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CITY OF CALGARY
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ANNUAL REVIEW 2018

WHO WE ARE

MISSION

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

VALUES

Accountability

Collaboration

Community Well-Being

Diversity

Health & Fitness

Partnerships

Service Quality

Transparency

OBJECTIVES

Advocacy

Development

Education

Engagement

Governance

Research

BOARD OF DIRECTORS

Perry Cavanagh, *Chair*

Kim Koss, *Vice Chair*

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STANDING COMMITTEES

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Jason Zaran

STAFF

Murray Sigler
CEO

Catriona Le May Doan
Senior Director, Community & Sport Engagement

David Benson
Director, Marketing & Communications

Sandra Paire
Manager, Events & Member Services

Becca Gould
Coordinator, Marketing & Events

LETTER FROM CEO & CHAIR

Sport Calgary enjoyed continued successful growth in 2018. Our new *2019-23 Strategic Plan* has been approved by the Board and will set our course for the next five years.

We have continued to strengthen our governance model, with full implementation of a Standing Committee structure. Several new policies and tools are in place that will promote good governance in the years ahead. Of note, we expanded our Board of Directors to a maximum of twelve directors. The Board also improved its internal risk management frameworks, updated its Standing Committee mandates, and introduced new policies relating to information privacy.

This year is notable for being the final full year as Chair for Perry Cavanagh, who has served on our Board of Directors since 2011. Over the past nine years Sport Calgary has transformed from a small group of sport enthusiasts into an official Civic Partner of the City of Calgary, representing over 200 sport member organizations throughout the city. Our Board's focus on good governance, leadership, and innovation has allowed Sport Calgary's potential to be more fully realized in recent years. The development of our new *2019-23 Strategic Plan* will ensure that Sport Calgary keeps a focus on future results in the years ahead.

In 2018, we continued to improve our financial results and event attendance, including our signature All Sport events. A new digital platform is in place, ready to tell the exciting stories of our members, with additional staff resources managing this expanding content.

Sport Calgary 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.

Our sport engagement activities are led by Catriona Le May Doan, whose sport leadership in the community is reflective of Sport Calgary's mission of assisting, supporting, and influencing the growth of sport.

2018 will also be remembered as the year that the new Sport for Life Policy was unanimously approved by Calgary City Council. This progressive new policy delivers a mandate to Sport Calgary to support Calgary Recreation in designing and delivering sport programs and initiatives, building infrastructure, and allocating amenity use. We have a defined role to build the capacity of local sport organizations through education, training, and best practices, as well as lead a community advisory committee.

Sport Calgary is proud of our work with community partners to promote sport as part of a larger community. This includes work with local school boards, PLAY Calgary, facility advisory groups, Comrie's Sports Equipment Bank, KidSport, Dare to Care, Respect Group, and others. We continue to promote 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.

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.

We will continue working closely with the City, our members, and all stakeholders in advocating for sport in 2019.

Thanks to all for your ongoing participation and support!

Perry Cavanagh
Chair, Sport Calgary

Murray Sigler
CEO, Sport Calgary

WEBSITE REDESIGN

This year Sport Calgary completed an ambitious overhaul of its website *sportcalgary.ca*. The modern re-design, completed with the expert support of Evans Hunt, allows Sport Calgary to better serve the needs of its 200+ member organizations.

The new digital platform showcases news, events, member profile videos, podcasts, facility and sport directories, job and volunteer opportunities, research, and much more. Through these mediums, Sport Calgary is successfully telling the stories of our sport organization members. These stories inspire Calgarians of diverse backgrounds to discover new sports, re-engage with familiar activities, and learn more about our member organizations.

The website is a leading source for community resources. This includes information and links that support active living, funding programs, general sport and recreation, grants and awards, professional development, sport advocacy, fair play, and volunteer/board development.

ALL SPORT EVENTS

ALL SPORT ONE DAY

This year, our annual youth event All Sport One Day showcased 76 sports across 17 facilities. We also welcomed teenagers ages 13-17, as well as added four new host facilities: Calgary Rowing Club, Renfrew Athletic Park, SAIT, and Shane Homes YMCA at Rocky Ridge.

Sport Calgary would like to thank all facilities, sport organizations, parents and youth for using All Sport One Day to connect with their community through sport while promoting a healthy lifestyle.

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

In January 2018, All Sport One City provided a week of free sport activities for adults in Calgary to encourage sport participation and a more active lifestyle.

By working with key sport organizations and facilities in the city, our goal is to provide adults with a positive re-introduction to sport and physical activity. Through discovery/introductory sessions, they can become more active.

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

sport calgary
All Sport One Day
TRY IT FREE AN

CELEBRATION OF SPORT

Calgary's Celebration of Sport honours the countless athletes, coaches, parents, volunteers, facilities, sport organizations, and businesses that make Calgary an incredible sport city.

This year's event at WinSport saw over 500 people attend an afternoon reception hosted by Catriona Le May Doan. In addition to an expert panel, attendees were treated to presentations and discussions on current sport issues in the city, including the November plebiscite vote on an Olympic and Paralympic Games bid and the Red Deer 2019 Canada Games.

Our 2018 award winners, presented by Evans Hunt:

RON SOUTHERN BUSINESS AND SPORT AWARD

CALGARY SPORTS AND ENTERTAINMENT CORPORATION (CSEC)

CSEC has been a tireless supporter of health and wellness, amateur and grassroots sports, and education initiatives. Since 2000, over $36 million has been invested back into southern Alberta communities by the Calgary Flames Foundation.

SPORT LEADERSHIP AWARD

CALGARY MINOR SOCCER ASSOCIATION (CMSA)

As the governing body of youth soccer in Calgary, Calgary Minor Soccer Association exists to support its member clubs as well as provide opportunities for all participants in a fun, safe and inclusive environment.

RESEARCH

This year, Sport Calgary commissioned the *Economic Significance of Amateur Sport in Calgary* report as a key piece of civic research, in partnership with Tourism Calgary and the City of Calgary. This report, authored by Caminata Consulting, is valuable as a credible reference point when considering important reviews and public decisions. This includes decisions involving municipal sport policies, capital and operating budgets, and ongoing legacies from sporting events. It is hoped this report will directly lead to higher community involvement in sport and more accessible sport opportunities for all Calgarians.

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 also continues to use and promote the *Sport Facility Supply and Demand Study*, a comprehensive survey of facilities across Calgary, with a planned update in the next few years.

SPONSORS

PRIMARY FUNDER

Calgary

PLATINUM

evans hunt

SPORTSNET 960 THE FAN

tourism calgary

winsport

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 Corporation
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 MEMBER SPORT ORGANIZATIONS

403 Selects Volleyball Club
Absolute Baseball Academy & Fitness Centre
Aikido Tanren Juku - Aikido Club of Calgary
Alberta Biathlon Club
Alberta Bobsleigh Association
Alberta Cerebral Palsy Sports Association
Alberta Field Hockey Association
Alberta Golf
Alberta Gymnastics Federation
Alberta Handball Association
Alberta Lacrosse Association
Alberta Luge Association
Alberta Netball Association
Alberta Padel Association
Alberta Skeleton Association
Alberta Sports & Recreation Association for the Blind
Alberta Water Polo Association
Alien In-Line
Altius Nordic Ski Club
AMP Sports Academy
Archery & Axe Games Calgary
Ares Pentathlon & Fencing
Axe Society for Capoeira
Badminton Alberta
Battle Balls Canada Inc.
B-LINE Indoor Bike Park
Bow Valley Lawn Bowling Club
Bow View Ringette Association
Bowls Alberta
Breathe Parkour
Calalta Figure Skating Club
Calgary & District Amateur Softball Association
Calgary 55 Plus Games Association
Calgary Aerial & Movement Arts
Calgary Amateur Combatives Society - Rebels Wrestling
Calgary Aquabelles Synchronized Swimming Club
Calgary Bicycle Track League
Calgary Bike Polo
Calgary Broomball Association
Calgary Buffalo Hockey Association
Calgary Canucks Junior A Hockey Club
Calgary Central Sportsplex
Calgary Chieftains
Calgary Corporate Challenge
Calgary Coyote Baseball
Calgary Elite Synchro
Calgary Fianna GAA CLG
Calgary Field Lacrosse Club
Calgary Floorball Committee
Calgary Grizzlies / Calgary Rollers
Calgary Gymnastics Centre
Calgary Heat Wrestling Society
Calgary Horseshoe Club
Calgary Interclub Squash Association
Calgary Jump Crew
Calgary Kangaroos Australian Football Club
Calgary Lawn Bowling Club
Calgary Minor Basketball Association
Calgary Minor Football
Calgary Minor Soccer Association
Calgary Minor Softball Association
Calgary North Edge Skating Academy
Calgary Padel Club
Calgary Pickleball Club
Calgary Quidditch Club
Calgary Rifle & Pistol Club
Calgary Roadrunners Club
Calgary Roller Derby Association
Calgary Rollers Wheelchair Basketball Society
Calgary Rowing Club
Calgary Saracens Rugby Club
Calgary Skip Squad Club
Calgary Sledge Hockey Association
Calgary Speed Skating Association
Calgary Synchronized Skating Club
Calgary Tennis Club
Calgary Ultimate Association
Calgary Underwater hockey
Calgary United Soccer Association
Calgary Winter Lacrosse
Calgary Youth Curling Association
Calgary Youth Flag Football League
Caltaf Athletic Association
Canadian Sport Institute Calgary
Capoeira Aché Brasil Calgary
Cardel Rec South
Centripetal Force Baton & Dance Co.
Chinook City Roller Derby
Chinook Kendo Dojo
Chinook Rhythmique Gymnastic Club
City of Calgary - Golf Courses
Coach Throw Flag Football League
Crew Club Athletics
Dark Horse Athletic Inc
DC Dance Club
Decidedly Jazz Danceworks
Destiny Martial Arts
Dinomites Wrestling Club
Dinos Wrestling Team
Dynasty Cheer Allstars

2018 MEMBER SPORT ORGANIZATIONS

Eastside Memorial Football Club
ELEV8 Lacrosse
Encorps Winterguard
Epic Fencing Club
Evolve Camps
Fencing Academy of Calgary
First Serve Tennis
Flip Factory Inc.
Flying Squirrel Sports
Foothills Nordic Ski Club
Frisbee Rob
Frontier Performance
Garrison Curling Club
Genesis Centre
Geng Table Tennis Academy
Gladiators Fencing Club
Glenmore Cricket Club
Glenmore Sailing Club
GoPerformance Fitness Lab
Hiro's Judo Club
InjaNation Fun & Fitness Inc.
Lawn Bowls Association of Alberta
LDK Foundation
MAKIN HOOPS
MHK Taekwondo
Mo Fan Tai Chi Wushu Academy
Monkeynastix Calgary
Mount Royal University Cougars
North East Sportsplex Society
Northwind Training
Nose Hill parkrun
Nova Pentathlon
Olympic Oval
Osten & Victor Alberta Tennis Centre
Osuna Karate
Outrun the Stigma Calgary
PGA of Alberta
Raiders Jr A lacrosse
Remix Baton Club
Renbukai Canada
Repsol Sport Centre
Ringette Calgary
Rocky Mountain Diving Club
Rocky Mountain Flying Trapeze
Rugged Maniac
SAIT
SAWHA
Sentenashi Karate School
Soccer Without Boundaries
SOGO Adventure Running
Southland Leisure Centre
Southpaw Boxing Club
Space Dogs Ski Club
Squash Alberta
Stanley Park Lawn Bowling Club
STARS Volleyball
Strike Combat Archery
Stryker Sports
Studios Group Martial Arts Ltd
SUNS Basketball Academy
Taoist Tai Chi
The Beach YYC
The RUN YYC
The Tao of Peace Ltd
The Calgary Wolfpack Football
Touché Fencing Club
Trico Centre for Family Wellness
UFC Gym Chinook
Ultimate Events
Ultimate Wheelchair Sports Foundation
United Field Hockey Club Calgary
Unity Integration Studios
University of Calgary - Active Living
University of Calgary Dinos
Vivo for Healthier Generations
Volleyball Alberta
Volleyball Calgary Inc
Wanna Polo
Waterwerks Kayak Club
Wee Wild Ones
West Hillhurst Community Centre
Western Ball Hockey League Ltd.
Westside Recreation Centre
Wheelchair Sports Alberta
Wiffle Baseball Game
Wild Rose Figure Skating Club
Wild Water Polo
WinSport
WTM Muay Thai
YMCA Grey Family Eau Claire
YMCA Melcor at Crowfoot
YMCA Remington at Quarry Park
YMCA Saddletowne
YMCA Shane Homes at Rocky Ridge
YMCA Shawnessy
YMCA South Health Campus
YouQuest

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