



**Sports Tourism is a
Decision**

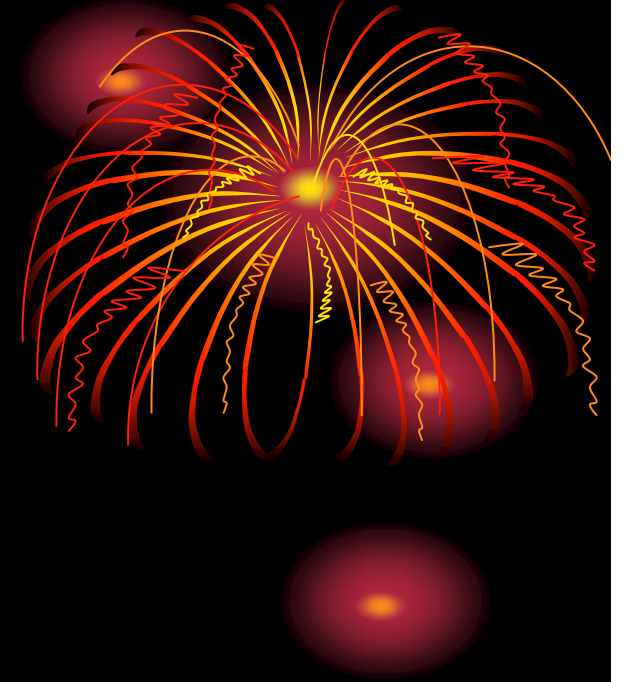


Sports Tourism is a Decision

The *Huntsville* Story

Sports History

- Volunteers
- Life Style
- Outdoor Activity
- Many Provincial Championships
- Hockey and Lacrosse teams
- Softball, Soccer, Baseball & High School success stories



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- **Annual Muskoka Loppet Cross Country Ski Event**
- **1993 ITU World Cup Triathlon Race**
- **1992 World Triathlon Championships**
- **1990-2005 Muskoka Triathlon**

Sports Tourism is a Decision

- Decision to move to the next level
going into the new Millenium



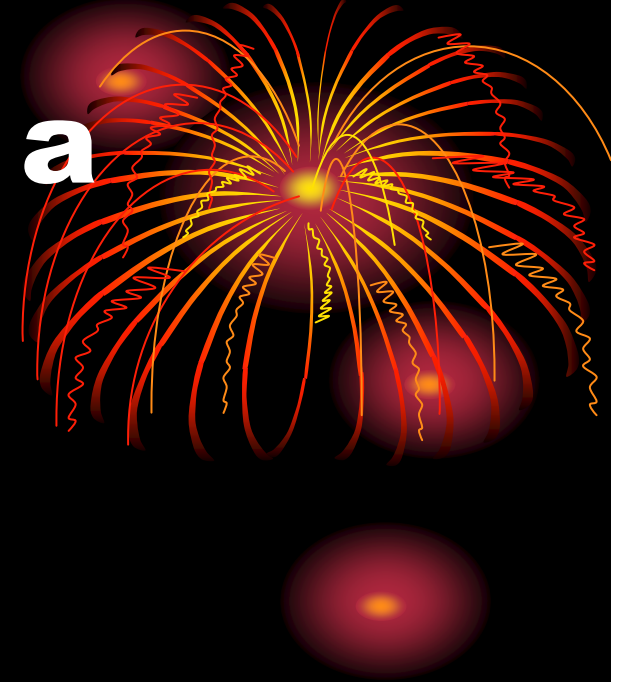
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- ***Sports Recreation and Resource Centre***



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- ***Sports Council***



Sports Tourism is a Decision

- **Relationship with CSTA**
- **Background in Sports**
- **New career in Politics**



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- **2004 Dragon Boat Festival**
- **2005 Dragon Boat Festival**



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- Began Looking for Opportunities
- Began Discussion with Chamber
- Ontario Winter Games Opportunity

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- Winter Paralympic Championships
- 2006 Spin the Lakes Bicycle Tour
- 2006 Canadian Pond Hockey Championships

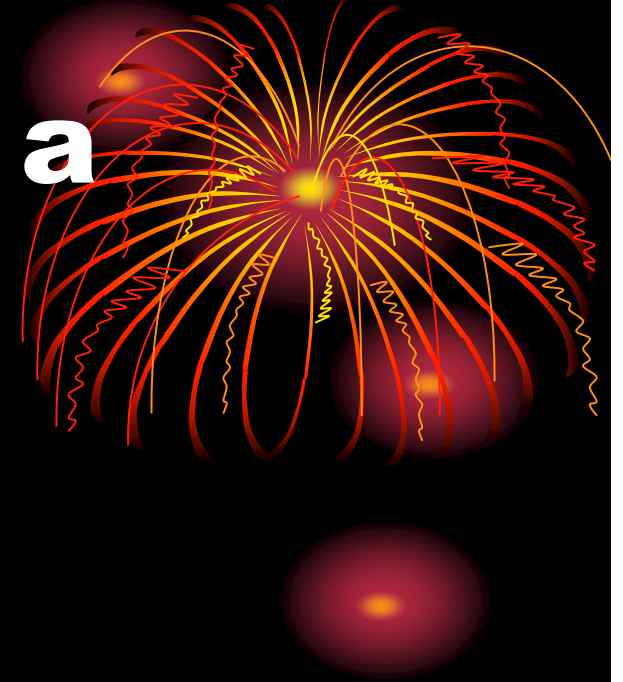
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- **The Paralympic Experience**
 1. Formed sports tourism group
 2. Formed bid committee
 3. Presented and won bid
 4. Formed an Organizing Committee
 5. Hired a Games Manager

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- **7 Sports**
- **250 plus athletes**
- **Over 300 volunteers**
- **Public and Private Financing**



Sports Tourism is a Decision



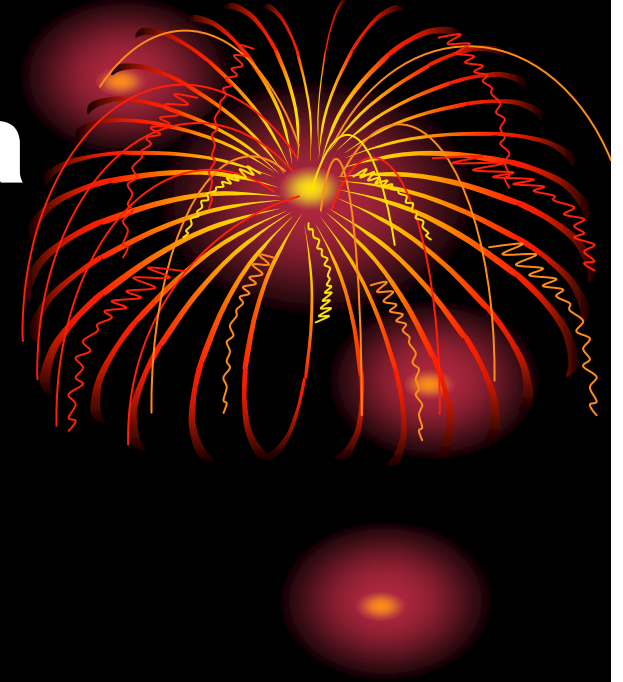
- **Goal**
- **To raise the revenue required to support the 2006 Ontario Winter Paralympic Championships in Huntsville and to leave a legacy for the town.**

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- **Games Objectives**
 - 1. Develop a budget with input from the Organizing Committee, Paralympics Ontario, and previous hosts of Summer Paralympic Championships**

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- **2. Assemble a team to develop fundraising strategies from Municipal, Provincial, Federal, Corporate, Foundations, and Private Sources**

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- **3. Monitor fundraising and sponsorship activities on a weekly basis.**
- **4. Work with Paralympics Ontario to insure local participation from protected Corporate Partners.**
- **5. Insure a legacy to support community priorities.**

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- **Skills Sets Required for Chair**
 - **1. The Fundraising/Sponsorship committee had two co-chairs dividing up the work**
 - **2. Knowledge of the community and previous successful fundraising activities.**

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- **Responsibilities**
- **1. Co-chairs worked closely in selection of community members. Important to have previous fundraising success and interest in sport.**

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- **2. The team selected those areas of expertise and interest and developed strategies to achieve revenue goals i.e. Corporate, Adopt an Athlete campaign, Schools, Local Business, Grants**

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- **3. The Fundraising/Sponsorship Committee met weekly and at least once a month with Organizing Committee**
- **4. Monthly reviews with the Organizing Committee for planned expenditures or surprises.**

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- **Successes**
- **1. Paralympics Ontario assistance and professional guidance**
- **2. Community Service Clubs contributed cash, volunteers & In Kind**
- **3. Municipality two year financial committment**

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- **4. Ontario Trillium Foundation, Province of Ontario, Paralympics Ontario, Bell Canada, Bell Community Sport Fund, Huntsville Rotary Club, Deerhurst Resort plus local business sponsorships. All contributed major financial and in kind donations.**

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- ***The Fundraising Sponsorship Committee exceeded financial targets.***



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- **Things we learned**
 - **1. Unanticipated cost of Insurance**
 - **2. Protected Sponsorship agreement needs to be reviewed. Not working as designed.**
 - **3. The staff manager of the games should be available on a full time basis.**



















ARROWHEAD NORDIC SKI CLUB
FINISH

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