early in the pandemic.

As a catalyst for lasting change within the sport and physical activity sector, Sport for Life conducted a national survey, based on Sport Calgary's important work, to measure the operational and financial impacts of COVID-19 on local sports organizations. Data was collected from 1,300 respondents representing nearly 4 million members and more than 56 sports.

Full national survey results can be found here: <https://sportforlife.ca/facing-covid-19-together/>

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

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

- a) Provide a summary of your organization's 2020 capital work, including specific lifecycle/maintenance projects or capital projects.**

N/A

- b) What funding did your organization leverage to support capital activities in 2020?**

N/A

14. CURRENT STATE: COVID-19 MARCH 2021 UPDATE

The section focuses on the impact of COVID-19 in the month of March 2021, to provide a snapshot of your organization's current state.

Impact

Please choose the one option below that best describes the impact of COVID-19 on your programs or service in March 2021.

☐	Negligible	Minimal to no impact on service. Service is currently operating close to normal.
☐	Minor	Continuing to provide programs and services but some coping strategies required – able to be addressed with existing strategies and resources.
☐	Moderate	Some challenges on ability to achieve objectives. Some delay. Some aspects of the programs or service are only being met in part.
☒	Significant	Difficulties to achieve objectives. Delays or notable aspects of objectives not completed. Falling well-short of normal operations.
☐	Severe	Unable to meet normal objectives due to serious extended disruption. (e.g. full facility closure, major decrease in users)

Impact Description:

Please briefly describe how your programs and services were impacted in March 2021.

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

Celebration of Sport was 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. We were able to hold a small, safe “All Sport One Day: Extended Edition” in October. This new format was similar to the week-long All Sport One City schedule we run in January.

We are planning and preparing for an unprecedented demand for our services from members as we move closer to a post-pandemic return to sport.

Current Demand for Service:

What is the current demand for your service compared to typical demand?

☐	Demand is steady, largely business as usual.
☒	Demand has increased notably.
☐	Demand has decreased notably.