

2016 PRESTIGE AWARDS FINALISTS

(listed in alphabetical order)

Meet the Finalists!

CSTA Canadian Sport Event of the Year Award (Group A: budget greater than \$1 million)
presented by Edmonton Events



**EDMONTON
EVENTS**

2015 Canada Winter Games (Prince George, B.C.)

The largest multi-sport and cultural event ever held in northern British Columbia had many success stories. For the first time in the history of the Canada Games, an Official Host First Nation partnership was developed with the Lheidli T'enneh Nation. The Athlete Approved Advisory Group of 30 age-eligible northern B.C. athletes provided feedback, guidance and support. Attendance was tremendous with 124,750 people attending sport venues and 57,500 the Festival Site.

The Games had 80 hours of national broadcast exposure on TSN/RDS and +900 hours online. With \$2 million in upgrades to facilities, the legacy of the Games has provided Prince George with enhanced sport hosting capacity. The 2015 Canada Winter Games supported over \$123.4 million in economic activity throughout B.C. as measured by CSTA's STEAM PRO. The 76,000 person community of Prince George garnered \$83.2 million of that activity.

2015 Canadian Tire National Skating Championships (Kingston, Ont.)

The first national championships following Canada's successful 2014 Olympic Winter Games attracted 15,000 spectators and featured returning Olympians and the next cohort of Canadian skating talent. The Championships brought the city alive in January and had the downtown hotels, restaurants, shops and attractions buzzing as if it were the high tourism season of July. Hosting the event in Kingston will be felt in the long-term success and sustainability of the local skating clubs, by capturing a new generation of skaters to begin their skating journey and fans who will continue to watch athletes attain their goals.

Two hundred and fifty volunteers helped deliver one of the most successful sporting events ever to be held in Kingston. The event supported \$4 million in economic activity for the Province of Ontario including \$1.9 million in Kingston as measured by the CSTA's STEAM model.

The 103rd Grey Cup Festival (Winnipeg, Man.)

The 103rd Grey Cup Festival showcased the best in event hosting that Winnipeg and Manitoba have to offer. The prairie spirit was infused into all events, as visitors and locals were hosted at various venues around the city, highlighting new entertainment spaces, historic and iconic attractions, a state-of-the-art community sports facility, and a brand new professional football stadium, Investors Group Field.

The Festival partnered with the CFL, CFL Players' Association, CFL Alumni Association, and Canadian Football Hall of Fame on several initiatives. With strong business community support, most ticketed events were sold out. Weaving football, Manitoba and Canadian pride into all areas, the event represented both the best of Manitoba and also the best of Canada coming together to celebrate the country and its passion for sport and diversity.

#PRESTIGE

CSTA Canadian Sport Event of the Year Award (Group B: budget less than \$1 million)
presented by Edmonton Events



**EDMONTON
EVENTS**

2015 World Sledge Hockey Challenge (Leduc, Alta.)

This event featured 98 participants with 205 volunteers working over 50,000 hours. The gold medal game entertained over 3,100 spectators and drew 45,000 viewers on TSN. The exposure to the sport has resulted in additional volunteers wanting to get involved in other sledge hockey events, and several newly trained officials.

With an overall budget of \$66,460, the City of Leduc was proudly the sole host community, supporting economic activity of \$746,000 and \$524,000 directly for Leduc as measured by the CSTA's STEAM PRO model. A net income of \$71,000 left a lasting impact on the community.

BC Athletics Track and Field Championship Jamboree 2015 (Nanaimo, B.C.)

This three-day compulsory qualifying event brought 547 Midget and Youth-aged participants and over 1,200 spectators from all over B.C. into Nanaimo. The event raised Nanaimo's Rotary Bowl venue to the highest technical standards leaving this venue with the capacity to host future higher level competition. The Nanaimo Track and Field Club is already working with other community partners to build a strong sport tourism portfolio for Nanaimo.

With an overall budget of \$102,000 and 105 volunteers working +1,200 hours, the Championship was a huge success allowing the Province of B.C. to name 40 athletes to its provincial team. The economic impact using STEAM/STEAM PRO was \$629,543.

Tough Mudder Whistler 2015 (Whistler, B.C.)

In 2015, Tough Mudder returned to Whistler for the fifth time, with 16,360 participants in the 10-12 mile obstacle course run and 4,000 spectators. The event is among the crown jewels for Tough Mudder Events Ltd., rivaling other Tough Mudder events worldwide. Tough Mudder benefits from extremely strong partnerships within the community across both the public and private sectors. In 2015, 341 volunteers were on hand and committed over 3,173 volunteer hours to the success of the event.

Using the CSTA's STEAM model, the Tough Mudder event supported \$3.6 million in economic activity for the Province of British Columbia with an event budget of \$785,000.

CSTA International Sport Event of the Year Award
presented by Tourism Toronto

BUSINESS EVENTS

TORONTO

FIBA Americas Women's Championship (Edmonton, Alta.)

The event brought 120 participating athletes accompanied by 70 coaches and support staff to the City of Edmonton. The Saville Community Sports Centre was recognized as a world-class facility with FIBA officials and teams stating they were in awe of such a high quality venue, and hoped to return.

The event attracted unprecedented television coverage of a FIBA Americas, with average viewers of 107,533 for Canada games (13,023 for non-Canada games) and much higher than usual media coverage. Hosting this tournament has also had a direct impact on young people, including a 30% increase in girls registering for programs, according to Basketball Alberta.

#PRESTIGE

FIFA Women's World Cup Canada 2015 (Vancouver, Edmonton, Winnipeg, Ottawa, Montreal, Moncton)

The FIFA Women's World Cup Canada 2015 was a once-in-a-lifetime experience for Canadians, hosted from coast-to-coast (Vancouver, Edmonton, Winnipeg, Ottawa, Montréal, Moncton) from June 6 - July 5, 2015. With a record-setting 1,353,506 spectators over 52 matches, it drew the largest attendance for a single-sport event in Canada as well as the highest attendance for a FIFA event outside the prestigious men's FIFA World Cup.

Using the STEAM PRO assessment, this event, along with the Women's U20 World Cup Canada 2014, supported \$493.6 million of economic activity across the country, setting a Canadian record for a single sport event.

Toronto 2015 Pan Am / Parapan Am Games (Toronto, Ont.)

This event hosted 10,000 athletes and officials from 41 Pan American nations, who competed in 51 sports over 28 days and drew more than 1.14 million spectators. Over 31 million Canadians tuned in to radio and TV coverage of competition and ceremonies on CBC and Radio-Canada, causing CBC to expand its television coverage three times to meet demand.

It featured the largest post-war volunteer recruitment in Canada, with 23,000 volunteers selected from a pool of +60,000 applicants. Now 25 new and upgraded accessible world-class sport and recreation facilities serve Ontario communities, providing athletes of all abilities greater chances to reach the podium and increasing sport hosting opportunities across the region.

**CSTA Canadian Sport Event Sponsor of the Year Award
presented by Adup Display**



CIBC (Toronto 2015 Pan Am / Parapan Am Games) (Toronto, Ont.)

The 2015 Pan Am / Parapan Am Games were the largest international multi-sport event ever to be hosted in Canada. As Lead Partner of the Games, CIBC created a number of legacy programs, encouraged the volunteer spirit of its employees, helped finance landmark venues and engaged diverse communities while fusing sport with arts and culture.

CIBC had two main goals; to help bring to life the largest international multi-sport Games ever held here on home soil for its clients, its team, its communities and for visitors; and to invest in up-and-coming athletes to help them achieve their dreams in sport and in life, while inspiring the next generation of Canada's athletic champions. CIBC achieved that and more!

Coca Cola (FIFA Women's World Cup Canada 2015) (Vancouver, Edmonton, Winnipeg, Ottawa, Montreal, Moncton)

Coca-Cola, a FIFA Partner and Canadian Soccer Association sponsor, played a critical role in ensuring that the FIFA Women's World Cup Canada 2015 would truly be a coast-to-coast event with the first-ever Trophy Tour for the competition. Visiting 12 cities from east to west over 62 days and covering 6,126 kilometres, the interactive tour gave fans a taste of what to expect when the women's largest sport event in the world kicked off. It supported the National Organizing Committee in building awareness for the competition in key markets including the six official host cities.

Almost 50,000 people visited the Trophy Tour and Coca-Cola's substantial investment in the Trophy Tour contributed to the strong economic impact results across the country. Outreach to the local soccer community was an important element in ensuring that the Trophy Tour could be experienced by all!

#PRESTIGE

Freedom 55 Financial Championship (MackenzieTour - PGA Canada) (London, Ont.)

The Freedom 55 Financial investment in this PGA Canada event was essential to its positive outcome. Freedom 55 Financial believes that all Canadians should have the opportunity to focus on their goals and when it comes to sport, that means being able to train and compete, without having to worry about financial burdens.

This was the idea behind Team Freedom, a group of six young up and coming golfers sponsored by Freedom 55. Team Freedom lets these golfers focus on their game rather than trying to find money to play. This objective was further exemplified when Freedom 55 announced it would be increasing the prize money for the tournament winner and also offered kids (17 and under) free admission to the event as a way to grow the game of golf among Canadian youth.

CSTA Sport Event Volunteer of the Year presented by CBC Sports



Anthony Everett, 2015 Canada Winter Games (Prince George, B.C.)

From the moment Anthony was chosen to be the Board Chair of the 2015 Canada Winter Games, he brought an effervescent spirit to the community and conveyed to residents the importance and impact the Games have on a region. A huge buy-in from the community was needed as volunteer numbers grew exponentially to 3,800 when the Games drew closer. Due to Anthony's passion, Prince George was taken in by the spirit of the Canada Games.

Anthony's community impact as volunteer Chairman of the 2015 Canada Winter Games will be felt for years to come. His positive influence on human legacies will be remembered for decades.

Bryan Kosteroski, 2015 ISF World Men's Softball Championship (Saskatoon, Sask.)

After serving as Chair of the 2009 ISF World Men's Softball Championship in Saskatoon, Bryan returned to chair the 2015 event. He led an organizing committee of 42 members and 450 volunteers in all aspects of the planning and execution.

As a result of the event, an additional \$150,000 will be added to the Saskatoon Amateur Softball Association's Legacy Fund. Plans are already underway for a scoreboard upgrade and new jerseys for amateur softball teams in the league. Bryan's leadership was an integral part of the championship's success and one of the main reasons SASA will be bidding on the event again in the future.

Jay Nash, Nash Cup International Squash Tournament (London, Ont.)

Jay Nash has been involved in the local squash community since 1993, founding the NASH Cup in 2003. Since 2008 when it went professional, it has paid out over \$95,000 in prize money, and raised over \$30,000 for the local development of squash. The 2015 event drew over 150 athletes, from 27 countries, making it the second largest professional squash tournament in Canada.

As Chair, Jay always thinks about those involved first - what would be best for the participating athletes, spectators, and sponsors, and how to make their experience unforgettable. The success of the event can be directly attributed to this deeply embedded attitude.

CSTA Sport Tourism Champion of the Year Award
presented by RTO4 (Regional Sport Tourism Office, Kitchener-Waterloo-Cambridge-Guelph)



Darrell Cox, (Ottawa Tourism, Ottawa, Ont.)

Darrell led the creation of Events Ottawa, a strategic collaboration between the City of Ottawa and Ottawa Tourism with the mandate to “Bid More, Win More, Host More”. Since its inception in 2011, Events Ottawa has supported over \$57 million in local economic activity.

In partnership with the Ottawa Lions Track and Field Club, he led the successful bid for the 2017/2018 Canadian Track and Field Championships, and collaborated with the City of Ottawa to secure over \$400,000 in funding for improvements to the Terry Fox Athletic Facility prior to the event.

As Chair of the Ottawa Bid Committee, Darrell partnered with key stakeholders to successfully bid for Ottawa to be a host city for the FIFA Women’s World Cup Canada 2015, an event that supported \$28M in local economic activity. Presently Darrell is leading an Ottawa Tourism and City of Ottawa initiative to develop the Ottawa House of Sport, which will create an HQ location for National and Multi-Sport Organizations.

Greg Krischke, (Mayor, City of Leduc, Leduc, Alta.)

A group led by Greg convinced administration and members of City Council that a full-time Sport Tourism Coordinator should be hired to support and encourage events into the City of Leduc. They successfully adopted a Sport and Agricultural Tourism Position that coincided with the opening of the Leduc Recreation Center – and the rest is history.

Now over 100 events are booked annually into the building and numerous not-for-profit organizations have been assisted with Sport Tourism. Including the agriculture component takes advantage of the indoor Rodeo and annual indoor Dairy Congress and 4H shows.

Leduc is now known for hosting 80 team cheerleading events, 8 team Provincial Hockey Tournaments, 40 team Curling Bonspiels, 150 participant figure skating events and swim meets – all in the same weekend! And Greg has been extremely supportive of measuring the impacts of sport tourism; having partnered with the CSTA to conduct STEAM PRO assessments of 20 events over the past 5 years.

George LeBlanc, (Mayor, City of Moncton, Moncton, N.B.)

Two men envisioned that Moncton was capable of contributing more to sport and tourism, the late Ian Fowler, Moncton’s former General Manager of Tourism, Events and Culture, and city council member George Leblanc. Since being elected Mayor in 2008, George became a strategic leader in this area, who perfectly reflects the city’s can-do attitude.

Among Moncton’s many accomplishments during his tenure as Mayor are: hosting of the largest sporting event ever held in Atlantic Canada, the IAAF World Junior Championship in 2010, leaving the visible legacy of the city’s new stadium; hosting of Touchdown Atlantic CFL games in both 2011 and 2013; the Canadian Olympic Hall of Fame Gala in 2011; the establishment of Events Moncton to create a focus on event attraction for Moncton; and hosting two major FIFA Events – the 2014 U-20 and FIFA Women’s World Cup Canada 2015 that supported \$22 million in economic activity during the two FIFA tournaments.

Sport Tourism Organization of the Year
presented by WestJet



Edmonton Events

Edmonton Events is a unique strategic partnership between the City of Edmonton and Edmonton Tourism. In addition to event bid consultation and development, accommodation facilitation and communications support, this integrated model ensures seamless rights holder facilitation between City of Edmonton services (police, fire, traffic, transit, communications) and Edmonton Tourism Support (consumer marketing and communications).

Over the past five years, Edmonton Events has demonstrated a strong commitment to the sport tourism industry through a relentless pursuit of world class sport and cultural events including: Red Bull Crashed Ice; 11 matches of the FIFA Women's World Cup Canada 2015; Athletics Canada Combined National Championships; FIBA Americas Women's Championship, held for the first time in Canada in over 20 years, Canada won gold, earning a spot at the 2016 Olympic Games in Rio and the Tour of Alberta which was viewed globally by 45 million people.

Sport Surrey

Jointly developed by the City of Surrey and Tourism Surrey, Sport Surrey is a central resource to assist in advancing bid submissions and to support tournament organizers to ensure successful events. It works with sports organizations at all levels to reap the full benefits of sport hosting.

In July 2015, Sport Surrey represented the City of Surrey at the Doha GOALS Forum, Los Angeles, and joined an international panel of speakers that discussed community organizations and the development of sports. Doha GOALS is the world's premier platform for world leaders to create initiatives for global progress through sport. Sport Surrey partnered with FIFA, the Cameroon Football Federation and the Canadian Soccer Association to bring the Cameroon Football Federation's (CFF) women's team to Surrey for a training camp in advance of the FIFA Women's World Cup in June.

Surrey's Sport Tourism Strategy encompasses support for children and youth with disabilities, enhancing healthy and active lifestyles for all residents, and enhancing infrastructure to support additional hosting opportunities.

Vancouver International Marathon Society

Established in 1972, the Vancouver Marathon has now evolved to become a world's top destination marathon. In 2010, the Vancouver International Marathon Society embraced a bold new vision and undertook a two-year process to redesign the Marathon and Half Marathon races to better showcase the city, its beauty, its landmarks, its neighbourhoods, its beaches, its parks, and its commitment to sport. In addition, the Society implemented a multi-year strategy to attract destination runners, increase corporate sponsorships, and engage with residents to generate spectator and volunteer support.

Runner participation is up 22% from 2010 to over 16,000 runners with 44% considered destination runners. The growing prestige of the BMO Vancouver Marathon has boosted local pride in the event attracting 90,000 spectators and 4,000 volunteers. It has received citations from the media as one of the World's Best Destination Marathons. Economically, the annual event has tripled its sponsorship support, increased its sports expo by 300% and raised \$14.3 million for local, national, and international charities.

#PRESTIGE

2015 Canada Winter Games (Prince George, B.C.)

The 2015 Games Host Society created a sustainability strategy to address core environmental impacts such as: reducing the amount of waste and diverting waste from landfill; being energy efficient and reducing greenhouse gas emissions; using sustainable wood products as much as possible while being respectful of the landscapes and habitat upon which the Games competitions were being held; and promoting sustainable purchasing and being smart about the acquisition of products.

Success was found at all levels after having met or exceeded specific 2015 Host Society Sustainable Goals for Waste Reduction and Diversion; Green House Gases (GHG) and Energy Efficiency; General Environment; Active Living; Volunteers Arts and Culture and Inclusiveness. In addition, there were strategies that acted as environmental legacies, extending beyond the positive work of the 2015 Games.

FIFA Women's World Cup Canada 2015 (Vancouver, Edmonton, Winnipeg, Ottawa, Montreal, Moncton)

The FIFA Women's World Cup Canada 2015 worked closely with federal, provincial, and municipal levels of government, and also engaged all six host communities through the venue advisory groups. It supported the enhancement and installation of 24 FIFA Quality Pro surfaces at facilities across Canada, used by the international soccer players at the stadiums and three training fields in each community. Post-competition, these world-class surfaces are available to the communities for players of all ages for years to come.

The event inspired a green ethos among staff and partners, delivering successful events that minimized negative impacts on the natural environment. With responsible environmental stewardship an integral part of the hosting plan, the National Organising Committee worked with partners and community stakeholders to ensure that an aligned and balanced approach was met.

Toronto 2015 Pan Am / Parapan Am Games (Toronto, Ont.)

A career development program focused on youth, SEEDS was part of TO2015's diversity and inclusion strategy. It offered young people who have experienced barriers to employment an opportunity paid, short-term job opportunities at TO2015. In addition, SEEDS also offered participants a mentorship with an employee from TO2015 Lead Partner CIBC, Premier Partner Chevrolet and sponsors President's Choice and Coca-Cola. A total of 160 mentors contributed to the program.

SEEDS met four "bottom lines": 1) supported TO2015 temporary workforce needs; 2) engaged sponsors in an active manner in advance of the Games; 3) supported mandates of several Ontario government ministries; and 4) addressed concerns raised by communities across the Games footprint regarding hiring of youth in underserved communities in close proximity to Games venues. Two months post-Games, 25% had full-time employment and 4% have returned to school.