

Canadian Sport Tourism Alliance



Alliance canadienne du tourisme sportif

Register NOW for Sport Tourism Workshop in Orillia, Ontario!

The Canadian Sport Tourism Alliance (CSTA) in conjunction with the City of Orillia and the Ontario Trillium Foundation will conduct a one-day sport tourism workshop on Friday, November 15, 2013. Hosted at Rotary Place, the CSTA will bring sport event, tourism and economic development experts together with community officials to share knowledge and experiences and to provide training on the CSTA's leading edge industry tools. Sport tourism is the fastest growing grassroots economic development initiative in Canada today, with approximately \$3.6 billion in annual domestic spending.

This interactive workshop is designed to build capacity at the local level and help communities become more actively involved in the sport tourism industry, including how to maximize revenue associated with bidding, hosting and managing sporting events!

Details:

Where: Orillia Room at Rotary Place, 100 University Avenue, Orillia, ON

When: Friday, November 15, 2013

Schedule:

9:30 am	Onsite Registration & Refreshments
10 am	Welcome and intro to CSTA and Sport Tourism – Rick Traer, CEO, CSTA
11:15 am	Building a Local Sport Tourism Strategy – Blair McIntosh, CEO, Sport Alliance of Ontario
12:15 pm	Lunch
1:15 pm	Building a Winning Bid – Bob O'Doherty, Senior Vice-President, Sport and Venues, Toronto 2015 Pan / Para Pan Am Games
2:15 pm	Break
2:30 pm	STEAM/STEAM PRO – Tony Fisher, Director of Research, CSTA
3:30 pm	Closing Remarks & Wrap-Up – Rick Traer, CEO, CSTA

Cost: \$75.00 + tax for individual registrants or \$100.00 + tax for two registrants from the same organization. Additional registrants from the same organization may be added for an additional \$25 + tax per person. All fees include lunch, refreshments and workshop materials.

RSVP: To confirm your attendance and to arrange for payment of workshop fees, please contact Michael Ladouceur, Sport Program Supervisor, City of Orillia Parks, Recreation and Culture at 705-325-2050 or mladouceur@orillia.ca. Spaces are limited Please reserve your spot before November 1st to avoid disappointment.

About the Presenters:

Rick Traer, CSTA's CEO joined the CSTA in November 2000 when the CSTA was founded. He moved over to the CSTA from the Marketing and Sponsorship Division of the National Capital Commission (NCC) in Ottawa where he managed a portfolio of blue chip corporate clients. Prior to his involvement with the NCC, Mr. Traer spent approximately 15 years in the national and provincial sport systems, including nine years as Executive Director of Basketball Canada (1989 - 1997).

Tony Fisher, CSTA's Director of Research will conduct a session on STEAM (Sport Tourism Economic Assessment Model). STEAM is a web-based tool designed to predict the economic impact of hosting an event in a specific community in Ontario. Event hosts can use data generated through the STEAM tool to help garner more bids for events, develop more financial support from municipalities and establish a strong business case related to the viability of the event.

Bob O'Doherty has an extensive sports background, which includes competing nationally in a number of sports and playing professional football for the Winnipeg Blue Bombers of the Canadian Football League. He has also coached at the provincial and national competitive levels. As an administrator, Bob has a proven track record in a wide variety of senior management positions within the Canadian sport system over the past twenty-five years, including serving as the Chief Operating Officer for three National Sport Organizations and several major sporting events and bid initiatives.

Blair McIntosh's career has included more than 30 years in sport within various leadership roles. He was the Chef de Mission for Team Canada at the 2010 Paralympic Games and is the Chef de Mission for the 2013 Canada Summer Games in Sherbrooke, Quebec. Blair has been a lead Games Consultant or Mission Staff member to more than 150 Major Multi-sport Games and has been responsible for chairing and evaluating more than 150 bids for major sporting events in the Province of Ontario, as well as helping communities develop sport tourism strategies.

Who should attend?

Representatives of parks & recreation departments, economic development agencies, convention & visitor bureaus and other destination marketing organizations, sport councils, sport events rights holders, organizing committees, and other interested individuals in the Orillia and surrounding area.

