

## CIVIC PARTNER 2018 ANNUAL REPORT SNAPSHOT- CALGARY SPORT COUNCIL SOCIETY (SPORT CALGARY)

### CALGARY SPORT COUNCIL SOCIETY (SPORT CALGARY)

**Vision:** To be the voice for amateur sport.

**Mission:** Sport Calgary assists, supports, and influences the growth of sport in Calgary.

**One Calgary Line of Service: Recreation Opportunities**

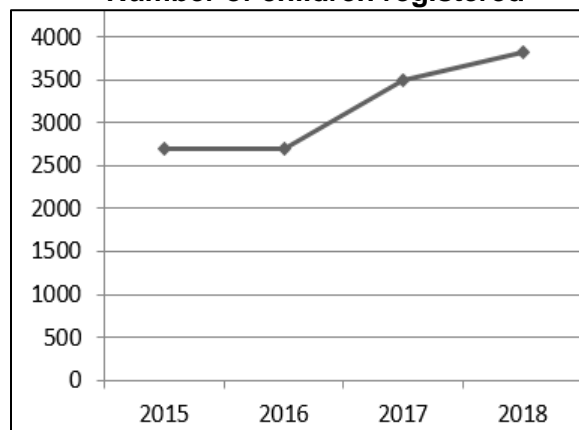
### 2018 City Investment

Operating Grant: \$462,210

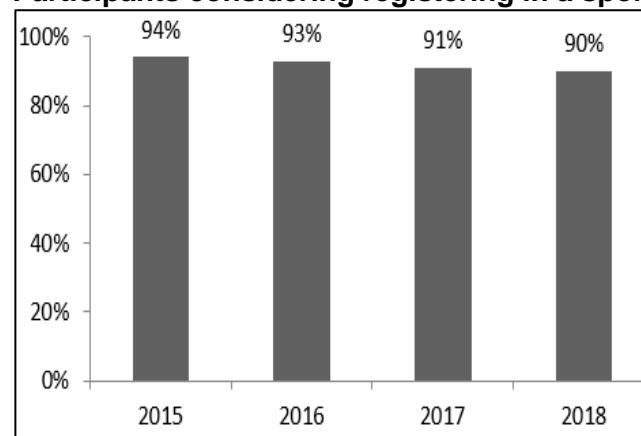
City owned asset? No

### 2018 Results: All Day One Sport Event

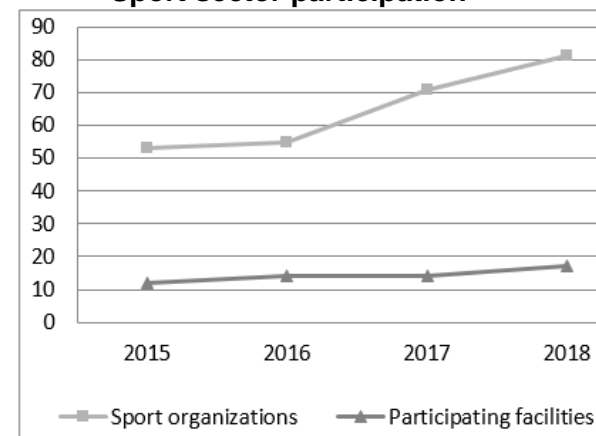
Number of children registered



Participants considering registering in a sport



Sport sector participation



### The story behind the numbers

- The All Sport in One Day event, a free annual event, has set new participation records every year with 3,823 participants in 2018. The event allows families and children to try new activities and connects them with local facilities and sport organizations.
- The event continues to encourage children to be active in community recreation and sport.

### Strategic alignment

- Steward of the Sport for Life Policy, with a proactive mandate to be a strategy delivery partner for The City of Calgary by advising The City, building sector capacity, and leading an advisory committee.
- Programs and events align *Calgary in the New Economy: An economic strategy for Calgary*, the *Cultural Plan for Calgary*, *Enough for All* poverty reduction strategy, *Sport for Life Policy*, *Open Spaces Plan*, and *Recreation Master Plan*.
- An advocate for the *Recreation Master Plan*, facilitates connections, advocates for infrastructure and has a lead role in implementing plans for sport facility development and enhancement.



## Calgary Sport Council Society (Sport Calgary) Civic Partner 2018 Annual Report

**Organizational Structure:** Independent External Organization

**Fiscal Year:** Ended December 31, 2018

**Related Subsidiaries or Foundation:** No

**City 2018 Operating Grant:** \$462,210

### 1. Current Vision, Mission and Mandate:

**Mission:** Sport Calgary assists, supports, and influences the growth of sport in Calgary.

**Vision and Mandate:** Sport Calgary is the voice for sport in Calgary. We are 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.
- 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.

### 2. What key results did your organization achieve in 2018 that contributed to one or more of the Council Priorities in Action Plan 2015-2018 and created public value?

#### **A city of inspiring neighbourhoods**

*Every Calgarian lives in a safe, mixed and just neighbourhood, and has the opportunity to participate in civic life.*

- Hosted the ninth annual All Sport One Day on June 16, 2018, providing free sport opportunities for over 3800 children. This event introduced children ages six to seventeen to over 80 exciting sport discovery sessions offered by 71 volunteer sport organizations at 14 facilities throughout Calgary. This year was the first expansion of the programming to include teenagers.
- Hosted the third annual All Sport One City, a free initiative that encourages adult Calgarians to become more active in sport. This year saw a 104% growth to 2748 registrations, with high growth expected to continue in future years as the event becomes known to Calgarians.
- Engaged several facility-type advisory groups, allowing those groups to make their collective position clear on issues relevant to facility supply and demand.
- Provided governance assistance to sport and community associations.
- Advocated and promoted the Respect in Sport initiative that trains Calgary sport organizations' youth leaders to recognize, understand and respond to issues of bullying, abuse, harassment and discrimination. This partnership includes parents, coaches, athletes, referees and participants, and impacts hundreds of thousands of Calgarians in many diverse groups.
- Supported finalization of Sport for Life Policy review that was unanimously passed by City Council in May 2018. Advocated for its vision to enrich quality of life, ensure sustainable and accessible opportunities, and position Calgary as a leader in the sport development industry.

- Acted as a key stakeholder and central source to the sport community, functioning as a liaison and facilitator for connections between sport organizations in Calgary.

### **A healthy and green city**

*We steward our air, land, and water while encouraging healthy lifestyles for all Calgarians.*

- Played a lead role in the continued implementation of the *10 Year Strategic Plan for Sport Facility Development and Enhancement*.
- Connected with facility advisory groups (including pools, fields, diamonds, gymnasias) to discuss new recreation facility development, as part of our engagement strategy for the completion of the Sport Facility Supply and Demand Study.
- Continued a working relationship with PLAY Calgary, a cross-sectoral collective supporting physical literacy, physical activity, and the Canadian Sport for Life framework. Sport Calgary committed to assisting in a leadership and communications role.
- Joined the Calgary Multisport Fieldhouse Society in advocating for a new multisport fieldhouse that meets the must-have requirements of its stakeholders.

### **A prosperous city**

*Calgary continues to grow as a magnet for talent, a place where there is opportunity for all, and the best place in Canada to start and grow a business.*

- Commissioned the *Economic Significance of Amateur Sport in Calgary* research report, which examined the economic significance of amateur sport at a municipal level. The report was widely referenced by fellow Civic Partners, based on the GDP, wage, salary, and volunteer impacts presented.
- Promoted the economic value of sport and its effects on Calgary's local economy.
- Ensured sport infrastructure needs are represented, through the facility demand study and consultative processes. A Global Liveability ranking from the Economist Intelligence Unit in 2018 ranked Calgary as the best city in Canada, and fourth worldwide. Of the thirty factors affecting the ranking, approximately half are influenced by the quality of local sport and recreation.
- Supported the implementation of the Event and Festival Policy as a member of the Event Advisory Committee.
- Worked with Tourism Calgary to encourage and facilitate sport tourism in Calgary.

### **3. What challenges affected your operations in 2018 and how did you adjust?**

The continuing economic downturn has presented challenges, especially as it relates to sponsorship acquisition. Some of Sport Calgary's key events – notably the Celebration of Sport – are dependent on a sufficient level of individual and corporate sponsorships. These sponsorships are more difficult to secure given the uncertainty and cost challenges that local businesses are facing. Despite these challenges, Sport Calgary secured a record level of sponsorship for Celebration of Sport this year, helping to ensure strong financial results for 2018.

The downturn presents opportunities to realize cost savings in areas such as wages, meeting expenses, administration, special events, and office lease costs. Sport Calgary has actively searched for cost savings in these categories to ensure a strong financial position.

As per the 2018 audited financial statements, Sport Calgary reduced its expenses by \$17,930 (3.1%).

During these economic conditions, there is an increased need for affordable accessibility to sport (facilities and programs) across all demographic segments of our diverse city. We will increasingly focus on helping our member organizations and their participants achieve this goal.

4. **Briefly** describe how your key results in 2018 contributed to the following Council approved strategies (as applicable. Please note if you steward the strategy)

Strategy	Key Results
<a href="#"><u>Calgary in the new economy: an updated economic strategy for Calgary</u></a>	<p>Commissioned the <i>Economic Significance of Amateur Sport in Calgary</i> research report, which examined the economic significance of amateur sport at a municipal level. The report was widely referenced by fellow Civic Partners, based on the GDP, wage, salary, and volunteer impacts presented.</p> <p>Ensured sport infrastructure needs are represented, through the facility demand study and consultative processes. A Global Liveability ranking from the Economist Intelligence Unit in 2018 ranked Calgary as the best city in Canada, and fourth worldwide. Of the thirty factors affecting the ranking, approximately half are influenced by the quality of local sport and recreation.</p> <p>Promoted the economic value of sport and its effects on Calgary's local economy.</p> <p>Worked with Tourism Calgary to encourage and facilitate sport tourism in Calgary.</p>
<a href="#"><u>Cultural Plan for Calgary</u></a>	<p>Supported the implementation of the Event and Festival Policy as a member of the Event Advisory Committee.</p> <p>Hosted the eighth annual All Sport One Day on June 16, 2018, providing free sport opportunities for over 3800 children. Cultural components such as local dance and artistic expression were represented in several events.</p>
<a href="#"><u>Enough for All Poverty Reduction Strategy</u></a>	<p>Hosted the eighth annual All Sport One Day on June 16, 2018, providing free sport opportunities for over 3800 children. This event introduced children ages six to seventeen to over 80 exciting sport discovery sessions offered by 71 volunteer sport organizations at 14 facilities throughout Calgary. From post-event surveys we know that this event provides low-income Calgarians with a cost-effective option to try out new sport activities.</p> <p>Hosted the third annual All Sport One City, a free initiative that encourages adult Calgarians to become more active in sport. This year saw a 104% growth to 2748 registrations, with high growth expected to continue in future years as the event becomes known to Calgarians. From post-event surveys we know that this event provides low-income Calgarians with a cost-effective option to try out new sport activities.</p> <p>Collaborated with Parks Foundation Calgary to begin development of a "Sport for Calgary Foundation" that will focus on poverty reduction through access to sport.</p>
<a href="#"><u>Sport for Life Policy</u></a>	<p>Calgary's Sport for Life was endorsed by the sport community and approved by City Council in 2018 as a means to grow, foster and encourage sport and sport opportunities in the city of Calgary.</p> <p><b>Sport Calgary is a steward of the strategy</b>, and is tasked with a specific mandate in the Policy.</p> <p>As per the Policy, Sport Calgary is a strategy delivery Partner that:</p> <ol style="list-style-type: none"> <li>1. advises The City of Calgary in the advancement of Clauses 5.1, 5.2 and 5.3;</li> </ol>

	<ol style="list-style-type: none"> <li>2. builds the capacity of local sport organizations through education, training, and best practices; and</li> <li>3. leads an advisory committee consisting of members of the Sport Sector that will: <ol style="list-style-type: none"> <li>i. coordinate efforts to build an integrated sport delivery system;</li> <li>ii. contribute to the advancement of Sport in alignment with this Council policy; and</li> <li>iii. promote the value of Sport to Calgarians.</li> </ol> </li> </ol> <p>Sport Calgary has taken a proactive role in ensuring that these goals are met. Our mandate under the Policy is fully aligned with our <i>2019-23 Strategic Plan</i>, which has specific actions and measurable KPIs to ensure accountability. The mandate is also aligned with our annual business plans and budgets, as well as ongoing operations.</p> <p>Specific measurable KPIs of the Sport for Life Policy have been included in “Schedule A” of Sport Calgary’s 2019-2023 Funding Agreement with the City of Calgary.</p> <p>Our organization acts as a central resource to the sport community, functioning as a liaison and facilitator for connections between sport organizations in Calgary. Sport organizations are also able to contact Sport Calgary for assistance with grant applications and governance best practices, including organizational bylaws. We have a zero-tolerance stance on sexual harassment, bullying, and discrimination in sport.</p> <p>Sport Calgary has advocated for many important causes over the past year. This included the support for a new multisport Fieldhouse at Foothills Athletic Park, improved safety measures for women in Canadian sport, and broad civic investment in community-level infrastructure. We assisted with the Special Olympics Provincial Games, Red Deer 2019 Canada Games, Calgary 2026 Bid Corporation, Respect Group, and local Indigenous schools.</p>
<a href="#"><u>Foundations for Hope: Calgary’s Corporate Affordable Housing Strategy</u></a>	N/A
<a href="#"><u>Open Spaces Plan</u></a> (Calgary Parks’)	<p>Promoted both structured and unstructured play opportunities within Calgary’s parks and recreation system.</p> <p>Collaborated with Parks Foundation Calgary to begin development of a “Sport for Calgary Foundation”.</p>
<a href="#"><u>Recreation Master Plan</u></a>	<p>Sport Calgary continues to advocate and support the 2010-2020 Recreation Master Plan, with its mission of enriching Calgarians’ lives through recreation. The Master Plan considers the changing demographics of our diverse city, and calls for public value and accessibility in all projects, a stance that Sport Calgary fully supports.</p> <p>Connected with facility advisory groups (including pools, fields, diamonds, gymnasias) to discuss new recreation facility development, as part of our engagement strategy for the completion of the Sport Facility Supply and Demand Study.</p> <p>Played a lead role in the continued implementation of the <i>10 Year Strategic Plan for Sport Facility Development and Enhancement</i>.</p>

	Joined the Calgary Multisport Fieldhouse Society in advocating for a new multisport fieldhouse that meets the must-have requirements of its stakeholders, including public value and accessibility.
<a href="#">Calgary Heritage Strategy</a>	N/A

**5. Do you support any Civic Partner approved strategies? For example, Calgary Arts Development Authority's [Living a Creative Life](#), or Tourism Calgary's [Destination Strategy](#)?**

Sport Calgary this year was recognized as an "Ultimate Host City" under Tourism Calgary's Destination Strategy of *Ultimate Hosts, Ultimate Host City*.

All of Sport Calgary's activities contribute to a stronger Calgary. Sport Calgary advocates for several of the strategic objectives required for the Ultimate Host City Designation, including: enhancing Calgary's hosting infrastructure; engaging Calgarians with programming that enhances our quality of life; enhancing the activation of existing cultural experiences, events, conferences and festivals; advocating for and with the tourism industry; defining Calgary's personality, and infusing all our marketing materials and programs with Calgary's civic brand.

Sport Calgary is a proud Civic Partner and strives for alignment with all relevant strategies and policies.

**6. Please estimate how The City's operating funding was allocated in 2018. Mark all areas that apply by approximate percentage. For example, 45% allocated to staffing costs, 10% to evaluation or research, etc.**

<b>0.78%</b>	Advertising and promotion
<b>7.99%</b>	Programs or services
<b>4.65%</b>	Office supplies and expenses
<b>18.97%</b>	Professional and consulting fees
<b>52.73%</b>	Staff compensation, development and training
<b>4.76%</b>	Fund development
<b>0.00%</b>	Purchased supplies and assets
<b>0.02%</b>	Facility maintenance
<b>3.21%</b>	Evaluation or Research
<b>6.88%</b>	Other, please name: Rent and utilities

**7. Did volunteers support your operations in 2018? If yes:**

<b>How many volunteers?</b>	Approximately 610
<b>Estimated total hours provided by volunteers:</b>	4,575

**8. What resources did your organization leverage to support operations in 2018?**

Sport Calgary's primary source of funding continued to be the City of Calgary, although the ratio of municipal funding to external sponsorship has been reduced. In 2018, 76% of Sport Calgary's total revenues came from the City of Calgary, compared to 91% in 2015.

This reflects the increased focus on securing alternative revenue streams such as sponsorships. We understand the need to diversify funding sources, and the importance of ensuring the organization's financial stability into the future.



Other sources of funding for the fiscal year included Student Temporary Employment Program (STEP) grants through the Government of Alberta and an expanded list of various individual and corporate sponsors. Diversity of funding sources remains a priority for our organization.

The City of Calgary and Tourism Calgary partnered with Sport Calgary this year to commission the *Economic Significance of Amateur Sport in Calgary* report as a key piece of civic research.

Other sources of leveraged support include relationships with local, provincial, and national sport organizations, as well as considerable effort and contributions from partners, members and volunteers.

**9. Using the chart below, please report your 2018 performance measures that demonstrate: how much you did, how well you did it, and how Calgarians are better off. *Please identify through BOLD font, 1-2 measures that are most significant and could be presented in a chart.***

	Performance Measure	2016 results	2017 results	2018 results	What story does this measure tell about your work?
<b>How much did you do?</b>	Children attending Total sport orgs. Participating facilities	2,800 55 14	3500+ 71 14	3823 81 17	These indicators show the growth, popularity and influence of our All Sport One Day event. All Sport One Day has set new records for participation each year. Thousands of young people from across the city were able to participate in this free annual event, helping connect families to facilities and sport organizations.
<b>How well did you do it?</b>	<i>Post-event survey</i> <ul style="list-style-type: none"> <li>Rated experience "good" or "very good"</li> <li>Intention to participate next year</li> </ul>	93% 96%	93% 94%	99.7% 98.8%	These post-event survey results show the quality of experience provided at the event. All Day One Sport allows families and children to try new activities, which can lead to life-long passions. The event has become an annual tradition that parents and sports organizations look forward to each year.
<b>How are Calgarians better off?</b>	<i>Post-event survey</i> <ul style="list-style-type: none"> <li>Considering registering in a sport</li> </ul>	93%	91%	90.2%	This indicator shows how effective All Day One Sport can be in encouraging children 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 in personally meaningful activities.

**10. CAPITAL AND ASSET MANAGEMENT (for applicable partners)**

**Asset:** *Insert Name of City owned asset managed or operated*

**Provide a summary of your organization's 2018 capital development, including specific lifecycle/maintenance projects.**

N/A

**a) What funding did your organization leverage to support capital activities in 2018?**



**Calgary Sport Council Society (Sport Calgary)  
Civic Partner 2018 Annual Report**

N/A
-----