



CITY OF CALGARY
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 CITY CLERK'S DEPARTMENT

Ultimate hosts. Ultimate host city.



Marketers

We work with visitors and Calgarians to create strong ambassadors whose stories generate consumer demand, and increase the likelihood that travellers will visit Calgary.

Advocates

As advocates, we increase collaboration, advocacy efforts for the development of our destination and alignment with our communities.

Hosts

As ultimate hosts, we will attract more visitors and events to Calgary throughout the year.

Activators

As ultimate hosts, we exemplify our unique community spirit by fostering a destination that is welcoming, innovative and offers shareable experiences.



Ultimate hosts. Ultimate host city.

Calgary is a city with hosting in its DNA. We have frequently been named a world Ultimate Sports City. We need to continue to build our love of hosting to the next levels as the ultimate host city of events, festivals, sport competitions, cultural performances, and major events.

Events enrich Calgary by adding to the vibrancy of the city, infusing spending into the economy, supporting our hosting infrastructure and contributing quality of life for Calgarians through legacies and participation, they also attract visitors. Attracting events that build Calgary's brand and offer shareable experiences – while ensuring existing events are successful and sustainable – provides the opportunity to showcase Calgary's hosting abilities to organizers, participants, fans and citizens.

Sport tourism is an important subset of the visitor economy, contributing over \$6.5 billion annually to the Canadian economy. In Calgary, sport and cultural events bring more than 40,000 hotel-room night stays each year. With goals of increasing the number of events attracted and supported from 68 to 75 by 2020 and increasing attendance at Tourism Calgary and Calgary Sport & Major Events-supported events by 3 per cent, annually, the impact of sport, cultural and major events in Calgary will continue to increase.

The alignment between Calgary Sport & Major Events and Tourism Calgary is inherent and mutually-beneficial. With the vision of making Calgary the Ultimate Host City, Tourism Calgary is focused on marketing the city, attracting and hosting sport, cultural and major events, activating events and experiences, and advocating for what's best for the quality of life of Calgarians and the tourism industry.

Tourism Calgary's 2018-2020 strategic plan, and its seven organizational key performance indicators support the efforts of Calgary Sport & Major Events, as the work of Calgary Sports & Major Events supports Tourism Calgary. Calgary Sport & Major Events is a significant contributor to the achievement of Calgary as Ultimate Host City.

Calgary Sport & Major Events Advisory Committee

Originally formed in 2005 as the Calgary Sport Tourism Authority, Calgary Sport & Major Events will align with The City's revised Civic Sport Policy and Cultural Plan, and with Calgary's Destination Strategy. Tourism Calgary continues to resource Calgary Sport & Major Events and act as secretariat.

As advisors to Tourism Calgary and The City of Calgary, the Calgary Sport & Major Events committee provides strategic direction, advice and due diligence to a proactive process of evaluating and attracting major sports, recreation and cultural events to Calgary.

Based on Tourism Calgary's strategy, decision-making criteria, principals and guidelines, committee members will evaluate and recommend events for potential investment, and suggestions for approaches to bids.

Comprised of eight to 14 leaders representing and understanding the diversity of our city and potential of our sport and cultural communities, the committee meets at least five times, annually.