



Sport Calgary

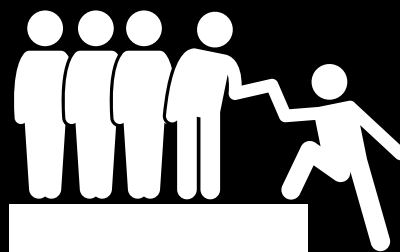
Civic Partner Annual Report: Sport Calgary

May 22, 2025

2024 IMPACT & REACH

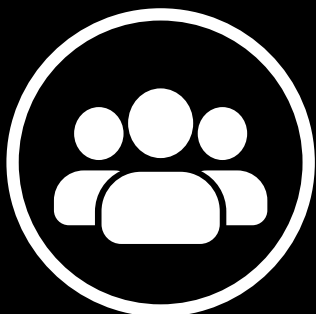


In 2024, Sport Calgary continued to hold the title of the most followed municipal sport council in Canada!



Membership Growth in 2024:

Sport Members: 381 (+39)
Associate Members: 140 (+20)
Individual Members: 455 (+70)

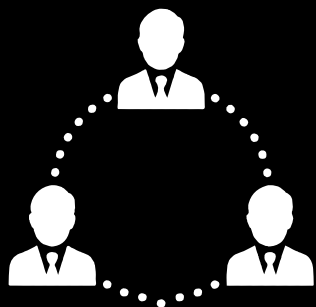


250,000 unique visitors on Sport Calgary's website this year (+20% from 2023)!



Online Growth in 2024:

Facebook (+16.04%)
Instagram (+40%)
LinkedIn (+62.4%)
Tiktok (+52.9%)



Our monthly newsletter now reaches over 15,912 unique emails compared to 14,000 in 2023.

ALL SPORT ONE CITY & ALL SPORT ONE DAY



February 10 -20, 2024

244
Sessions

70
Different
Sports

44
Locations

3233
Participants



June 15 & August 17, 2024

447
Sessions

65
Different
Sports

99%
Satisfaction
Rate

8037
Participants



ALL SPORT ONE COMMUNITY



All Sport One Community promotes active and inclusive living by engaging individuals of all ages and abilities in sport, play, and physical activity. Focused on equity-deserving communities in Calgary, the initiative connects social agencies with local sport organizations to provide accessible and inclusive opportunities.



**28
Programs**

**460%
Program
Increase from
2023**

**2,800
Participants**

**700%
Participation
Increase from
2023**

"I feel isolated and having a place where I can push myself to go and take care of my health and connect to other people was so helpful for me!"



2025 SPORT CALGARY TIMELINE

**ALL
SPORT
NE**
COMMUNITY
Jan-Dec, 2025



**WINTER
FESTIVAL**
Feb 17, 2025



**ALL
SPORT
ONE
DAY**
Jun 21, 2025



**CELEBRATION
OF
SPORT
2025**
Sep 17, 2025



Feb 8 -17, 2025
**ALL
SPORT
ONE
CITY**



Apr 23, 2025
Annual General Meeting

Sport Calgary



Aug 16, 2025
**ALL
SPORT
ONE
DAY**





Within this space, you are **welcomed, accepted and respected.**

Here, no matter who you are or where you come from, **you are home**, regardless of your race, marital or family status, gender identity, or expression, age, colour, disability, political or religious belief or non-belief.

All that we ask is that **you be ethical, excellent and inclusive in all you do**, and most importantly, **have fun!**



Sport Calgary

QUESTIONS