

# 2018 CIVIC PARTNER ANNUAL REPORT

**sport  
calgary**  
be part of the energy™

403 Selects Volleyball Club	Calgary Assoc. of Skateboarding Enthusiasts	Calgary Sledge Hockey Association	Flying Squirrel Sports	Renbukai Canada	The Tao of Peace Ltd
Absolute Baseball Academy	Calgary Bike Polo	Calgary Speed Skating Association	Foothills Nordic Ski Club	Repsol Sport Centre	Touché Fencing Club
Ace Volleyball Club	Calgary Broomball Association	Calgary Sportsnet meetUp	Frisbee Rob	Ringette Calgary	Tri Fit Training Ltd
Aikido Tanren Juku	Calgary Canoe Club	Calgary Tennis Club	Frontier Performance	Rocky Mountain Diving Club	Trico Centre for Family Wellness
Alberta Biathlon Club	Calgary Central Sportsplex	Calgary Ultimate Association	Fung Loy Kok Taoist Tai Chi	Roller Recreation Association	Ultimate Wheelchair Sports Fdn.
Alberta Cerebral Palsy Sports Association	Calgary Chieftains	Calgary Underwater Hockey Club	Fusion Coed Soccer	Saddle Towne YMCA	United Field Hockey Club Calgary
Alberta Colleges Athletic Conference	Calgary Corporate Challenge	Calgary United Soccer Association	Garrison Curling Club	SAIT	Unity Integration Studios
Alberta Field Hockey Association	Calgary Coyote Baseball	Calgary Winter Lacrosse	Genesis Centre	Sentenashi Karate School	University of Calgary - Active Living
Alberta Golf	Calgary Fencing Club	Calgary Youth Curling Association	Gladiators Fencing Club	Shane Homes YMCA at Rocky Ridge	University of Calgary Dinos
Alberta Gymnastics Federation	Calgary Fanna GAA CLG	Calgary Youth Flag Football League	Glenmore Cricket Club	Shawnessy YMCA	Vivo for Healthier Generations
Alberta Handball Association	Calgary Field Lacrosse Club	Caltai Athletic Association	Glenmore Sailing Club	SoCal Basketball	Volleyball Alberta
Alberta Lacrosse Association	Calgary Floorball Committee	Canada West Volleyball Club	GoPerformance Fitness Lab	Soccer Without Boundaries	Waterworks Kayak Club
Alberta Luge Association	Calgary Grizzlies Wheelchair Basketball	Canadian Sport Institute Calgary	Grey Family Eau Claire YMCA	SOGO Adventure Running	West Hillhurst Community Centre
Alberta Netball Association	Calgary Gymnastics Centre	Capoeira Aché Brasil Calgary	Hiro's Judo Club	South Fish Creek Rec Association	Western Ball Hockey League Ltd.
Alberta Padel Association	Calgary Heat Wrestling Society	Chestermere Reg. Community Assoc.	InjaNation Fun & Fitness Inc.	South Health Campus YMCA	Westside Recreation Centre
Alberta Skeleton Association	Calgary Hockey Development Centre	Chinook City Roller Derby	KidSport Society of Calgary	Southern Alberta Junior Roller Derby	Wheelchair Sports Alberta
Alberta Water Polo Association	Calgary Horseshoe Club	Chinook Kendo Dojo	Lawn Bowls Association of Alberta	Southland Leisure Centre	Wild Water Polo
ALIEN IN-LINE	Calgary Interclub Squash Association	Chinook Rhythmic Gymnastic Club	LDK Foundation	Southpaw Boxing Club	WinSport
Alpine Canada	Calgary Jump Crew	City of Calgary - Golf Courses	MAKIN HOOPS	Space Dogs Ski Club	WTM Muay Thai
Alladore Gymnastics Club	Calgary Kangaroos Australian Football Club	Coach Throw Flag Football League	Melcor YMCA at Crowfoot	Spruce Meadows Ltd.	YouQuest
AMP Sports Academy	Calgary Lawn Bowling Club	Conrie's Sports Equipment Bank	Minor Hockey Association of Calgary	Squash Alberta	YYC Cornhole
Archery & Axe Games Calgary	Calgary Minor Basketball Association	Crew Club Athletics	Momo Movement	Stanley Park Lawn Bowling Club	YYC Dodgeball
Ares Pentathlon & Fencing	Calgary Minor Football	Dance with France	Morkeynastix Calgary	STARS Volleyball	
Athletica Gymnastics	Calgary Minor Soccer Association	Dark Horse Athletic Inc.	Mount Royal University Cougars	Studios Group Martial Arts Ltd	
Autism Aspergers Friendship Society	Calgary Minor Softball Association	DC Dance Club	Northwind Training	SUNS Basketball Academy	
Axé Capoeira Calgary	Calgary North Edge Skating Academy	Dinos Wrestling Club	Nose Hill parkrun	Swim Alberta	
Badminton Alberta	Calgary Pickleball Club	Dynasty Cheer Allstars	Olympic Oval	The Alberta Champions Cup	
B-LINE Indoor Bike Park	Calgary Quidditch Club	Eastside Memorial Football Club	Osten & Victor Alberta Tennis Centre	The Beach YYC	
Bow Valley Lawn Bowling Club	Calgary Renegades Water Polo Club	ELEV8 Lacrosse	Osuna Karate	The Calgary Wolfpack Football	
Bow View Ringette Association	Calgary Rifle and Pistol Club	Encorps Winterguard	Outlaw Country Ltd	The RUN YYC	
Bowls Alberta	Calgary Roadrunners Club	Epic Fencing Club	Outrun The Stigma Calgary	The Stampede Challenge	
BPK Industries Inc (Breathe Parkour)	Calgary Rollers Wheelchair Basketball	Evolve Camps	Pedalheads Bike Camps		
Calalta Figure Skating Club	Calgary Rowing Club	Fast and Female	PGA of Alberta		
Calgary & District Amtr. Softball	Calgary Saracens Rugby Club	Fencing Academy of Calgary	Pride Lawn Bowling League		
Calgary 55 Plus Games Association	Calgary Ski Club	First Serve Tennis	Remington YMCA		
Calgary Aerial and Movement Arts	Calgary Skip Squad Club	Flip Factory Inc.	Renix Baton Club		
Calgary Aquabelles Synch. Swimming Club					

**sport  
calgary**  
be part of the energy™

# PARTNERS/SPONSORS

## PRIMARY FUNDER



## PLATINUM

EVANS HUNT



## GOLD

Air Canada  
Altius Corporation  
Axia Fibrenet  
Benchmark Projects  
EFW Radiology  
Stuart Olson  
Sport Chek  
TransCanada  
Walsh LLP  
West Canadian Digital Imaging

## SILVER

Alberta Sport Connection  
Alberta Blue Cross  
Calgary Sports & Entertainment Corp  
Cleo Energy Corp  
GEC Architecture  
Lucy Tries Sports  
Navigator  
Wilderness Club  
YMCA Calgary

## BRONZE

Avenue Living  
Boyden  
Calgary Airport Authority  
Calgary Economic Development  
Calgary Minor Soccer Association  
Calgary Municipal Land Corporation  
DLA Piper  
Gibbs Gage Architects

Mawer  
Parks Foundation Calgary  
RBC  
Red Deer 2019 Canada Games  
Respect Group  
Repsol Sport Centre  
Shaw Charity Classic  
University of Calgary Faculty of Kinesiology



# 2018 HIGHLIGHTS

- Creation of new 2019-2023 Strategic Plan
- Internal governance best practices and diversity
- Lead role on Sport for Life Policy review and approval
- All Sport One Day, All Sport One City, Celebration of Sport events
- Calgary Multisport Fieldhouse Society advocacy
- Governance assistance to local sport organizations
- Launched new website
- Built new relationships with the City, sport organizations, key community stakeholders and partners
- Successfully delivered services as per 2015-2018 Operating Agreement
- Achieved financial targets and a modest surplus



# 2018 PERFORMANCE

1. **Successfully delivered services** as per 2015-2018 Operating Agreement
2. **Achieved financial targets** and a modest surplus (\$37,234)
3. **Website growth**
  - i. +355% users, +359% new users, +425% sessions, +463% page views, +34% average session duration as compared to previous year
  - ii. Improved registration experience and satisfaction for All Sport events



# STRATEGIC ALIGNMENT

## A City of Inspiring Neighbourhoods

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

- **All Sport One Day**, provided free sport opportunities for over 3800 children; introduced children ages six to seventeen to over 80 exciting sport discovery sessions offered by 71 volunteer sport organizations at 14 facilities throughout Calgary.
- **All Sport One City**, a free initiative that encourages adult Calgarians to become more active in sport; 2748 registrations this year and growing
- Provided **governance assistance** to sport and community associations
- Advocated and promoted the **Respect in Sport initiative**
- Supported finalization of **Sport for Life Policy** review
- Acted as a **key stakeholder and central resource to the sport community**, functioning as a liaison and facilitator for connections between sport organizations in Calgary



# STRATEGIC ALIGNMENT

## A Healthy and Green City

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

- Lead role in the 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.

# STRATEGIC ALIGNMENT

## 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.
- 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.

# WHAT WE HEARD AND HOW WE RESPONDED

**Heard:** Interest from participants in expanding All Sport One Day

**Response:** Expanded All Sport event to include teenagers (13-17) for the first time in 2018

**Heard:** Sport Calgary website was dated and obsolete

**Response:** Partnered with Evans Hunt for a complete website redesign, launched in Q2 2018 with significant growth in users and engagement

**Heard:** Interest within sport community in a charitable foundation that could benefit sport in Calgary

**Response:** Partnered with Parks Foundation Calgary to create the Sport for Calgary Foundation, with ongoing preparations to launch in Q4 2019

**Heard:** Widespread support for a new fieldhouse among Calgarians

**Response:** Joined with Calgary Multisport Fieldhouse Society to continue advocating for a new standalone multisport fieldhouse



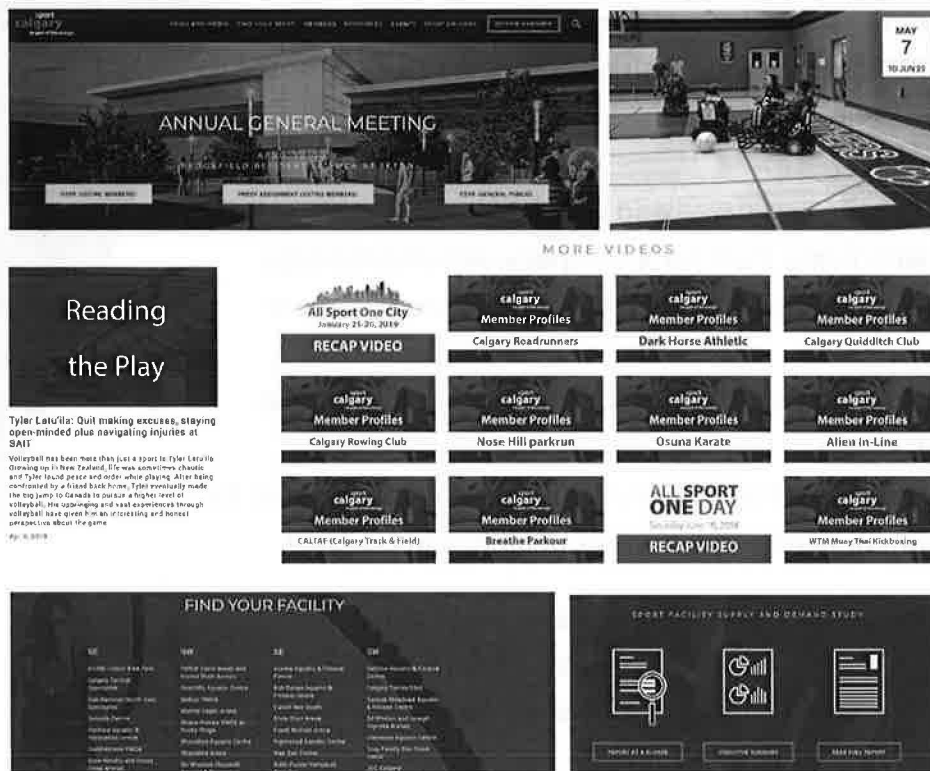
## THANKS!

## QUESTIONS?





## APPENDIX: WEBSITE REDESIGN



## APPENDIX: ALL SPORT EVENTS



## ALL SPORT ONE DAY

## BY THE NUMBERS

3823	PARTICIPANTS	76	SPORTS	99.7%	SATISFACTION RATE
375	SESSIONS	17	LOCATIONS	98.9%	INTENT TO RETURN TO THE EVENT NEXT YEAR
81	PARTNERS			90.2%	EXPRESSED INTEREST IN CONTINUING THE SPORT

## ALL SPORT ONE CITY

## BY THE NUMBERS

1346	PARTICIPANTS	47	SPORTS	93.8%	SATISFACTION RATE
149	SESSIONS	25	LOCATIONS	92.2%	INTENT TO RETURN TO THE EVENT NEXT YEAR
62	PARTNERS			84.4%	EXPRESSED INTEREST IN CONTINUING THE SPORT

# APPENDIX: MEDIA ADVISORIES

- Sport Calgary and Calgary Multisport Fieldhouse Society Applaud Approval of Multisport Fieldhouse
- Sport Calgary Statement on Fieldhouse Planning
- Media Advisory - Fieldhouse Decision
- Moving Beyond the 2026 Games Bid: Sport for Calgary Starts Now
- Leadercast Event Comes to Calgary
- Sport Calgary Statement on Plebiscite Results
- Sport Calgary Supports the Continuing Work of Calgary 2026
- Sport Calgary Congratulates Mary Moran on Being Named CEO of Calgary 2026 Bid Corporation
- Sport Calgary Supports Women's Demand for Better Safety Measures in Canadian Sport
- Parks Foundation Calgary and Sport Calgary Announce Plans to Launch "Sport for Calgary Foundation"
- New Research Reveals Significant Economic Impact of Amateur Sport in Calgary
- Sport Calgary Supports Exploring a 2026 Olympic Bid

sport  
**calgary**  
be part of the energy™

# APPENDIX: RESEARCH

## ECONOMIC SIGNIFICANCE OF AMATEUR SPORT REPORT

### KEY FINDINGS

**\$1.2 BILLION**

The **Gross Municipal Amateur Sport Product** in Calgary, which represents the sum of expenditures such as private household consumption, various levels of government spending, balance of trade, and other private capital investments.

**\$1.1 BILLION**

The **overall GDP Impact** on the Calgary economy of these expenditures; amateur sport supported almost 1.0% of Calgary's GDP.

**\$750 MILLION**

The **overall Impact on wages & salaries** on the Calgary economy of these expenditures; amateur sport supported almost 2.3% of Calgary's employment.

While contributing to amateur sport in Calgary, **volunteers provided an estimated 15 million hours.**

**15 MILLION HOURS**

Amateur sport spending had an effect on employment in Calgary of **almost 17,000 full-time jobs in 2016.**

**17,000 HOURS**

sport  
**calgary**  
be part of the energy™

CITY OF CALGARY  
**RECEIVED**  
IN COUNCIL CHAMBER

MAY 07 2019

ITEM: 7.1 CPS2019-0538  
Distribution  
CITY CLERK'S DEPARTMENT

COV.