

SPORT HOSTING  
VANCOUVER

JUNE 2018

# Progress Report





## Introduction

Sport Hosting Vancouver is pleased to present this 2018 Progress Report. The economic and community impacts of sport hosting in Vancouver can be seen on and off the field of play. Through our strategic partnership, we have been able to work to attract and support events, making them successful on every level.

## How We Got Here

City Council approved the Sport Hosting Vancouver Action Plan on December 15, 2015 including the authorization for the City to partner with Tourism Vancouver, the Vancouver Hotel Destination Association, the University of British Columbia and the B.C. Pavilion Corporation.

Known as the Sport Hosting Vancouver (SHV) Partnership, its mandate is to proactively identify a balanced portfolio of sport events that deliver significant economic and social benefits for Vancouver. Since its inception, the SHV partnership has expanded to include the Pacific National Exhibition as a strategic venue partner.

The collaborative partnership has produced 10 major event bids, successfully winning 6, and currently competing for 2 confidential bids pending decision.

### **Bids won:**

- 2016-2019 HSBC World Rugby Series – HSBC Canada Sevens
- 2017 Ironman 51.50 (Sprint Triathlon)
- 2018 Canadian Tire National Figure Skating Championships
- 2019 International Skating Union (ISU) Grand Prix Final
- 2019 IIHF Junior World Championships (hockey)
- 2019 UCI Gran Fondo Qualifier Series & 2020 Gran Fondo World Championships

We look forward to continued success in the future.





## 2017-2018 SPORT HOSTING VANCOUVER

# Notable Success

Vancouver continues to rise for major sport events with record setting attendance at events hosted in 2017-2018.

## Record setting attendance

28,017

Canada vs USA Women's National  
Soccer Match

**EXHIBITION RECORD**

77,096

HSBC Canada Sevens

29,480

Rugby Canada vs. Maori All-Blacks

**15'S EXHIBITION RECORD**

43,000

2018 Canadian Tire National Skating  
Champions

**15-YEAR HIGH RECORD**

17,314

2018 BMO Vancouver Marathon

**63 COUNTRIES, MOST  
FINISHERS EVER**

## Industry Recognition

Sport Business Ultimate Sports  
Cities – **WINNER** - Best Quality  
of Life and Economic Impact City

Over **3000** complimentary  
tickets distributed by  
event organizers to  
youth in Vancouver

2017 - 2018

# Major Event Highlights



## HSBC Canada Sevens

MARCH 10-11, 2018 | BC PLACE

The HSBC Canada Sevens has been an incredible success story for Vancouver and British Columbia, supported by local businesses, government, and record number of fans who bring the stadium and city to life in extraordinary ways. Since its debut in Vancouver in March of 2016, the Canada Sevens tournament has drawn record breaking audiences year over year, and has had a significant economic impact on the region. In total there are 10 stops on the World Rugby Sevens Tour, and Vancouver has been voted by the athletes as a tour favourite stop each year.

With over 2,300 hotel rooms booked for the event requirements across seven downtown properties, the impact of this event is wide-spread across the city (this does not include fan or spectator blocks). Through aggressive out of province marketing objectives, we have seen increases in international tickets sold (over 3,000 in 2017 and 2018) and out of province Canada-wide uptake increase (over 5,000 tickets sold outside of BC in Canada in 2018).





## Record setting attendance increases



## Economic Activity (GDP)





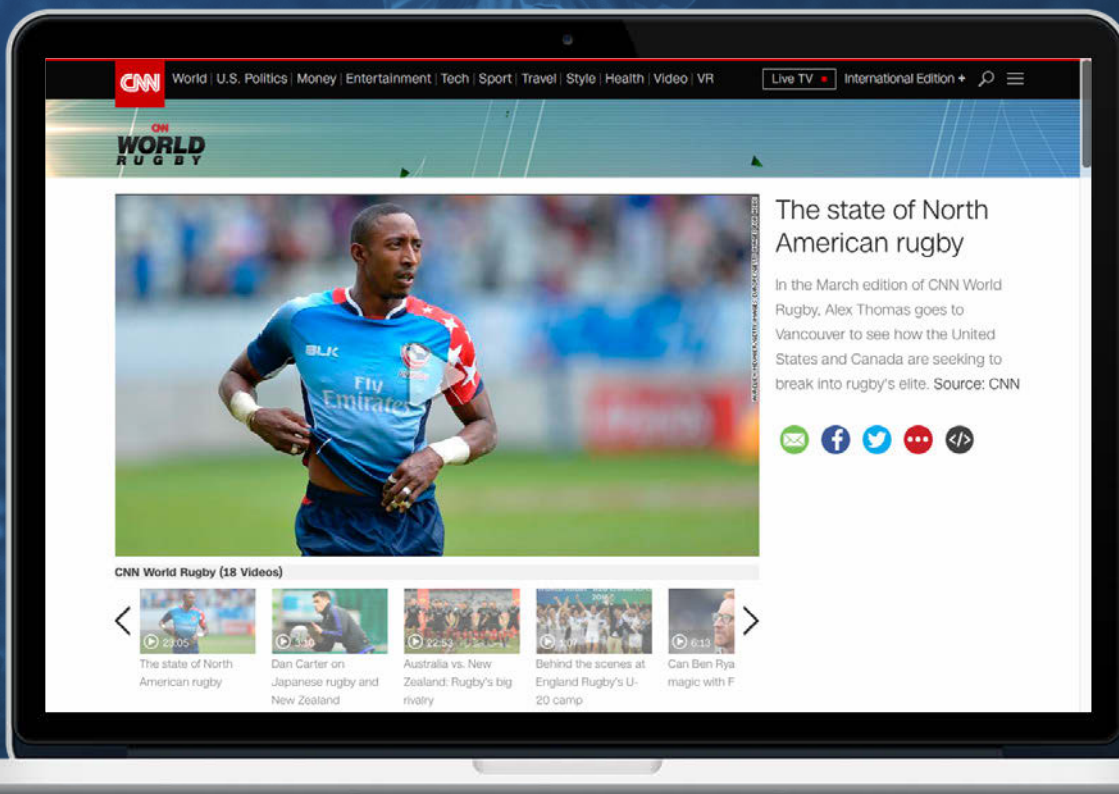


## Community Outreach

In the week leading up to the main event, each team took part in the community outreach program designed to leave a meaningful legacy in Vancouver through engagement with the event. 2018 was the first year of the Canada Sevens where each national team participated in a community visit at a local school, First Nation or community centre.

Tuesday March 6	<b>NEW ZEALAND</b>	Sir Charles Tupper School
	<b>ARGENTINA</b>	St Augustines Elementary School
	<b>FIJI</b>	Tsleil Waututh First Nation Community Centre
	<b>SAMOA</b>	Squamish First Nation – Carson Graham Secondary School
	<b>SOUTH AFRICA</b>	West Vancouver Secondary School
	<b>WALES</b>	St George's Secondary School
	<b>ENGLAND</b>	Hillcrest Community Centre
Wednesday March 7	<b>KENYA</b>	Mulgrave School
	<b>SPAIN</b>	Strathcona Elementary School
	<b>AUSTRALIA</b>	Trout Lake Community Centre
Thursday March 8	<b>RUSSIA</b>	Andy Livingstone Park Fields
	<b>FRANCE</b>	Henry Hudson Elementary School
	<b>SCOTLAND</b>	West Vancouver Rugby Academy (Hollyburn Country Club)
	<b>URUGUAY</b>	Britannia Community Centre
Friday March 9	<b>USA</b>	Musqueam First Nation Community Centre





## CNN Feature

In March 2018, CNN reporters travelled to Vancouver to witness the HSBC Canada Sevens for themselves. While touring Vancouver, they explored why the event has been such a resounding success in its first 3 years, and how it is supporting sport development in the region.

[SEE ARTICLE HERE](#)





## Rugby Canada vs Maori All-Blacks

NOVEMBER 3, 2017 | BC PLACE

A buzzing record Rugby Canada crowd of 29,480 took to BC Place Stadium before kick-off awaiting the performance of the famed Haka by the Maori.

The hosting of the Maori All-Blacks in Vancouver presented a significant opportunity to engage with the local indigenous sport community and highlight activities that aligned with the Truth and Reconciliation Commission Calls to Action through sport:

### **Maori All Blacks Official Welcome to Vancouver**

Sport Hosting staff worked with the Musqueam, Squamish and Tseil-Waututh nations to traditionally welcome the Maori All-Blacks to Vancouver. It was a moving ceremony at the Britannia Community Centre with over 1000 local youth who witnessed the welcome exchange of song and dance, including a traditional Haka by the Maori athletes.

### **Half-time**

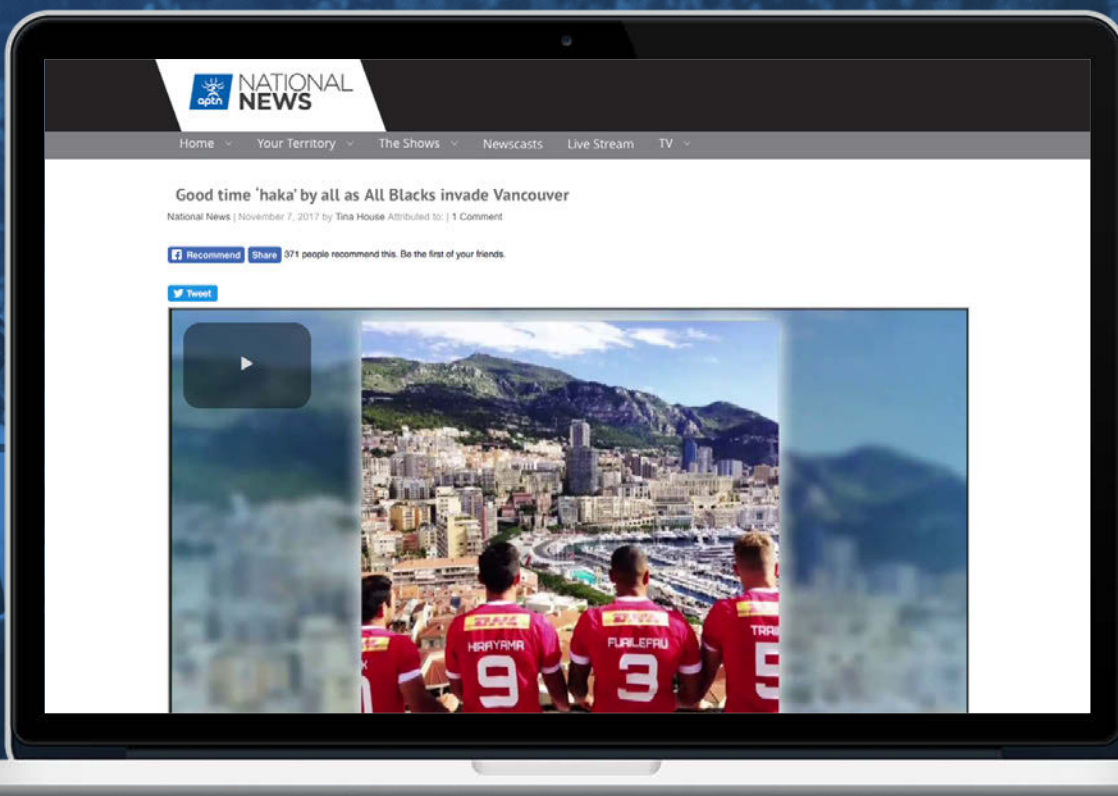
During half-time, an Aboriginal Rookie Rugby demonstration took place with over 500 First Nations youth on the field. This was a memorable opportunity for the athletes who had participated in the weekly program with BC Rugby and the Park Board to take centre field in BC Place.

Additionally, a cultural performance by the MST took place on the field.



# Aboriginal Peoples Television Network (APTN) Feature

[SEE ARTICLE HERE](#)







## 2018 Canadian Tire National Figure Skating Championships

JANUARY 4-12, 2018 | DOUG MITCHELL THUNDERBIRD ARENA, UBC

This Canadian Championship served as the Olympic Trials for Team Canada in the 2018 Winter Olympic Games. Over 43,000 enthusiastic fans watched and cheered Canadian athletes as they competed for a chance at the Olympics. This was a 15-year high record setting crowd for Skate Canada. Over 1.1M viewers watched on the national broadcast across Canada (partners CTV and TSN) and over 265,000 viewers watched the non-broadcast portions through the live stream.



## 2018 BMO Vancouver Marathon

MAY 4, 2018 | QUEEN ELIZABETH PARK, STANLEY PARK AND DOWNTOWN VANCOUVER

A record-breaking number of 17,314 runners registered for this year's BMO Vancouver Marathon from 63 countries. Marathon organizers attribute this success to the support of Sport Hosting Vancouver and its tourism partners providing international marketing resources that targeted the running destinations of China (Shanghai Marathon) and Mexico (Guadalajara Marathon).

The strategic marketing support for the BMO Vancouver Marathon has proven success of investing in existing sport events to incrementally benefit the visitor economy and profile of Vancouver internationally. We look forward to expanding these strategies with the Marathon organizers in 2019.

### **Sport Hosting Vancouver support difference – 2018 over 2017:**

- International registrations up +17.3%
- United State registrations up +7.3%
- Canada registrations up + 8.1%
- Overall registration up 9.4% to break record numbers

### **Airbnb**

- Airbnb hosts reported earning more than \$1.2 million combined over Marathon weekend, the most since the service launched in the City, through 9,339 guests

[VIEW BMO VANCOUVER MARATHON PHOTOS](#)



# Community Sport Hosting Grants

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The Vancouver Community Sport Hosting Grant program reflects the local focus on sport events and the community it serves. These events prioritize sport development and increase local sport hosting capacity and effectively support a wider variety of events hosted by local non-profit sport organizations. The hosting of quality and sustainable sport events will promote physical health and wellness, nurture life and leadership skills, promote volunteerism and foster both civic pride and participation.

Through the support of City of Council, our expanded outreach and work with the Vancouver Park Board, the Community Sport Hosting Grant program supported 32 events and initiatives, surpassing the goal of supporting 25 community sport events in 2017.

## Feature Events

### 2017 Nike N7 All Nations Basketball Series and Youth Summit



The All Nations Basketball Series took place at the Aboriginal Friendship Centre, Musqueam Community Centre and the Tsleil-Waututh Community Centre. Registration was free to all participants including on-court instruction and 3x3 tournament play, with each youth receiving lunch, a basketball and water bottle. The highlight of the series was the focus on 'All Nations' welcoming all youth of the local community to participate.

The Youth Summit was hosted on June 21, 2017 at Chief Joe Mathias Centre and was a celebration of National Aboriginal Heritage Day. It included inspiring the next generation of aboriginal athletes through on-court movement and skills and off-court speakers series featuring aboriginal figures NHL LA Kings Hockey Player Jordan Nolan and Mrs. Universe 2015 Ashley Callingbull. Each attendee received a notebook, t-shirt and other Nike swag. Attendees came from Musqueam, Tsleil Waututh and Squamish as well as urban youth from the Aboriginal Friendship Centre and Britannia Community Centre.



## 2018 Junior All Native Basketball Tournament

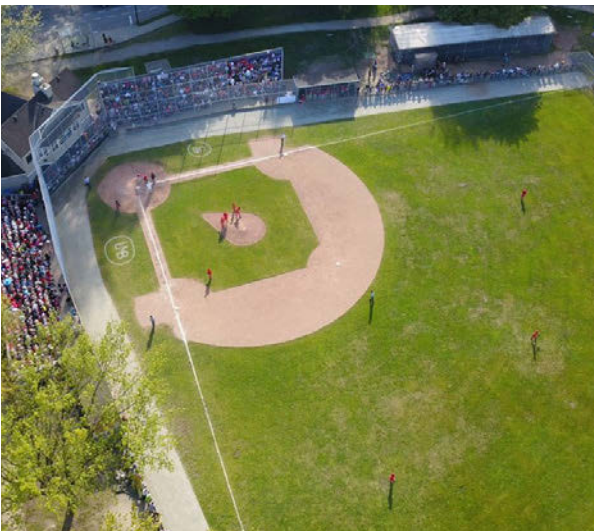


Over 80 teams and 1,300 high school players from First Nation communities around the Province were in Vancouver March 18-23, 2018 to take part in the 2018 Junior All Native Basketball Tournament (JANT). Co-hosted by the North Shore Wolves of Squamish Nation and Vancity Sons All Native Youth Basketball program, JANT was an opportunity to advance and increase the number of BC First Nation youth participation to play basketball as a means to improve fitness, and skill levels while developing leadership and sportsmanship. As part of the event, the Nch'u;7mut Unity Festival was also hosted which included workshops on West Coast Art Design Workshops, Mini Drums, Plants and Medicines and Youth Dance.

[WATCH THE RECAP](#)

[VIEW CTV NEWS ARTICLE](#)

## 2018 Vancouver International Little League Tournament



Little Mountain Little League applied for a new initiative grant to bring the prestigious Tokyo-Kitasuna Little League to Vancouver for a tournament with local clubs. Tokyo-Kitasuna as represented Japan at the Little League World Series six times since 2001 and won four times (2001, 2012, 2015 and 2017). In addition, a second Japanese team and a team from Taiwan travelled to take part in the event. A huge success on all account, the intention for the tournament was to provide an opportunity for children from Vancouver and the rest of British Columbia to experience a world-class baseball event while showing off their amazing home to visitors.

[WATCH THE RECAP](#)

Through increased promotion and awareness of the community sport grant program, we have seen an uptake in diverse sport communities and the applications received have displayed the inclusive sporting atmosphere we have in Vancouver. Upcoming events to look forward to include:



### Rain City Ultimate 'Pride Tournament'

The Rain City Ultimate Club is hosting their second annual Pride Tournament this August to coincide with Pride Week in Vancouver. The Rain City Ultimate Club is a community organization dedicated to promoting ultimate to LGBT2Q+ individuals and allies by providing a supportive and fun atmosphere to develop as athletes and people. The second annual Pride Tournament has already received great interest and is sure to grow year over year with the grant support.



### Special Olympics BC Jon Baillie Floor Hockey Tournament

Special Olympics BC Vancouver Chapter have hosted the Jon Baillie Floor Hockey Tournament for over 20 years. This annual floor hockey tournament in 2017 was the Regional Qualifier for teams to qualify for the 2018 Special Olympics BC Provincial Winter Games. We are proud to support the tournament as an annual event for 3 years (through 2019).



### Canadian Transplant Games

The Canadian Transplant Association is hosting the 9th annual Canadian Transplant Games here in Vancouver this July. Offering 10 sports for competition, this event will see competitors across all age-groups. While you must be a recipient of an organ transplant to participate, the full sport community participates to support this event and will ensure its success while being hosted at multiple venues including UBC.





# Future Focus

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Q4 of 2018, Sport Hosting Vancouver will support three major sporting events.

**We are looking forward to:**

## NCAA Basketball – Vancouver Showcase

NOVEMBER 18-20, 2018 | VANCOUVER CONVENTION CENTRE



From November 18-20, 2018, NCAA Division I Basketball will take over the Vancouver Convention Centre in a unique arena setting that will be built under the sails at Canada Place. 2018 will mark the inaugural year, with the potential to host for 4 years consecutively. The Vancouver Showcase dates are strategically positioned to overlap the American Thanksgiving holiday, and will target American visitors to Vancouver during a low tourism period.

## ISU Grand Prix of Figure Skating Final

DECEMBER 4-9, 2018 | DOUG MITCHELL THUNDERBIRD ARENA, UBC



The ISU Grand Prix of Figure Skating Final® is the concluding event of the ISU Grand Prix of Figure Skating circuit. The series hosts six stops: United States, Canada, Russia, France, China, and Japan. Skaters are awarded points based on their placements at their assigned events and the top six in each of the four disciplines advance to the final. In total there are 72 skaters competing from around the world. WE anticipate over 5,000 contracted room nights and \$9M in economic impact. The true value of this event is in its world-wide broadcast – anticipate over 75M viewers internationally.

## 2019 IIHF World Junior Championship

DECEMBER 26, 2018 - JANUARY 5, 2019 | ROGERS ARENA (VANCOUVER) AND THE SAVE ON FOODS MEMORIAL CENTRE (VICTORIA)



With an estimated economic impact of more than \$50M, and over 15,000 contracted room nights, the World Juniors are anticipated to be a big boost to the visitor economy and profile of Vancouver. The tournament will take place over 11 days and will be hosted in partnership with Victoria. 19 games will take place at Rogers Arena, with all Team Canada games and medal rounds taking place in Vancouver. Ticket sales are tracking positively with over 75% sold. SHV is working closely with Hockey Canada on a community engagement strategy and legacy plans will be shared with City Council in November 2018.



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