



# COVID-19: The Road to Recovery Starts During the Storm: Lessons Learned from Past Recoveries *Grant MacDonald – April 16, 2020*

Canadian Sport Tourism Alliance

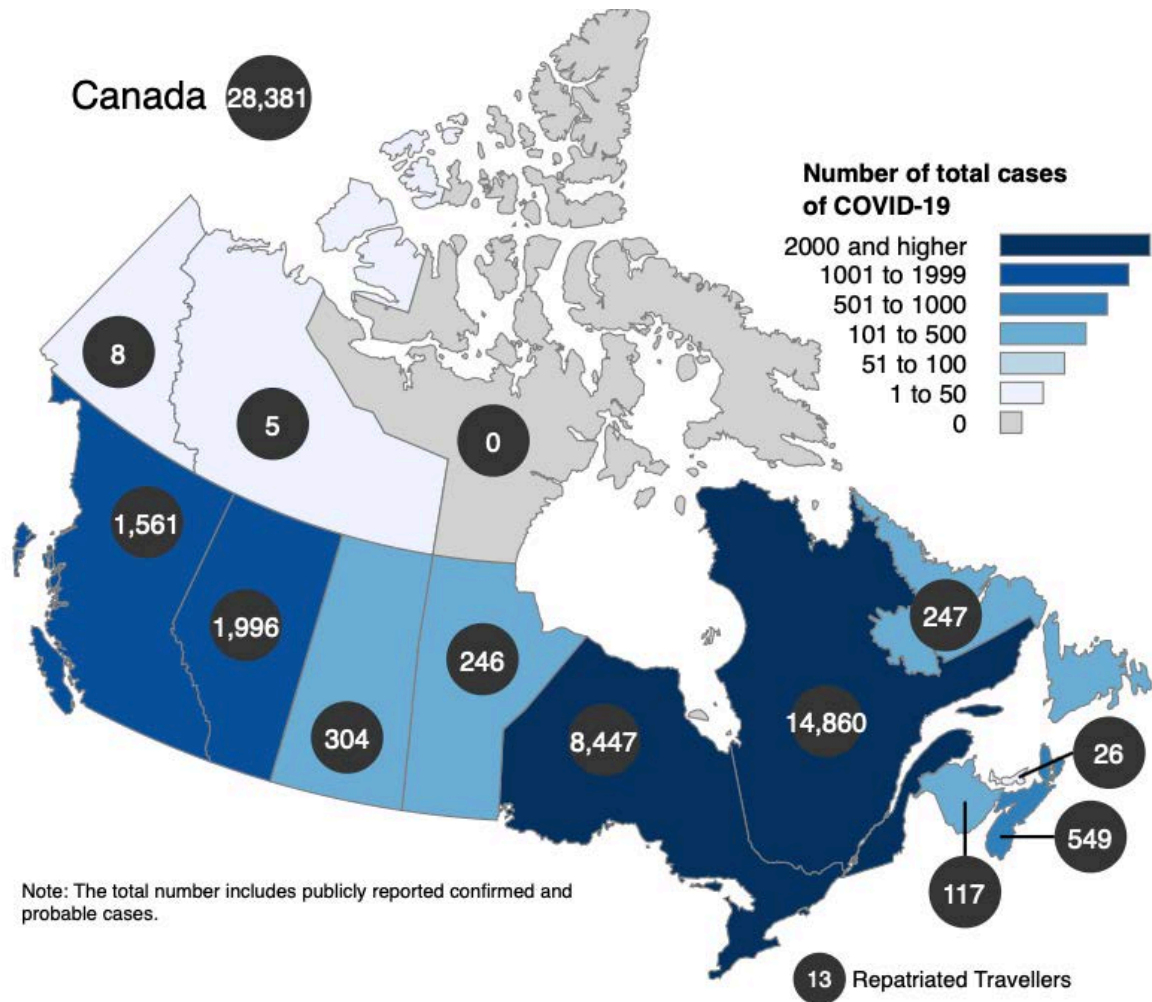




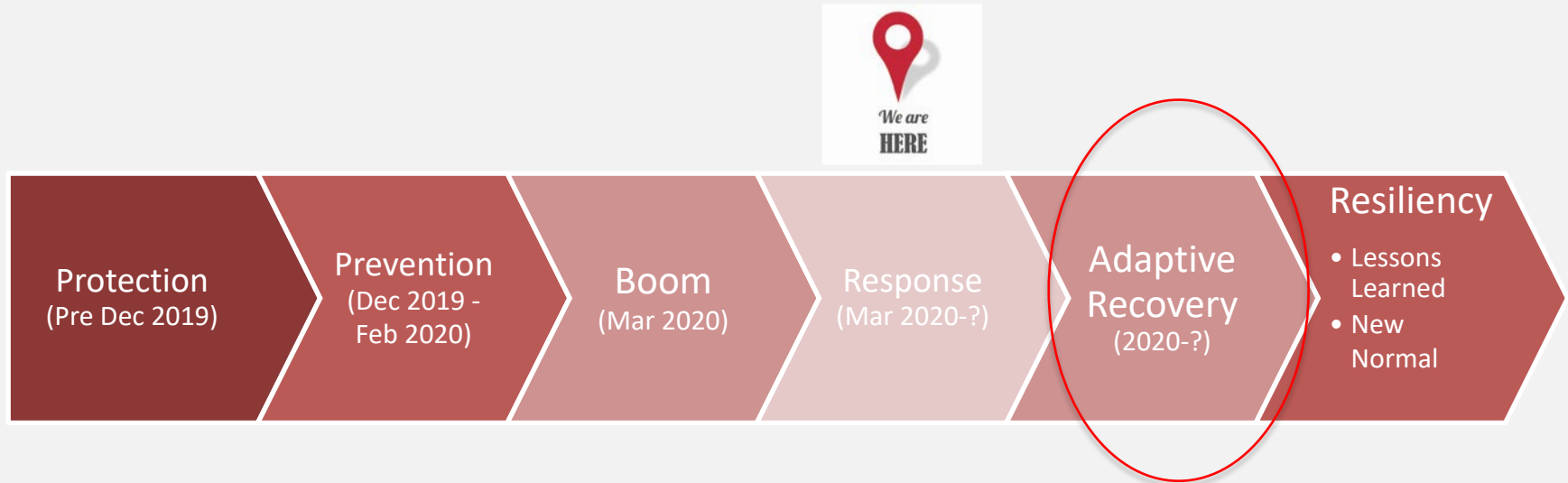
COVID-19: Where Are We Now Globally?



## COVID-19 in Canada



# Stages of the COVID-19 Crisis



Source: Harvard Kennedy School  
John F. Kennedy School of Government





# Fort McMurray & Wood Buffalo Region

# Fort McMurray & Wood Buffalo Region

- Facility Development
  - Outdoor
    - Field/Stadium
    - Baseball
    - Track
    - Trail
  - Arena
  - Aquatic
- Commitment to Sport Tourism



# Fort McMurray Timeline 2013/14

- 2013
  - Canadian Junior Curling
  - Grand Slam of Curling
- 2014
  - Grand Slam of Curling
  - Sport Tourism Breakfast (Community Stakeholders)



# Fort McMurray Timeline 2015/16

- Western Canada Cup (Junior A hockey)
- Canadian Ringette Championship
- Northern Kickoff (CFL Pre Season)
- CFL Regular Season Game
- Western Canada Summer Games
- FC Edmonton Game
- Syncrude Boreal Open (Mackenzie Tour)
- CCAA Men's Basketball Championship
- Alberta Artistic Gymnastics Championships








# April 2016

- Sport Strategic Plan
  - Sport Council
  - Sport Tourism
- RMWB Regional Council – April 12

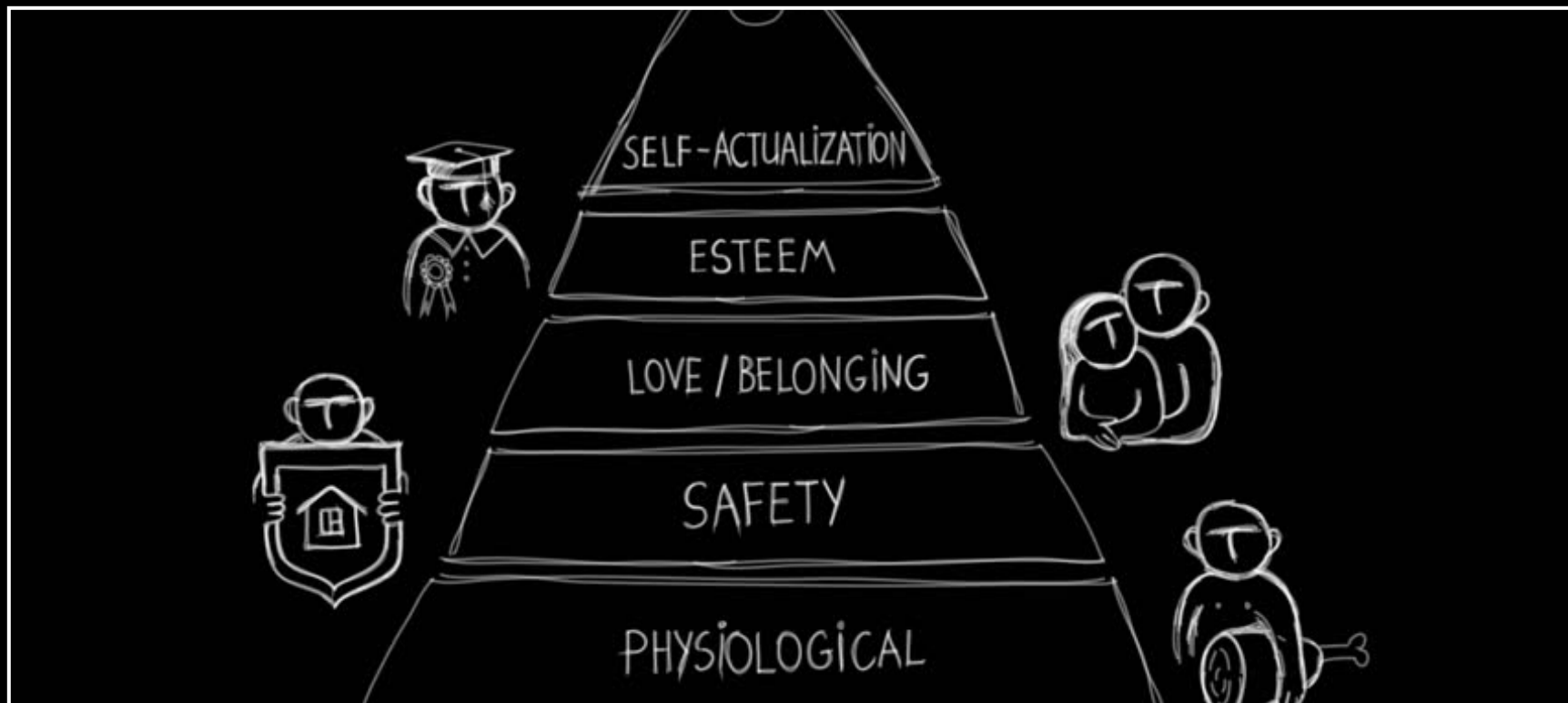


May 3, 2016

Evacuation of 88,000 Residents

Property Destruction

Loss of Life



What Next?



# Road to Recovery

- Connection and Empathy
- Resources – Staff and Financial
- Assessment
- Define the Problem
  - Economic
  - Social/Cultural
  - Sustainability
- Engage all Levels of Government
- When?????

# Resident Re-Entry June 1

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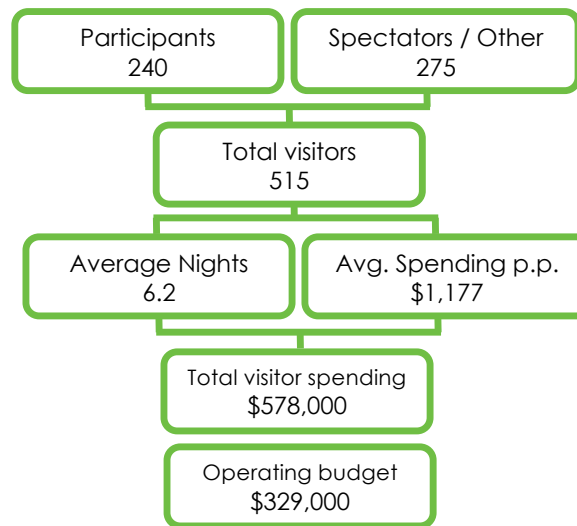
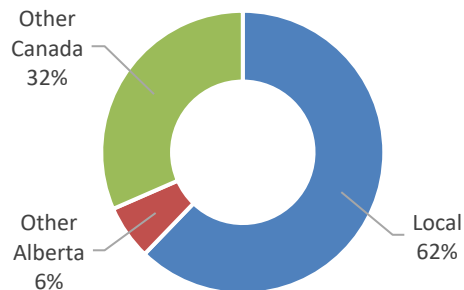
TICKETS ON  
SALE NOW  
AUGUST

Baseball  
Canada Cup -  
August



# 2016 Baseball Canada Cup

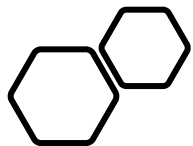
## Participant & Spectator Origin



## Key Facts & Figures

<b>1.01</b> supporters per athlete	<b>\$2.1</b> million in visitor & operational spending	<b>13</b> jobs supported
<b>\$1,177</b> in tourism spending per person	<b>515</b> visitors in Wood Buffalo for Baseball Canada Cup	<b>\$1.2</b> million GDP

	Wood Buffalo	Alberta
Initial Expenditure	\$872,000	
Industry Output	\$1,166,000	\$1,426,000
GDP	\$495,000	\$742,000
Jobs	3.6	5.1
Wages & Salaries	\$304,000	\$427,000
Taxes (combined)	\$173,000	\$206,000



# CCAA Men's Soccer Championship



CCAA  ACSC  
**MEN'S SOCCER**  
**NATIONAL CHAMPIONSHIP**  
CHAMPIONNAT CANADIEN DE SOCCER MASCULIN  
KEYANO COLLEGE • FORT McMURRAY • 2016





# 2017 U21 Pan Am Volleyball Cup



# Lessons Learned

## Response

Assessment

Planning

Resources

## Recovery

Assessment

Communication

Confidence

## Resiliency

Re-Assessment

Implementation

Growth

# Response Lessons



Assessment

Planning

Resources

# Recovery Lessons



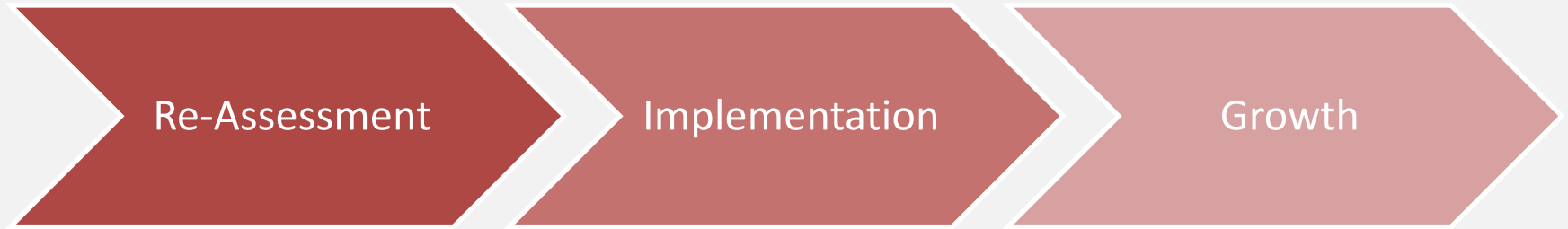
Assessment

Communication

Confidence



# Resiliency Lessons



# Moving Targets

- Identifying the Problem
  - Time
  - Financial Resources
  - Quality Event Experiences
- Human Resources
- Partnerships
- Strategic Plan



# THE GLOBE AND MAIL

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Canada's National Newspaper

Since 1844

## Sport Tourism is a Financial Power Play



*"Sport tourism has become a stabilizing force during times of volatility within the tourism industry."*

When Ottawa first hosted the Bell Capital Cup in 2000, it led to 162 new jobs, and attracted more than 16,000 visitors that year.

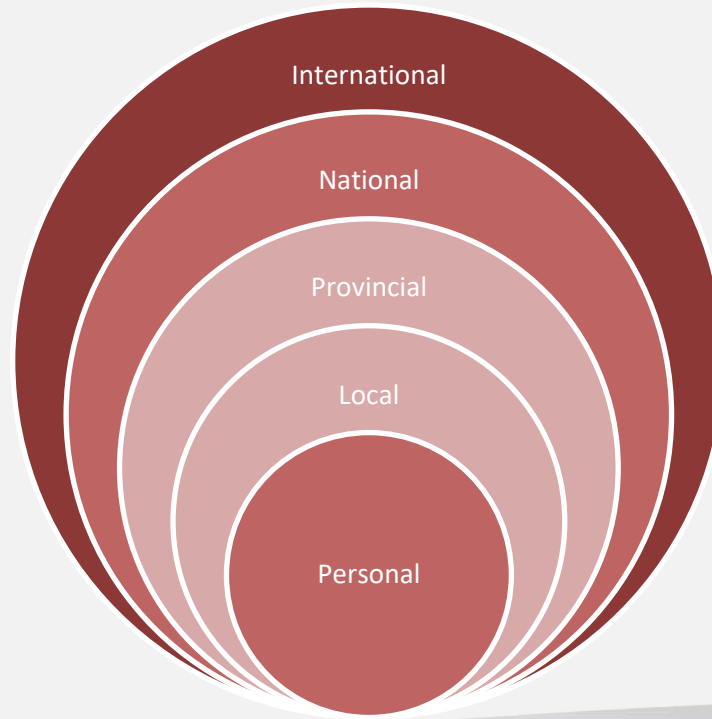
The tournament is just one example of how sporting events can give cities a serious financial boost.

Sport tourism is the fastest growing segment of the

—billion in alone. er that effects being

everywhere from Moncton (home of next year's Canadian Figure Skating Championships) to Prince George, where the 2015 Canada Winter Games will take place.

# What Success Looks Like





# What Can You Do Now

- Sport Tourism Assessment Template (STAT)
  - Pre COVID-19
  - Post COVID-19
- Review hosting programs and strategic plans
- Revise economic impact projections

# GABARIT DE PLANIFICATION DU TOURISME SPORTIF DE L'ACTS

## CSTA SPORT TOURISM ROADMAP ©



# How Can CSTA Help?

- Survey – Destinations
- Survey – Sport
- Focus on Events as Recovery Initiative
- Advocate for Sport Hosting and Sport Tourism
- Information Hub – Funding
- Maintain Connection of Sport and Tourism

# Upcoming Webinars

**April 23 – 1:00 pm ET**

**Using Economic Impact Data in  
Your COVID-19 Recovery Strategy**

Derek Mager  
Senior Economic Impact  
Consultant, CSTA

**April 30 – 1:00 pm ET**

**Your Corporate Sponsorship  
Revenue Program – The New  
Normal Post COVID-19**

Brent Barootes  
The Partnership Group



[consulting@canadiansporttourism.com](mailto:consulting@canadiansporttourism.com)

# QUESTIONS?