

Hosting Large Scale Sport Events: Legacies and Lessons Learned

PRO Conference

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Agenda

- Sport Event Legacies: What is it?
- Key Steps to Creating Legacies
- Legacy Best Practice Examples
- Before You Get Started
- Hosting Lessons in a Municipal Environment
- Field of Play Set Ups
- Q & A

Sport Event Legacy

- Becoming an increasingly important aspect of hosting sport events every day!!!
- Leverage the opportunity to leave a lasting legacy in a well planned manner

Legacy Defined

- “planned and unplanned, positive and negative, intangible and tangible structures created through a sport event that remain after the event” (Gratton & Preuss, 2008)

Legacy Categories

- Sport development – facility infrastructure used for years to come, officials and coaches, athletes ability to reach full potential
- Economic development – increased local business activity, opportunity to market community to potential corporations looking to re-locate

Legacy Categories (cont'd)

- Tourism development – greater awareness of community in the wider sport and tourism world after hosting a sports event
- Community/Social/Cultural development – improved volunteer skills, healthier people and living, more sustainable communities, cultural identity and ideas developed

Keys to Successful Legacies

1. PLAN for it!

- WHY?
- Community SWOT analysis
- Leverage event to accelerate timeframe
- Mobilize all stakeholders; avoid SILOS!

2. Research Best Practices

- Avoid re-inventing the wheel!

VANOC Example

- 1998 Vancouver selected as Canadian City to present Canada's bid for 2010 Winter Games
- Bid Corporation was developed
- July 3, 2003 Vancouver selected
- Sept. 30, 2003 VANOC created
- Report commissioned to examine legacies of past North American Winter Olympics

VANOC Example

- Report disclosed these host communities continue to:
 - Increase tourism in their regions
 - Remind world of their attractions during subsequent International competition
 - Become National “hubs” for recreational and competitive sport
 - Assist country’s top high performance athletes achieve full potential
 - Attract major sports companies to locate there
 - Increase local children to excel in sport and other areas of life



2010 LegaciesNow

- 2000 City of Vancouver and VANOC established 2010 LegaciesNow
- Unique and first organization of its kind to capitalize on Olympic Games before the Games were awarded to Vancouver
- Contributed to successful awarding of Games

2010 LegaciesNow

Vision

“To create sustainable legacies for athletes, sports development, our host communities, our country and the global Olympic family by hosting an outstanding Olympic and Paralympic Winter Games.”

Playground to Podium



2010 LegaciesNow

- Focused on four areas:
 - Sport, Recreation and Sport Tourism
 - Arts
 - Literacy
 - Community Development – healthy living, volunteerism, accessibility

2015 Pan Am/ParaPanAm Games

- Economic Legacy - \$700 million in spending generated 15,000 jobs
- Infrastructure improvements – West Don Lands community, Union Station re-development and Union Pearson Express (UPS)
- Sport Legacy – new world-class facilities, local training opportunities and high performance and recreational programs
- Social Legacy – focus on accessibility, brought 41 communities together, diversity amongst workforce, volunteers and business

City of Markham Legacy



- Infrastructure – high performance sport specs for hosting
- Sustainability – LEED, Solar Roof Panels, MDE
- Sport Equipment
- Sport Development – Resources & Sport Plan
- Sport Tourism/Economic Development
- Volunteer database
- “planted the seed” future local Olympians
- Creating an active, healthy community for generations to come
- ‘Brand’ awareness of Markham as a sport event hosting destination

City of Markham Legacy



- Logo and website development
- Hosted 350 events 2014-2018
- World/International
- 10 National, 22 Regional, 20 Provincial, 28 Invitational, 26 Community and 1 Corporate event.
- Markham Pan Am Centre is booked 49 out of 52 weekends!

Before you get started

- Create a web site for hosting events
<http://www.markhampanamcentre.ca/>

Keys to Successful Hosting

Pre- Event

- Meeting with Event Rights Holder
- Venue Tour
- Venue fit and scope of event.
- Event dates
- Permits
- Event logistics

Keys to Successful Hosting

During Event

- Daily communication/ briefings with sport event manager.
- Update internal maintenance team of any changes to the run sheet
- Be present and observant during the event.

Keys to Successful Hosting

Post Event

- Event Evaluation sent to the Event Rights Holder within 48 hours of the event.
- Economic Impact survey sent with the Event Evaluation.
- Speak with your Maintenance staff to get event feedback regarding load out and clean up.
- Take 5 minutes to enjoy the hosting success.

Venue Set Ups



Venue Set Ups



Venue Set Ups



Venue Set Ups



Venue Set Ups



Venue Set Ups



Summary

- Plan and manage legacy programs better
- Involve all stakeholders
- Challenge will be how to sustain Legacy over time

Thank you!

- Janis Cookson, Manager, Sport Development
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- City of Markham and Markham Pan Am Centre

