



City of
Peterborough

To: Members of the Arenas Parks and Recreation Advisory Committee

From: Rob Anderson, Recreation Division Coordinator

Meeting Date: October 17, 2017

Subject: Report APRAC17-034
Sport Tourism Activities

Purpose

A report to inform of efforts being undertaken to enhance sport tourism opportunities within the City.

Recommendation

That the Arenas Parks and Recreation Advisory Committee approve the recommendation outlined in Report APRAC17-034 dated October 17, 2017, of the Recreation Division Coordinator, as follows:

That report APRAC17-034 be received for information.

Budget and Financial Implications

There is no budget or financial implication resulting from the approval of the recommendation of report APRAC17-034.

Background

Sport Tourism Group

In January 2017, City Staff invited representatives from Trent University, Fleming College, and Peterborough and Kawartha Economic Development to meet and consider the merits of working collectively on sport tourism opportunities of mutual interest. It is recognized that each organization has a focus on sport tourism, but tended to work separately on attracting and managing specific events. Each party was supportive of meeting on a quarterly basis. The group is unofficially referred to as the Sport Tourism Group (STG). In recent years, City Council has supported improvements to existing sport facilities and, the development of new sport facilities, through various partnerships. This has positioned the city better to host major sporting events.

2020 Ontario Summer Games Bid

In 2016, Council provided approval to submit a letter of intent to bid on the 2020 Ontario Summer Games (The Games). Each organization on the STG would play a major role, if the City secured The Games. As such, the STG worked collaboratively in the preparation of a bid to host the Games. The County of Peterborough was also invited to participate in the bid preparation, as The Games activities would extend into the neighbouring Townships. As of the date this report was written, the outcome of the bid process has not been announced by the Ministry of Tourism Culture and Sport.

The Games include 20 sports, bringing approximately 3,500 athletes, coaches and officials, along with thousands of spectators to the area for the four-day event, in mid-August 2020. The Games traditionally generate a positive economic impact to the host community of approximately \$6 million.

2018 Special Olympics Ontario School Championships

The 2018 Special Olympics Provincial School Championships will be held in Peterborough from Tuesday May 29 to Thursday May 31, 2018. The event will bring 1,000 plus athletes, coaches and officials to the City, along with thousands of spectators. In recognition of the 50th anniversary of the Special Olympics movement, this event will be the only Special Olympics Games held in 2018. The championships will be the premier event to kick-off the 50th anniversary celebrations. As such, there will be a number of observers in attendance from other provinces and the United States. There is growing interest in viewing the way that Special Olympics Ontario involves school age athletes in a Special Olympics program, which is the first of its kind in North America.

Special Olympics Ontario School Championships program provides sport training and competition opportunities to high school athletes with intellectual disabilities. The initiative strives to offer a fun and inclusive sport environment where youth, ages 13-21

years, can compete in high level competition, regardless of their level of skill or experience. The Championships include five sports: Basketball, Bocce, Soccer, Floor Hockey, and Track & Field. Each sport will have a unified division, in which half of the teammates on each team are persons with an intellectual disability and the other half are students who demonstrate leadership traits.

There will be 61 qualifier events across the province leading up to the 2018 Championships, one of which will be held at St. Peter High School in March 2018. In April 2018, a School Sport Festival will be held in Peterborough to promote the Provincial Championships.

The student residences at Trent University and Fleming College will serve as the Athlete Villages. Local high schools, the Kinsmen Arena, and the sport complexes at Fleming College, Thomas A. Stewart and Trent University will be utilized as sport venues. The Peterborough Memorial Centre will be the site of the opening and closing ceremonies.

2019 Women's U-19 World Lacrosse Championships

The FIL (Federation of International Lacrosse) Women's U-19 World Lacrosse Championships return to Peterborough in 2019, from August 1 to August 10. The Championships were last hosted in Peterborough in 2007.

There will be 20-24 teams participating from around the world. This is double the number of teams that participated in the 2007 Championships. The games will be played at the sport fields at Trent University and Fleming College, with the student residences serving as the athlete villages. Opening ceremonies will take place at Trent University on July 31st.

The organizing committee is in the early planning stages for this event, which in addition to the lacrosse competition will include festivals, a banquet, and other activities. It is estimated the Championships will generate a positive economic impact to the community of between \$6 million to \$8 million over the 10-day event period.

Summary

Since 2013, City Council has supported the development of new sport facilities within the City, including three new FIFA certified all-weather turf fields, one official sized natural turf field, and an official sized baseball diamond. The presence of these facilities improves the City's ability to host major sporting events, generating sport tourism revenue for the community. Council is encouraging a pro-active approach to attracting major sport tourism events to the City. The Sport Tourism Group established in 2017 will continue to work collaboratively to search out and attract sport tourism opportunities.

Submitted by,

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