Wayne Long is the Events Development Officer for the City of Charlottetown and has held this position since January 1, 2003, when it was first created. Wayne’s primary focuses are to stimulate tourism, economic, and community growth through sport, cultural, and meeting events; while working on special projects for the Mayor’s office. Wayne has enjoyed much success to date in his position with the City.

Wayne graduated from Loyalist College from the Recreation Management Program and is an alumnus of the Olympic Academy of Canada. His career with the City of Charlottetown began in 1994 as the Assistant Program Coordinator with the Parks & Recreation Department. Over the past fifteen years he has held various positions with the City, in addition to the previously mentioned, including; Program & Event Coordinator with the Parks & Recreation Department and Operations & Events Manager with the Charlottetown Civic Centre.

During his past fifteen years with the City of Charlottetown, Wayne has played a lead role in positioning the City as a major player on the national sport tourism scene, convincing City Council, Tourism Charlottetown Board of Directors, and the Province of Prince Edward Island to adopt an aggressive sport event attraction policy. As a part of this policy, the municipality created a full time staff position dedicated to sport tourism and embarked on the development of a strategic plan. His vision also lead to the development of a sport tourism brand for the City titled SCORE – Sport Charlottetown.

In addition to his professional career with the City of Charlottetown, Wayne has also served as a board member in such capacities as President of Festivals & Events PEI, President of the Prince Edward Island Recreation & Facilities Association, Member of the Tourism Industry Association of PEI, and Serving Member of the Canadian Recreation Facilities Council. Currently, he serves as a Member of the Charlottetown Economic Development, Tourism & Event Attraction Committee, Board Member of Tourism Charlottetown, and Board Member of the Special Events Reserve Fund.

Wayne actively participates in sport tourism panels and best practices missions and serves as a liasing officer with Sport PEI and the 2009 Canada Games. He serves as a member of multiple major event committees, while playing an overall integral role in his community. He has also presented, and continues to present, to service groups, post-secondary institutions, various levels of government, sport organizations, and at symposiums and conferences, educating and spreading the word about sport tourism.

Wayne’s hard work has resulted in a very vibrant and sustainable sport tourism market leading to the attraction of a multitude of high-profile regional, national and international events over the years. The impact of these events is substantial to a destination the size of Charlottetown, stimulating extensive economic, tourism and community growth.

Wayne’s contribution to sport tourism has left nothing but legacies, including; a stronger sport tourism destination, new and renovated infrastructure, enhanced economic and tourism stimulation, further development of sport, and community spirit and growth.

Wayne was recognized by the Canadian Sport Tourism Alliance as a top-three finalist for the Canadian Sport Tourism Industry Builder of the Year Award for 2006-2007 and 2007-2008.