Mayor Clifford Lee
City of Charlottetown
- Sport Tourism
Key Elements ...

→ Creation of Events Development Officer
  - Mayor’s Vision
  - Council Support
  - Recognize value of sport tourism

→ Sport Tourism Brand (SCORE)
  - City of Charlottetown
  - Tourism Charlottetown

→ Canadian Sport Tourism Alliance
  - Membership
  - Sport Tourism Plan
  - City/ CSTA
WHY SPORT EVENTS MATTER

Event Impacts ...

→ Stimulation of economic, tourism, culture and social prosperity;

→ Adding to the quality of life of local residents;

→ Showcasing a positive community brand and image to media, business community and visitors;

→ Providing enhanced exposure opportunities for the destination;
Event Impacts ...

→ Promoting many of the elements that bring the community together;

→ Engaging community investment, participation, creativity, and vision; and

→ Building irreplaceable community capital, event hosting resume and lasting legacies for the future.
Passion, support and leadership of many ...

→ Municipal
→ Provincial/ Federal
→ Destination Marketing Organization
→ Hotel/ Restaurant Associations
→ Corporate Community
→ Community Endorsement
→ Local/ Regional/National/ International Organizations
The Breakdown ...

→ Annual Budgets
  - City of Charlottetown
  - Tourism Charlottetown
  - Hosting Financial Risk

→ Funding Streams
  - City of Charlottetown Reserve Fund
  - Special Events Reserve Fund
  - Province of PEI
  - Federal Government
  - Corporate Community
OUR STRENGTHS

Why we succeed ...

→ Sport Tourism Program – SCORE
→ Prospecting & Bidding
→ Facilities, Accommodations and Dinning
→ Event Becomes the City
→ Partnerships & Volunteers
→ Legacies & Accolades
→ Hosting Résumé
→ Added Tourism Return
→ Birthplace of Confederation
WHAT WE ARE UP AGAINST

Challenges ...

→ Stiff Competition
→ Corporate Funding Fatigue
→ Volunteer Fatigue
→ Capacity/ Threshold
→ Venue Scheduling
→ Event Hosting Fees
→ Accommodation Rates
WE MAKE EVENTS HAPPEN

A Glimpse of Our Recent Hosting History …

→ 2008
  - World Sledge Hockey Challenge
  - BMO U14 National Soccer Championships
  - Esso Women’s National Hockey Championship
  - Tour de PEI Women’s International Cycling Championship

→ 2009
  - Canada Games
  - Canadian Ringette Championships
  - U19 International Softball Championship
  - East Coast Short Course Swimming Championships
We make events happen cont’d …

→ 2010
- Canadian Sr. Men’s Fastpitch Championship
- Synchro Canada Canadian Open Championships & Jr. Team Trials
- Dallas Stars Training Camp
- Canadian Interuniversity Sport Women’s Soccer Championship

→ 2011
- Scotties Tournament of Hearts
- Canadian Powerlifting Union National Championships
- Canadian Gymnastics Championships
- Dallas Stars Training Camp
WE MAKE EVENTS HAPPEN cont’d …

→ 2012
   - Esso Cup
   - Skate Canada Adult Figure Skating Championships
   - Legion Canadian Track & Field Championships
   - BMO U14 National Soccer Championships

→ Beyond 2012

→ Annual Events

→ scorecharlottetown.com
WE’RE PROUD OF OUR ACHIEVEMENTS

→ Event Hosting
  - Successes

→ Event Hosting
  - Annual Impact

→ Winning Formula
  - Recipe for Success
→ Events are catalysts for public gatherings where people come together to share in memorable experiences which build and strengthen economic and community capacity. The event industry is highly competitive and it is imperative that we remain focused on attraction and investment is essential for maximizing market share.
Nurturing strong hosting partnerships is paramount to our ongoing event hosting success as we continue to work collaboratively with many community partners and various levels of government. We need to remain visionary and not lose sight of the importance of strong leadership.
ON SOLID GROUND

→ Our foundation is solid as an event hosting destination. Our hosting history, our facilities and accommodations, our community at large, along with our culture and people are unique attributes that allow us to stand out as an event hosting destination.

→ In Charlottetown, sport tourism matters.
Thank-you!