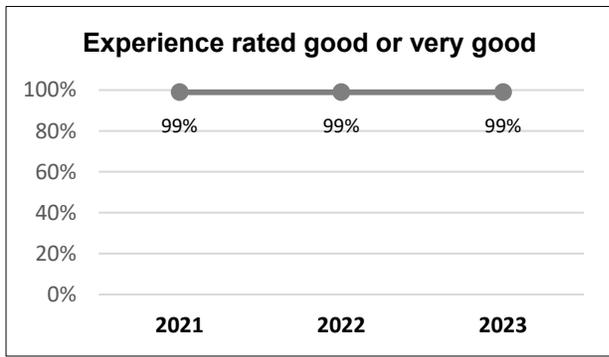
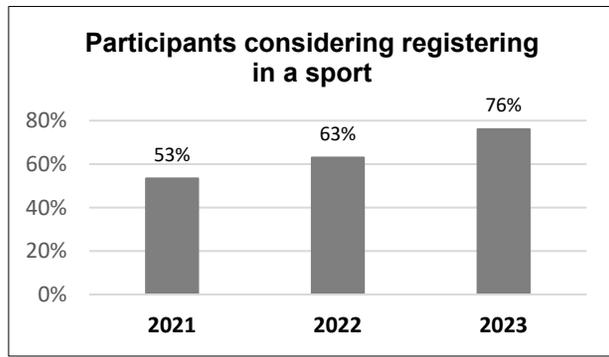
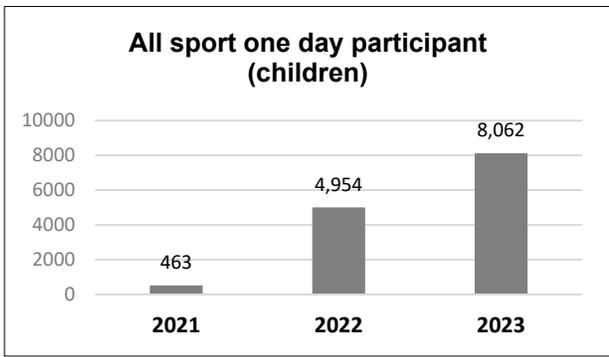


CALGARY SPORT COUNCIL SOCIETY (SPORT CALGARY)
Vision: Sport Calgary will ensure Calgary thrives through sport for everyone.
Mission: Assists, supports, and influences the growth of sport in Calgary.
One Calgary Line of Service: Recreation Opportunities

2023 City Investment
Operating Grant: \$490,517
Operating Grant: \$627,530 (one time)

2023 Results:



The story behind the numbers

- The All Sport One Day event for children and youth reached new attendance records demonstrating the growth and popularity of youth participation in sport discovery.
- Of participants who tried a sport at either the All Sport One Day or All Sport One City events, an increase was reported in the intent to register for the sport after the discovery event.
- Post event survey results show the quality of the experience provided at the events.

Benchmarks

- Participant surveys are used for all events and results help improve the event experience the following year.
- Although satisfaction levels are already high at 97 per cent, Sport Calgary continues to make improvements and is targeting 100 per cent satisfaction.

Looking ahead: 2024 highlights

- The third annual Sport Festival in February hosted with Chinook Blast at Olympic Plaza featured sport demonstrations and open skating with free skate and helmet rentals offered by Sport Calgary. The number of skate aids increased in 2024, creating the opportunity for partners and The City to consider increasing more learn to skate program options for adults and youth.
- Increased programming in 2024 will include more single-day events for All Sport One Community in partnership with the Youth Centre Calgary, Sport Calgary and the Balance Foundation will host at least four collaborative programs for vulnerable youth and additional collaborative programs for girls' volleyball, women's self-defense and learn to skate and golf discovery through Golf Canada's First Tee program.



**CALGARY SPORT COUNCIL SOCIETY
(SPORT CALGARY)
2023 Civic Partner Annual Report**

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

Legal Structure: Independent External organization (Societies Act)

Fiscal Year End: December 31

Manage/operate a City-owned asset: No

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

Mission: 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 the 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;
- encourage the hosting of sport events and sport tourism in Calgary.

1. What 3-5 key results did your organization achieve in 2023 that contributed to:

a) one or more Council Strategic Directions- economic resilience, social resilience, climate resilience?

- Continued to be a leader in the sport community with a focus on sharing healthy and active lifestyle messages.
- Key partner in Calgary Adapted Hub powered by Jumpstart (CAH). This program works to enhance and develop sport programs, ensuring they are accessible for families with disabilities and can help create more inclusive and 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 key support organizations like KidSport Calgary, Calgary Flames Sports Bank, and Canadian Tire Jumpstart to better connect sport organizations and community members, helping them pursue sport at all ages and in all communities.
- Working with various social agencies to help youth and adults facing barriers for participation, an opportunity to try various sports over 8 weeks and build confidence in their lives. This is part of our continued commitment to break down barriers and ensure sport is accessible to all.
- Work with the Centre of Newcomers to help new Canadians feel more included and engaged in their communities by providing these community groups with accessible sporting opportunities.
- Continue to promote the positive physical, social, and mental health impacts of sport.
- Continue to be involved with ActiveCITY with the support of the Active Economy framework and connecting sport and activity in 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 economic impact that the pandemic continues to have on them.
- Played a support role for sport groups, assisting them with writing and applying for grant opportunities.
- Welcomed more than 97 sport organizations to the Sport Calgary membership in 2023.
- Continue to support hosting provincial, national and international sporting events that all contribute to boosting Calgary’s economy, increase interest in sports locally, and help strengthen Calgary’s volunteer community.

b) Your own organization’s strategy?

By 2026, Sport Calgary would like to be recognized as a community leader who creates sporting opportunities for all Calgarians, encourages collaboration across sport groups in an effort to cultivate a self-supporting ecosystem, and grows value through Sport Calgary membership. We will accomplish this by focusing on four strategic priorities: strengthening community sport; optimizing member services; building recognition and partnerships; and organizational sustainability. We believe that we can continue to make a substantial positive impact on our city, with the goal of making Calgary the healthiest city in Canada – physically, mentally, and socially.

2. Performance measures help demonstrate the return on The City’s investment in a partner’s operations and support continuous improvement for Partners. What performance measures reflect your organization’s impact in 2023?

	Performance Measure Name	2021 results	2022 results	2023 results	How does this measure reflect your organization’s impact?
How much did you do?	Sport Calgary Organizational membership:		357	454	Sport Calgary continues to grow its membership based (97 new members in 2023)
	Sport Festival (# of skate rentals)		436	156	The Sport Festival in 2023 saw a drop in participation due to extremely cold weather during the weekend of the festival - yet we welcomed over 300 people at the event, with 156 of them took advantage of the free rental of skates for our try-out experiential sessions and our learn to skate class
	The last few years have been affected by the pandemic. By 2023, we started to witness more growth, popularity, and influence of our All Sport events.				
	ASOC Registrations	2,307	2724	2741	All Sport One City (ASOC) (adults and families) 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.
	ASOD Registrations	0	4,954	8,062	All Sport One Day (ASOD) for children and youth has reached high registration and new attendance records. This shows the growth and popularity of youth participation in sport discovery.

	ASOComm Participated			550	All Sport One Community (ASOComm) is our newest program that offers free sport to equity-deserving people and areas in Calgary. Started in the summer of 2023 and it's our fastest-growing program. This program is well received by participants as well as social agencies and City Social Workers we work with.
	Sport Orgs that participated in offering free sport discovery			82	None of the programming above could have been achieved with the collaboration of 82 sport partners in 2023.
How well did you do it?	Rated experience "good" or "very good"	99%	99%	99%	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. *Includes ASOD only **Average of ASOC and ASOD
	Intention to participate next year.	100%	100%	99%	
	Do you plan to enroll yourself or your children in a sport you tried?	*53%	**63%	**76%	
	Sport Calgary's total social media followers	N/A	7,201	9,793	Sport Calgary's reach to the community continues through the increase in social media followers and unique email correspondents through our communications.
	Sport Calgary's Newsletter reach	10,377	11,476	13,813	
How are Calgarians better off?	Calgarians feel that All Sport events informed them about sport OPPORTUNITIES that are available in Calgary.	59%	65%	74%	All Sport events are seen to fully support Calgary's 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 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 and engaged in personally meaningful activities. The survey indicates that the events are well run and considered essential when it comes to showcasing physical health opportunities.
	Calgarians feel that All Sport events informed them about sport FACILITIES that are available in Calgary.	68%	66%	72%	
	Calgarians believe that All Sport events make sport in Calgary ACCESSIBLE to all regardless of social, financial, geographic and physical barriers.	59%	81%	83%	
	I believe Sport in Calgary is		88.6%	89%	

	INCLUSIVE and available for all individuals and groups within Calgary.				
	I believe that my child will be more comfortable trying new sport activities as a result of participating in All Sport.		95%	94%	
	Participating in All Sport events will increase the amount of physical activity my child does on a daily basis.		79%	76%	

3. Are there any additional stories or information you wanted to share beyond performance measures that demonstrate the impact of your organization’s programs or services?

- Hosted Sport Festival in partnership with Chinook Blast. For two days we provided sport demonstrations, free come-try-it opportunities, free skate rentals, and a free public skate. We helped promote sport opportunities across the city.
- Hosted All Sport One City with a focus on increasing adult and family engagement in 2023 with almost 3,000 Calgarians registering for a variety of sports offered throughout Calgary.
- Hosted Sport Calgary’s annual All Sport One Day over two weekends (June and August) to provide opportunities for more than 8,000 children and youth participants excited to discover a new sport, have fun, and be active! There were more than 68 sport organizations engaged.
- Hosted several events for our All Sport One Community to bring the love of sport to children and adults in equity-deserving areas of Calgary.
- Partnered with Prescription to Get Active program to allow sport organization members to join and encourage participants to be active in sport as part of their health journey.
- Continue to support Calgary Adapted Hub powered by Jumpstart as they increased their partnership to include Vecova, Siksika, Tsuut’ina and many more organizations to host inclusive camps and programs.
- Hosted free Safe Sport and DEI workshops for our sport organizations.
- Hosted free online grant writing workshops and provided Sport Calgary members with follow-up support sessions with a grant writer to access available funding.

4. Does your organization use benchmarks to evaluate and improve performance and operations, and increase your organization’s impact?

a) Examples of benchmarks:

- Sport Calgary uses participant surveys for all our events. After each event, we solicit direct feedback from participants at Sport Calgary’s All Sport events as well as the Sport Festival. We monitor survey responses and feedback to meet the needs of all Calgarians.

We also make sure to have a survey for sport organizations and facility partners within all of our events. We continue to strive to make sure all events run smoothly and always solicit feedback to strengthen partnerships.

- Sport Calgary monitors additional ways to support local sport groups and facilities to market themselves better. We provide feedback from the event and make suggestions to help the sport group increase their registration, which will help them increase their full-time membership.

b) What is your current and targeted performance in comparison to these benchmarks?

We take great pride in a satisfaction rate of 97%. However, we never stand still or settle for good enough. There is always room for improvement. We will continue to push to get as close to 100% as possible. We will also continue working to ensure 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 to provide more events and sports that include representation from the equity deserving populations, and from programs that include people with disabilities.

c) How this information is being used to support continuous improvement?

Sport Calgary uses the results from our surveys to aid in improving our events the following year. We continue to listen to our members on ways that we can help them be more successful. We also regularly engage with participants/sport groups and monitor feedback from participants. All of our goals outlined in our strategic plan have KPIs attached that keep us on track. We always debrief and reevaluate how to improve next year's events.

5. How does your organization 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 remove barriers for youth 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 implement this. We will continue to make Safe Sport a priority and will continue doing so in all areas of our sport community to help all participants including athletes, coaches, parents, and volunteers feel safe and included. These initiatives will include alignment with the responsible coaching movement, the developing of a code of conduct, and an 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 2024.
- 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 worked closely with the 2024 Special Olympics National Games to help build awareness of people with intellectual disabilities and grow the volunteer base in Calgary.
- Sport Calgary also continues to promote its Declaration of Inclusion. We currently have two sport organizations that have adopted our Sport Calgary Declaration to be theirs. Our Declaration is posted at all events, and in our social media, and all documents including our website.

6. How is your organization advancing Indigenous Truth and Reconciliation? (For example addressing specific 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 which are about sport participation, sport impact, and sport opportunities.
- Sport Calgary has partnered and will continue to work with the Siksika Nation on various initiatives and continues to look at various opportunities to work with Tsuut’ina Nation and the Seven Chiefs sportsplex.
- Sport Calgary is engaged in National Day for Truth and Reconciliation and actively engaged in events with Every Child Matters and CSEC.

RESOURCES

7. Please estimate how The City’s operating funding was allocated in 2023.

3%	Advertising and promotion
13.7%	Programs or services
5%	Office supplies and expenses
4%	Professional and consulting fees
58%	Staff compensation, development and training
6%	Fund development
0.3%	Purchased supplies and assets
0%	Facility maintenance
0%	Evaluation or Research
11%	<i>ERF returned funding, rent + utilities, GST unclaimable, community engagement.</i>

Sport Calgary was awarded a One-Time Funding grant in 2023, to be used for deliverables (mostly programs and services) and a small portion of the One-Time funding could be used for operational expenses as well.

- 3% Advertising and promotion: More advertising and promotion expenditures were made from Sport Calgary's One-time funding grant.
- 13.7% Programs or services: Most of our programs are made possible through a one-time funding grant.
- 5% Office supplies and expenses.
- 4% Professional and consulting fees (includes external financial audit, and contracted communication expert).
- 58% Staff compensation, development, and training: The payroll for 2023 was at \$436,478.54, and Our employee expenses (training, benefits...) amount to \$20.4K. 28% of our payroll is covered by the One-Time funding grant, 5% by the Canada Summer Job Grant, and 2.5% is covered by earned revenue activities.
- 6% Fund development.
- 0.3% Purchased supplies and assets.
- 0% Facility maintenance.
- 0% Evaluation or Research.
- 11% Other: ERF 2022 returned funding to the City (\$33, 923), rent + utilities, GST unclaimable (\$3.5K), and community engagement (\$6.1K).

8. Did volunteers support your operations in 2023? (including board and committee members)

How many volunteers?	130 event volunteers / 250+ sport volunteers
Estimated total hours provided by volunteers:	2,480

Sport Calgary increased the number of volunteers for All Sport events and the Sport Festival to improve sport participant experience. Our event volunteers are often recruited through Youth Central, or volunteer clubs in high schools – We welcome young volunteers as we see this approach as one more tool we use to encourage teens to remain in sport. We also encouraged our sport providers to bring more volunteers to the event for more quality interaction with sport participants.

9. Did your organization receive any awards or recognition in 2023, or have any client or participant feedback that you want to highlight?

In 2023, Sport Calgary introduced a new award at our Celebration of Sport event that recognizes the work that the volunteers do in our city. This award was named after one of the most dedicated volunteers in our community, The Honourable Lois Mitchell. Her Honour said, “It is a true privilege to have the Sport Volunteer Dedication Award named in my honour.” This recognition is a testament to the power of volunteerism and those who contribute their time and passion to create an impact on the world of sports. This award serves as a reminder that the spirit of giving back is a cornerstone of our sporting community and can inspire positive change far beyond the field of play.” At this event, we also introduced a cash award to go along with our Perry Cavanaugh Sport Leadership Award. It is our goal this will financially help grassroots organizations to be more sustainable. This year’s winner - Future Stars Cricket Association – was very grateful.

From our surveys, we have a satisfaction rate of over 99% at our All Sport events. The following are testimonials from some of our participants in 2023.

“My 9-year-old struggles with anxiety with new experiences. I have seen him coming out of his shell more and more with each event he has participated in. This last session he was engaged, social and having fun. Thank you for the past new sport experiences but also the social aspect!”

“My daughter was quite nervous about the Flow Rider at Seton YMCA, but once she had a little instruction and help from the coaches, she relaxed and jumped in! Being able to try out a variety of sports has been great for inspiring confidence and interest in something she may not have previously considered.”

“H/W Ballet was absolutely wonderful and my five year old danced around the rest of the day. The class brought great joy and a confidence boost for her.”

“It was our first time playing ringette but the coach and the players from Bow View Ringette team were very organized and my kids had fun. My oldest is now interested in joining!”

“My boys have always wanted to try fencing but I wasn’t sure there was a place kids could participate in Calgary. So grateful for the opportunity to see what’s it’s all about. We will be registering one of them for the fall. Thanks Sport Calgary!”

10. How did your organization address climate change in 2023, 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 the Council's Climate Emergency Declaration?

Sport Calgary contributes to the Climate Change program by supporting and messaging the Declaration while adopting best business practices working towards this goal. At Sport Calgary, we save costs through less printing and transitioning to a more digital approach in the publication of our materials, carpooling to events when applicable, and paying attention to green office practices, such as recycling paper and turning off lights.

We also encourage all participants at our events to bring their refillable water bottles and seek ways to reduce the amount of garbage acquired at our events. Many of our communications are going to online communication so that we can reduce the amount of paper and waste used.

11. Are there any projects, initiatives or plans for 2024 that you want to briefly highlight? (New)

- a) Sport Calgary hosted its third annual Sport Festival in February 2024, in conjunction with Chinook Blast. Sport Festival, which was hosted at Olympic Plaza, included free sport demonstrations and opportunities to try a variety of sports including Para ice hockey, ringette, and figure skating. Each of the sports did a great job providing equipment so that anyone could try it. The sports were inclusive, and engaging and broke down barriers for many who had never had the opportunity to try these activities. The sport demonstrations were followed by open skating and Sport Calgary offered free skate and helmet rentals. Even with the cold weather and heavy snow, the number of Calgarians who took advantage of this opportunity increased from 2023. The number of skate aids to help with balance in skating was also up since the previous year. This shows us many Calgarians want the opportunity to try skating and perhaps we need to see how our partners including City Recreation provide more opportunities to learn to skate for adults and youth.
- b) All Sport One Community (ASOComm) will see huge growth in 2024. Starting in 2023 with four single-day events in Wards 5 and 9, ASOComm brought sports like cricket, soccer, bhangra, disc golf, and many more to over 500 youth where access to sport is not always available. In 2024, there will be more of these single-day events and there will also be multi-week events called the collaborative program. We also saw the Calgary Dream Centre host an eight-week lacrosse sport discovery with 50 participants in 2023. This year, Youth Centre Calgary (YCC) will partner with Sport Calgary and the Balance Foundation to host at least four collaborative programs for vulnerable youth. The first one featured badminton and the youth who participated in this program said participating increased their confidence, and they would continue pursuing this sport even at their school. There will be more collaborative programs including girls' volleyball, women's self-defense, and learn to skate and golf discovery through Golf Canada's First Tee program.
- c) Through Sport Calgary's commitment to EDIA, we will be hosting an adapted All Sport One Day sport discovery for adapted sport. With the help of a Makadiff Foundation Grant, Calgary Adapted Hub powered by Jumpstart (CAH), and Sport Calgary, the August edition of ASOD will host an adapted tradeshow and sport discovery at Vecova. This is in addition to our free DEI webinars and in-person training that we offer to our Sport Calgary members. We are also partnering with CAH to allow members to take *Intro to Inclusion* training for free. We have partnered with Special Olympics and Tourism Calgary to host school-aged youth to attend the Special Olympics National Games by sponsoring transportation for these kids. These are examples of Sport Calgary's commitment to our Declaration of Inclusion. We are working to have many of our members

showcase their logos and embrace our Declaration. We have partnered with the Calgary Surge and Future Stars Cricket Club to date, and we will focus on more inclusive sport opportunities in 2024.

THE FOLLOWING SECTION IS FOR CIVIC PARTNERS MANAGING CITY-OWNED ASSETS

12. CAPITAL PROJECTS AND ASSET MANAGEMENT

Asset: N/A