



# EVENT STRATEGIC PLAN 2005-2008





Sport Kelowna is a community based partnership committed to supporting Kelowna’s sport community through sport development, sport tourism, and sport partnerships. This unique partnership between the City of Kelowna, Tourism Kelowna, and Pacific Sport was formed in 2002, and has since then committed themselves to developing a sport infrastructure that will support and enhance local activities while promoting sport tourism.



## OUR VISION

Our vision is to be recognized as a valuable community resource dedicated to excellence in enhancing sport delivery, in which our services provide value to the sport community.

## OUR MISSION

The team goal of Sport Kelowna is to attract, create and support sporting activities at all levels of participation, which will enhance the quality of life and economic well being for the Kelowna community. The source of our expertise is our wealth of local sporting organizations which allow us to continually build successful sport programs and activities. Strong cooperative relationships with these organizations have enabled us to host an impressive and exciting spectrum of events. We are a team of leaders who will enhance the sport community through:

<b>Event Services</b>	The developing of bidding and hosting services to enhance the planning, growth and development of sport events, and market Kelowna as the ‘preferred sports and event destination’.
<b>Organizational Development</b>	The development of programs and resources that build organizational capacity and strengthen the sport community.
<b>Coach and Athlete Development</b>	The development of programs and services to assist in the ongoing educational and skill development of coaches and athletes.
<b>Facilities</b>	The development and operation of event friendly facilities that meet and exceed event needs.
<b>Sport Events</b>	The development of tournaments, leagues and programs for youth, adult and senior participation. These events will support local participation combined with a sport tourism focus.



## OUR PRIORITIES

For 2005 - 2008 Sport Kelowna's priorities as it relates to event development will be as follows:

- **Enhance the profile, visibility and credibility of sport in Kelowna at the local, provincial and national level.**
- **Increase the number of sport tourism activities during the shoulder season (October thru May).**
- **Maximize Olympic and Paralympic opportunities.**

The last 5 years have provided the most exciting and rewarding period in our City's sporting history. Especially notable in our achievements were our unparalleled success with hosting the 2004 MasterCard Memorial Cup, the 2003 BC Disability Games, various national championships, and other major international competitions.

We are the envy of other communities in so many areas of sport. The creation of Sport Kelowna and the immense stability of our local sporting organizations has set us apart in the field of sport tourism. As a result we have created this strategic plan to keep us ahead of the game and to maximize every potential opportunity.

Our priorities will be achieved through the strategies outlined in the pages that follow. Sport Kelowna will make decisions based on these priorities. Every attempt will be made to ensure that Kelowna's sport tourism is strengthened over the next decade leading to a higher yield of economic impact in our community.

We are extremely proud of our past successes and embrace the challenges presented for the next 3 years. The Plan will build on those achievements to provide our community with a more effective sport system. Maintaining our level of success in hosting high profile events will prove to be a challenge as we face competing communities who are currently striving to achieve the same partnerships and opportunities that Sport Kelowna has created.

However, as we look forward to the 2010 Winter Olympics and Paralympic Games, and most importantly, the Kelowna 2008 BC Summer Games, we are sure that the spirit for sport in Kelowna will be renewed with enthusiasm and committed to pursuing all sporting ambitions.



## 2005 - 2008 STRATEGIC PRIORITIES

**Enhance the profile, visibility and credibility of sport in Kelowna at the local, provincial and national level.**



### Strategies

- Establish and maintain effective communications with our LSO's, PSO's and NSO's to ensure that they understand our role and contributions to sport in Kelowna:
  - electronic surveys.
  - touch base with each group monthly (emails, newsletters, follow-ups)
  - mail-out of sport tourism sales flat sheet to all events-right holders.
  - attend Provincial and National Sport Congresses to meet with PSO's and NSO's for continued sales relationships.
- Develop and revise existing communication material:
  - Create a sport facility guide, listing all specifications of all sporting facilities in the city.
  - Create a sport facility map.
  - Create and implement post event reports (how to improve, what worked vs. what didn't, mini survey on the facility, and what could be done to improve the event.)
  - Re-design the current bid proposal packages to present material in a clearer fashion, and tailored to each sporting need.
- Provide resources that assist in hosting sporting events.
  - Create an event hosting guide - quick tutorial on procedures for hosting major events, all necessary contacts, and time guidelines.
  - Enhance the existing Event Kit (add new materials such as digital camera, tournament software, event staff vests crested with Sport Kelowna, dolly, cork board, signage, portable fax/copier/scanner).
  - Create library of print materials (i.e. How to get sponsorship, Event Management, How to Write Proposals, etc...)
- Develop and implement a public and community awareness campaign designed to profile Sport Kelowna as "the voice for sport" in Kelowna:
  - enhancing the website.
  - presentations.
  - media advertising.
  - fly the Sport Kelowna banner with every event we support, and take every opportunity to put the logo on tournament material.



**Increase the number of sport tourism activities during the shoulder season (October thru May).**

**Strategies**

- Develop primary and secondary sport list to focus on:
  - evaluate LSO surveys.
  - compile hosting history, and determine what groups have the strengths right now to host.
  - develop relationship with the BC High School Sports Association, and local schools for hosting championships in the 2007 season.
  - explore masters and extreme sports opportunities.
- Create a championship inventory:
  - connect with PSO's for bid packages, deadlines, dates, and technical information for hosting.
  - Connect with NSO's for bid packages, deadlines, dates, and technical information for hosting.
  - Evaluate if we have the facility capacity to host the various events, and single out those that have potential.
- Build LSO capacity to host events:
  - assist with volunteer training, connect them with the Volunteer Kelowna special event registry.
  - financially provide support through the Sport Event Development Grant.
  - educate LSO's on hosting opportunities available and application deadlines.
- Fabricate a new sporting event to be hosted in the Jan-Mar period. Possible ideas are:
  - Winter Sports Festival involving indoor sports associated with the BC Winter Games - Sport Fest concept.
  - Mountain Sports Festival, competitions in a variety of challenging adventure sports (mountain biking, skateboarding, disc golf, ultimate, etc...) combined with Kid Stuff Events and Exhibitors.
- Partner with hotels to provide competitive sport team rates during the October thru May period. Create package deals that would include complimentary accommodation for all out-of-town officials.
- Investigate the opportunities of hosting sport conferences, official development sessions, AGM's, and other sporting events that are outside of the competition category.





**Maximize Olympic and Paralympic Opportunities.**

**Strategies:**

- Identify and attract Winter Olympic sports that can be staged in Kelowna:
  - notify national sport bodies that we are interested in hosting, and develop a relationship to access their international sport contacts.
  - work with LSO's that have previously hosted internationally events have already established international relationships.
- Ensure LSO's are aware of the legacy opportunities, including funding and hosting programs (Hosting BC).
- Distribute Kelowna's sport hosting information internationally. Send information regarding price points for facility usage, accommodation, athletic support services (physiotherapy, sport medicine, nutritionists etc.), location, climate, and hosting history.
- Establish local partnerships that will support the development of opportunities (hotels, Prospera Place, restaurants, etc.).

