

sport  
**calgary**

**2023 Year In Review**



## Message From Our

# CEO

The Sport Calgary team is thrilled to share that we have had a fantastic 2023. Thanks to the support from the City of Calgary and one-time funding, we initiated several new initiatives.

We are eagerly anticipating 2024, where we continue to work on breaking down barriers to participation, and strive to introduce sport to even more Calgarians through our free sport discovery events.

**Catriona Le May Doan, Sport Calgary  
President & CEO**



## About **Sport Calgary**

***'ENSURING CALGARY THRIVES  
THROUGH SPORT FOR EVERYONE'***

Since 2001, Sport Calgary has been assisting, supporting, and influencing the growth of sport in Calgary.

Our goal is to connect Calgarians to sport opportunities.

We work across all sport, helping individuals, teams, and organizations learn, improve and grow.





Sport Calgary's 2023

# Community Reach and Impact



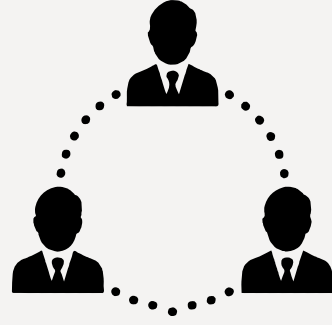
**In 2023, Sport Calgary has become the most followed municipal sport council in Canada!**



**Sport Calgary Social Media Growth in 2023:**

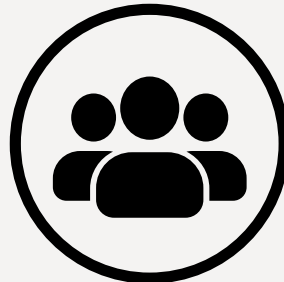
- LinkedIn: 1826 (+32.4%)
- Instagram: 2773 (+38.3%)
- Facebook: 1465 (+14.4%)
- Twitter: 3,599 (+0.7%)
- Tiktok: 130 (+51.2%)
- Website: 88,000 users (+17.6%)

**Our monthly newsletter  
now reaches over 14,000  
unique emails compared to  
12,000 in 2022.**



### **Sport Calgary Membership Growth in 2023:**

- Associate Members: 116 (+55)
- Sport Members: 345 (+42)
- Individual Members: 383 (+129)





## Our 2023 Highlights

The small but mighty Sport Calgary team had a very busy year through our seven initiatives and attending local community events.

### Sport Festival

The Sport Festival was hosted in conjunction with Chinook Blast, on 28th and 29th, 2023.

Despite Mother Nature delivering us the coldest weekend of 2023 to work with, we still had a lot of participants come and try new sports, watch various sport demonstrations, and witness many first-time skaters take advantage of free skate rentals to join frequent users at Olympic Plaza.

### All Sport One City

All Sport One City featured **65 unique sports and activities**. Free sport discovery classes were held in **34 different locations** across all four quadrants of the city, from February 11th - 20th, 2023.

While this event is primarily for adults, we have received great feedback on implementing “family” sessions that allow a family to experience a new sport together. We had a great turnout over the 10 days with over **2,700 registered participants**.



## Annual General Meeting

**Advancing Diversity and Inclusion** efforts in sport, the focus of our AGM and Report to the Community was Representation in Sport on April 20th, 2023.

We had more than **100 attendees** join us at Acadia Recreation Complex to listen to our panelists Hafeez Sumani and Yenukwa Kombian – Founders of Kings of Hearts.

Jason Ribeiro (Calgary Surge) and Anila Lee Yuen (Centre For Newcomers) also spoke at the event.

## All Sport One Day

Our signature event was hosted on two Saturdays this summer, featuring **68 participating sport organizations**.

On June 17th, we had a great day with **5,000 registrants** at 12 different multi-sport locations, featuring 53 different sports.

Our August 19th edition was also a great success with over **3,100 registrants** trying sports at multisport hubs and many facilities throughout Calgary that are owned by sports clubs.

## All Sport One Community

This initiative is designed to bring sport opportunities to communities where access to sport is not always available. We have successfully piloted four, single-day events over the summer months, in Ward 5 and Ward 9.

These events in Taradale, Ogden, Dover, and Castleridge welcomed more than **500 youth and families** where they were encouraged to try a variety of sports including cricket, soccer, martial arts, bhangra, disc golf, and many more.



## Celebration of Sport

On September 13, 2023, the sport and business community came together at the Deane House.

The focus of this year's Celebration of Sport was the **impact sport has on our community**. We had a great fireside chat with Chancellor Jon Cornish and a panel discussion with Haley Daniels, Rilee Manybears, and Hayden Mayeur.

We also celebrated and presented our three awards to the winners, including our **inaugural Sport Volunteer Dedication Award** named after The Honourable Lois E. Mitchell.

## All Sport One Community: Collaborative Programs

We have begun collaborative programs working with social agencies to introduce sport to various populations.

Our most recent program with the Calgary Dream Centre, was an eight week Lacrosse sport discovery with over **50 participants**.

In 2024, we will extend our reach of providing sporting opportunities with additional agencies and community groups.

## Community Events

As part of our outreach and promotion efforts, **Sport Calgary attended numerous events throughout 2023** to inform Calgarians about the various sport opportunities in our city.

We met Calgarians at various events including the Calgary Hitmen, Calgary Stampeders, Calgary Cavalry FC & Calgary Surge games, the Lilac Festival, Century Gardens Sport Court opening, Calgary Minor Soccer World Cup Watch Parties, Olympic Oval Skate 4 Kids, The Power of Voice, and the Downtown Strategy Open House.



# 2024 Areas of Focus

## Diversity, Equity and Inclusion

Sport Calgary is launching free DEI training for our Sport Calgary members.

In-person workshops are being held and we are also giving our members free online educational opportunities.



## Safe Sport

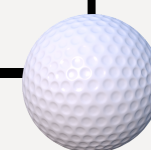
Sport Calgary will be rolling out our Safe Sport initiatives in early 2024.

In the meantime, we have developed Safe Sport web-based resources for sport clubs, coaches, and athletes.



## Sport For Life

Sport Calgary is working closely with the City of Calgary to advance the Sport for Life Policy objectives including the Anti-Racism in Sport initiative.

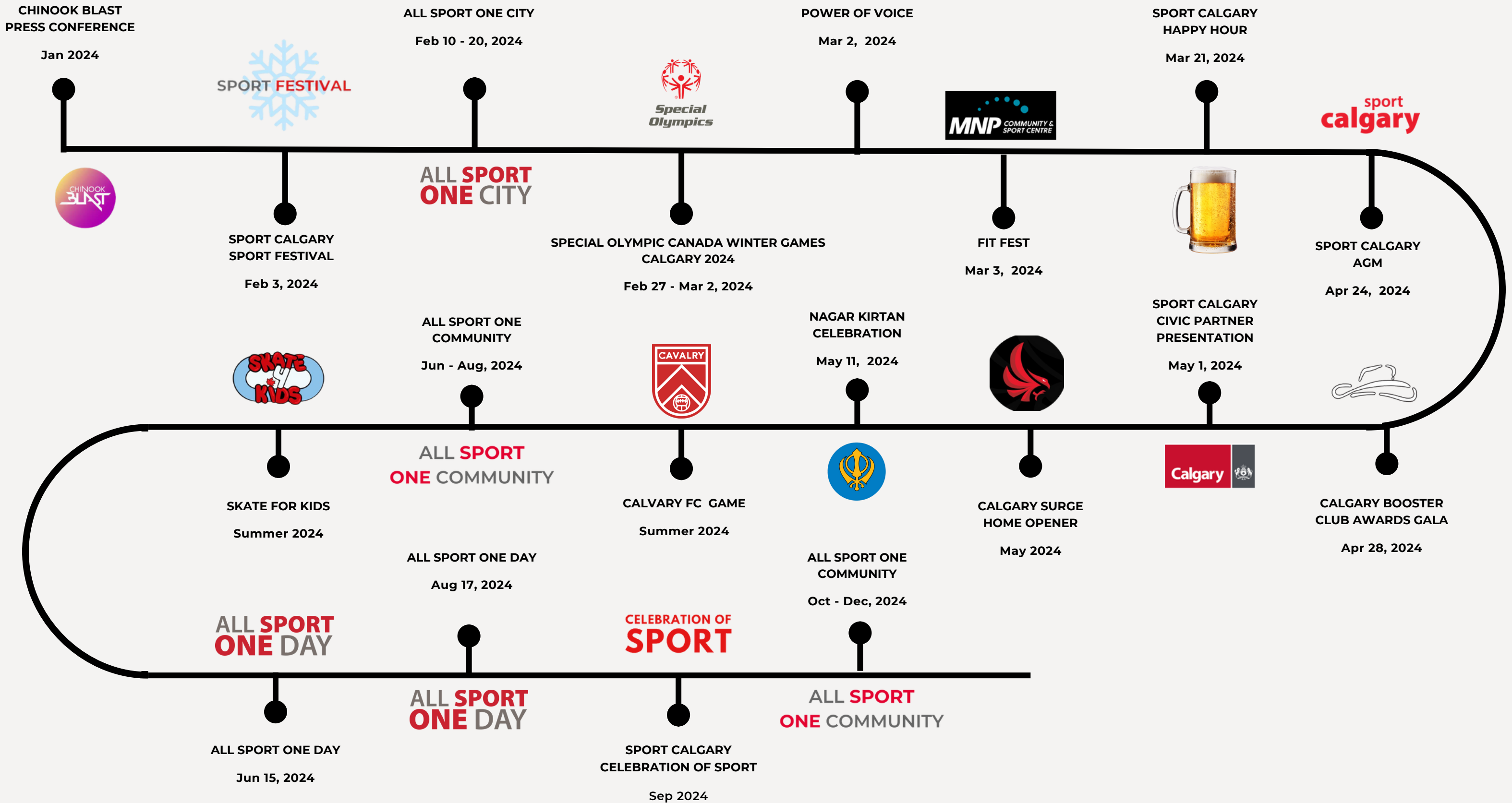


## Enhancing Member Services

Sport Calgary will prioritize personalized interactions, streamlined communication channels, and innovative programs tailored to meet the diverse needs of our members.



# 2024 Timeline





# THANK YOU

Sport Calgary would like to thank our incredible supporters, board and committee members, sponsors, and **volunteers** who make the magic of sport happen in Calgary in 2023!

Your passion and dedication are the driving force behind our success!





Within this space, **you are welcomed, accepted and respected.**

Here, no matter who you are or where you come from,

**you are at home,** regardless of your race,

marital or family status, gender identity

or expression, age, colour, disability, political,

or religious belief or non-belief.

All that we ask is that **you be ethical,**

**excellent and inclusive in all you do,**

and most importantly, **have fun!**