

# SPORT HOSTING VANCOUVER ACTION PLAN

Presented by Michelle Collens,  
Manager, Sport Hosting Vancouver

SPORT HOSTING  
VANCOUVER



DECEMBER 10, 2015

# AGENDA

- VANCOUVER AS A SPORT HOSTING AND TOURISM DESTINATION
- CURRENT ENVIRONMENT
- SPORT TOURISM: THE ECONOMIC AND SOCIAL BENEFITS
- A NEW APPROACH: The Sport Hosting Action Plan
- A FORMAL PARTNERSHIP: The Sport Hosting Vancouver Partnership
- A FUNDING FRAMEWORK: The Sport Tourism Development Fund
- OUTCOMES AND OBJECTIVES

# SPEAKERS

MICHELLE COLLENS, Sport Hosting Manager, City of Vancouver

TY SPEER, Tourism Vancouver, President and CEO

RUSS COWAN, Executive Director, Vancouver Hotel Destination Association

DAVID CRAWFORD, Vice President, Vancouver Board of Trade

PENNY GARDNER, Executive Director, and ALIVN LAU, Manager, Sport Development, Badminton BC



*Vancouver is a desirable sport event destination.*



# SPORT TOURISM IN CANADA

- 200,000 sport events annually
- Sports related travel is a \$5.4 billion industry in Canada (*Statistics Canada 2014*)
- Competition to attract events significantly increasing nationally and internationally

# SPORT HOSTING PARTNERSHIPS



# BENEFITS OF SPORT HOSTING





**ECONOMIC IMPACT**  
**RETOMBÉES ÉCONOMIQUES**

**\$118.8 MILLION**  
INDUSTRY OUTPUT / PRODUCTION DE L'INDUSTRIE  
**PROVINCE OF BRITISH COLUMBIA**  
**PROVINCE DE LA COLOMBIE-BRITANNIQUE**

**\$82.9 MILLION**  
INDUSTRY OUTPUT / PRODUCTION DE L'INDUSTRIE  
**CITY OF VANCOUVER**  
**VILLE DE VANCOUVER**







# 2015 VOLLEYBALL CANADA NATIONAL CHAMPIONSHIPS

- 59 Courts
- 787 Teams
- 24,700 Athletes, Coaches and Supporters
- 250 Volunteers
- Week Long Event
- 22,000 Room Nights
- \$27M In Economic Benefits

# CURRENT STATE OF SPORT HOSTING

- Limited Coordination
- Ad-hoc Approach
- Absence of Strategic Evaluation and Funding Framework

*Opportunity to develop a PROACTIVE and systematic approach to identify and securing sport events for Vancouver*

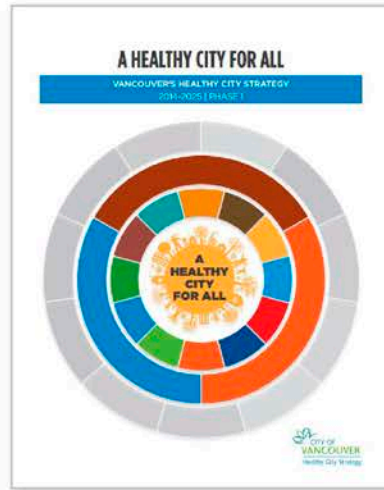




# PROACTIVE APPROACH

With a change to a proactive approach Vancouver can:

- Better link between events and strategic priorities
- Improve coordination and communication between event organizers and city departments
- Avoid duplication of efforts and resources amongst the sport hosting partners
- Build mechanisms for appraising and evaluating the impact and benefits of events



# STRATEGIC ALIGNMENT

The proposed Sport Hosting Vancouver Action Plan objectives will align with key economic and social goals outlined in:

- Vancouver Economic Action Plan
- Healthy City Strategy
- Vancouver Sport Strategy

“*recognition as a premier event destination...*”



# ACTION PLAN OVERVIEW

- GOAL 1: Improved Coordination and Collaboration
- GOAL 2: Dedicated Resources for Product Development
- GOAL 3: Expand Vancouver's Sport Event Calendar
- GOAL 4: Develop Event Assessment Tools
- GOAL 5: Increase Vancouver's Profile as a Sport Hosting Destination

# ACTION PLAN HIGHLIGHTS

## GOAL 1: Improved Coordination and Collaboration

- Create a formal cross-sector framework
- Establish clear strategic goals
- Link sport events to business objectives and social legacy



# ACTION PLAN HIGHLIGHTS

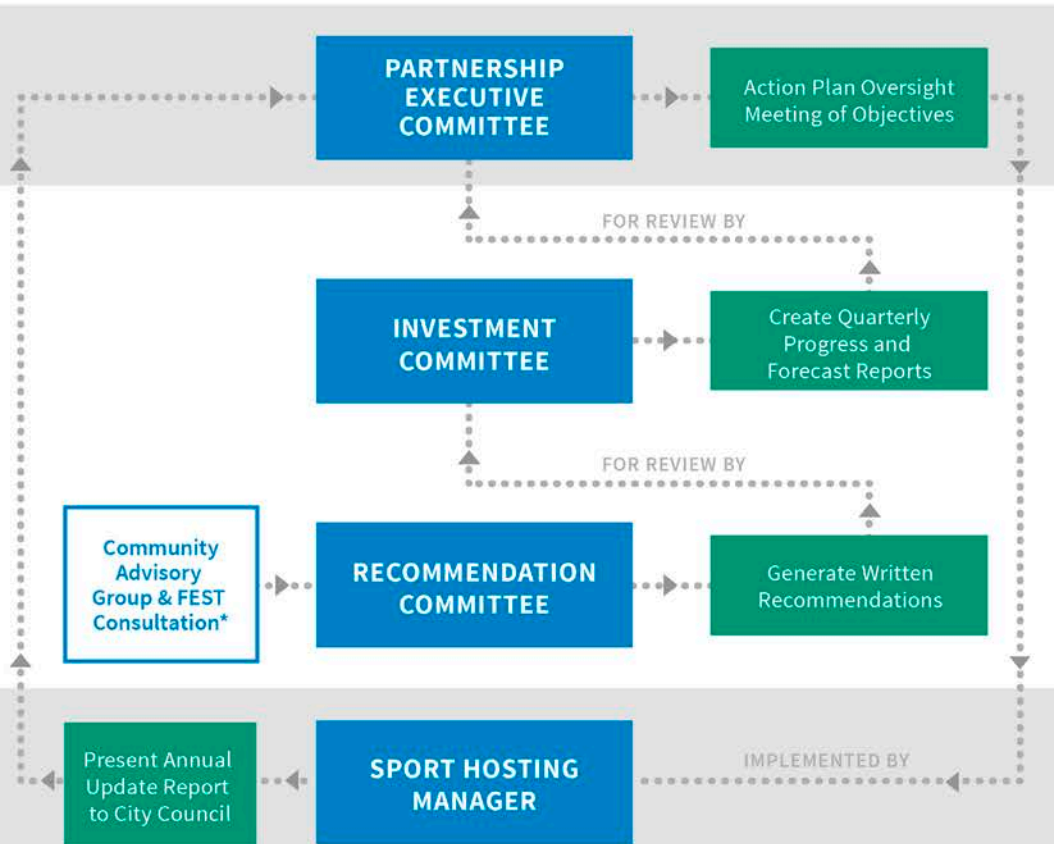
## GOAL 2: Dedicated Resources for Product Development

### SPORT TOURISM DEVELOPMENT FUND

PURPOSE: Event acquisition, development and growth.	
<b>TOTAL FUND CONTRIBUTION</b>	\$2.5 million (over 2 years)
<b>Annual Contributions</b>	\$1.25 million
City of Vancouver ( <i>Innovation Fund</i> )	\$500,000
Vancouver Hotel Destination Association	\$500,000
Tourism Vancouver	\$250,000

# OVERVIEW OF STRUCTURE

Sport Tourism Development Fund



## Partnership Executive Committee

City Manager (Chair), 1 rep. from each Partner

*Function:*

- Action Plan Oversight
- Meeting of Objectives

## Investment Committee

City Rep (City Manager), VHDA Rep (Chair),  
Tourism Vancouver Rep (CEO)

*Function:*

- Review/Ratify/Reject Event Proposals
- Consensus Agreement
- Investment Payment

## Recommendation Committee

City Rep, PB rep, VHDA Rep, Tourism Vancouver  
Rep, PavCo Rep, UBC Rep

*Function:*

- Identify Event Opportunities
- Consult with stakeholders
- Post-Event Evaluation



# ACTION PLAN HIGHLIGHTS

## GOAL 2: Dedicated Resources for Product Development

### ADDITIONAL NON-FUND RESOURCES AND SUPPORT

PURPOSE: Marketing, promotion and other Partnership activities	
<b>TOTAL NON-FUND CONTRIBUTION</b>	\$650,000 (over 2 years)
<b>Annual Contributions</b>	\$325,000
Vancouver Hotel Destination Association	\$100,000
Tourism Vancouver	\$200,000
University of British Columbia	\$25,000

\*NEEDS BASIS: In-kind contributions from venue partners UBC and PavCo.

# TOTAL ACTION PLAN INVESTMENT

(OVER TWO YEARS)

SPORT TOURISM DEVELOPMENT FUND	\$2.5 million
TOTAL PARTNER CONTRIBUTIONS	\$3.15 million
City of Vancouver	\$1.0 million
Vancouver Hotel Destination Association	\$1.2 million
Tourism Vancouver	\$900,000
University of British Columbia	\$50,000

\$1.0 million City investment leverages a minimum of \$2.15 million from external partners.

# ACTION PLAN HIGHLIGHTS

## GOAL 3: Expand Vancouver's Sport Event Calendar

A strategic approach based on 3 focus areas:

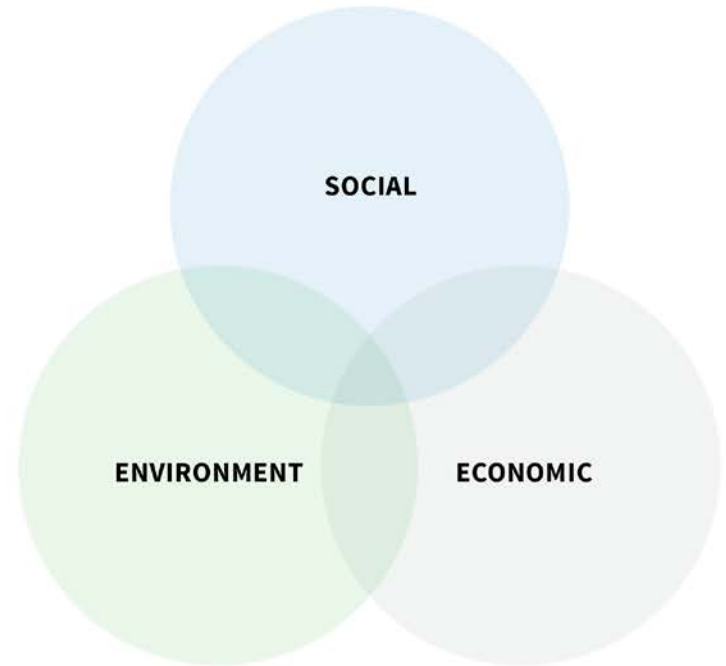
- Tourism growth in existing sport events
- Created (annual) events to fill a tourism need period
- Bidding on targeted events that match principle goals of this Plan



# ACTION PLAN HIGHLIGHTS

## GOAL 4: Develop Pre and Post Event Assessment Tools

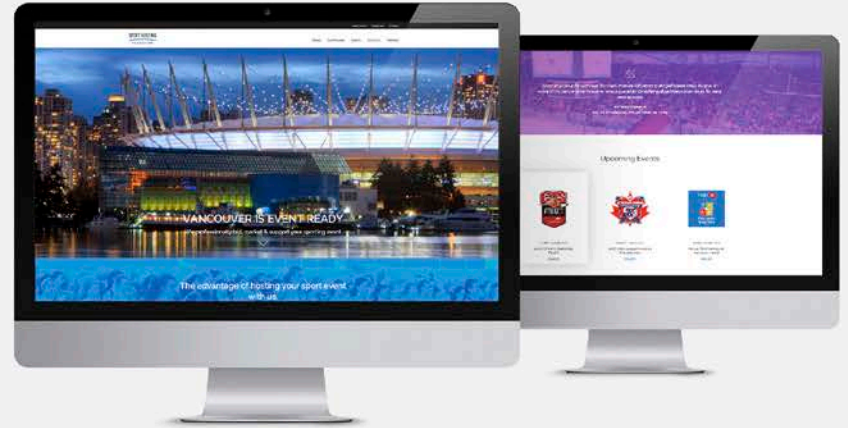
- In cooperation with UBC Sport and Sustainability Centre
- Develop an organized process to review potential events
- Informs decisions on the events that the Partnership invests in
- Evaluation on the economic, social and environmental impact



# ACTION PLAN HIGHLIGHTS

## GOAL 5: Increase Vancouver's Profile as a Sport Hosting Destination

- Develop a marketing plan
- Leverage sport events with in market tourism campaigns
- Build relationships with national and international event right holders
- Communicate the benefits of sport hosting





# COMMUNITY SPORT HOSTING GRANT PROGRAM

- \$200,000 annually
- implemented in 2007 to support goals of the Vancouver Sport Strategy and Vancouver Sport Hosting Policy

Has supported community events such as:

- Latincover Pan-Am Youth Games
- Night Hoops Basketball Tournament
- Badminton BC Provincial Championships

Program to be reviewed in 2016

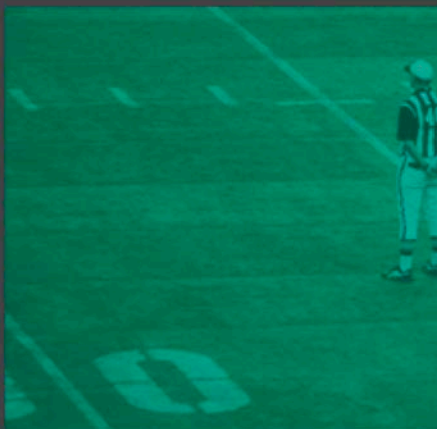




# STRATEGIC FRAMEWORK FOR SPORT HOSTING

A strategic framework for Sport Hosting will:

- Build expertise to reduce the risk of unsuccessful event bids and execution
- Build best practices for transfer of knowledge
- Attract events that strategically align with the tourism calendar and venue availability
- Better return on investment and economics of scale from developing a portfolio of events
- Ensure community legacy opportunities are integrated into the delivery model of hosting



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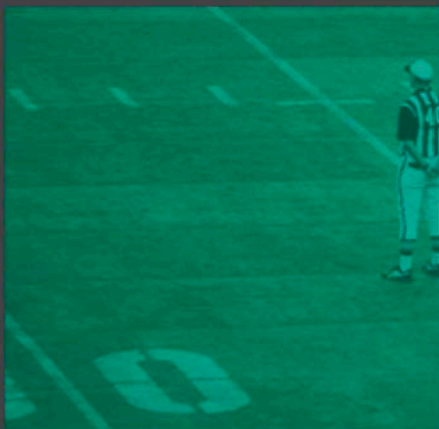
**TY SPEER**  
President and CEO





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**RUSS COWAN**  
Executive Director



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Vice President



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**PENNY GARDNER**

Executive Director

**ALVIN LAU**

Manager, Sport Development

THANK YOU

SPORT HOSTING  
VANCOUVER

