



Appendix B

Local Sport Organization Sport Tourism Workshop SUMMARY REPORT

August & September, 2021

Session Dates and Agenda

- Sessions held on August 16 and September 8, 2021
- Opening Remarks – Town of Aurora
- Introductions
- Setting the Stage
- Working Session
 - Vision for Sport Hosting
 - Challenges/Opportunities
 - Roles
 - Q&A and Wrap Up



Sport Tourism Background and Context

SETTING THE STAGE



Sport Tourism

“Any activity in which people are attracted to a particular location as a sport event participant, an event spectator, or to attend sport attractions or business meetings.”



Sport Tourism Definitions

Term	Definition	Term	Definition
Average Spend	Total direct revenue divided by the total number of customers from a sport event	Local Sport Organizations	The volunteer-led organizations that oversee and deliver programming and competitions for a specific sport
Bid Assessment	The process used to evaluate a potential event prior to the bid process	Multi-Sport Organizations	Local, provincial, or national organizations that award hosting rights for multi-sport events such as Ontario, Canadian, or international Games
Dislocation	The impact of reduced access to facilities or amenities by residents or user groups as a result of hosting an event	National Sport Organizations	National governing bodies for a given sport in Canada
Displacement	The impact to booked business as a result of hosting an event	Provincial Sport Organizations	Provincial Sport/Multi-Sport Organizations (PSO/MSOs) are not-for profit organizations formally recognized by the Ministry of Heritage, Sport, Tourism, and Culture Industries as the governing body of a particular amateur sport in Ontario
Decision Support	The process of gathering information and intelligence in a consistent manner to develop a business case leading to evidence-based decisions on events	Rights Holders	An organization or private company who has an existing event and makes decisions on how and to whom the hosting “rights” are awarded
Event Attraction	The process of promoting and selling Aurora as a host for events within a specific sport or segment to prospective customers	Sport Host Destination	A city or town that has identified sport hosting/sport tourism as a tool to build business, sport, and community
Event Legacy	Long-term positive outcomes from an event including cultural, financial, or physical (such as equipment or infrastructure)	Transfer of Knowledge	A process by which knowledge, ideas, and experience move from one bid or host group to another in the community for shared benefit



Sport Tourism in Canada

- \$6.8 Billion Annual Industry in Canada (2018)
- Grassroots Economic Development Initiative
- Build Business, Build Sport and Build Community
- Recovery Initiative from COVID-19



Sport Tourism in Ontario

In Ontario, sport tourism generates significant economic activity and is a catalyst for visitor attraction. In 2018, Ontario realized the highest number of sport-related visits by province, with 6.6 million total visitors. Most of these visitors – 5.8 million – were domestic or Canadian in origin. There were 466,000 visitors to Ontario from the United States and 341,000 from overseas. The Ontario share of visitation among Canadian provinces and territories is 41% of all sport visitors to the country.

The spending profile of the sport tourism visitor in Canada is significant, with an average spend per Canadian visitor of \$145.09 for same day and \$546.56 for overnight visitors. The average spend per sport tourism visit in Canada is \$301.56. The average spend for a U.S.-based visitor is \$775.26; overseas visitors spend an average of \$2,033.01. The value of sport tourism in terms of spending in Ontario in 2018 was \$2.7 billion.

Sport Tourism Canada: Value of Sport Tourism in Canada (Paradigm Consulting using data from Statistics Canada 2018 *National Travel Survey, Visitor Travel Survey and International Transactions in Services*)



Sport Tourism Roadmap ©

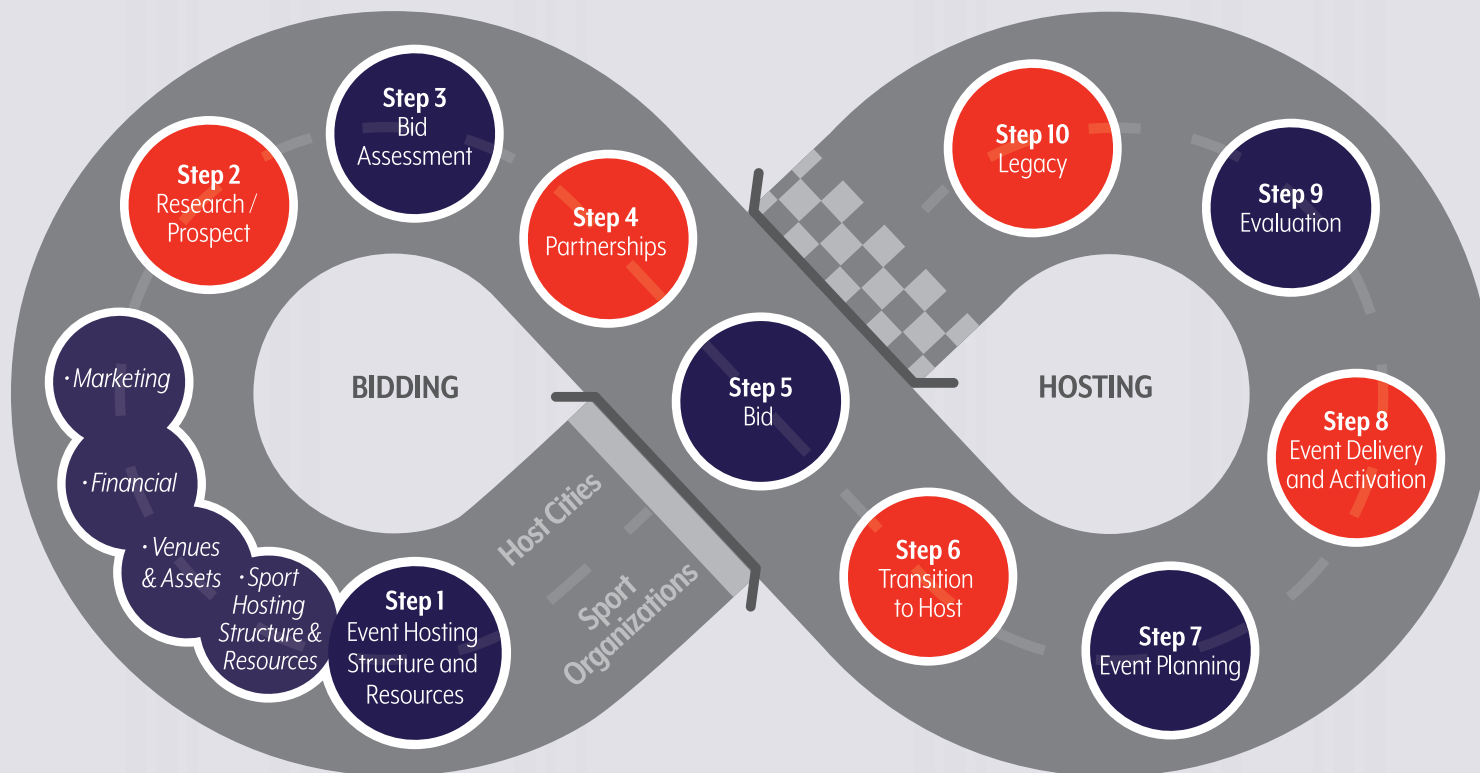
Sport Tourism Canada has developed the Sport Tourism Assessment Template to assist communities of all sizes, budgets and at all stages of their evolution as a sport tourism host market, to assess its current position and identify areas for strategic and tactical development in both event bidding and hosting.

Before communities embark on a sport tourism, sport hosting or event strategy, conducting a current state assessment helps to identify the scope for a strategy project and can help focus examination and study in the most relevant areas.

In order to define the landscape for sport tourism in Canada, STC has developed a tool that provides a consistent and repeatable model for host communities. The STC Sport Tourism Roadmap © is a ten-step cycle that clarifies the bidding and hosting process and helps outline the required elements for a successful sport tourism program.



SPORT TOURISM ROADMAP[©]



Sport Tourism Triple Bottom Line



ECONOMIC IMPACT



SOCIAL IMPACT



SUSTAINABILITY IMPACT



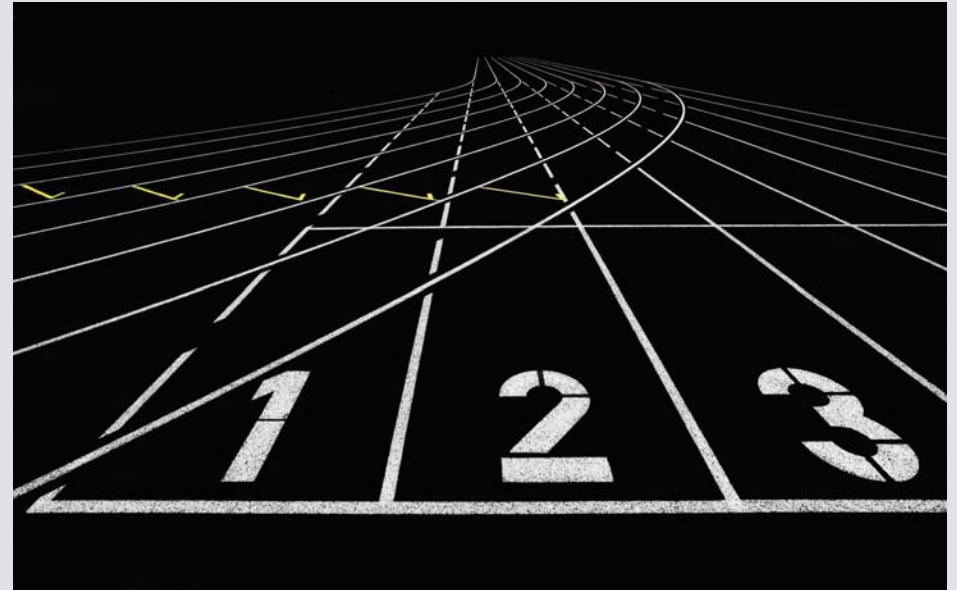
Event Impacts

BOTTOM LINE	IMPACT AREA	IMPACTS
Economic Outcomes	Event Indicators	Number of Events
	Economic Growth	Gross Domestic Product Tax Revenues Jobs Supply Chain
	Tourism	Room Nights # of visitors (>80 km)
	Brand	Media Value Return on Investment
Social/Cultural Outcomes	Volunteers	Number of Volunteers/Hours
	Community Pride	Attendance Resident Engagement/Sentiment
	Cultural Inclusion	Local Performers/Animators Diversity (Cultural Communities) Under-Represented Groups
Sustainability Outcomes (Meeting the needs of the present with positive impacts on the future)	Local Leadership	Governance, Management Transfer of Knowledge
	Venues	Existing Venues Temporary Venues
	Legacy	Financial Culture Sport
	Environmental	Climate Change Air, Water, Waste Biodiversity

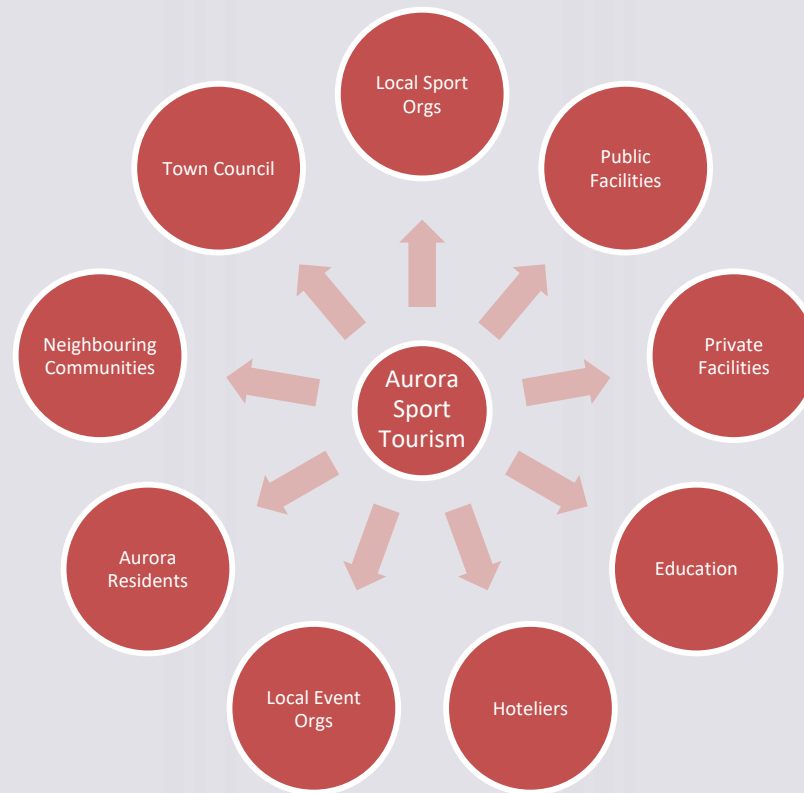


Sport Tourism and Sport Facilities

- Recreation Facility Master Plan
- Financial Sustainability
- Equipment Legacy
- Displacement



Sport Tourism Stakeholders



Shaping the Next Steps for Sport Tourism in Aurora

DISCUSSION AND ZOOM CHAT



Vision for Sport Hosting



20 Minutes

- Why are sport events important to your organization?
- What is the right balance of sport hosting and dislocation of other athletes, teams and groups from sport facilities?
- Are there enough volunteer resources in your sport to support bidding and hosting successful events?



Vision Input

August 16

- Raise profile of sport and clubs
- Enable getting athletes involved as volunteers
- Major fundraisers for clubs and programs (reduce costs to members)
- Hosting showcases sport to new members and retention to provide athletes a chance to compete at home
- Collaboration with business community (raise profile of event)
- Build facilities right to enable future hosting
- Don't be afraid to take on a mortgage to build facility capacity
- Needs:
 - Indoor gyms
 - More amenities for fields
 - Aquatic facility

September 9

- Exposure of sport
- Help community understand what is available
- Opportunities across sports
- Generate revenue and drive down costs (accessibility of sport)
- Connect business to business
- Create and innovate through events (use of facilities)
- Residents come out to watch
- Sense of community (more active)
- Women can watch first as passive spectator to get on the participation continuum
- Pride of community



Balance Input

August 16

- Storm Volleyball have to host in Newmarket
- Share the pain among multiple user groups so everyone has their turn
- Pool facility major gap
- Manage within the competitive seasons for each sport
- There is never enough ice during prime time
- Internal policies and procedures would be required to ensure gender equity for facility access in sport tourism initiatives

September 9

- Work with neighbouring communities
- Sense of ownership
- Benefits to community – greater good
- Leverage technical expertise

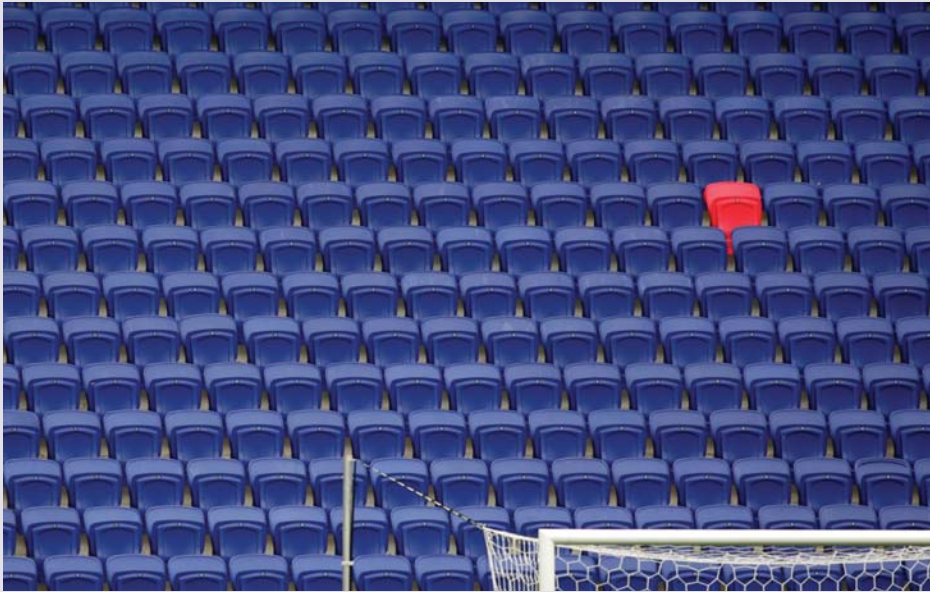


Volunteer Input

- Challenges of COVID-19
- Volunteers drawn primarily from within the sport/organization
- Collective training opportunity



Challenges/Opportunities



20 Minutes

- What are the challenges for sport tourism in Aurora?
- What are the opportunities for sport tourism to grow business, sport or the community in Aurora?



Challenges Input

August 16

- Gym space – potential to build “up”
- Pools
- Lack of sport tourism mandate and policy
- Think big and building business
- Ice access
- Time for volunteer
- Retain high performance athletes (lack of facilities)
- Review of internal policies and procedures to ensure alignment with bid timelines and process

September 9

- Facilities to host
- Opportunity to have a home game
- Connect local sport with Neighbourhood Network



Opportunities Input

August 16

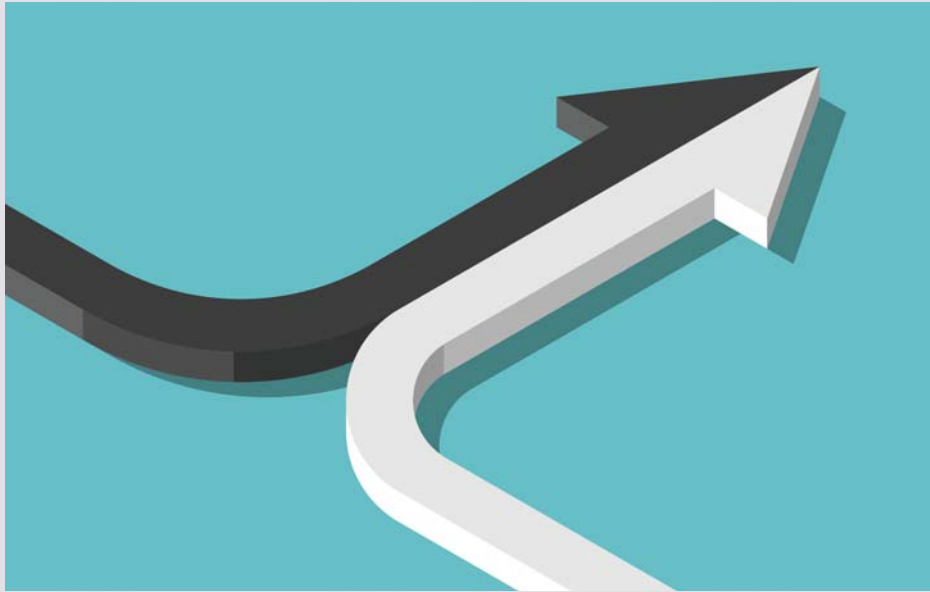
- Benchmark communities like St. Thomas (baseball)
- Business readiness to receive visitors
- Partnerships (like RIM Park in Waterloo) for community and sport
- Keep athletes in Aurora
- Open for business
- Local sport organizations getting involved in planning process

September 9

- Local sport organizations meet and work with each other and non-sport organizations and non-traditional sports
- Celebrate community
- Private sector involvement – building space



Roles



20 Minutes

- What should the role of the Town of Aurora be related to bidding and hosting of sport events?
- What role is your organization prepared to take on related to sport event bidding and hosting?



Role (Town of Aurora) Input

August 16

- Let the rest of the community know
- Develop athlete package
- Create opportunities for food and shopping sectors
- Provide a point person to coordinate
- Facility development to support sport hosting
- Develop policy and mandate that includes role clarity for all

September 9

- Coordination – staff and resources
- Organizational support
- Capacity building and managing
- Technical and organizational support
- Bring local sport organizations together and other interested parties
- Manage the Aurora hosting resume
- Build on collective strengths
- Visitor experience
- Financial support (reduce cost to visitors)



Role (Local Sport Organization) Input

August 16

- Club leads bids
- Volunteer recruitment
- Support other local sport organizations and events
- Include existing annual events and new bid events

September 9

- Anything needed
- Exposure of the sport and Town of Aurora
- Marketing to promote bids and events within the sport and network
- Include both homegrown and developed events
- Multi-sport events (Ontario Games) to build capacity quicker
- Engage small/medium size businesses by getting them key event details



Other Comments (edited for space)

August 16

- Never enough pool space
- Competition between boys/girls re: field time; Partnership and flexibility between different teams/organizations is important
- Engage the parents and the older skaters to get their volunteer hours for high school
- If we were to host an event we would have to reach out to the community for help
- Facilities a problem (bigger/more)
- Cambridge is hosting over 80 teams this weekend...could have been us
- Having the town support sport tourism is key
- Knowledge of all activities in the Town should be notified
- Lost athletes and events to other towns
- Provincial competition for if we had a facility and Provincials are not high performance
- Insufficient supply of fields that meet competition requirements (i.e. - field lines) for some sports to consider sport tourism
- Provide booklet of local businesses to visiting teams (with Chamber of Commerce)
- Female staff during girls sport events
- Project management templates that would assist organizations to get organized
- Provide information on experiences (Ribfest) to get teams to stay in Aurora
- For Sport Organizations - get connected to Central Counties Tourism - free to get on their "industry insider" information for tourism www.centralcounties.ca



Other Comments (edited for space)

September 9

- How do sport organizations recruit and train volunteers? Is this something the Town of Aurora could coordinate?
- Facilities – lack of and size is a major issue
- Getting liquor license was an issue for spectator/visitor experience
- Town could financially support the bidding process
- There is a lot to consider and think about





Thank You