

# Fort McMurray & Wood Buffalo Region Sport Strategic Plan

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# Opportunity

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Phased Approach

Roles and Responsibilities

Communication

Leadership

Partnership

# Challenges

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Leadership

Human Capital

Geography

Telling the Story

Accommodations

Engagement of Residents

# Recommended Model

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## Calgary

- Sport Council Society – Community Led
- Sport Tourism Authority – Tourism Calgary



# Vision

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Wood Buffalo will be the future of sport in Canada.

# Achieving the Vision

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People

Resources

Communication

Development

Accountability

# Roles and Responsibilities

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	GOVERNMENT	SPORT TOURISM	SPORT DEVELOPMENT
Lead	RMWB Government of Alberta Government of Canada	Fort McMurray Tourism	Wood Buffalo Sport Connection
Development Phase	<ul style="list-style-type: none"> <li>Public Policy</li> <li>Advocacy to Community</li> <li>Operational Funding and Support</li> <li>Impact Criteria               <ul style="list-style-type: none"> <li>Economic</li> <li>Social</li> <li>Brand</li> </ul> </li> <li>Political Support</li> <li>Partner with industry</li> </ul>	<ul style="list-style-type: none"> <li>Advocacy (Voice for Sport Events)</li> <li>Research/Prospect</li> <li>Information Hub</li> <li>Business Development</li> <li>Impact Based Assessment               <ul style="list-style-type: none"> <li>Feasibility/ Business Case</li> <li>Capacity</li> <li>Seasonality</li> </ul> </li> <li>Partnerships (government, industry and community)</li> </ul>	<ul style="list-style-type: none"> <li>Advocacy (Voice for Sport)</li> <li>Research/Prospect</li> <li>Partnerships (government, industry and community)</li> <li>Participation               <ul style="list-style-type: none"> <li>Clubs</li> <li>Athletes</li> <li>Coaches</li> <li>Officials</li> </ul> </li> <li>Sport Development</li> <li>High Performance</li> <li>Volunteers</li> <li>Facility Specs</li> </ul>
	<ul style="list-style-type: none"> <li>Bid Assessment (Project go/no go)               <ul style="list-style-type: none"> <li>Bid Project Management</li> <li>Bid Communication</li> </ul> </li> </ul>		
	<ul style="list-style-type: none"> <li>Bid Funding</li> <li>Bid Support</li> <li>Mega and Multi-Sport Event Bids</li> </ul>	<ul style="list-style-type: none"> <li>Bid Partnership Development</li> <li>Site Visit Planning and Execution</li> </ul>	<ul style="list-style-type: none"> <li>Bid Technical Development</li> </ul>



	GOVERNMENT	SPORT TOURISM	SPORT DEVELOPMENT
Lead	RMWB Government of Alberta Government of Canada	Fort McMurray Tourism	Wood Buffalo Sport Connection
Execution Phase	<ul style="list-style-type: none"> <li>Event Funding</li> <li>Financial Guarantee</li> <li>Facilities</li> <li>Municipal Services</li> <li>Economic/Business Development</li> <li>Community Engagement</li> <li>Community Image Building</li> <li>Manage Dislocation</li> </ul>	<ul style="list-style-type: none"> <li>Sport Tourism Communication</li> <li>Event Promotion</li> <li>Brand Activation</li> </ul>	<ul style="list-style-type: none"> <li>Operations Planning</li> <li>Technical Lead</li> <li>Sport Promotion and Recruitment</li> <li>Transfer of Knowledge</li> <li>Sport Development</li> <li>Planned Legacy</li> </ul>
	<ul style="list-style-type: none"> <li>Evaluation               <ul style="list-style-type: none"> <li>Economic Impact</li> <li>Social/Resident</li> <li>Brand and Media Impact</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Evaluation               <ul style="list-style-type: none"> <li>Economic Impact</li> <li>Visitors</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Evaluation               <ul style="list-style-type: none"> <li>Participation</li> <li>Sport Metrics</li> </ul> </li> </ul>

# Measuring Success

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Sport Tourism

Sport Development

Economic

Tourism

Brand

Social

Cultural

# Information Session #1 January 12

## Syncrude Sport and Wellness Centre

### 28 Participants :

- Amateur Sport Clubs
- Industry Partners
- Keyano College
- Hotel Partners
- Sport Development Professionals
- Facility Partners



# Information Session #2 January 12

## The McMurray Experience

### 18 Participants :

- Amateur Sport Clubs
- Public School District
- Industry Partners
- Media Outlet
- Hotel Partners
- Sport Development Professionals
- Facility Partners



# Recommendations

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- 1) Lead agencies for:
  - Sport Tourism – Fort McMurray Tourism
  - Sport Development – Establish the Wood Buffalo Sport Connection
- 2) Resourcing for Lead Agencies (Financial and Human)
- 3) Clarity around roles and responsibilities
- 4) Align public policy with sport outcomes
- 5) Establish rules of engagement for future sport bids and sport development
- 6) Create region-wide information sharing solution – SharePoint

# Thank You

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