

10 reasons NOT to Exercise

- ↘ 10. It makes the ice jump out of my glass
- ↘ 9. If you're doing cross country – make sure it's a SMALL country
- ↘ 8. The only advantage is that you die healthier
- ↘ 7. I may have flabby thighs but fortunately my stomach covers them
- ↘ 6. I prefer long walks, especially when they are taken by people who annoy me.

Top 10 reason NOT to Exercise

- ↘ 5. If GOD meant us to touch our toes he would have put them further up our bodies
- ↘ 4. I have to work out in the morning before my brain figures out what I'm about to do
- ↘ 3. \$700 bucks for a gym membership and I haven't lost a pound. Apparently you have to show up
- ↘ 2. Only reason to take up jogging is to hear the sound of heavy breathing again.
- ↘ **1. My Grandmother started walking 5 miles a day when she was 60. She's now 97 and we don't know where the hell she is!**

SPORT TOURISM

SPORT TOURISM

- ↘ It has become a billion dollar business
 - More than 200,000 events per year in Canada.
 - It has become a \$1.3B in Canada per year
- ↘ Facilities drive decisions
- ↘ Concept of "build it and the will come" must be combined with a strong marketing plan

SPORT TOURISM

Getting started

- ↘ **Sport Tourism was initially introduced as a Tourism Market segment in London in 1998**
- ↘ **Developed to increase opportunities to host major sporting events in London**
- ↘ **Support local organizations in their efforts to host sporting events**
- ↘ **Development of a 5 year plan – City \$450,000**
- ↘ **Develop marketing and promotion campaign – Come Play Here**

Organizational Structure

- ↘ Tourism London
- ↘ Leisure/Conventions/Membership and Sport
- ↘ City Support
- ↘ Tourism Board
- ↘ Sport Tourism Committee Structure

SPORT TOURISM

Year 1 & 2

- Introduce the sport tourism strategy to the hospitality industry
- Begin your networking role nationally with the Canadian Sport Tourism Alliance and other Provincial, National and International Sport Organizations
- Developed a tournament event support package including accommodation plans bids, maps, visitor guides attractions etc.
- Development of a Sport Tourism Committee from within the industry

SPORT TOURISM

Year 2 & 3

- Building your market plan around new or proposed sport facility infrastructure and recent facility enhancements

New Facility Infrastructure

John Labatt Centre

Western Fair Sports Centre

TD Waterhouse Stadium

Facility Enhancements

Canada Games Aquatic Centre

Nichols Arena – 3 pad

Stronach Arena – 2 pad & pool

- Facilities drive decision
- Build it and they will come – must be combined with a solid marketing plan

SPORT TOURISM

Year 3 & 4

➤ Advertising & Marketing Tools

- Exhibit Display
- Promotional Brochures
- Development of a website with strong focus on Sport
- Develop Virtual Tour of Sport Facilities
- Fam Tours



Local Sport Partnership
What can you do for them

- ↘ Provide advice/guidance/support where possible on organizing their event
- ↘ Provide advice/guidance/support where possible on bidding for events within their sport
- ↘ Promotion of your event through website (city, tourism office etc.), event listing, newsletter etc.
- ↘ Provide promotional material such as visitors guide, discovery guide, pins etc. for participants of their your event
- ↘ Leads to the hotel industry

Local Sport Partnership
What can they do for you

- ↘ Notify you of your local, regional tournaments and events
- ↘ Identify provincial, national and international events within their sport
- ↘ Provide their support as an organization to bids for provincial, national and international events
- ↘ Provide volunteer support to above events

SAMPLE ANNUAL MARKETING STRATEGY

- ↘ To bid on and secure 4 Provincial, 2 National and 1 International sporting events
- ↘ Creation of own/unique event
- ↘ NSO/PSO – AGM’s
- ↘ Enhanced web development
- ↘ Host 2 FAM TOURS
- ↘ Provide ongoing support to secured events

SPORT TOURISM

Issues & Challenges

- ✓ Who is the Lead Organization for Sport Tourism in your community
- ✓ Maintain Core Funding for seeking opportunities
 - Becoming much more expensive to bid
 - Guarantees
- ✓ Moving to the next level
 - Major National and International Sport Events
- ✓ Identifying Government Support
 - Province NOW HAS a Sport Event Hosting Policy in conjunction with the Canadian Sport Hosting Policy
- ✓ Ontario has many competing communities

BUILDING THE BID

Identify Events

- ✓ Major International
- ✓ Small International
- ✓ National
- ✓ Provincial/Territorial
- ✓ Regional
- ✓ Created/Unique Events

Level of Bids

- ↘ Level 1 – Regional in concept
- ↘ Level 2 – Provincial/Territorial
- ↘ Level 3 – National
- ↘ Level 4 – Small International
- ↘ Level 5 – Large International/World

IDENTIFY THE OPPORTUNITIES

- ↘ Research event hosting opportunities with local, provincial, national and international sport associations
- ↘ Review published hosting opportunities through web/internet search
- ↘ Host PSO/NSO networking presentation
- ↘ CSTA – congress and database

RESEARCH THE OPPORTUNITY

- ↘ Request a copy of the Bid Guidelines
- ↘ How many competitors/participants
- ↘ Required competitions/practice facilities – are they available
- ↘ What are the dates - are they flexible? Do they conflict with other events?
- ↘ What are the cost associated with bidding – Sanction Fees/Guarantees

RESEARCH THE OPPORTUNITY

- ↘ What timelines are given to prepare and submit the bid
- ↘ Who is responsible to act as "Legal Host" of the event – municipality, LOC, Sport Organization
- ↘ Who else is bidding
- ↘ Politics of the bid
- ↘ Begin Intelligence work – reports from past events, did it make money, attendance, sponsorship etc.

Bid Assessment

- ↘ Municipal Impact – Economic Dev't, downtown renewal, municipal profile, media exposure, support facilities
- ↘ Socio-cultural Impact – Job creation, civic pride, volunteer development, enhanced infrastructure
- ↘ Fiscally/Administratively Responsible – capacity, strong business plan, financially viable

Bid Assessment con't

- ↘ Sport Impact – enhanced sport capacity, sport development (coaches and technical officials), support of local organizations
- ↘ Tourism Impact – Increased room nights, showcase community/province/country, destination awareness

APPROVAL STAGE

- ↘ What steps are required to go to the next stage – Council approval
- ↘ Is the funding available – community driven, other municipalities, partners, provincial/federal
- ↘ Local support – Provincial event
- ↘ Provincial support – National event
- ↘ National support – International event

ENGAGE A BID COMMITTEE

- ↘ Political and community leaders involvement
- ↘ Local sport expertise
- ↘ Operational expertise in all areas of organization – sport technical, finance, special events etc.
- ↘ Outline roles and expectations of committee members
- ↘ Identify deadlines and meeting schedules for developing the bid

PREPARE THE BID INFORMATION

- ↘ Review the Bid Guidelines with the Bid Committee
- ↘ Outline information required by each operational area
- ↘ Determine and set deadlines, review information and progress
- ↘ Determine the cost of the bid – committee work, printing, site review, meetings, travel etc.

ESSENTIAL ELEMENTS OF A BID PROPOSAL

- ↪ Community attractions
- ↪ Volunteers – existing database, recruitment, training and recognition
- ↪ Marketing Plan
- ↪ Media Promotions and Communications
- ↪ Fundraising/Sponsorship Plan
- ↪ Financial Business Plan

ESSENTIAL ELEMENTS OF A BID PROPOSAL

- ↪ General Community Profile – demographics, population etc
- ↪ Community Event Hosting Experience
- ↪ Transportation – internal/external
- ↪ Accommodations – capacity, type, \$
- ↪ Food Services – per diem, vouchers
- ↪ Ceremonies and Special Events

ESSENTIAL ELEMENTS OF A BID PROPOSAL

- ↪ Event Leadership and Organizational Structure
- ↪ Facilities – existing contracts – do they conflict, cancellation clauses, flexibility, partners, clean venues etc.
- ↪ Sport Specific information – expertise, infrastructure, cad drawings, specifications etc.
- ↪ Legacy proposals

EVALUATION OF THE BID PROPOSAL

- ↘ Review bid with sport groups, service groups, key decision makers, corporate stakeholders, facility managers, etc.
- ↘ Review bid and financial plan with City officials and/or other funding partners
- ↘ Refine and make changes to prepare the final product

BID FORMAT AND PRESENTATION

- ↘ Binding, print type, paper type, cover, pictures, CD Rom, DVD
- ↘ Who presents at presentation
- ↘ What is permitted
- ↘ Knowledgeable people at each venue
- ↘ Showcase the community and it's commitment
- ↘ Be ready for any question
- ↘ Send them away with NO DOUBT that your community can do it

OTHER IMPORTANT ITEMS TO CONSIDER

- ↘ Plan to win all phases of the bid process
- ↘ Practice due diligence throughout
- ↘ Always remember the care and comfort of the participants
- ↘ Ensure you have 110% support from all involved
- ↘ Showcase what is UNIQUE about your bid
- ↘ ALWAYS DO A COUPLE OF DRY RUNS OF YOUR PRESENTATION!

FINALLY

WHAT MAKES YOU UNIQUE

THE DECISION

- ↳ Organize a Press Conference to announce final decision – successful or unsuccessful
- ↳ Make this an opportunity to thank the community
- ↳ Announce next steps
- ↳ Keep it positive

SPORT TOURISM

Successful Bids	Economic Impact
2004 Ontario Winter Games	3,400 room nights - \$2.2M
2004 Ontario Summer Games	3,900 room nights - \$2M
2004 Can-Am Police Fire Games	5,400 room nights - \$5M
2004 World Inline Hockey Championships	2,400 room nights - \$5M
2005 Canadian Figure Skating Championships	5,000 room nights - \$10M
2005 Memorial Cup	7,000 room nights - \$15M
2005 Provincial Basketball Championship	5,000 room nights - \$5M
2005 World Transplant Games	8,000 room nights - \$12M
2006 World Field Lacrosse Championships	7,000 room nights - \$10M
2006 International Postal Hockey	5,000 room nights - \$3M
2006 Scott Tournament of Hearts	5,000 room nights - \$10M
2007 World Synchronized Skating	8,000 room nights - \$10M

Totals - Over 63,000 room nights and over \$88M in economic impact
