

Appendix D - Sport Tourism Triple Bottom Line

Establishing event impacts will help to guide decision-making on what types of events to focus on and help to ensure that investments of time and resources is connected to strategy. This will result in event impact being more planned and predictable and increase the accountability post-event.

To ensure clear and consistent performance measurement of major events, a “triple bottom line” approach can achieve the intended outcomes. The relevant “bottom lines” for major events include:

Bottom Line	Impact Area / Impacts	Alignment with Municipal Strategy
Economic	Event Indicators: <ul style="list-style-type: none"> Number of Events 	<ul style="list-style-type: none"> ED - Event calendar shared with local businesses that may benefit from visitors; flyer of ‘what to do between the games’; business engagement
	Economic Growth: <ul style="list-style-type: none"> Gross Domestic Product Tax Revenues Jobs Supply Chain 	<ul style="list-style-type: none"> ED - Increase in local spend; increase in employment/jobs; increase in staffing due to local event and engagement participation by businesses ED - Increase in collaboration and supply chain connections for local businesses TOA Strategic Objective – Identify the role that the Town can play to support small home-based business in Aurora
	Tourism: <ul style="list-style-type: none"> Room Nights # of visitors (>80 km) 	<ul style="list-style-type: none"> ED - Hotels benefit from multi-day/multi-sport events that encourage overnight stays; ED - Opportunity to build partnerships for tourism-related packages
	Brand: <ul style="list-style-type: none"> Media Value Return on Investment 	<ul style="list-style-type: none"> ED - Build awareness of local business community and tourism-event support
Social / Cultural Outcomes	Volunteers: <ul style="list-style-type: none"> Number of Volunteers / Hours 	<ul style="list-style-type: none"> ED - Opportunity to build relations with businesses and staff for increased volunteer pools; ED - Opportunity to increase awareness of volunteer opportunities through the business network TOA Strategic Objective – Continue to develop programs and policies that nurture and contribute to the development of youth
	Community Pride: <ul style="list-style-type: none"> Attendance Resident Engagement / Sentiment 	<ul style="list-style-type: none"> ED - Local business support by residents; ED - ‘Fan Favs’ of local businesses that encourage and support visitors to the area; ED - Ongoing collaboration for tourism packages
	Cultural Inclusion: <ul style="list-style-type: none"> Local Performers / Animators 	<ul style="list-style-type: none"> SP - Recommendation to introduce traditional Canadian sports to cultural diverse groups and increase sport offerings to provide culturally diverse sport opportunities

	<ul style="list-style-type: none"> Diversity (Cultural Communities) Under-Represented Groups 	<ul style="list-style-type: none"> SP - Work identifies lack of opportunities for persons with physical disabilities, hosting of ParaSport events can enhance exposure and leave a legacy SP – Address gaps in women and girls in sport ED - Opportunity to support local artist-entrepreneurs; ED - Opportunity to introduce a variety of cultural groups/performers to local businesses for ongoing relations and opportunities
Sustainability Outcomes (Meeting the needs of the present with the positive impacts on the future)	Local Leadership: <ul style="list-style-type: none"> Governance, Management of Transfer of Knowledge 	<ul style="list-style-type: none"> SP - priority to support local sport organizations through resources, training and expertise in governance TOA Strategic Objectives – Continue to explore opportunities to further strengthen partnerships with neighbouring municipalities
	Venues: <ul style="list-style-type: none"> Existing Venues Temporary Venues 	<ul style="list-style-type: none"> ED - Opportunity to find/enhance/develop unique venues through businesses/partnerships
	Legacy: <ul style="list-style-type: none"> Financial Cultural Sport 	<ul style="list-style-type: none"> SP - Hosting sports that are not currently provided in the community could lead to new opportunities to support participation among changing demographics SP - Hosting non-traditional sporting events to education and exposure throughout the community TOA Strategic Plan – Expand opportunities and partnerships that contribute to the celebration of culture in the community
	Environmental: <ul style="list-style-type: none"> Climate Change Air, Water, Waste Biodiversity 	<ul style="list-style-type: none"> TOA Strategic Plan – Continue to invest in green initiatives and infrastructures to promote environmentalism locally

ED = Economic Development Plan

SP = Sport Plan

TOA Strategic Plan = Town of Aurora Strategic Plan 2011 - 2031