



**Response | Recovery | Resilience**

COVID-19 Recovery Task Force  
October 28, 2020



# Task Force Members

FUNDING	POLICY	RESEARCH	STRATEGY
<b>Andréanne Paquet</b> (Sport Events Montréal)	<b>Blair McIntosh</b> (Special Olympics Canada)	<b>Derek Mager</b> (Data Jungle)	<b>Ariane Croteau</b> (Québec City Business Destination)
<b>Annie Henry</b> (Tourism Winnipeg)	<b>Bruce Dewar</b> (Lift Partners)	<b>Doug McLean</b> (Edmonton)	<b>Benoît Girardin</b> (LBB Strategies)
<b>Jennifer Scott</b> (Sport Burnaby)	<b>Carey Calder</b> (Aboriginal Sport Circle)	<b>Janet Guthrie</b> (City of Leduc Sport Tourism)	<b>Carson Ackroyd</b> (Tourism Calgary)
<b>Jillian Somers</b> (City of Moncton)	<b>Joe Guest</b> (Canada Soccer)	<b>Jessica Kotsopoulos</b> (Westin Harbor Castle)	<b>Dean McIntosh</b> (Hockey Canada)
<b>Laurel Lea</b> (City of Charlottetown)	<b>Josie Pingitore</b> (Canadian Elite Basketball League)	<b>Kerry MacDonald</b> (Volleyball Canada)	<b>Heather Bury</b> (Tourism Saskatoon)
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	<b>Neal Alderson</b> (Events Nova Scotia)		<b>Sheena McCrate</b> (St. John's Sports & Entertainment)
<b>Brent Barootes</b> (Partnership Group-Sponsorship Specialists)			



Merci  
Thank you  
Thanks

# Where we have been...

## The Impacts

- Cancelled/postponed events
- Loss of all revenue for bidding and hosting
- Workforce adjustments
- Sport hosting in the public narrative

The return of sport hosting with public gathering will be the absolute last segment to return.



# What we have been doing...

## The Initial Response

- Sport hosting representation
- Areas of study:
  - Funding
  - Policy
  - Research
  - Strategy

# What we have learned so far...

## The Adaptive Recovery

- Supports required for return of sport hosting
- Focus on advocacy for sport tourism

Guidelines for recovery that can be adapted at the local, provincial and national levels.



# Who we are working with...

## Collaboration and Alignment

- Destination Canada
- Sport for Life
- Canadian Olympic Committee
- Sport Canada
- F-P/T Hosting Community of Practice

Connection and partnership to reimagine future for sport hosting at all levels in Canada.



# What are the next steps?

## The Short-Term

- Release of Bouncing Back strategy (October)
- Domestic and International Rights-Holder Assessment
- Consumer travel and attendance intentions
- Sport Tourism Health Index
- Telling the Sport Tourism Story
  - Value and Impacts
  - Role in recovery
  - Social Development
  - Sustainable Funding Framework





# What Bouncing Back Is...

## Guidelines for a reimagined sport hosting system

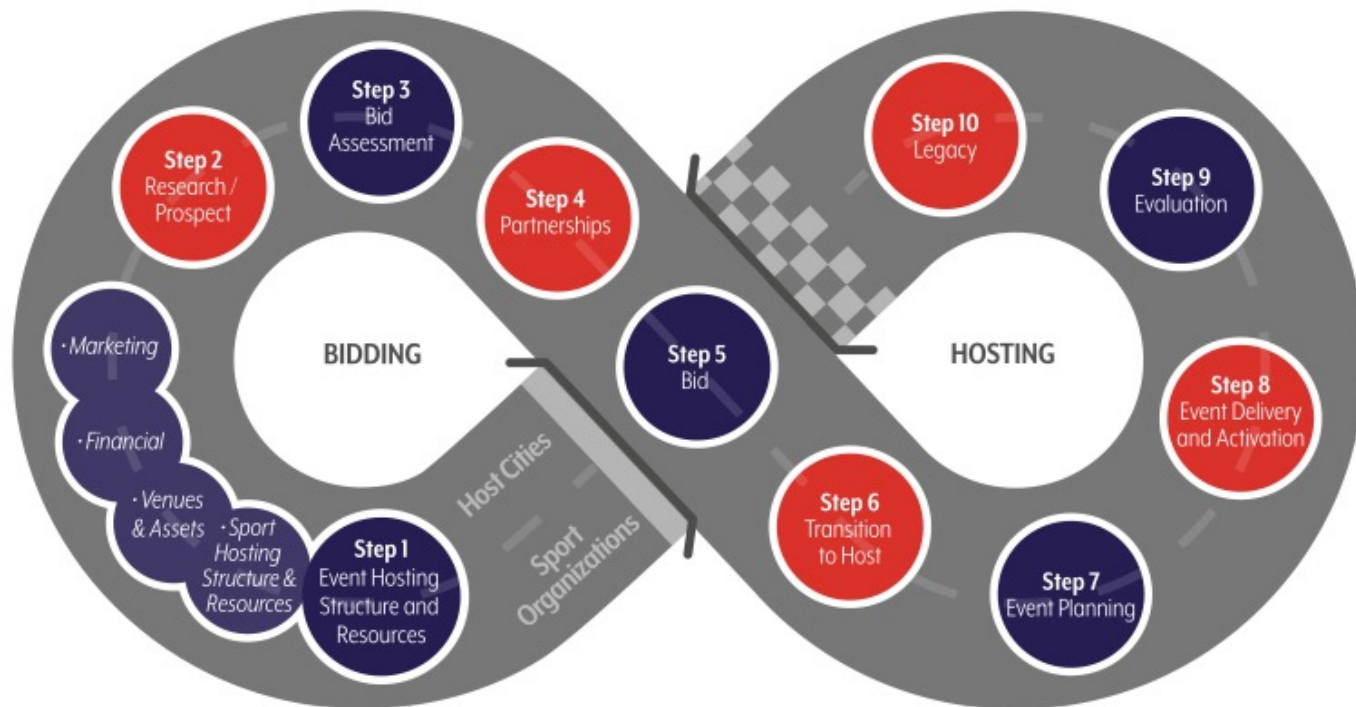
- Understood
- Resourced
- Planned
- Executed
- Measured



**What Bouncing  
Back is not...**



# SPORT TOURISM ROADMAP<sup>®</sup>







# Who Needs to be On the Bus?

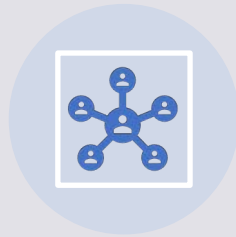


# What are the impacts of sport hosting?



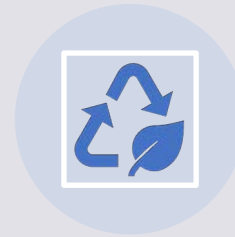
## **ECONOMIC**

Visitation  
Brand  
Hotel Stays  
GDP  
Taxes  
Jobs



## **SOCIAL**

Sport  
Volunteers  
Community  
Culture  
Inclusion



## **SUSTAINABILITY**

Local Leadership  
Venues  
Logistics  
Legacy  
Environmental

# But there is more to the story...

## Sport Events as Accelerator to Recovery







# THE GLOBE AND MAIL

www.globeandmail.com

Canada's National Newspaper

Since 1844

## Sport Tourism is a Financial Power Play



*"Sport tourism has become a stabilizing force during times of volatility within the tourism industry."*

When Ottawa first hosted the Bell Capital Cup in 2000, it led to 162 new jobs, and attracted more than 16,000 visitors that year.

The tournament is just one example of how sporting events can give cities a serious financial boost.

Sport tourism is the fastest growing segment of the

industry, growing at a rate of one billion in 2009 alone. The effects of the recession are being

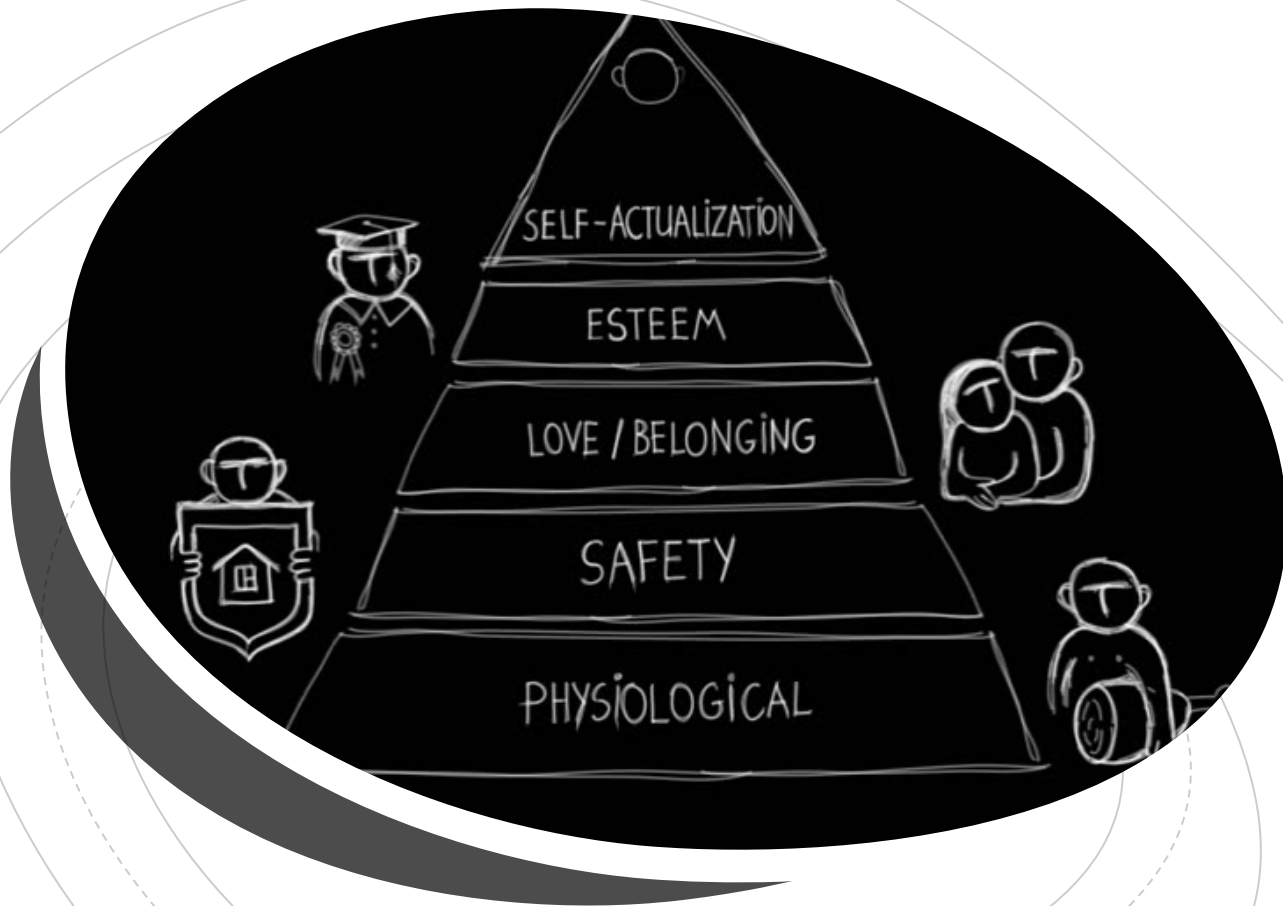
felt everywhere from Moncton (home of next year's Canadian Figure Skating Championships) to Prince George, where the 2015 Canada Winter Games will take place.





**HEALTH**

**WELLNESS**



What Next?



# Collaboration and Partnership



# Destination Canada



# Sport for Life







# From Strategy to Action

- Identifying the Problems
  - Time
  - Financial Resources
  - Quality and Safe Event Experiences
- Human Resources
- Partnerships
- Strategic Plan
  - Vision for future of sport hosting
  - Goals

# What Can I Do?



Assessment



Engagement



Communication



Action



# Thank You

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