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Town of Aurora
Information Report
No. CMS21-023

Subject: Sport Tourism Summary Report

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Department: Community Services

Date: June 15, 2021

In accordance with the Procedure By-law, any Member of Council may request that this Information Report be placed on an upcoming General Committee or Council meeting agenda for discussion.

Executive Summary

This report outlines the Sport Tourism Summary Report from Sport Tourism Canada which will guide the next steps in the development of a Sport Tourism Strategy.

- Summary Report of what was learned through the Council workshop will help guide the Sport Tourism Strategy
- A comparison scan of structure and leading practices in other jurisdictions provides staff with some context and municipalities to research
- Recommended next steps will direct how staff move forward in developing a Sport Tourism Strategy that aligns with organizational goals

Background

The Sport Plan and Economic Development Strategy identified sport tourism as a priority. Aurora Town Council is at a key point in decision making related to facility development (size, amenities, and future investments) that requires further information about the Sport Tourism industry. A Sport Tourism workshop was recommended to assist Aurora Town Council in the process and guide the future development of a Sport Tourism Strategy. Through a Request for Quotes process, Sport Tourism Canada was selected as the organization to facilitate the workshop and deliver a summary report.

Analysis

Summary Report of what was learned through the Council Workshop will help guide the Sport Tourism Strategy

During the workshop, the facilitator presented a series of questions for discussion and input from Council. The Summary Report (Attachment 1) includes an overview of Sport Tourism definition, why Sport Tourism, COVID-19 impacts, Comparison Scan and recommended next steps in developing a Sport Tourism Strategy.

The Summary Report also provides a summary of the input provided by Council through the online platform. Council still has time to provide further comments which can be added to the Report prior to moving forward with the recommended next steps.

A comparison scan of structure and leading practices in other jurisdictions provides staff with some context and municipalities to research.

Questions and comments were presented at the workshop about practices in other jurisdictions. The summary report outlines structure and leading practices in relation to key sport tourism decisions by a municipality.

Through the development of a Sport Tourism Strategy, Town staff will identify where it will be beneficial to engage in discussions with those municipalities identified to learn more about their practices.

Recommended next steps that will direct how staff move forward in developing a Sport Tourism Strategy that aligns with organizational goals

As outlined in the summary report, recommended next steps are outlined to establish a foundation for a strategic, consistent and stakeholder engaged approach. Community Services and Economic Development staff will work collaboratively to address each of the actions identified under three categories:

- Structure and Resources – Establishing the Foundation
- Research and Prospect
- Bid Assessment

Timelines for the development of the Strategy are tentatively outlined as follows:

Timelines	Strategy Category
June to August 2021	Sport Tourism Structure and Resources
September to October 2021	Research and Prospect
November 2021	Bid Assessment

Staff will report back to Council in late Fall 2021 with a recommended Sport Tourism Strategy for approval and implementation.

Advisory Committee Review

Not applicable

Legal Considerations

None.

Financial Implications

There are no direct financial implications arising as a result of this report.

Communications Considerations

None

Link to Strategic Plan

The development of a Sport Tourism Strategic Plan supports the following Strategic Plan goals and key objectives:

Supporting an exceptional quality of life for all in its accomplishment in satisfying the requirements in the following key objectives within these goal statements:

- Invest in sustainable infrastructure
- Celebrating and promoting our culture
- Encouraging an active and healthy lifestyle

Enabling a diverse, creative and resilient economy in its accomplishment in satisfying the requirements in the following key objectives within these goal statements:

- Promoting economic opportunities that facilitate growth of Aurora as a desirable place to do business
- Supporting small business and encouraging a more sustainable business environment

Alternative(s) to the Recommendation

1. Council may provide further direction.

Conclusions

The Sport Tourism Summary Report provides the Town with recommendations on the necessary next steps to develop a strong Sport Tourism Strategy. A strategy will provide consistent and intentional decision making about future infrastructure investments and event hosting.

Attachments

Attachment 1 - Town of Aurora Sport Tourism Summary Report

Previous Reports

CMS20-025 – Aquatic Feasibility Study – Update – November 3, 2020

Pre-submission Review

Agenda Management Team review on May 27, 2021

Approvals

Approved by Robin McDougall, Director, Community Services

Approved by Doug Nadorozny, Chief Administrative Officer

APRIL 2021



SPORT TOURISM WORKSHOP SUMMARY
REPORT
TOWN OF AURORA, ON

GRANT MACDONALD
SPORT TOURISM CANADA

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Sport Tourism Overview

Sport Tourism Defined

Sport tourism is defined by Sport Tourism Canada as, “Any activity in which people are attracted to a particular location as a sport event participant, an event spectator, or to attend sport attractions or business meetings.”

Sport Tourism Term Definitions

To enable a shared understanding of sport tourism and the terminology that is used within the sector, the following chart provides information on the commonly accepted terms and phrases:

TERM	DEFINITION	TERM	DEFINITION
Average Spend	Total direct revenue divided by the total number of customers from a sport event	Local Sport Organizations	The volunteer-led organizations that oversee and deliver programming and competitions for a specific sport
Bid Assessment	The process used to evaluate a potential event prior to the bid process	Multi-Sport Organizations	Local, provincial, or national organizations that award hosting rights for multi-sport events such as Ontario, Canadian, or international Games
Dislocation	The impact of reduced access to facilities or amenities by residents or user groups because of hosting an event	National Sport Organizations	National governing bodies for a given sport in Canada
Displacement	The impact to booked business because of hosting an event	Provincial Sport Organizations	Provincial Sport/Multi-Sport Organizations (PSO/MSOs) are not-for profit organizations formally recognized by the Ministry of Heritage, Sport, Tourism, and Culture Industries as the governing body of a particular amateur sport in Ontario
Decision Support	The process of gathering information and intelligence in a consistent manner to develop a business case leading to evidence-based decisions on events	Rights Holders	An organization or private company who has an existing event and makes decisions on how and to whom the hosting “rights” are awarded
Event Attraction	The process of promoting and selling Aurora as a host for events within a specific sport or segment to prospective customers	Sport Host Destination	A city or town that has identified sport hosting/sport tourism as a tool to build business, sport, and community
Event Legacy	Long-term positive outcomes from an event including cultural,	Transfer of Knowledge	A process by which knowledge, ideas, and experience move from

	financial, or physical (such as equipment or infrastructure)		one bid or host group to another for the shared benefit of Aurora
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Sport Tourism in Canada

Sport tourism is a community economic development initiative that in Canada represents \$6.8 billion in annual spending (2018) and according to the United Nations World Tourism Organization (UNWTO) states that “sport tourism is one of the fastest growing sectors in tourism.”

In addition to generating economic activity in communities of all sizes and in all regions of Canada, sport tourism can contribute to the hosting image of a tourism destination while showcasing the local cultures of the host region. According to the UNWTO, “Sport events of various kinds and sizes attract tourists as participants or spectators and destinations try to add local flavours to them to distinguish themselves and provide authentic local experiences.”

Canada is a leading sport host nation globally, ranked 6th in the Global Sport Index. More importantly, Canada is a preferred host nation for safety, security and the expertise in planning and execution to deliver the highest participant and visitor experience. A strategic opportunity presented because of the COVID-19 pandemic is for Canada to increase its competitiveness to host more and host better sport events.

Sport Tourism in Ontario

In Ontario, sport tourism generates significant economic activity and is a catalyst for visitor attraction. In 2018, Ontario realized the highest number of sport-related visits by province, with 6.6 million total visitors. Most of these visitors – 5.8 million – were domestic or Canadian in origin. There were 466,000 visitors to Ontario from the United States and 341,000 from overseas. The Ontario share of visitation among Canadian provinces and territories is 41% of all sport visitors to the country.

The spending profile of the sport tourism visitor in Canada is significant, with an average spend per Canadian visitor of \$145.09 for same day and \$546.56 for overnight visitors. The average spend per sport tourism visit in Canada is \$301.56. The average spend for a U.S.-based visitor is \$775.26; overseas visitors spend an average of \$2,033.01. The value of sport tourism in terms of spending in Ontario in 2018 was \$2.7 billion.¹

Sport tourism can build business, build sport, and build community. It can also positively impact several of the United Nations Sustainable Development Goals (SDGs). For sport tourism to be truly strategic, it must be planned, delivered, and evaluated and work toward planned legacies with a consistent and repeatable approach.

¹ Sport Tourism Canada: Value of Sport Tourism in Canada (Paradigm Consulting using data from Statistics Canada 2018 National Travel Survey, Visitor Travel Survey and International Transactions in Services)

Why Sport Tourism?

Sport Tourism Triple Bottom Line

Establishing event impacts will help to guide decision-making on what types of events to focus on and help to ensure that investments of time and resources is connected to strategy. This will result in event impacts being more planned and predictable and increase the accountability post-event.

To ensure clear and consistent performance measurement for major events, a “triple bottom line” approach can achieve the intended outcomes. The relevant “bottom lines” for major events include:

BOTTOM LINE	IMPACT AREA	IMPACTS
Economic Outcomes	Event Indicators	Number of Events
	Economic Growth	Gross Domestic Product Tax Revenues Jobs Supply Chain
	Tourism	Room Nights # of visitors (>80 km)
	Brand	Media Value Return on Investment
Social/Cultural Outcomes	Volunteers	Number of Volunteers/Hours
	Community Pride	Attendance Resident Engagement/Sentiment
	Cultural Inclusion	Local Performers/Animators Diversity (Cultural Communities) Under-Represented Groups
Sustainability Outcomes (Meeting the needs of the present with positive impacts on the future)	Local Leadership	Governance, Management Transfer of Knowledge
	Venues	Existing Venues Temporary Venues
	Legacy	Financial Culture Sport
	Environmental	Climate Change Air, Water, Waste Biodiversity

Sport Tourism Impacts

Based on the Canadian Sport Hosting Index, published annually by Sport Tourism Canada, Aurora is ranked as the 11th host city in its population category (50-150k) and in the top 50 (49th) overall in Canada. This ranking is a quantitative index based on the number of events hosted in the past three years and the upcoming three years. With Aurora having served as the host of the 2019 CP Canadian Women's Open golf championship, this international event vaulted Aurora into this position ahead of established sport host destinations in Canada.

As the Town of Aurora makes an entry in the sport tourism space, it is recommended that consideration be given to what specific impacts connect to municipal policy and are relevant for residents and businesses in Aurora.

While the number of impact areas is not as important, selecting impacts that can inform decisions about where to allocate resources and provide the basis for post-event evaluation will enable the Town of Aurora to achieve an outcome-based sport tourism model.

Sport Tourism and COVID-19

Since March, when COVID-19 was declared a global pandemic and the movement of travellers and even residents of communities was limited, the event industry and associated supply chain has been deeply impacted.

In May of 2020, Sport Tourism Canada formed the Sport Tourism Recovery Task Force. There was a large volume of information that the Task Force dealt with given the deep impacts to event hosting in Canada and globally.

The two primary problems identified included:

- 1) To return to sport event hosting in Canada, host destinations, rights holders, venues and the sport hosting supply chain will require unprecedented levels of support and access to shared resources. An adaptive approach to event planning and risk mitigation based on the shifting local and provincial circumstances can serve to create a positive event experience for participants and spectators while rebuilding confidence to attend events and travel based on any local and provincial restrictions; and
- 2) The impacts of sport tourism are not well understood and a more focused advocacy effort on the part of Sport Tourism Canada to highlight the importance sport event hosting plays in the economic, social and sustainability recovery of our communities, our economics, of sport and Canada is required.

For event hosting to return, the industry has adopted the phased federal approach to the recovery from COVID-19. The three phases are:

- Response – From the cancellation of sport events in March 2020 until sport tourism is positioned to start implementing a recovery plan.

- Recovery – From the start of the return to hosting in modified forms while mitigating potential risks until widespread immunity exists or we achieve an acceptable level of risk mitigation for the hosting of sport events in all sports with spectators and community engagement.
- Resilience – To be determined and dependent on the existence of widespread immunity or adaptive measures to enable sport event hosting involving inter-provincial and international travel.

What we Learned (Workshop Input)

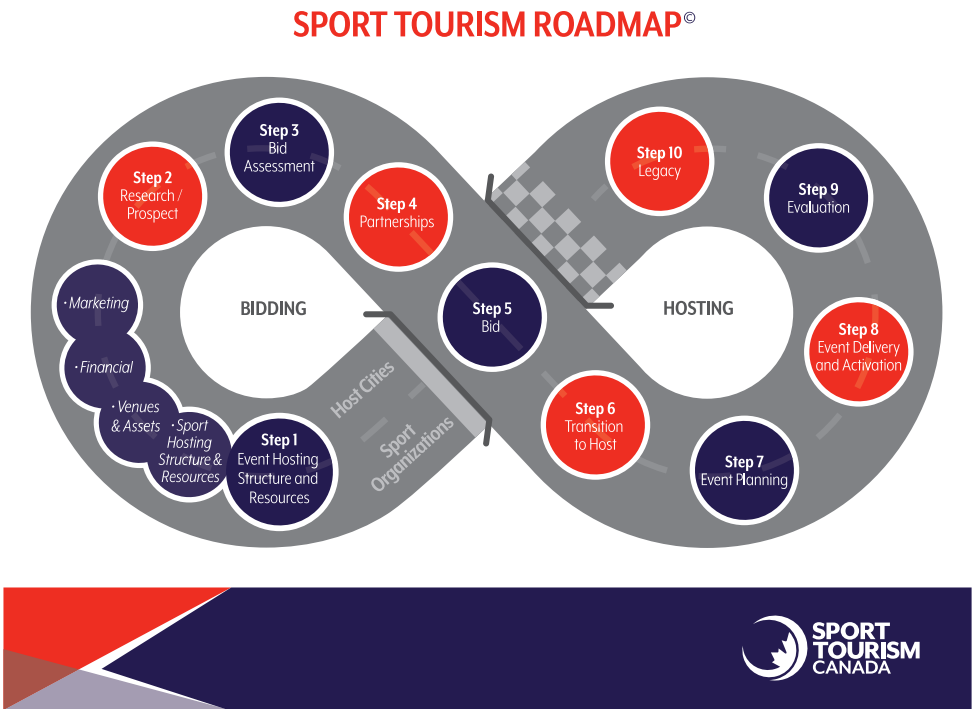
On March 22, 2021, a special meeting of Council was held to provide a working session and opportunity to provide input specific to the future development of sport tourism for the Town of Aurora.

The session was facilitated by Grant MacDonald, Head of Consulting for Sport Tourism Canada who provided background on the sport tourism segment.

Sport Tourism Canada has developed the Sport Tourism Assessment Template to assist communities of all sizes, budgets and at all stages of their evolution as a sport tourism host market, to assess its current position and identify areas for strategic and tactical development in both event bidding and hosting.

Before communities embark on a sport tourism, sport hosting or event strategy, conducting a current state assessment helps to identify the scope for a strategy project and can help focus examination and study in the most relevant areas.

To define the landscape for sport tourism in Canada, STC has developed a tool that provides a consistent and repeatable model for host communities. The STC Sport Tourism Roadmap © is a ten-step cycle that clarifies the bidding and hosting process and helps outline the required elements for a successful sport tourism program.



The Sport Tourism Workshop asked several key questions for the Town of Aurora to consider before investing significant human and financial resources to develop strategies or facilities. The following table includes the summary responses for each of the questions:

QUESTION	SUMMARY RESPONSE
What are the key impact areas for Aurora to drive through sport hosting/sport tourism?	Drive economic benefits and showcase arts and culture, attractions and experiences in Aurora; Economic and social well-being of the community including involvement of residents to achieve buy-in; Funding for facilities.
How can Aurora’s Sport Plan and Parks and Recreation Master Plan align to a sport tourism development?	Limitations of available land for new facility development; Meet community need first and build on those sport and recreation facilities to identify events by sport.
How can local sport organizations and user groups be engaged in the development of sport tourism to manage future displacement from facility access?	Communicate early to manage expectations and find solutions for relocation of user groups; Align sport events with Town events, attractions and offerings.
What is the right “balance” of resident recreational needs and future proofing for sport hosting?	Community has high service level expectations; Find the right level of events and aim for when the calendar can absorb some of the displacement; Perhaps in the range of 70% local user groups vs. 30% events.
What are the challenges for sport tourism in Aurora?	Financing of facility development and available land for acquisition; Facility clusters to support tournaments or events.
What are the opportunities for sport tourism to grow business, profile or other benefits for Aurora?	Recent hotel development and potential facility improvements or development including aquatics centre; Showcasing sport hall of fame; Alignment of plans for sport facilities and hosting.
What are the target sports where facility and local sport organizations capacity exists today?	Fields sports (baseball and soccer) plus hockey; Gym sports (volleyball and basketball) subject to enough gymnasias; golf. <i>(see Appendix 1 – Sport Hosting Capacity: Town of Aurora)</i>
What future sport and recreation facility development is being planned that could see the expansion of the target sports?	Potential further development of Stronach Aurora Recreation Centre (pool and gymnasium); Diversity of sport offerings to meet demands of residents. <i>(see Appendix 1 – Sport Hosting Capacity: Town of Aurora)</i>
What is the capacity (facility, volunteer, sponsorship and community) of Aurora to host in a quarter, year, etc.?	Good pool of volunteers to support 2-3 regional or provincial events per quarter; Staff also provided input to this question, “More work needs to be done in this area to review displacement of current users, review of potential sponsorship support.”
Identify all the relevant stakeholder groups for Aurora?	National Sport Organizations (training camps), Provincial Sport Organization and Multi-Sport Organizations (competitions and training camps), Local Sport Organizations (hosting capacity and support), Chamber of Commerce, BIA, other local businesses, private facility operators, Neighbourhood Network, Municipality and surrounding municipalities, school boards, sporting good suppliers, hotel and accommodation providers, Library Square
Who are the “customers” for Aurora?	Primary - Provincial Sport Organization (non-profit and private), and Multi-Sport Organizations, Local Sport Organizations, Private Rights Holders

	Secondary – event participants, spectators
Who can Aurora partner with to ensure success? (private facility operators, private education institutions, etc.)	St. Andrew’s College, Boards of Education, surrounding municipalities, Seneca College – King Campus, local and surrounding hotels, restaurants and catering companies, Royal Venetian Mansion (banquet hall), private sport clubs / facilities (KC Badminton, Marilyn Redvers Tennis Club, golf clubs)

The response rate to the online form was low. Prior to making strategic decisions about the future direction of sport tourism, it is recommended that the above summary of responses be validated by the Town of Aurora Council with themes being shared with key stakeholder groups in the community.

Comparison Scan

One area identified by members of Town Council was the identification of structure and leading practices from other jurisdictions. The criteria to inform this comparison and examples from Ontario and Canadian municipalities are including in the following table:

	ONTARIO EXAMPLES	CANADA EXAMPLES
Sport tourism plan/strategy or policy	Similar sized communities in Ontario such as Brantford have stand-alone sport tourism plans or they are embedded in tourism master plans in the case of Barrie and Innisfil.	Leduc, AB is a leading sport event destination with sport tourism strategy, municipal policies and dedicated resources within the city structure.
Dedicated sport tourism budget for operation, event attraction and hosting	Barrie and Brantford both have dedicated budget	Leduc and Charlottetown, PE have dedicated budgets for sport event attraction and hosting.
Consistent and sustainable revenue source for sport tourism	Barrie, Brantford, Huntsville, Thunder Bay and other municipalities in Ontario have developed a consistent revenue source based on the Municipal Accommodation Tax.	Leduc funds their sport tourism program through the annual operating budget of the City budget while Charlottetown have a mix of municipal funds and Special Event Reserve which is funded by a hotel levy or tax.
User group displacement plan	The City of Brantford, in their Parks and Recreation Master Plan, defines that, “The event hosting process is managed in a manner that minimizes or negates the displacement of regular user groups.”	Leduc includes the degree of displacement in their evaluation criteria for sport event funding in order to understand the degree of impact and potential mitigation. Other examples exist and the best are when the community user group is brought in early to assess the impact and in some cases work with neighbouring facilities or municipalities to mitigate the impact and share in the legacies of sport events.

Defined event impact areas	Barrie and Brantford have identified sport tourism impact areas for economic, social and sustainability outcomes.	Leduc, Charlottetown and Moncton, NB are leaders in identified event impacts that inform decision-making and evaluation.
Bid assessment process	Many Ontario jurisdictions have bid assessment process that include internal review and advisory groups, including Waterloo Region, Kingston and Ottawa. These are not as common in similar sized communities to Aurora.	Leduc, Charlottetown and Moncton have defined criteria to evaluate and forecast for potential events.
Sport event evaluation (by event or by year)	This generally happens in larger centres with dedicated staff in tourism or destination marketing organizations.	Leduc, Charlottetown and Moncton conduct evaluations of each event and performance by year.

Recommended Next Steps

For the Town of Aurora to establish itself as a sport tourism destination, the next steps are presented for consideration. These actions are based on the Sport Tourism Canada Sport Tourism Roadmap and intended to establish a foundation that ensures alignment, consistency and stakeholder engagement.

Sport Tourism Structure and Resources – Establishing the Foundation

ACTION	OUTCOME	LEAD (STAKEHOLDERS)
Develop an inventory of all current sport events hosted in Aurora	Develop the list of current and past events hosted to show that support will be provided to existing and homegrown events	Town of Aurora (Local Sport Organizations, Venue Operators)
Conduct a stakeholder mapping exercise for sport tourism in Aurora	Clarify the sport hosting ecosystem for Aurora and who needs to be involved	Town of Aurora
Conduct sport tourism stakeholder sessions to determine a vision and approach	Identify the aspiration and collective direction for sport tourism	Town of Aurora (Leaders in sport, business and the community)
Determine relevant sport event impact areas for the Town of Aurora	Will answer the question of “why” sport hosting and define decision-making and evaluation	Town of Aurora (Local Sport Organizations, Local Business/Chamber, Venues, Partners)
Establish a financial direction for sport tourism in the future	Identify the level of support and set policy on how funds can be accessed as determine by the sport event impacts	Town of Aurora Council
Assess the current sport hosting venues and other assets to develop a sport tourism offering for the Town of Aurora	Determine what level of competition or training camp can be hosted at existing sport facilities	Town of Aurora (Venue Operators)

Establish sport event classification system for the Town of Aurora that may include sample classifications identified in the table on page 12	Make strategic decisions about what types of events will be supported by the Town of Aurora and to set the targets for future business	Town of Aurora (sport tourism stakeholder group)
Complete the Sport Tourism Assessment Template process through Sport Tourism Canada to get a current state assessment snapshot for Aurora as a sport host destination	Provide Aurora with a current state assessment that will set a baseline for the development of the sport tourism segment	Town of Aurora (Sport Tourism Canada)

Research and Prospect

ACTION	OUTCOME	LEAD (STAKEHOLDERS)
Based on the preliminary list of sport hosting capacity, develop a 3–5-year target list of events to attract	Establish a rolling 5–10-year sport event hosting plan that includes existing events and attracted ones by sport and level of competition	Town of Aurora (Local Sport Organizations and Venue Operators)
Establish the number of events per year for each event classification	Set the key performance indicators that will guide business planning and evaluation	Town of Aurora (Local Sport Organizations and Venue Operators)

Bid Assessment

ACTION	OUTCOME	LEAD (STAKEHOLDERS)
Implement or adapt the Sport Tourism Canada Bid Evaluation Model	Will determine “if” Aurora can host a specific event	Town of Aurora
Develop an Aurora scorecard that would help to define “why” Aurora would host a specific event	Once a more mature sport hosting destination, Aurora will be able to determine how each event can be leveraged for greater community benefit	Town of Aurora

Future Aurora Sport Tourism Model

For the Town of Aurora to make a clear entry into sport tourism as a sport host destination, a town-led operating model is recommended. This model will ensure that event attraction can be connected to municipal priorities and that decision-making is linked to identified impact areas to ensure a more outcome-based approach. With this approach, event attraction and hosting will be more intentional with financial and human resources being directed to those project that align with the priorities of the Town of Aurora.

Based on the next stages of development as a sport host destination, a high degree of collaboration is suggested with the many stakeholder groups that are currently active in sport event hosting. The following chart shows the recommended stakeholder structure:



Financial

The structure of the sport tourism budget includes two areas: annual operations of the sport tourism program and sport event development fund required to support bidding and the financial requirements of hosting.

The operational portion of the sport tourism budget is recommended to be part of the municipal budget. These sport tourism operational budgets are usually broken down into the following categories:

- Staffing and administration (FTE or contract resources)
- Marketing and business development (marketing Aurora as an event destination and attendance at industry events)
- Bid development (design and production)
- Hosting support

The sport event development fund can be sourced from municipal budgets or other revenue sources. In many jurisdictions in Canada, municipal accommodation taxes generate funds that are used for both destination development and event attraction and hosting. This fund can be a reserve that allows for

carry over from one fiscal year to the next if not completely spent each year. These funds generally allow for the following types of expenses:

- Bid fees (costs to bid, make presentations including travel)
- Event hosting or rights fees (fees made to promoters as a condition of the hosting rights)
- Financial guarantees (some events have financial guarantees, and this type of fund can provide the security for such guarantees)

Human Resource

Based on the standard human resource plan for an emerging sport tourism destination, there is no recommended incremental increase in staffing in the short term. This could evolve as levels of activity and support for event attraction and hosting increases and it is recommended that any increases be linked to specific strategy and determined need.

Event Attraction

It is recommended that Aurora develop targets for each of the sport event classifications that are developed. The following table represents a sample event attraction matrix that can be adapted by the Town of Aurora based on the initial sport tourism development plan.

EVENT CLASSIFICATION	REGIONAL	PROVINCIAL	NATIONAL	INTERNATIONAL	FREQUENCY
Invitational Tournaments					X/year
Training Camps					X/year
Sport Business Meetings and Annual Meetings					X/year
Sport Seminars/Clinics					X/year
Annual Championships					X/year
Provincial Championships (Single Sport)					X every/Y yrs
Major National Championships (Single Sport)					X every Y yrs
National Championship (Single Sport)					X every Y yrs
International Championships (Single Sport)					X every Y yrs
Multi-Sport Events or Games					X every Y yrs

It is also important for the Town of Aurora to develop the complete inventory of existing or homegrown events that take place each year. These events can be supported and strengthened to become fixtures upon which the annual sport tourism calendar can be built around. This would be the same for new event development opportunities brought forward from the stakeholder group in Aurora.

Appendix 1 – Sport Hosting Capacity Summary

Sport Hosting Capacity Summary (Competitions)
Town of Aurora

Sport	Local Sport Organization	Hosting Capacity	LSO Support	Impact of Future Builds
Fastball	Aurora Ladies Softball Association	Yes	Yes	Hallmark Lands - more facility options
Alpine Ski	No club	No		
Archery	No club	More research required	No	New high school gymnasium Dependent on size of new aquatics facility
Artistic Swimming	York Artistic Swimming Club	No	Yes	
Athletics	No Club	No		
Badminton	KC Badminton Club	Yes	Unknown	
Ball Hockey	Aurora Ball Hockey Association	Yes	Unknown	
Baseball	Aurora King Baseball Association	Regional and Provincial Level events where hardball facilities are not required	Yes	
Basketball	York North Basketball Association, IEM	Very limited and not independently as a municipality	Yes	
Baton Twirling	Spectrum North Baton Club	More research required	Yes	
Biathlon	No Club	No		
Boxing / Kickboxing	Fearless MMA	Yes	Unknown	
Canoe Kayak	No Club	No		
Cricket	Facility / Club in King City	Yes (TBC)	Unknown	
Cross Country Running	Newmarket Huskies	More research required	Yes	
Cross Country Ski	No Club	No		
Curling	York Curling Club (location in Newmarket)	More research required	Yes	
Cycling	Not in Aurora (2 clubs in Newmarket - road)	More research required	Unknown	
Diving	No Club	No		
Equestrian	1 club in Aurora, a number in the surrounding area	More research required	Unknown	
Fencing	No Club	Yes		
Field Hockey	No Club	No (but potential if lines area added to fields)		
Football	York Region Lions Football Association	Yes - level TBC	Yes	
Freestyle Ski	No Club			
Golf	Four Golf Clubs	Yes	Unknown	
Gymnastics	Evolution Gymnastics Aurora, Kids Supergym Aurora, Global Gymnastics	Yes - but more research into the types of event	Yes	
Hockey	Aurora Minor Hockey Association, Central York Girls Hockey Association, York Simcoe Express, York Oldtimers Hockey	Yes - with use of multiple facilities	Yes	
Judo	No Club	Yes		
Lacrosse	Aurora Master Lacrosse League, Redbirds Lacrosse	Potentially - fields are not lined for lacrosse	Yes	
Lawn Bowling	Aurora Lawn Bowling Club	More research required	Yes	
Martial Arts	9 Martial Arts Clubs	Yes	Yes	
Multi-Sport	Special Olympics Ontario - Aurora	More research required	Yes	
ParaSports	No Clubs	Yes - some sports, more research required	No	
Ringette	No Club (club in Richmond Hill)	Yes	Unknown	
Rowing	No Club	No		
Rugby	Aurora Barbarians Rugby	Not for competitions	Yes	
Sailing	No Club	No		
Skating	Aurora Skating Club & Skaters First	Regional Level	Yes	
Slo-Pitch	4-5 Adult Leagues - men only and mixed	Yes	Yes	
Soccer	Aurora FC & Aurora Senior Soccer Club	Regional Level (potentially Provincial)	Yes	Dome acquisition (ID camps)
Softball	Aurora Diggers Girls Softball Association	Regional and Provincial level events		
Speed Skating	No club (club in Newmarket)	Regional level events		
Squash	No club	Yes - at St Andrew's College	No	
Swimming	Aurora Ducks Swimming Club & Aurora Master Ducks Swimming	Regional level events		
Table Tennis	No club	Yes	No	
Tennis	Aurora Community Tennis Club, Marilyn Redvers Tennis, Total Tennis	Limited - indoor dome, not outdoor	Yes	
Triathlon	No club	No		
Volleyball	Storm Volleyball Club	No	New high school	Dependent on the specs of the gym
Waterski and Wakeboard	No club	No		
Weightlifting	No club	Yes	No	
Wrestling	No club	Yes	New high school	

Other considerations:
 fitness based activities, mud runs
 conferences / workshops (need to partner with schools, event venue (Venetian)
 ID camps / per event staging