



About: The Edmonton Sport Council is a non-profit society serving and representing Edmonton's sport, active recreation, and active living community.

Vision: All Edmontonians living active for life.

Mission: Advance the sport, active recreation, and active living sector by strengthening the sector and giving voice to issues affecting the sector.

Why Sport?

While there are many definitions for sport, for the purpose of this document, the following definition is used: *All forms of physical activity that contribute to physical fitness, mental wellbeing, and social interaction, such as play, recreation, organized or competitive sport, and indigenous sports and games.*¹

85% of Canadians agree that participation in sport builds stronger communities.²

More than half of all Canadians are involved in community-level sport as participants, spectators, volunteers, coaches, or officials. And while we experience the benefits of sport most immediately as individuals, it can also play a major role in strengthening communities by bringing people together, building social capital and fostering greater inclusion of excluded groups.

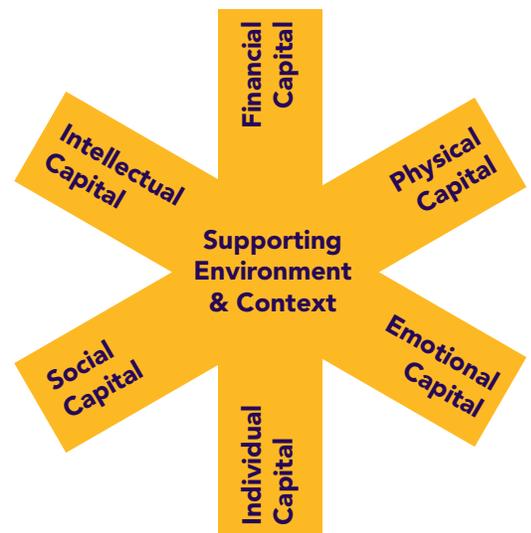
That's because in all forms — community or school-based, recreational, or competitive, structured or not, for fun or for personal excellence — sport at its best:

- Unites individuals, families, neighbourhoods, and communities together as players, volunteers, spectators, and advocates.
- Connects people across geographic, economic, ethno-cultural and other boundaries.
- Provides positive role models – from coaches to elite athletes.
- Teaches sports, leadership and life skills that improve self-esteem and interpersonal skills.
- Connects vulnerable people and groups with networks, information, and services.
- Encourages active citizenship for people of all ages, and fosters trust, reciprocity, and a sense of security and belonging among community members.

These are but a few examples of the underestimated comprehensive benefits of sport.

The spectrum of benefits to an individual and economy are synthesized in the Human Capital model which was initiated by Nike Inc. through a multidisciplinary input and validation process with a pool of experts.

Informed by more than 500 pieces of published research, the model consists of "capitals". Each capital refers to a set of outcomes that underpin our well-being and success.³ Visit www.edmontonsport.com/participant_information/physical_activity_benefits for more information on the Human Capital model.



Understand Sport

A Job Creator and Economic Driver:

In sport event hosting, Edmonton is a leading city, not just in Alberta and Western Canada, but nationally and internationally. Prior to the pandemic, there was at least one sporting event every weekend that attracted all sorts of participants - often accompanied by family members. While these events included Oilers or Elks games and signature events like the 2021 World Triathlon Championship Finals, it was the tournaments, competitions, training camps, and clinics happening almost every weekend that were filling hotels, generated restaurant visits and drove retail and other spending in Edmonton. The value of sport tourism in Alberta in 2015 was \$743 million. Coming out of the pandemic, Edmonton is in an elite division for attracting events, including those of an international level.⁴

In 2017, on average, an Alberta household spent more than \$2,050 on various elements of amateur sport such as equipment, training costs, facility use, spectator costs, sport-related travel and social activities. These expenditures supported an estimated 55,000 full time jobs after accounting for indirect impacts in activities such as travel, tourism, and other economic activity that is driven by sport participation officials.⁵ In 2016, Edmonton's population was 932,546⁶ and the average Alberta household size was 2.68 individuals⁷. Therefore, total 2017 household expenditures on the various elements of amateur sport in Edmonton are estimated to have been in the neighbourhood of \$713.3 million.

The Sector:

- **950+** organizations or individuals provide opportunities to Edmontonians⁸
- **Non-profit** (Soccer, hockey, basketball, etc.) & **for-profit** (Bowling, fitness, dance, etc.)
- **Non-profit:**⁹
 - **Largest** of Alberta's voluntary sectors
 - **28% of all volunteers**
 - **73%** are not registered charities and are not eligible to receive donations from foundations
 - **74%** have no paid employees
 - **88% of total revenues from sources other than government**
(only Religion and Business and professional associations and unions rely less on government funding)

Challenges

Top barriers preventing Edmontonians from being more physically active:¹⁰

1. Time constraints
2. Cost
3. Location of facilities
4. Availability of programs
5. Weather
6. Inconvenient or inadequate facilities
7. Family responsibilities
8. Health reasons
9. Active transit issues
10. Motivation

Build through Sport

Host mega, major and signature sport events that bring positive benefits:

1. Require that all mega, major and signature sport events hosted in Edmonton leave a legacy. These legacies may be infrastructure, monetary, programming, and/or social in nature.
2. Require that any facility developed or redeveloped to host a mega, major or signature event must be accessible for community use after the event.
3. Set a target that 1% of all revenue generated from mega, major and signature sport events hosted in Edmonton be invested in a financial legacy to advance sport in Edmonton. Such legacies shall be utilized to operate and maintain any facilities created for the event and advance programming - especially that which advances the participation of socially and economically marginalized Edmontonians in sport, physical activity, and active recreation. Such legacies may be:
 - a. Held by the event host or their designate, or
 - b. Transferred to the Universiade '83 Foundation trust account held by the City of Edmonton.
4. Update the Universiade '83 Foundation grant priorities to include projects that build participation of socially and economically marginalized Edmontonians in sport, physical activity, and active recreation, and when sufficient funds exist, increase the frequency of distribution of grants.
5. Ensure that all mega, major and signature sport events hosted in Edmonton create a social legacy. Social legacies are defined as positive impacts that foster improvements in an individual's circumstances, opportunities, engagement, awareness, and overall health, particularly socially and economically marginalized Edmontonians. Legacy examples include employment inclusion targets of hiring workers with a disability, veterans and other marginalized or vulnerable Edmontonians. More about social legacies at www.edmontonsport.com/pdfs/building_social_legacies.pdf

Invest in Edmontonians:

1. While the City of Edmonton has, over the last two decades, made significant investments in recreation and sport infrastructure, there is a need for continued investment in open spaces and sport and recreation infrastructure, and the activation of these traditional and non-traditional spaces and places. This would help meet the vision of the 2020 City Plan as Edmonton's population grows from one million towards two million.
2. Advance the participation of marginalized and vulnerable Edmontonians in sport through continuing to support the Leisure Access Program and supporting a service package for the reimagined Community Investment Operating Grant program. Doing so will result in positive returns to the health and wellness of Edmontonians and Edmonton through decreased health care, policing and justice, and social services expenditures.
3. In meeting **the City Plan** goal of 15-minute communities and increased use of public transit, address travel barriers for sport and recreation purposes, especially as it relates to children and youth and those experiencing a disability.

Be a Champion:

1. Advance Edmonton as a Healthy City through all City Council decisions for the benefit of all Edmontonians and to retain and attract the workforce of tomorrow.
2. Continue to take an active role in moving the **Live Active Strategy** forward and recognize that physical activity has a social benefit. Read the Strategy at www.edmonton.ca/liveactive.
3. Encourage and support all Edmontonians in choosing their own ways to be active.
4. Be an active role model for all Edmontonians.

Imagine Different

Imagine Edmonton's recreation facilities being used to capacity 16 hours every day and not just during prime time! Being creative through new pricing, programming and rental models for those times and days when these facilities are underutilized or unused could entice new users to generate new revenue in addition to looking at cost-saving opportunities. Creative thinking examples:

1. Once on the brink of disappearing, creative thinking by the Edmonton Ski Club saw the introduction of new programming and a small discount during non-busy hours this last winter for lift tickets and equipment rentals for skiers and snowboarders. These initiatives resulted in an increase in visitors and new participants during the day which had been traditionally quiet. Overall, there was approximately a 500% year over year increase in visitors to the hill. New winter programming included an ice wall, snow tubing, and safety courses. New Spring and Summer 2021 programming includes luxury picnics on the patio, the "Winter In Summer Music Festival", along with bike programming, sales and service.
2. Athletics Alberta, Alberta Basketball, and Volleyball Alberta along with other partners including Explore Edmonton are examining redevelopment of the Edmonton EXPO Centre as a centre for sport when not required for trade shows and conventions. The creative vision ranges from elite athlete training to community programming through utilizing the facility beyond prime-time hours. Community programming includes league play and participation opportunities for vulnerable Edmonton children and youth.
3. Many service providers developed a variety of fitness and other videos for their websites and promoted these resources via websites and social media platforms. While many individuals will be keen to return to their in-person classes, a COVID-19 legacy could be virtual fitness and other classes that are more affordable for those that cannot afford a traditional facility membership.
4. Many facility owners generate revenue by leasing space for the sale of retail sports equipment and a few have gone so far as to purchase coffee and/or other quick convenience food franchises.

Connect with us:

Phone: 780 977 7674

email: admin@edmontonsport.com

www.edmontonsport.com

Follow us on Twitter @YEGSportCouncil

References:

- ¹ United Nations Inter-agency Task Force on Sport for Development and Peace, 2003
- ² **2015 Vital Signs Report on Sport and Belonging**, Community Foundations of Canada in partnership with the True Sport Foundation
- ³ **Designed to Move: A Physical Activity Action Agenda**, Nike Inc. 2012
- ⁴ Grant MacDonald, Chief Operating Officer of Sport Tourism Canada on CBC Edmonton AM on July 26, 2021
- ⁵ https://canadiansporttourism.com/sites/default/files/docs/value_of_sport_tourism_in_canada_2015_including_prov_march_2017.pdf
- ⁶ <https://www150.statcan.gc.ca/n1/pub/62f0026m/2017002/app-ann-g-eng.htm>
- ⁷ www.edmonton.ca/city_government/facts_figures/municipal-census-results accessed July 27, 2021
- ⁸ Edmonton Sport Council database accessed July 14, 2021
- ⁹ **Cornerstones of Community: Highlights of the National Survey of Non-profit and Voluntary Organizations**, Statistics Canada September 2004
- ¹⁰ 2015 City of Edmonton Online Survey



FUNDING SUPPORT
RECEIVED FROM

