

## **CSTA REPORT**

### **APPENDIX A: ABOUT THE CALGARY SPORT TOURISM AUTHORITY**

The Calgary Sport Tourism Authority (CSTA) was established in 2005 by The City of Calgary and is a collaboration of citizens and leaders from the private sector, Calgary Economic Development, Tourism Calgary, Calgary Sport & Entertainment, Canadian Sport Institute, WinSport, and The City of Calgary. The CSTA framework is a platform of research and due diligence, pursuing events that help to advance social, cultural and economic objectives, while enhancing Calgary's brand and improving quality of life for its residents.

In 2014, the CSTA's activity resulted in Calgary being named as an Ultimate Sports City (Best Small City category) and 5<sup>th</sup> overall globally by SportBusiness International. In early 2016, Calgary was again shortlisted into the competition as one of the top 30 sport cities in the world and received a 6<sup>th</sup> place ranking globally. The CSTA's expertise and responsibility includes a broad range of endeavors, from investing in amateur competitions to executing the feasibility and bid programs to host some of the largest events in the world, including major international multi-sport games. The CSTA's work was recognized as a model of best practice as the 2014 Sport Tourism Organization of the Year (Canadian Sport Tourism Alliance).

**May 24, 2016 - Rick Traer, CEO, Canadian Sport Tourism Alliance:** *"Over the 16 years of my involvement with the Canadian Sport Tourism Alliance, I have seen a variety of models established to drive sport tourism at the municipal level. The CSTA's work and collaborative, multi-stakeholder structure is considered to be a best practice by our organization. The CSTA is also highly regarded internationally. Your commitment to informed decision making based on data collection and analysis reflects the leading edge nature of the CSTA's approach to the industry segment. The CSTA is to be commended on a strategic approach to event bidding, hosting and event execution which has made a significant contribution to Canada's recent overall #2 ranking as a host nation."*

**June 1, 2016 - Rachael Church, Head Judge, SportBusiness Ultimate Sports Cities:** *"As has been highlighted in its strong performance in the SportBusiness Ultimate Sports Cities Rankings since its inaugural appearance in 2014, all the judges recognise that Calgary is a truly exceptional sports city that puts sport at the heart of its very being. The judges are impressed with the city's ethos that ensures it has a robust calendar of both sports and cultural events that sit under a long term and progressive major events umbrella, the CSTA. The CSTA model and approach to the business of major events is one that should be and indeed is admired globally"*