



P R E S T I G E

Program Recognizing Exceptional Sport
Tourism Initiatives, Games & Events

Programme de Reconnaissance de l'Excellence dans
le tourisme sportif Initiative Gestion et Événements

2017 PRESTIGE AWARDS FINALISTS (in alphabetical order)

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



- **2016 Tim Hortons Brier (Ottawa, Ont.)**

While traditionally all of Canada's provinces and territories compete annually for the Brier Tankard and the right to represent Canada at the world curling championship, the 2016 Tim Hortons Brier made history in 2016 in Ottawa. For the first time a team representing Nunavut participated. Sell out crowds took in the weekend action, while a television audience reached more than 12 million people across the country. The event was highlighted with a strong junior curler engagement program to help ensure the future of the sport for many years to come, recognition for our Canadian troops throughout, and of course, a highly active Brier Patch.

- **HSBC Canada Sevens (Vancouver, B.C.)**

When Rugby Canada received the right to host a stop on the HSBC World Rugby Series, it made the promise to be the "New Place, New Face and New Force of Rugby". After over 60,000 fans came together for two days in a celebration of sport and culture, and the HSBC Canada Sevens was broadcast in over 127 countries, the goal was accomplished. Collaborating with host First Nations, Squamish, Musqueam, and Tsleil Waututh, the tournament created a festival environment that spilled over beyond the stadium and into the streets, educating the community about the sport of rugby, and building a whole new audience for the game.

- **Ski Tour Canada 2016 (Gatineau, Que., Montreal, Que., Quebec City, Que., Canmore, Alta.)**

Over 12 days, 400 of the world's top cross country skiers, from 25 nations, took part in the first World Cup Cross Country Finals ever staged outside of Europe. Combining city park races in such iconic locations as the Plains of Abraham in Quebec City, Mont Royal in Montreal, and Jacques Cartier Park in Gatineau with Alberta's spectacular Canmore Nordic Centre Provincial Park, Ski Tour Canada 2016 showcased our ability to stage a massive multi-site event. Featuring ski expos at each stop that engaged people of all ages, it also generated awareness of Canada's winter sport communities worldwide. The Ski Tour Canada 2016 had an operating budget of \$8.3 million. Live-streamed in Canada, it reached an international audience of over 52 million viewers.

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



- **2016 Global News Canadian Gymnastics Championships (Edmonton, Alta.)**

With over 1,000 participants in trampoline, women's and men's artistic gymnastics, the 2016 Global News Canadian Championships was one of the largest national championships in Canada. As senior athletes vied for a spot on the 2016 Olympic Team, more than 5,000 spectators took in the event, organized by a Local Organizing Committee (LOC) drawn from 12 gymnastics clubs in Edmonton, Calgary, and Grande Prairie. The LOC adapted to the impact of the influx of evacuees from the fires in Fort McMurray, which forced alternate housing plans, and wound up donating \$5,000 from admission fees to assist families devastated by the fire. With a budget of just shy of \$1 million, the economic impact of this event, as measured by the CSTA's STEAM assessment tool, was \$3.158.

- **2016 RBC Cup (Lloydminster, Alta.)**

Not only did the RBC Cup 2016 bring young players together to experience a tournament that was the pinnacle of their careers to date, but it brought the community of Lloydminster together through volunteerism, passion and pride in its accomplishments. Over 300 volunteers assisted in the 10-day event, and local schools, staff teams and sport groups got involved. Teams in the final visited schools and connected with the local students in a special way. Despite the economic downturn in the oil industry, the tournament saw a profit of \$150,000 that will be returned to develop hockey and facilities in the community. Using the CSTA's STEAM assessment tool, the economic impact on the community was \$2.3 million, with an event budget of just under \$1 million.

- **Canadian Track and Field Championships and Selection Trials for the 2016 Summer Olympic and Paralympic Games**

The Canadian Olympic and Paralympic Selection Trials hosted the deepest, most talented pool of Canadian Track & Field athletes ever to compete for berths in the 2016 Summer Olympic and Paralympic Games in Rio. The event surpassed all expectations for the 1,135 athletes, 235 coaches, and 135 officials and was run on an overall budget of \$513,383. Over 18 Edmonton/Alberta organizations partnered with TrackTown to be part of the Olympic dream and to showcase the City of Edmonton with over 250 volunteers helping to stage the event. Hundreds of young athletes from over 15 Edmonton and area local Track and Field Clubs attended and volunteered at the Trials, sparking their own internal Olympic flames.

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



- **2016 IIHF Ice Hockey Women's World Championship (Kamloops, B.C.)**

For the first time Hockey Canada hosted the IIHF Ice Hockey Women's World Championships west of Manitoba, holding the 2016 event in Kamloops, B.C. It powerfully promoted and strengthened female hockey and skills development throughout B.C.'s interior and beyond. By announcing Team Canada's roster at a local elementary school, children became immediately engaged in the championships, as did the local community. Key partnerships were formed with a mosaic of community groups reaching

wide demographics and socioeconomic status from the Japanese Cultural Association to Kamloops Minor Baseball.

- **2016 IIHF U18 Ice Hockey Women's World Championship (St. Catharines, Ont.)**

The first major, and first international event hosted in the new Meridian Centre, the 2016 IIHF U18 Ice Hockey Women's World Championship provided a great foundation for future events at the facility and in the community. Records were set for tournament attendance, as well as the local single-game attendance record for a hockey game. More than 350 volunteers helped to stage this great platform for the community of St. Catharines and the Niagara Region to come together in support of female hockey. A successful schools program provided curriculum for teachers prior to the event, and then drew over 5,000 elementary and secondary students to watch.

- **FINA World Swimming Championships [25m] 2016 – Windsor (Windsor, Ont.)**

A 10-lane competition pool, built overtop of an icepad at the WFCU Centre was the centrepiece of the FINA World Swimming Championships [25m] 2016 in Windsor. It took planning and collaboration to build the temporary facility in less than two weeks, which then hosted the largest sporting event to be held in the city. In addition, FINA held the 4th FINA World Aquatics Convention, the FINA World Sports Medicine Congress and the FINA Gala awards the weekend prior to the start of competition. More than 800 volunteers helped to host the 2,000 athletes, coaches, media, and delegates from over 170 countries who came to Windsor to take part. Held for the first time ever in Canada, the event's budget was \$11.3 million.

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



- **Hongkong and Shanghai Banking Corporation (HSBC) - HSBC Canada Sevens (Vancouver, B.C.)**

Through its investment as the title sponsor of the HSBC Canada Sevens, HSBC has had a profound impact on the sport of rugby not only in B.C. but across Canada. It has made the growth of grassroots rugby development a central pillar of its sponsorship objectives and as a result, has provided a platform for growth that would not otherwise exist. Encouraging employee engagement created opportunities for staff to experience the event at a deeper level through direct participation in the staging of two HSBC Youth clinics. And by investing in video and other shareable online content, it promoted the game globally.

- **Royal Bank of Canada (RBC) – 2016 RBC Cup (Lloydminster, Alta.)**

The commitment and overall dedication of the Royal Bank of Canada was critical to the success of the 2016 RBC Cup. Not only did RBC sponsor the tournament, but the local branch was integrally involved, sponsoring the volunteer apparel, a local RBC employee serving on the Host Committee, hosting press conferences and over 20 RBC volunteers assisting in the event. They also purchased a row of 20 tickets to the games in the Royal Row that could be given away to community members, and staffed the VIP lounge. The cooperation between the sponsor and the event has created a long lasting legacy in the city.

CSTA Sport Event Volunteer of the Year Award
presented by CBC Sports



CBCSPORTS

- **Trudy Ion; Sport Events Congress (Brantford, Ont.)**

A retired school teacher and active grandmother, Trudy Ion has devoted her time to a wide range of volunteer activities in the sports world. She helped create the Brantford and Area New Sports Hall of Recognition in the Wayne Gretzky Sports Centre and continues to serve on its sponsorship fundraising committee. She is the first face delegates to the Sport Events Congress see every year, as she has volunteered behind the registration desk every year since 2009. She genuinely cares about each attendee and has the unique ability to not only remember names, but food allergies, vacation trips and even notice a change in hair style!

- **Bill MacMackin; East Coast Games, Athletics New Brunswick, Saint John Track Club (Saint John, N.B.)**

As if serving as the President of the Saint John Track Club for over a decade, coaching at the Saint John High School and sitting on the board of Athletics New Brunswick wasn't enough for Bill MacMackin, he managed to take the East Coast Games from an idea on paper to reality. His vision was to bring together seven separate sporting events into one multi-sport manufactured event, with the critical mass to draw increased sponsorship, attendance and media attention. Three years later, the East Coast Games, under Bill's guidance and leadership, brought together 2,200 athletes, 1,500 parents and resulted in \$800,000 in economic activity.

- **Gary Petitpas; World Sledge Hockey Challenge, U18 Women's Canadian Fast Pitch Championship, (Charlottetown, P.E.I.)**

No task is overlooked when Gary Petitpas volunteers for an event. Whether it's greeting people as they arrive, loading gear, picking up supplies or giving a visitor a tour of the city, Gary puts his heart and soul into every event that comes to Charlottetown. In 2016, he committed countless hours of volunteer time to the success of the 2106 U18 Women's Canadian Fast Pitch Championships and the World Sledge Hockey Challenge. Serving on two Executive Committees, he ensured that both events created financial legacies to further develop female fast pitch and sledge hockey in P.E.I., while also keeping a positive experience for athletes at the front and centre of all planning.

CSTA Sport Tourism Champion Award
presented by ConnectOnCampus



- **Paul Burke, Special Events Developer, City of Thunder Bay (Thunder Bay, Ont.)**

Paul Burke's commitment to sport tourism in 2016 in Thunder Bay was the same as it had been for the previous 20 years. He provided local event organizers and sport groups with the information, support and tools to host successful events. And then he dove in to help out himself. He Co-Chaired the Local Organizing Committee for Thunder Bay's Rogers Hometown Hockey event, and supported a number of organizations preparing for major events in 2017. He put in countless hours to ensure the success of the Can-Am Police-Fire Games so that all 571 competitors from across North America, as well as Australia, England the Ukraine experienced the warm welcome and excellent hospitality of Thunder Bay.

- **Therese Quigley, Director of Sports & Recreation Services, Western University (London, Ont.)**

Throughout her long career, Therese Quigley has significantly impacted the lives of many through sport and education. Retiring this year as Director of Sports and Recreation Services at Western University, she will be remembered for her successful fight in the 1990s to include women's soccer in the World University Games (FISU) for the first time. Since then she has served on countless host committees to organize events as far ranging as the International Children's Games to numerous USports National Championships. Her goal to improve the success and reputation of the Western Mustangs athletic program, providing world-class facilities and building a community fan base, has had a profound ripple effect on sport hosting and tourism in London.

- **Candice Stasynek, Executive Director, Edmonton Events (Edmonton, Alta.)**

For nearly 40 years at the City of Edmonton, Candice Stasynek has provided leadership and support to high profile projects and events. Along the way she built strong relationships locally, nationally and internationally. From running event operations at Commonwealth Stadium to being an integral member of a major event bid or local organizing committee, her passion for sport and the tangible community benefits they bring was always evident. Her impact on the not-for-profit sport community was immeasurable as in 2016 alone she provided consultation, support and help to secure funding for over 15 associations. Her legacy will be seen in the long-term strategy for Edmonton Events that she helped to create.

CSTA Sport Tourism Organization of the Year Award
presented by WestJet



- **Municipality of Clare Tourism (Municipality of Clare, N.S.)**

The Gran Fondo Baie Sainte-Marie was a new sport tourism product for Nova Scotia's Municipality of Clare in 2015. In just two years it has grown to become the largest cycling event in Atlantic Canada with over 1000 cyclists expected in 2017. Originally a tourism product, it has now includes community recreation, private sector, Bicycle Nova Scotia and area residents in planning and leveraging this event. The community has become so engaged, they now have a waiting list to volunteer. Highlighting the unique French Acadian culture of the Bay of Fundy region, it has also inspired local residents to become more physically active by forming a cycling group to train for the race.

- **Sport Burnaby (Burnaby, B.C.)**

Carrying out its mandate to attract and support events and to strive to be the pre-eminent sport hosting community in Canada, Sport Burnaby was fully engaged in hosting during 2016. Typically very active in staging local, provincial and national events, the 2016 World Taekwondo Junior Championship attracted 700 athletes and 600 officials from 110 countries and pushed Burnaby onto the international stage. Leaving no stone unturned, Sport Burnaby identifies ways to invest in events that remove hurdles, create opportunities and leave a community legacy. Securing lighting for the gymnasium hosting a major table tennis opened the doors to hosting not one, but two major international events in 2016.

- **Sport Hosting Vancouver (Vancouver, B.C.)**

The Sport Hosting Vancouver partnership is a first of its kind in the City of Vancouver to actively review, assess and establish a framework for the sport hosting profile in the region. It unites all sport hosting stakeholders, providing a responsive, streamlined approach to attracting major events and making them successful on every level. In 2016, Vancouver hosted the inaugural Americas Masters

Games, along with such diverse events as the HSBC Canada Sevens rugby tournament, the Little League Canadian Championships, and the Subaru 5i50 Vancouver Triathlon to name just a few. With City approval of a Major Event Acquisition Fund, Vancouver will host many more successful sport events in the years to come.

CSTA Sustainable Sport Event of the Year
presented by Edmonton Events



- **2016 Alberta Summer Games (Leduc, Alta.)**

Environment sustainability at the 2016 Alberta Summer Games, including widespread education ahead of time, was a key objective of the event from the very beginning. With 11 of the 14 sports taking place within a very close proximity, transportation was reduced significantly right from the start. The food centre had an active waste diversion plan, with the result that 89 per cent of waste was sorted into organics and recycling, rather than landfill. Disposable water bottles were discouraged, with water refill stations readily available. Installing Canada's largest commercial roof-top solar array on the Leduc Recreation Centre created a legacy that will be felt in Leduc for many years.

- **Best of the West Gymnastics Fest (Richmond, B.C.)**

A Sustainability Challenge, advertised through social media, with free entry to the event to anyone who showed their reusable water bottle, was just one of the initiatives Best of the West Gymnastics Fest used to create a sustainable event. Committed to fostering positive environmental, social and economic impacts for current and future generations, the event featured containers to divide waste from recyclable items. Electronic forms reduced paper usage, and all printers for scoring were set to double-sided printing. They used electronic screens rather than printing signage, and promoted public transportation and carpooling to access the event. And any unused food was donated to the Richmond Food Bank.

- **FINA World Swimming Championships [25m] 2016 – Windsor (Windsor, Ont.)**

Recycling and reusing as many materials as possible was a significant goal of the FINA World Swimming Championships [25m] 2016 in Windsor. All of the building materials for the floor preparations and deck of the temporary pool were reused. The granular base was salvaged and used to update a surrounding WFCU Centre walkway. The plywood base was reclaimed, and will be used in future City of Windsor carpentry builds. The pool deck carpet was recovered, and sold at a reduced price. With new rink boards installed at the conclusion of the event, the old ones were resold to another community. All of these efforts and many more contributed to a highly sustainable event.