

**CIVIC PARTNER 2022 ANNUAL REPORT SNAPSHOT- CALGARY SPORT COUNCIL SOCIETY (SPORT CALGARY)**

**SPORT COUNCIL SOCIETY (SPORT CALGARY)**

**Vision:** Sport Calgary will ensure Calgary thrives through sport for everyone.

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

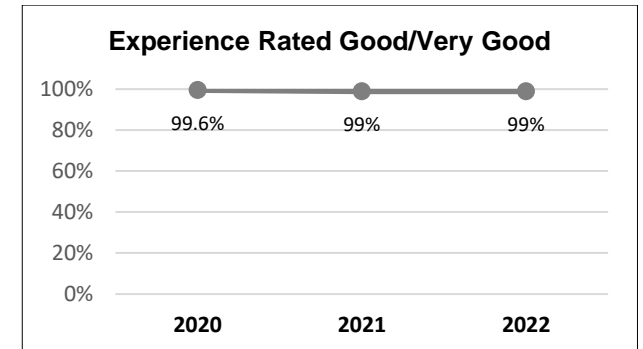
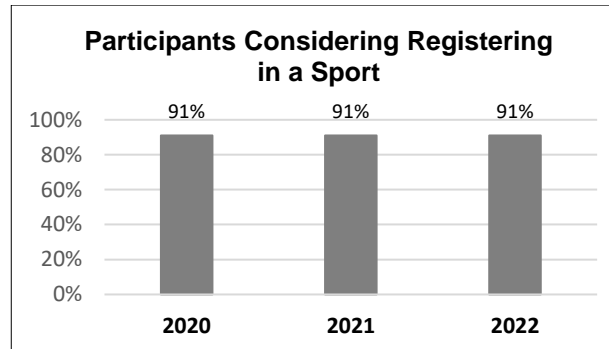
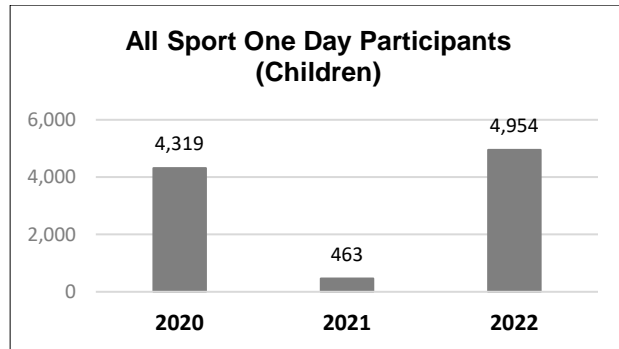
**One Calgary Line of Service: Recreation Opportunities**

**2022 City Investment**

**Operating Grant:** \$471,651

**Emergency Resiliency Fund:** \$33,923

**2022 Results:**



**The story behind the numbers**

- Event attendance over the past few years was affected by COVID but registrations increased near the end of 2022. Growth in event attendance, sport organization participation and facility participation all reflect the popularity and impact of All Sport events.
- Results indicate that All Sport events can encourage children and adults to be active and participate in community recreation and sport.
- High satisfaction in post-event surveys reflect the quality of the experience.

**Addressing climate change**

*Not applicable*

**Advancing equity, diversity and inclusion; and racial equity**

Continued to work with Canadian Women in Sport, the Respect Group, Calgary Adapted Hub, Special Olympics National Games, KidSport and others to reduce barriers to accessing and participating in sports. Continued to promote SafeSport to support athletes, coaches, parents and volunteers feel safe and included. Alongside community partners, started to develop a discover sport initiative for new Canadians.



**CALGARY SPORT COUNCIL SOCIETY (SPORT CALGARY)  
Civic Partner 2022 Annual Report**

**Civic Partner Name: Sport Calgary (Calgary Sport Council Society)**

**Legal Structure:** Not-for-profit Society, incorporated under Alberta Society Act

**Manage/operate a City-owned asset:** No

**1. What is your organization's guiding mission or mandate?**

Sport Calgary will ensure Calgary thrives through sport for everyone.

Sport Calgary assists, supports, and influences the growth of 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;
- helping to provide equity deserving Calgarians with an opportunity to try sport;
- continually identify and assess 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 advocate 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; and
- encouraging the hosting of sport events and sport tourism in Calgary.

**2. What top 3-5 key results did your organization achieve in 2022 that contributed to one or more of key City strategies or plans or [Citizen Priorities](#) (a prosperous city, a city of safe and inspiring neighbourhoods, a city that moves, a healthy and green city)?**

**A Prosperous City: Calgary continues to grow as a magnet for talent, a place where there is opportunity for all, and strives to be 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 and the impact that the pandemic continues to have on them.
- Welcomed more than 50 sport organizations that joined Sport Calgary for the first time in 2021.
- Continue to support hosting provincial, national and international sporting events that will help the Calgary economy, grow interest in sports locally, and help strengthen Calgary's volunteer community.

**A City of Safe & Inspiring Neighbourhoods: Every Calgarian lives in a safe, mixed and inclusive neighbourhood, and has the right and opportunity to participate in civic life. All neighbourhoods are desirable and have equitable public investments.**

- Hosted Winter Festival in partnership with Chinook Blast. For two days we had sport demonstrations, free try it sports, free skate rentals and a free public skate. Promoted sport opportunities across the city.
- Hosted Sport Calgary's annual All Sport One Day over two weekends to provide opportunities for 4200 participants to discover a new sport, have fun and be active! Had 63 sport organizations engaged.
- Hosted All Sport One City with a focus on increasing family engagement. Still under COVID restrictions but reached 3,420 Calgarians.
- Partnered with Shaw Charity Classic with exhibits in the Family Zone to help bring awareness of opportunities to try new sports and to help Calgarians experience and feel included in the sport of golf.
- Continued to promote members of Sport Calgary through our member profile videos which highlight various options for Calgarians with sport organizations.
- Supported Calgary athletes who participated at Beijing 2022 Olympics and Paralympics and sent messages of encouragement to them from Winter Festival. 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 organizations on their return to sport, helping them to promote themselves in the return to sport COVID world.
- Hosted a safe sport online workshop and followed up with in-person opportunities with experts in the field.
- Hosted an online grant writing workshop and provided Sport Calgary members with follow up session with grant writers.

**A City That Moves: Calgary's transportation network offers a variety of convenient, affordable, accessible and efficient transportation choices. It supports the safe and quick movement of people and goods throughout the city, and provides services enabling Calgarians and businesses to benefit from connectivity within the city, throughout the region, and around the globe.**

- In partnership with Chinook Blast, we brought sport opportunities to Calgarians in the downtown area during our Winter Festival. We promoted the use of various spaces for sport participation. We increased the awareness of green spaces and the growth of sport in conjunction with the downtown revitalization initiative.
- We continue to have the conversation about transportation routes and also needs for transportation to sport facilities around the city.

**A Healthy & Green City: Calgary is a leader in caring about the health of the environment and promotes resilient neighbourhoods where residents connect with one another and can live active, healthy lifestyles.**

- Continued to represent the sport community and share healthy and active lifestyle messages.
- Key partner in Calgary Adapted Hub powered by Jumpstart (CAH). This program works to enhance and develop sport programs for families with disabilities and can help build inclusion and promote healthier communities.

- Continued a working relationship with ParticipAction, Sport for Life, Active City, cross-sectoral collectives supporting physical literacy, physical activity and an active lifestyle.
- Continue to work with support organizations like KidSport Calgary, Calgary Flames Sports Bank, and Jumpstart to better connect sport organizations and community members, helping them pursue sport at all ages and in all communities.
- Work with the Centre of Newcomers to help new Canadians feel more included and engaged in their communities.
- Continue to promote the physical, social and mental health impacts of sport.

**3. Performance measures help demonstrate the return on The City’s investment in a partner’s operations. Please identify performance measures that reflect your organization’s impact in 2022 (how much you did, how well you did it, and how the people you serve are better off).**

	Performance Measure Name	2020 results	2021 results	2022 results	How does this measure reflect your organization’s impact?
<b>How much did you do?</b>	Adult registrations Children attending Total sport orgs. Participating facilities	2,748 4,319 91 20	3,746 463 14 18	3,420 4954 63 25+	The last few years have been affected by Covid. Near the end of 2022, we saw the increase in registrations and excitement. 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 adapted due to the pandemic but was successfully run, although in a modified state so we could comply with all safety guidelines.
<b>How well did you do it?</b>	Rated experience “good” or “very good” Intention to participate next year	99.6% 99	99% 100%	99% 100%	These post event survey results show the quality of experience provided at the event. All Sport events allow children, adults and families to try different activities and build a lifelong love for sport. The winter festival helps connect Calgarians to sport and our community.
<b>How are Calgarians better off?</b>	Adult Considering registering in a sport Children Considering registering in a sport Calgarians feel that All Sport events informed about sport	92% 91% 59%	92% 91% 59%	92% 91% 100%	All Sport events are seen to be fully supporting Calgary Sport for Life policy: 96% of All Sport event survey respondents agreed that the events support the policy.  This indicator shows how effective All Sport events can be in

	<p>OPPORTUNITIES that are available in Calgary</p> <p>Calgarians feel that All Sport events informed about sport FACILITIES that are available in Calgary</p> <p>Calgarians believe that All Sport events make Sport in Calgary ACCESSIBLE to all regardless of social, financial, geographic and physical barriers.</p> <p>Calgarians believe that All Sport events make sport in Calgary INCLUSIVE and available for all individuals and groups within Calgary</p>	<p>58%</p> <p>52%</p> <p>63%</p>	<p>68%</p> <p>59%</p> <p>78%</p>	<p>75%</p> <p>100%</p> <p>100%</p>	<p>encouraging children and adults to get active and participate in community recreation and sport.</p> <p>Many families have shared how All Sport One Day encouraged their children to be physically active in personally meaningful activities. The survey indicates that the events are well run and considered essential when it comes to showcasing physical health opportunities. The All Sport events are also critical in promoting sport opportunities, as well as the sport groups and sport infrastructure available in the city.</p>
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**4. What are examples of benchmarks your organization uses to evaluate and improve performance and operations, and increase your organization’s impact?**

**a) Please provide examples of benchmarks, and how this information is being used to support continuous improvement.**

Sport Calgary uses participant surveys for all our events. After each event, we are sure to solicit direct feedback from participants in our All-Sport events as well as the Winter Festival. We monitor survey responses and feedback in an effort to meet the needs of Calgarians. We also make sure to have a survey for sport organizations and facility partners with our events. We want to see how we can make the events run more smoothly and how we can make our partnership better.

We also monitor ways to better help the sports and facilities market themselves better. We provide feedback from the event and ways in which we believe they can help increase their registration which will help them increase their full-time membership.

**b) Please indicate your current and targeted performance in comparison to these benchmarks.**

We take great pride in a satisfaction rate of 97%. However, there is always room for improvement. We will push to get as close to 100% as possible. We will also work to make sure more participants use the survey for feedback. Our goal is to get more participants registered and more sport partners involved. We also have a goal of providing more events and sports that include representation from the equity deserving populations, and from programs that include people with disabilities.

**5. What key results or progress was achieved in 2022 that reflected your organization’s changes to strategies, programs or services to better address equity, diversity or inclusion, or support racial equity?**

Sport Calgary worked with various organizations to promote and encourage DEI including Canadian Women and Sport, the Respect Group and KidSport. We continue to partner with Kidsport on their various initiatives including Project REF which will help youth have less barriers when it comes to pursuing their certification as a referee. We will also continue to encourage all members to include DEI strategies and we will develop initiatives to help Sport Calgary members to implement this. We will continue to promote Safe Sport and we will be making this a priority in all areas of sport to help all participants including athletes, coaches, parents and volunteers feel safe and included. 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 2023.

Sport Calgary is developing discovery sport initiatives to help new Canadians feel more included in sport and will work with partners to make sure that equity deserving groups in Calgary have the opportunity to participate in sport.

We continue to work closely with CAH (Calgary Adapted Hub powered by Jumpstart) to promote and build programs for people with disabilities. We also are working closely with the 2024 Special Olympics National Games to help build the awareness of people with intellectual disabilities and grow the volunteer base in Calgary.

Sport Calgary also continues to promote its Declaration of Inclusion. This is posted at all events, and in all documents including our website.

**6. What steps did your organization take in 2022 to advance any respective calls to action in the [Truth and Reconciliation Commission of Canada: Calls to Action](#) report or [The City's White Goose Flying Report](#)?**

Sport Calgary continues to work closely to advance Canada's Call to Action. Sport Calgary is aware of the Truth and Reconciliation Commission's Calls to Action 87 to 91 that are about sport participation, sport impact and sport opportunities.

Sport Calgary has partnered and will continue to work with Siksika Nation on various initiatives and work with the Indigenous Sport Council of Alberta and Tsuu T'ina Nation. Sport Calgary is a support for the 2027 NAIG bid with Calgary Tourism and is engaged in the process through the decision in summer of 2023.

**RESOURCES**

**7. Please outlined how The City's operating funding was allocated in 2022.**

8%	Advertising and promotion
1%	Programs or services
7%	Office supplies and expenses
7%	Professional and consulting fees
70%	Staff compensation, development and training
0%	Fund development
0%	Purchased supplies and assets
7%	Facility maintenance (rent/utilities)
0%	Evaluation or Research
%	<i>Other, please name:</i>

**8. Did volunteers support your operations in 2022?**

How many volunteers?	25 event volunteers / 250+ sport volunteers
Estimated total hours provided by volunteers:	1,200

9. Did your organization receive any awards or recognition in 2022 that you want to highlight?  
N/A

10. What changes did your organization implement in 2022 to address climate change, for example, operational or program changes that reduced greenhouse gas emissions (GHG), air/water pollution, or waste that aligned with [The City's Climate Change Program](#) including Council's Climate Emergency Declaration?

N/A

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

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

N/A