Nanaimo Sport Tourism Strategy Mayor and Council Meeting

FOR CONSIDERATION > Monday, April 25, 2022







Nanaimo Sport Tourism Strategy: "Build off the Base"

Why sport tourism?

Sport is at the heart of **every** Canadian community.

Nanaimo is no exception.

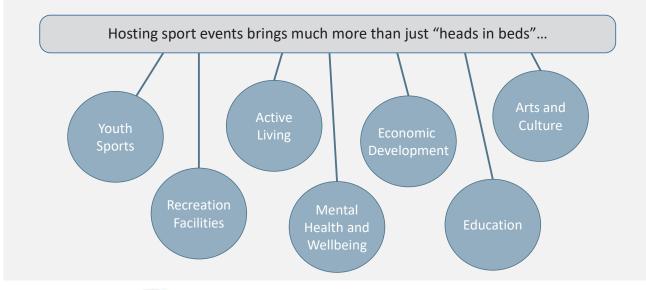






Nanaimo Sport Tourism Strategy: "Build off the Base"

Sport tourism can bring many diverse benefits to Nanaimo.









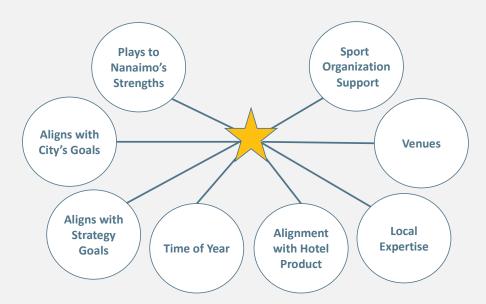
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_For Discussion _

3

Nanaimo Sport Tourism Strategy: "Build off the Base"

How does one decide on which sports, which events, and when?









Nanaimo Sport Tourism Strategy: "Build off the Base"

Community sport organizations gave us their feedback.

We heard from...

29 sports

4300+

athletes, coaches and officials

Competitive and recreational sport

Single and multisport activities 34 sport organizations

ALL age categories







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5

Nanaimo Sport Tourism Strategy: "Build off the Base"

Six pillars to add to in long-term, in addition to some targeted opportunities.

"The Base"

Hockey Soccer Baseball Softball Lacrosse Basketball Volleyball Aquatics All Things Cycling

Indigenous Sport

Paddle Sport

Individual / Small Team Sport

Adaptive/ Para-Sport

Sport Administration

Vancouver and Victoria "Spill Over"

Acclimatization and Host Cities for International Events







Nanaimo Sport Tourism Strategy: "Build off the Base"

Preparing for success in 2030 begins now, with a keen eye on Local Sport Organizations and their interests, local community needs, and planned infrastructure developments.



Nanaimo Sport Tourism Strategy: "Build off the Base"

The team has had some great successes to-date, successes that continue to help build momentum and position Nanaimo as a quality, confident, and competent sport host destination in Canada.

Priority 1: Strengthen and showcase what exists

- Aligned the NHA grant guidelines to strategy
- Drafted "List of Event Hosting Grants"
- Conducted talks with PSOs and NSOs to identify volunteer / expert pathways for event knowledge
- Commenced review / refresh sport venue catalogue

Wins To-Date

- Gathered past bid materials to create a bid library
- Meetings initiated with multiple hoteliers to discuss sport tourism strategy

Priority 2: Prepare for new events

- Drafted local sport organization biennial survey
- Refreshed venue listing and venue features / details
- Commenced draft of historical event listing
- Prepared a bid for the 2024 Canadian Athletics Championships
- Assessed technical bid packages for major events to create list of required photos
- Tourism Nanaimo formed and hiring a resource for event sales (NHA/Tourism Nanaimo)
- Discussions with Snuneymuxw to support hosting JANT 2023

Priority 3:

Lay the groundwork for the next ten (10) years

- Discussions commenced with two national sport organizations to express longterm interest in hosting
- Major investment decisions passed by Mayor and Council for critical sport infrastructure
- Nanaimo and area trails assessed through the lens of accessibility and inclusion
- Commenced marketing materials to position Nanaimo as an acclimatization city

Wins To-Date

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