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2017 Annual Review

CITY OF CALGARY
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Sport Calgary assists, supports, and
influences the growth of sport in Calgary

We strive to be the voice for sport in Calgary

A high-angle, slightly blurred photograph of a swimmer in a pool. The swimmer is in the middle of a stroke, with their head and arms visible above water, creating a splash. Blue lane lines are visible in the pool. The background is a deep blue, and the overall tone is energetic and aquatic.

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Sport Calgary has incredible potential.

We've always been guided by our deep love of sport and our mission to help sport grow in Calgary.

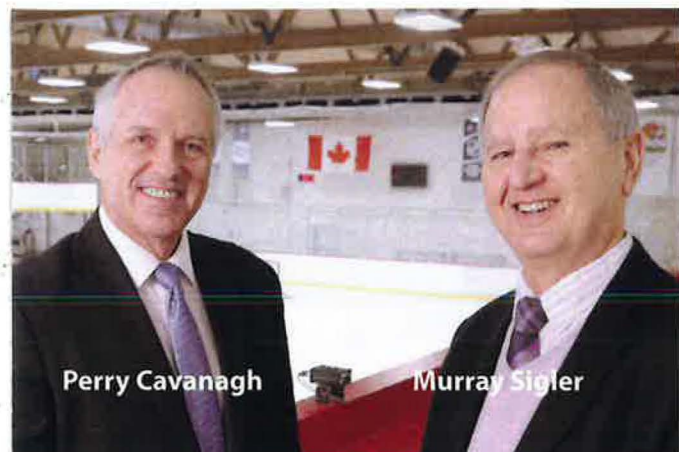
2017 was an important year for Sport Calgary. We continue to enjoy a strong, supportive and mutually beneficial working relationship with The City of Calgary, our primary funder, and were recognized as a **Civic Partner** for the first time.

The City works in partnership with Civic Partners to meet strategic goals and provide services to Calgarians through delivery models that reduce costs and increase effectiveness and efficiency.

Civic Partners harness extensive voluntary support, extend the reach of The City into various business and community sectors, and foster civic engagement.

In addition, we strengthened our partnerships with dozens of local organizations this year, setting in place a strong foundation for the future.

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Perry Cavanagh

Murray Sigler

Sport Calgary enjoyed continued successful growth in 2017, year two of its comprehensive five-year Strategic Plan 2016-2020.

In March, Sport Calgary was named an official Civic Partner of the City of Calgary, under the City's new partnership policy. Our initial Civic Partner Annual Report was presented to Council on April 27.

Our organization has continued to strengthen its governance model, with full implementation of a new Standing Committee structure. Several new policies and tools are in place that will promote good governance in the years ahead. Of note, Sport Calgary completed a review and revision of its Bylaws and Objects

that were approved at the 2017 Annual General Meeting, and then subsequently approved by Service Alberta. The AGM was held on May 3 at WinSport with more than 100 attendees and a keynote address delivered by WinSport CEO Barry Heck. At this event we announced plans to build a new website for our members, for launch in early 2018.

In an effort to increase our reach, Sport Calgary eliminated all membership fees this year, leading to an increase in our sport voting memberships to over 120 organizations. We have a stronger connection with local sport organizations, with free memberships supporting our core mission, vision and shared values. This decision will help ensure that Sport Calgary remains relevant and truly adds value to the sport community.

At the same time, all major financial targets were achieved or exceeded. Revenue growth of 3%, combined with a 3% level of cost reductions, resulted in a modest operating surplus for the year.

We continue to enjoy a strong, supportive and mutually beneficial working relationship with The City of Calgary, our primary funder. We are also pleased to continue working closely with other key community stakeholders and our members. In 2018, the City is expected to finalize a new Sport For Life Policy that Sport Calgary supported by taking a lead role in the community consultative process. This Policy defines the City's role and responsibilities within the Calgary sport system, which includes guiding the City's investment in sport.

As of 2017, Sport Calgary now holds three annual events, All Sport One Day, All Sport One City, and Calgary's Celebration of Sport. All three events were great successes this year, and you can find details elsewhere in this annual review. Both All Sport One Day and All Sport One City set new attendance records after thousands of children and adults signed up to try a free sport session. This year's Celebration of Sport saw dozens of partners – and over 500 attendees – coming together to celebrate sport. As well, Sport Calgary hosted other informative events like the Not-For-Profit Governance Workshop in October, and Let Them Play in November.

It is likely that 2017 will be remembered as a year of societal change, with an increase in voices speaking out against violence against women, racism, and other social issues. Sport Calgary proudly supports zero-tolerance towards any and all violence, discrimination, and other injustice. We are pleased to have continued our support for the Respect in Sport group that aims to stop violence and bullying in sports.

Sport Calgary has continued to make its voice heard on important sport issues in our city, through interviews, op-eds, social media, and more. This includes advocating for Respect in Sport, for investment in community facilities, for a new multi-sport fieldhouse, and much more.

We look forward to continuing to work closely with the City, our members, and all stakeholders in advocating for sport in Calgary in 2018.


Perry Cavanagh
Chair, Sport Calgary


Murray Sigler
CEO, Sport Calgary

Board of Directors

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Community & Sport Engagement
David Benson, Director, Marketing &
Communications
Sandra Paire, Manager, Events & Member
Services

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1,392,609

Population of
Calgary

380,000

Registrants in sport
organizations

400

Sport organizations
in Calgary

90

Different
sports on offer
in Calgary



Adults registered: **1,346**

Sport partners: **33**

Sport and fitness activities: **62**

Satisfaction rate: **93.8%**

2017 CELEBRATION OF SPORT

Total attendees: **500+**

PLATINUM sponsors: **4**

GOLD sponsors: **8**

SILVER sponsors: **6**

BRONZE sponsors: **20**

**ALL SPORT
ONE DAY**



Satisfaction rate: **99.4%**

Session spaces filled: **4502**

Kids trying out new sports: **3576**

Activities on offer: **69**

Participating sport organizations: **71**

Participating facilities: **14**

Adaptive sport offerings: **6**



Governance

Governance is the establishment of policies, and continuous monitoring of their proper implementation, by the members of the governing body of an organization. It includes the mechanisms required to balance the powers of the members and their primary duty of enhancing the prosperity and viability of the organization.¹

Advocacy

Advocacy is an activity by an individual or group which aims to influence decisions within political, economic, and social systems and institutions. Advocacy includes every form of research, activist journalism, persuasion, coalition-building, and public relations as well as political activity.²

Research

Research is the systematic investigative process employed to increase or revise current knowledge by discovering new facts. It is divided into 1) Basic research, which is inquiry aimed at increasing scientific knowledge, and 2) Applied research, which is effort aimed at using basic research for solving problems or developing new processes, products, or techniques.¹

Development

Organizational Development is the systematic process of planning for and implementing effective change, to increase an organization's effectiveness or efficiency, throughout the organization or in specific areas.²

Education

Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits. Educational methods include storytelling, discussion, teaching, training, and directed research.²

Engagement

Community Engagement is the process of building relationships with community members who will work side-by-side with you as an ongoing partner, in any and every way imaginable, building an army of support for your mission, with the end goal of making the community a better place to live.³

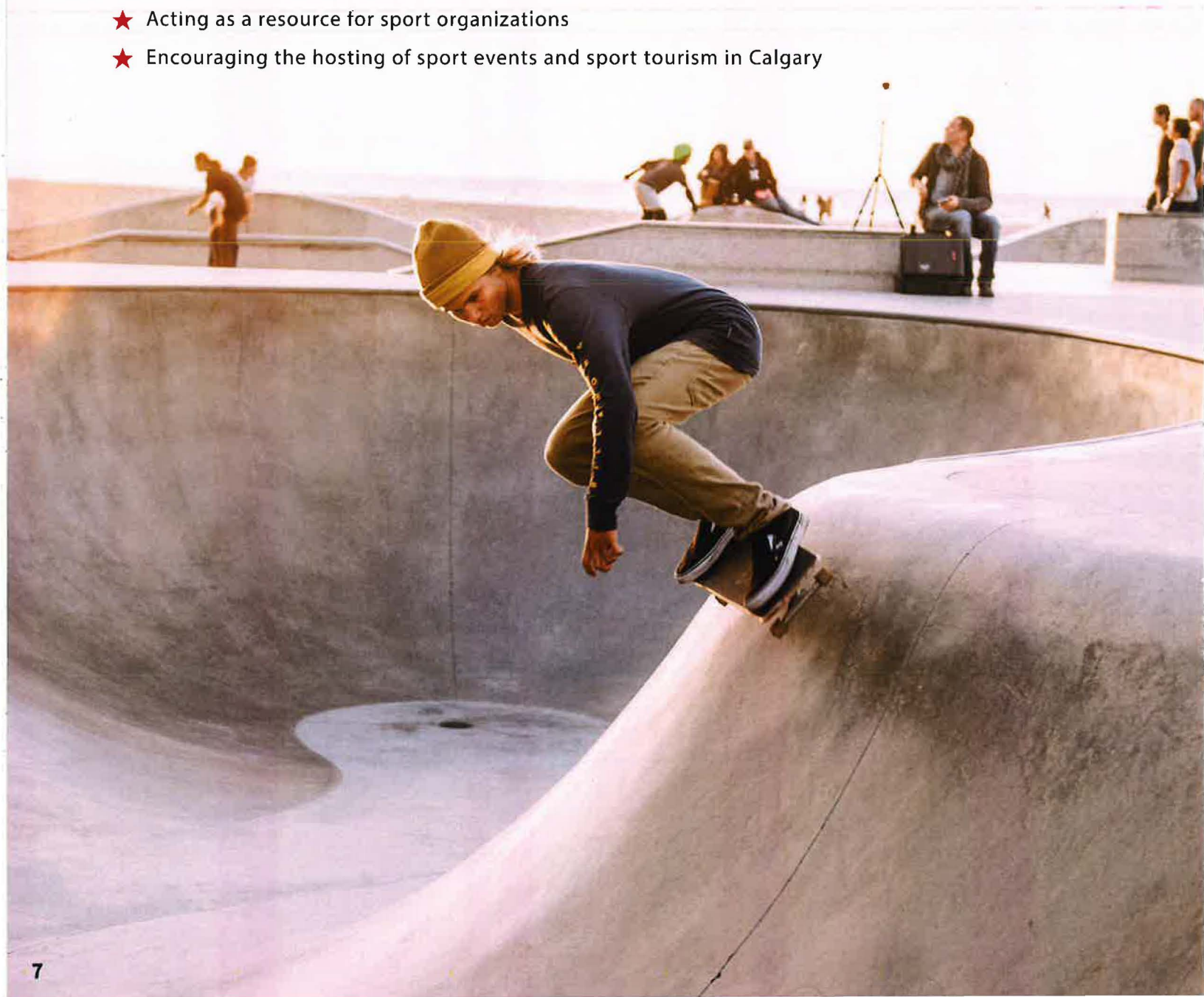
Strategic Objectives & Business Plan

Sport Calgary 2016-2020 Strategic Plan

Mandate

Sport Calgary is a volunteer non-profit society, representing sport in the city of Calgary. In 2017, Sport Calgary was designated as a Civic Partner of 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 Civic Sport 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



To Assist, Support, and Influence the Growth of Sport...

Advocating the Values and Benefits of Sport

- Hosted the ninth annual **All Sport One Day** on June 17, 2017, providing sport opportunities for 3576 participants in over 4500 session spaces. This event introduced children ages six to twelve to exciting sport sessions offered by 71 sport organizations at 14 facilities throughout Calgary.
- Interacted with community partners to promote sport as a part of the larger community.
- Engaged facility-type advisory groups, allowing them to make their collective position clear on issues relevant to facility supply and demand.
- Continued a working relationship with PLAY Calgary, a cross-sectoral collective supporting physical literacy, physical activity, and the Canadian Sport for Life framework.
- Worked with schools in Calgary to encourage active lifestyles, and facilitated equipment and financial help through Comrie's Sports Equipment Bank.

A Vision and Strategy for the Growth of Sport in Calgary

- Continued use and promotion of the *Sport Facility Supply and Demand Study*, a comprehensive survey of supply and demand at facilities across Calgary.
- Worked with facility operators to better understand their future needs and current issues in regards to facility allocation, maintenance, and enhancement.
- Raised awareness and involved like-minded/impacted stakeholders in the process for new facility development projects while advocating for collaboration amongst the groups involved.
- Collaborated on promoting measured growth of facilities in Calgary, with an eye toward the most efficient use of resources in order to meet the actual needs of Calgary communities.
- When facilities are being considered, continued to strongly encourage that the appropriate types of amenities are included, such that multiple sport activities will be accommodated.



A Resource for Calgary Sport Organizations

- Acted as a central resource to the sport community, functioning as a liaison and facilitator for connections between sport organizations in Calgary.
- Prepared launch of a new website, with the generous sponsorship of Evans Hunt, to connect sport organizations and other stakeholders with relevant information important to the sport sector.
- Connected with facility advisory groups, (including fields and diamonds), to discuss new recreation facility development.
- Published an electronic newsletter sent out to over 4000 individuals on a regular basis that promoted upcoming workshops, events, grants and other important sector news.
- Sport Calgary committed to PLAY Calgary by assisting in a leadership and communications role.
- Assisting to remove barriers to sport participation by continuing to support Comrie's Sports Equipment Bank, an organization for which we were a launch partner.
- Acted as a resource for sport organizations to access and compose grant applications, including hosting relevant governance workshops.
- Assisted several organizations as they rewrote organizational bylaws.

Encourage and Facilitate Sport Tourism

- Supporting the implementation of the Event and Festival Policy as a member of the Festival and Event grant process.
- Worked with Calgary Sport Tourism Authority and Tourism Calgary to encourage and facilitate sport tourism in Calgary.

Implementation of the Sport for Life Policy

- Played a lead role in the continued implementation of the *10 Year Strategic Plan for Sport Facility Development and Enhancement*.
- Continued to encourage the integration or alignment of the *10 Year Strategic Plan for Sport Facility Development and Enhancement* into the Culture Recreation Infrastructure Investment Program (CRIIPS).



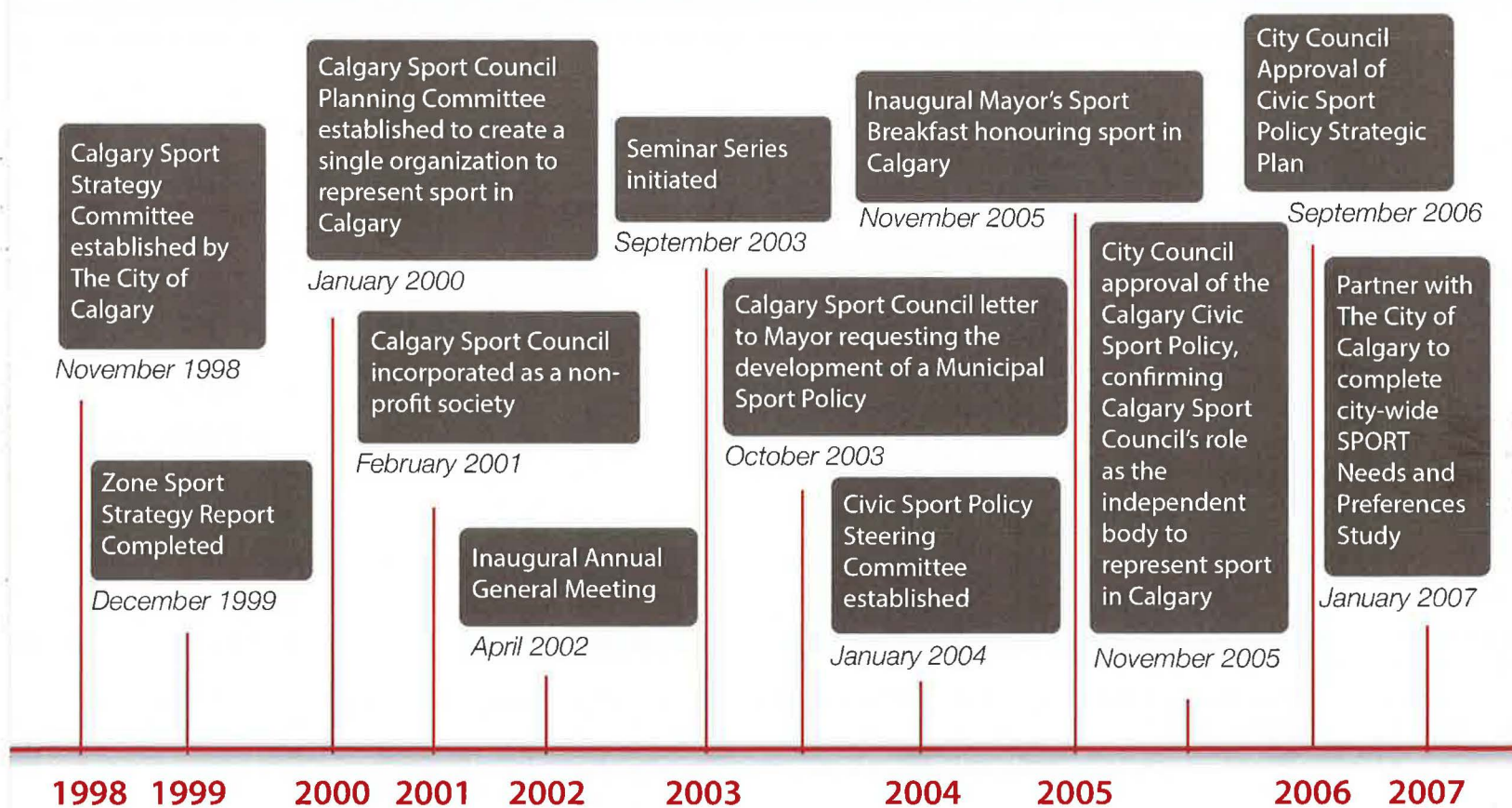


Facilitating Education and Training Opportunities

- We continue to promote and facilitate an understanding of Canadian Sport for Life, a framework to engage education, health, sport, and recreation sectors with the goal of improving the quality of sport and physical activity for all Canadians.
- Hosted a Not-For-Profit Governance Workshop event in October that educated local organizations on best governance practices.
- Advocated for wider adoption of the Respect in Sport program and publicly stated our zero-tolerance stance on sexual harassment, bullying, and discrimination in sport.

Increasing the Profile of Sport

- Held Calgary's Celebration of Sport event at WinSport, in recognition of volunteers and businesses in Calgary who encourage, support and build sport in the city. Featured a panel discussion with Olympic gold-medalists Erica Wiebe and Catriona Le May Doan.
- Hosted **All Sport One City** during a week in January 2018, an initiative designed to help more Calgarians become more active in sport, and set a new attendance record with over 1300 participants.
- Engaged Calgarians, sport organizations, facility operators, volunteers, parents, and coaches through Twitter, Facebook, Instagram, an e-newsletter, and our website.
- Promoted the values and positive effects of sport among Calgary's sport participants and community as a whole.
- Brought a diverse range of sport activities to the attention of thousands of potential participants through sport organization participation in All Sport One Day and All Sport One City.



Sport Calgary Milestones



10 Year Strategic Plan for Sport Facility Development and Enhancement approved by City Council

June 2008

Sport Facility Supply and Demand Study research project launched

July 2013

Publication of Sport Calgary Five-Year Strategic Plan

December 2016

Sport & Recreation Fund Development Feasibility Study completed

June 2010

Tenth anniversary of Mayor's Sport Breakfast

September 2014

Sport Calgary introduces a new event for adults: All Sport One City

November 2015

Council Acceptance of the Artificial Turf Investment Plan

June 2009

First annual All Sport One Day – A free day of sport discovery

June 2009

Calgary Sport Council begins to operate as Sport Calgary

March 2011

Sport Facility Supply and Demand Study report released to the media and public.

August 2014

Sport Calgary rebrands with new logo and tagline, *be part of the energy™*

February 2015

Relaunch "Mayor's Sport Breakfast" as "Calgary's Celebration of Sport"

October 2016

Named a Civic Partner of the City of Calgary

March 2017

2008 2009

2010 2011 2013 2014

2015

2016

2017

ALL SPORT ONE DAY

Saturday June 17, 2017

All Sport One Day once again set a new record for participation with 3576 children aged 6-12 registering in 4502 sessions in order to experience the thrill of discovering a new sport at one of 14 Calgary facilities. There were 69 different activities to choose from, including 6 adaptive sport offerings. 71 sport organizations participated and volunteered their time. **Thank you to all our volunteers!**

Thousands of young people from across the city were able to participate in this annual free event, helping connect families to facilities and sport organizations.

The event has become a beloved annual tradition, and participants, parents, and sport organizations are already looking forward to next year's All Sport One Day.

2017 Survey Results

- 93% reported their child had a good or very good experience at All Sport One Day!
- 94% reported they planned on returning for next year's event!
- 91% expressed interest in enrolling their child in a sport they experienced at All Sport One Day!



Survey Feedback for All Sport One Day 2017

"Thank you for organizing this. It's an amazing chance for my kids to try different sports we may not want to jump in to. She loved it both years she attended and my younger three kids can't wait to be old enough to attend."

"Thanks to everyone involved in All Sport One Day. The instructors and volunteers were all so kind and patient with my kids, who both wanted to go back and do it again the next day!"

"Great instructors. Thought they broke down the skills needed to learn each sport and made it fun and was organized."

"Last year my oldest daughter tried curling and water polo. We ended up signing her up for water polo and it was an amazing experience for her and our family. She found her passion and her sport. She hopes to go far with water polo."

"The instructors were very patient with my son and his complex needs."

"My son told me it's really interesting. I want to learn these sports!"

"Both kids had a great time! I think it's a great way to introduce kids to new sports they may like to try but don't have the equipment."

"Excellent experience. Really well organized. Very smooth and efficient! Instructors were excellent, engaging. We were all EXTREMELY pleased."

"It was a great experience. Of all the sports we have tried we now are playing ringette, lacrosse, archery and orienteering after trying them with All Sport One day. Thanks so much for the discovery."

"She had a great day. She did baton twirling and figure skating and thoroughly enjoyed both. Thanks to the coaches/volunteers for giving her such a positive introduction to both activities."

"The dance3play instructor was incredible. Her passion was tangible and that made it such a great experience for the kids. She was not just doing a session but she was absolutely loving doing it."

"Both this year and last, my sons have loved the opportunity to test drive sports not attempted before. Everyone, from check-in to instructors have been top notch. We look forward to next year!"

"They wanted to learn climbing and they got a chance, they were so happy and the instructors were just amazing! It was our first time at Vivo but we are looking forward spending more time there."

"It is such a wonderful opportunity to explore different sports before committing to it. **A free try out of cool activities, can't beat that!** This year there were many more interesting, diverse activities to choose from like Quidditch, Underwater Hockey, Roller Derby. So many choices!"



Community Partners

Calgary Chamber

tourism
calgary
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calgary economic development
be part of the energy™



Rivers • Parks • Sports



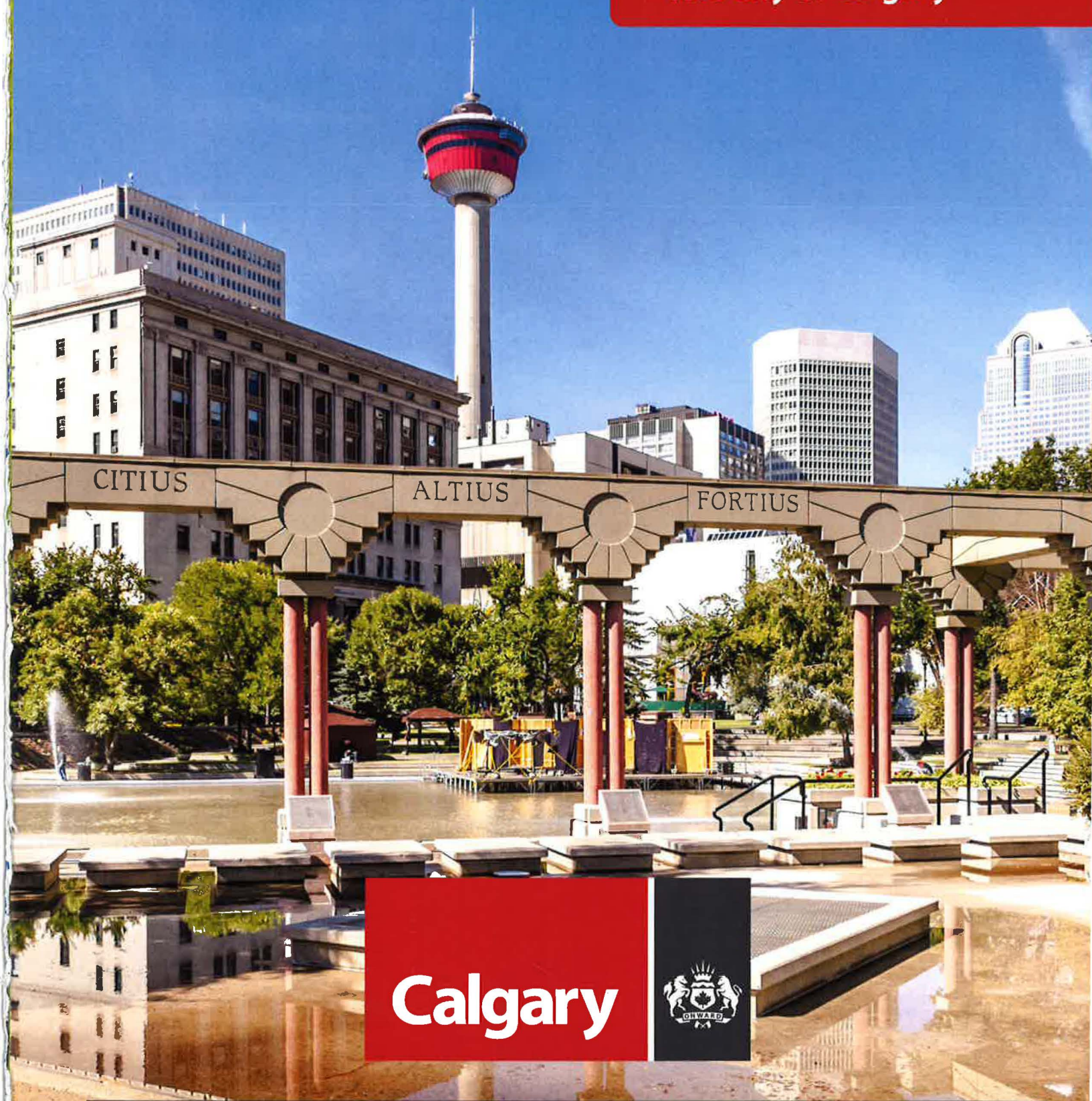
Founding Partners



FEDERATION OF
CALGARY COMMUNITIES



The City of Calgary



Calgary



Sport Calgary thanks Calgary City Council and City Recreation for their funding support, and their continued efforts to implement the Sport for Life Policy

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Sport Calgary

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Shane Homes YMCA at Rocky Ridge

Photo Credit: GEC Architecture / dsTroyer photography