

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.

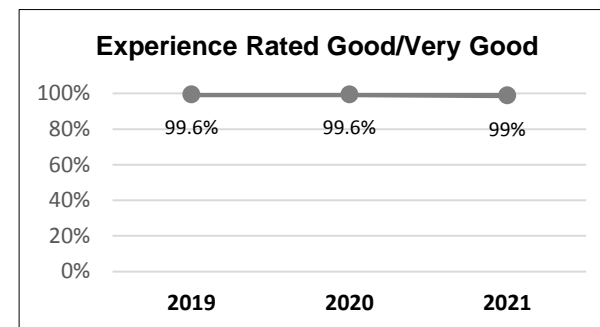
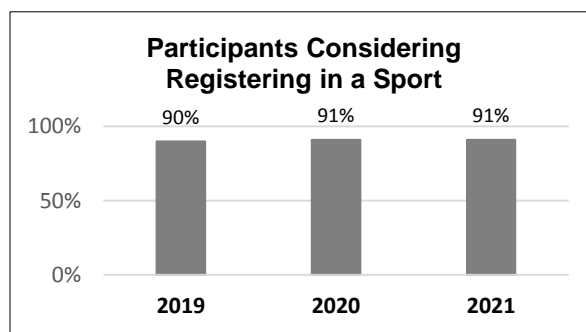
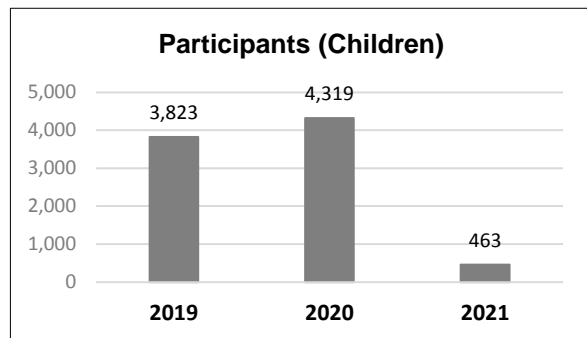
One Calgary Line of Service: Recreation Opportunities

2021 City Investment

Operating Grant: \$459,596

2021 Economic Resiliency Fund:\$50,000

2021 Results:



The story behind the numbers

- 2021 youth participation numbers reflect youth events that were postponed due to the pandemic but ultimately offered on a reduced scale to comply with safety guidelines.
- 2021 numbers reflect consistently high percentages of participants considering registering in a sport. Many families have shared how All Sport One Day encouraged their children to be physically active in personally meaningful activities.
- The All Sport One Day event has become an annual tradition that parents and sports organizations look forward to each year.

Impact of COVID-19

Cancelled the annual fundraising gala, and All Sport One City event in 2021, but held an All Sport One Day event in September. More than half of existing Celebration of Sport sponsors were not able to support Sport Calgary activities due to their own economic challenges. Shifted to host online events/panels focused on Return to Sport.

Advancing Equity, Diversity and Inclusion

Undertaking research to assess barriers to sport, focused on identifying racial inequities. Worked with partners in 2021 to promote diversity, equity and inclusion including Canadian Women and Sport, Respect Group, and KidSport.



STRUCTURE

1. Vision, Mission and Mandate:

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

Sport Calgary is the voice for sport in Calgary. 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 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.

2021 RESULTS

2. What key results did your organization achieve in 2021 that contributed to one or more of the [One Calgary Citizen Priorities](#), or contributed to Council-approved strategies such as *Calgary in the New Economy: An economic strategy for Calgary*, *Calgary Heritage Strategy*, *Cultural Plan for Calgary*, *Corporate Affordable Housing Strategy*, or other strategy.

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 annual All Sport One Day: Extended Edition (September 1-30, 2021), providing opportunities for 1185 participants to discover a new sport, have fun and be active!. Still operating in a COVID-19 environment, 2021 saw a return to sport for youth
- Hosting various online events from virtual sport discovery (Faces of Calgary Sport series), to leadership development, to indigenous recognition (Truth and Reconciliation; How members of sport communities can contribute to advancing truth and reconciliation). , and many more. This allows learning for community members in a safe format.
- Continued to promote members of Sport Calgary through our member profile videos which highlights various options for Calgarians with sport organizations.
- Supported Calgary athletes who secured their spot at Tokyo 2020 and encouraged Calgarians to discover these athletes and their sport.
- Continue to support Calgary Adapted Hub which found its wings in 2021 with core partners returning to sport and opening several inclusive camps and programs.
- Worked with local sport organization on their return to sport, helping them navigate the new landscape and the COVID-19 rules and health measures. Promoted the use of the 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 to represent the sport community as a member of FAPRAC (Foothills Athletic Park Redevelopment Assessment Committee.)
- Key partner in 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 ParticipAction, Sport for Life, Active City, cross-sectoral collectives supporting physical literacy, and physical activity.
- Hosted an online conflict de-escalation webinar in partnership with the Calgary Counselling Centre which had over 200 participants. Audience and speakers discussed strategies and tips on how to manage difficult conversations, gain self-confidence, and de-escalate conflict.
- 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.

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.
- Welcomed over 50 sport organizations that joined Sport Calgary for the first time in 2021.

[Calgary in the new economy: an updated economic strategy for Calgary](#)

Continued to ensure sport infrastructure needs are represented, through the facility demand study and consultative processes with our members.

Worked with Active City to promote 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.

[Sport for Life Policy](#)

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 *2021-23 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. Our Declaration of Inclusion is clearly visible at all our events and gathering, in-person and online.

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.

[Open Spaces Plan](#) (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”.

3. Using the chart below, please report your 2021 performance measures that demonstrate: how much you did, how well you did it, and how Calgarians are better off.

	Performance Measure Name	2019 results	2020 results	2021 results	What story does this measure tell about your work?
How much did you do?	Adult registrations	1,346	2,748	3,746	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.
	Children attending	3,823	4,319	463	
	Total sport orgs.	81	91	14	
	Participating facilities	17	20	18	
How well did you do it?	Rated experience “good” or “very good”	99.7%	99.6%	99%	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.
	Intention to participate next year	99%	99%	100%	

How are Calgarians better off?	Adult Considering registering in a sport	84%	92%	92%	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 All Sport events are also critical in promoting sport opportunities and sport infrastructure in the city
	Children Considering registering in a sport	90%	91%	91%	
	Calgarians feel they are informed about sport OPPORTUNITIES that are available in Calgary		59%	59%	
	Calgarians feel they are informed about sport FACILITIES that are available in Calgary		58%	68%	
	Calgarians believe sport in Calgary is ACCESSIBLE to all regardless of social, financial, geographic and physical barriers.		52%	59%	
Calgarians believe sport in Calgary is INCLUSIVE and available for all individuals and groups within Calgary		63%	78%		

4. Briefly describe the any key impacts of COVID-19 on your operations in 2021.

Sport Calgary’s staff have been working remotely since mid-March 2020 until July 2021, when a return to work was implemented to accommodate a hybrid work model. Sport Calgary uses online collaboration software (Microsoft Teams, Zoom, Squarespace, etc.) to ensure no disruption in our services to members.

As expected, health measures led to the cancellation of our annual fundraising gala in 2020 and 2021. More than half of our existing Celebration of Sport sponsors were not able to support our activities as they are also facing economic hardship.. We are making every effort to preserve these relationships, so that these sponsors can support us again in future years. The event will likely return in 2022, and in the interim we have hosted multiple online events/panels focused on “Return to Sport” sport discovery and leadership development.

Our signature annual event, All Sport One City, was cancelled in January 2021 due to COVID. While not a surprise, it was obviously extremely disappointing for us and for thousands of Calgarians who discover new sports at our sessions. We were able to hold a safe “All Sport One Day: Extended Edition” in September.

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.

5. Briefly describe any quality improvement changes or operational efficiencies your organization was able to achieve in 2021.

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.

Like many organizations, we are making extensive use of digital tools to tell our impact stories and share information; although it will never replace a face to face interaction, there are benefits to online communication to share information and collaborate with our partners; unfortunately, it also mean that some population segment who are not computer literate or do not have economic access to the digital landscape are left behind (seniors, new comers, financially disadvantaged families...) so we are planning to use a blend of digital and traditional communication tools as we move forward.

Complete review of approved 2021 Budget, with revisions to cut discretionary costs to the lowest possible levels, with a goal of implementing relevant cost control measure to be able to re-allocate funding to programming. Reviewed within context of board-approved 2021-23 Strategic Plan and associated activities and KPIs.

6. Did your organization implement any strategies or approaches in 2021 that supported racial equity in the delivery of programs or services?

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 professional development, grant applications and governance best practices, including organizational bylaws. We have a zero-tolerance stance on sexual harassment, bullying, and discrimination in sport. Our Declaration of Inclusion is clearly visible at all our events and gathering, in-person and online. We are undertaking research to assess barriers to sport, with a focus on identifying racial inequity issues and addressing them

7. Did your organization implement any further changes to strategies, programs or services in 2021 to address equity, diversity or inclusion?

Sport Calgary worked with various organizations to promote and encourage DEI including Canadian Women and Sport, the Respect Group and KidSport. We will partner with KidSport as the non-profit charitable organization rolls out various workshops on DEI. We will also continue to encourage all members to include DEI strategies, promote safe sport and all relevant training to encourage these initiatives as they emerge from the Pandemic. These initiatives will include alignment with the responsible coaching movement, developing a code of conduct, and emphasis on developing coaches, athletes, and officials that follow the safe sport national policy. This is important work that has been, and will continue to be, a priority for us in 2022.

8. Briefly describe how your organization worked in partnership with other community, private or public organizations to achieve shared results for Calgary and Calgarians in 2021.

Sport Calgary's Covid-19 impact survey in April 2020 received extensive positive coverage and comments. 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. The survey results, supported by another survey made by Jumpstart in 2021 confirm that in many instances, local sport falls through the cracks. Many local sport organizations did not qualify for support funding.

We are aware that 10% of sport Calgary member organizations did not make it through 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 second Sport relief grant in February 2021.

There was a lack of centralized sport and recreation programming for families and children living with disabilities in Calgary. 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 2) which was created to offer and develop sport and recreation programming among Calgary children with disabilities including physical, intellectual, mental, sensory, developmental or otherwise. 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 returning to sport safely (as this population is vulnerable) and offered in person programs in the second half of 2021 that were safe for participants.

Much of the news of the pandemic and sport is all about struggles. As we mentioned, sport organizations are struggling financially, as cost of sport delivery increase and families cannot absorb the fee increase; 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. Corporations and foundations have been working hard to support the local sport sector and the communities (My first bicycle project for example will see that hundreds youth will receive a free bicycle in 2022)

RESOURCES

9. Please estimate how The City’s operating funding was allocated in 2021. Mark all areas that apply by approximate percentage. For example, 45% allocated to staffing costs, 10% to evaluation or research, etc.

Sport Calgary budget 2021 saw a 16% decrease in revenue.

0%	Advertising and promotion
0.1%	Programs or services
15%	Office supplies and expenses (inc. digital licenses)
5%	Professional and consulting fees
65%	Staff compensation, development and training
0%	Fund development
0.5%	Purchased supplies and assets
7.5%	Facility maintenance (rent+utilities)
0.5%	Evaluation or Research
%	<i>Other, please name:</i>

10. Did volunteers support your operations in 2021? If yes:

How many volunteers?	25
Estimated total hours provided by volunteers:	200

11. What resources or funding sources did your organization leverage to support operations in 2021?

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 and 2021 were unusual years: sponsorship level declined sharply and the ratio of municipal funding to external sponsorship went up to 80% in 2021.

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. Sport Calgary applied and received Emergency Relief Funding from the City of Calgary which helped cover the cost of rent and a portion of the payroll since we did not qualify for most of the federal or provincial support programs.

Sport Calgary leverage partnerships with various organization to generate in-kind support for our programs and operations

12. Did your organization receive any awards or recognition in 2021 that you want to highlight?

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

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

NOT APPLICABLE