

Transportation & Economic Development Committee Meeting

May 2nd 2012

BARRIE
ONTARIO • CANADA

Global Opportunity. Local Prosperity.

H. Kirolos
Director
Economic Development Office
City of Barrie

AGENDA

1. Economic Strategy Update
2. Update on Barrie's Market Profile
3. Introduction to the "50 Need to know Companies"
4. Sports Tourism Market Overview
5. Planned Trade Shows
6. SpringBoard Innovations Inc. Update
7. RTO 7 Presentation

Economic Strategy Update

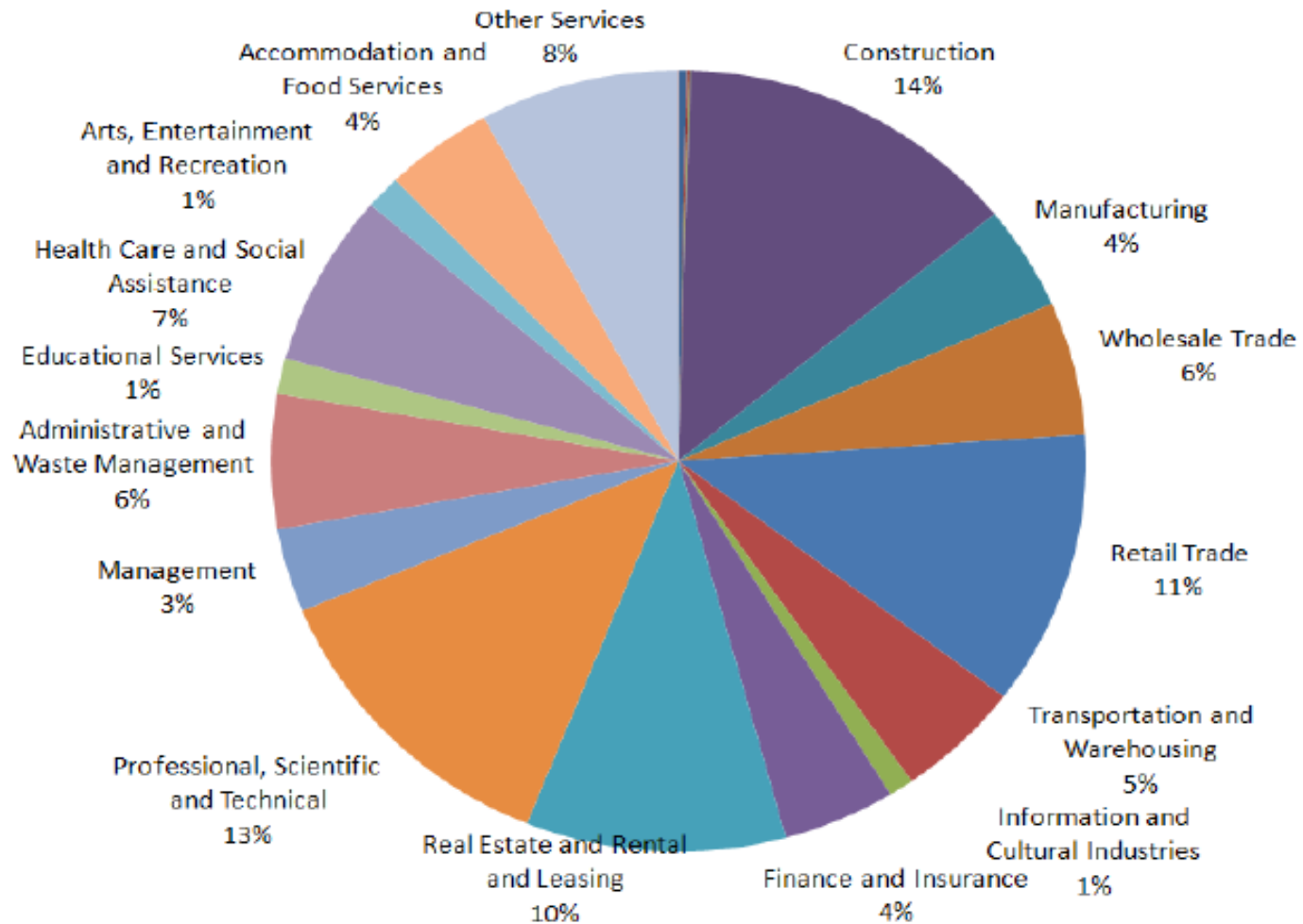
- Health & Wellness
- City Centre
- Small/Medium Enterprises (SMEs)
- Strategic Partners
- City Re-branding (fundamentals need to be up to par first)
- Retention/Expansion
- Attraction Activities

Economic Strategy Update

Business Community Profile by Segment

Barrie's Market Breakdown 2009

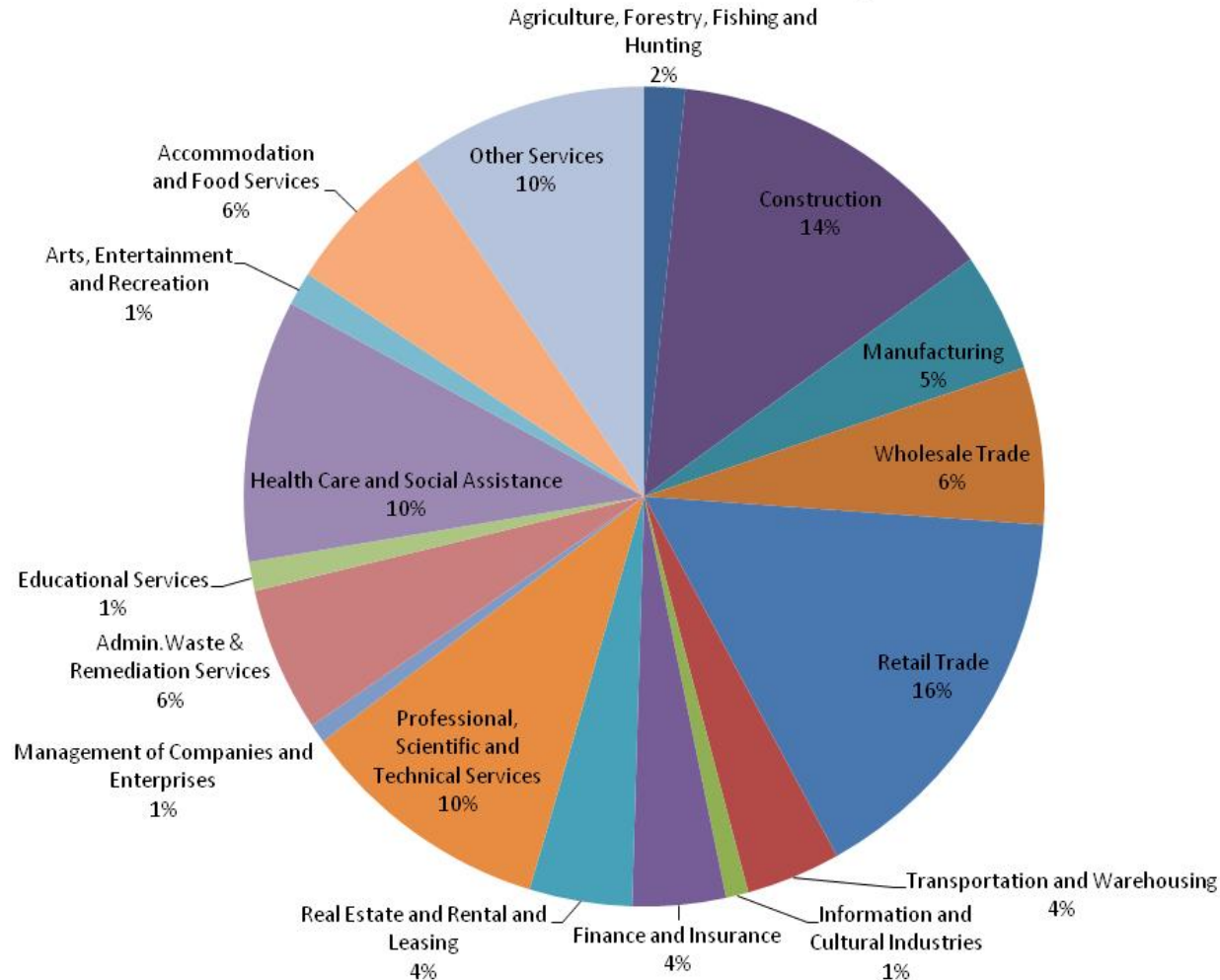
2009 Business Breakdown in the City of Barrie



Barrie's Market Breakdown 2011

-Source Canadian Business Patterns Dec. 2011

2011 Business Breakdown in the City of Barrie



“50 Need To Know Companies”

1. Objectives

- Using the Economic Development Strategy and Action Plan 2009-2014, choose companies that correspond with the identified sectors and Barrie’s Competitive Advantage

2. Criteria

- Chosen Companies must naturally fit into identified sectors
- Companies must be profitable with published success
- Companies have Canadian head offices with top executives in Canada
- Sources of Data

Identified Target Sectors

(Economic Development Strategy & Action Plan 2009-2014 p.40)

1. Health & Wellness

- Pharmaceutical Preparations
- Out Patient Care Centres

2. Professional, Scientific + Business Services, IT, Data Security

- Data Security Centres
- IT companies

3. Transportation & Warehousing/Wholesale Trade

- Specialized Freight Trucking
- Wholesale for Forestry, mining, industrial machinery, building supplies, food

4. Manufacturing

- Textile product mills, converted paper product manufacturing
- Soap, cleaning compound and toilet preparation manufacturing

5. Construction

- Residential building construction
- Specialty trades contractors

Economic Strategy Update

Sports Tourism Market *Overview*



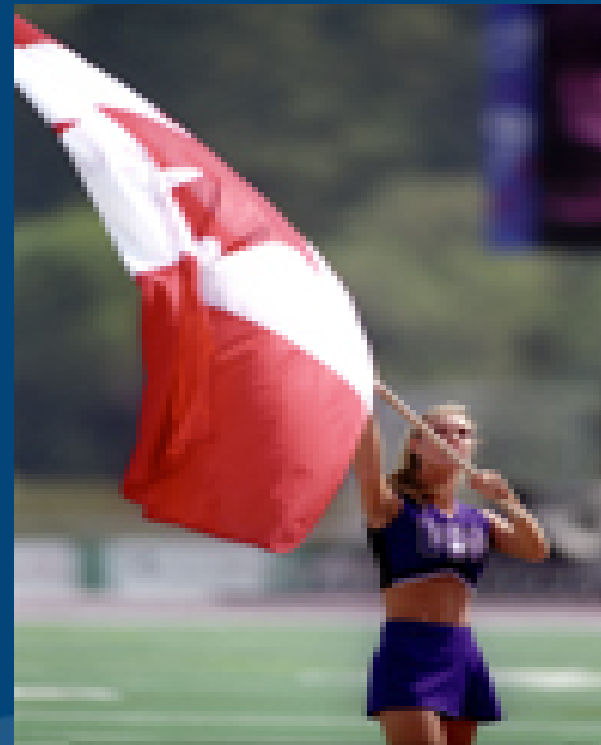
Sport Tourism Defined



Any activity in which people are attracted to a particular location as a sport event participant, an event spectator, or to attend sport attractions or business meetings.

CSTA Mission

- To increase Canada's capacity to attract and host sport tourism events.
- To promote Canada as a preferred host for international sport events.
- The CSTA promotes a planned, coordinated and strategic approach to event hosting.

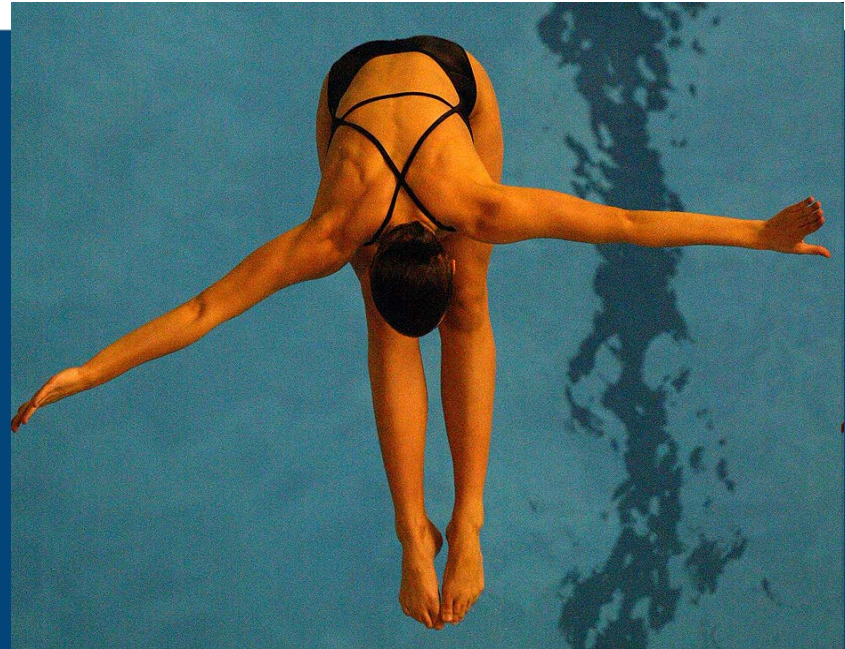


Why Sport Tourism?

- Stimulates economic, tourism, culture and social prosperity;
- Supports sport development objectives at all levels;
- Showcases a positive community brand and image to media, business community and visitors;
- Provides enhanced exposure opportunities for the destination;
- Builds irreplaceable community capital, event hosting resume and lasting legacies for the future.

The Perfect Storm

- 9/11
- SARS
- Mad Cow
- Currency
- Gas prices
- Recession
- Border issues/documentation



**A stabilizing force
during times of
volatility within the
tourism industry.**

Quick Facts

- Sport tourism is a grassroots economic development initiative involving municipal, sport and tourism partners.
- There are an estimated 200,000 sport events which occur annually in Canada.
- Statistics Canada (2010) estimates that sport tourism in Canada is valued at \$3.6 billion annually and growing.

Value of Sport Tourism

	Canada	U.S.A. (In Canada)	Int'l. (In Canada)	Total
2008	\$2.2 B	\$286 M	\$741 M	\$3.3 B
2010	\$2.6 B	\$283 M	\$660 M	\$3.6 B
Ontario <i>(2011)</i>	\$1.0 B	<i>N/A</i>	<i>N/A</i>	
Change	+16.6%	-1.0 %	-10.9%	+8.8%

Types of Events



- Multi-sport & Major Games
- Professional/amateur sport leagues and events
- Amateur single sport events
- Intercommunity events
- Manufactured or created events

World Pond Hockey Championships

Example:

- Plaster Rock, NB (pop. 800)
- Launched in Feb. 2002 with 40 teams
- 2011 included 120 teams
- Est. 8,000 visitors over 4 days
- 300 volunteers
- 20 rinks on Roulston Lake
- Accommodations: Plaster Rock, Grand Falls, Perth-Andover

Brantford



- 4th annual tournament recognized by Guinness World Book of Records
- 205 teams and 2,096 players from all over Ontario & northern U.S.
- Target is 250 teams for June 2012
- Fundraiser for local Sport Legacy Fund (\$93,000 in 4 years)

Sport Tourism –Two Sides... Not mutually Exclusive

SPORT

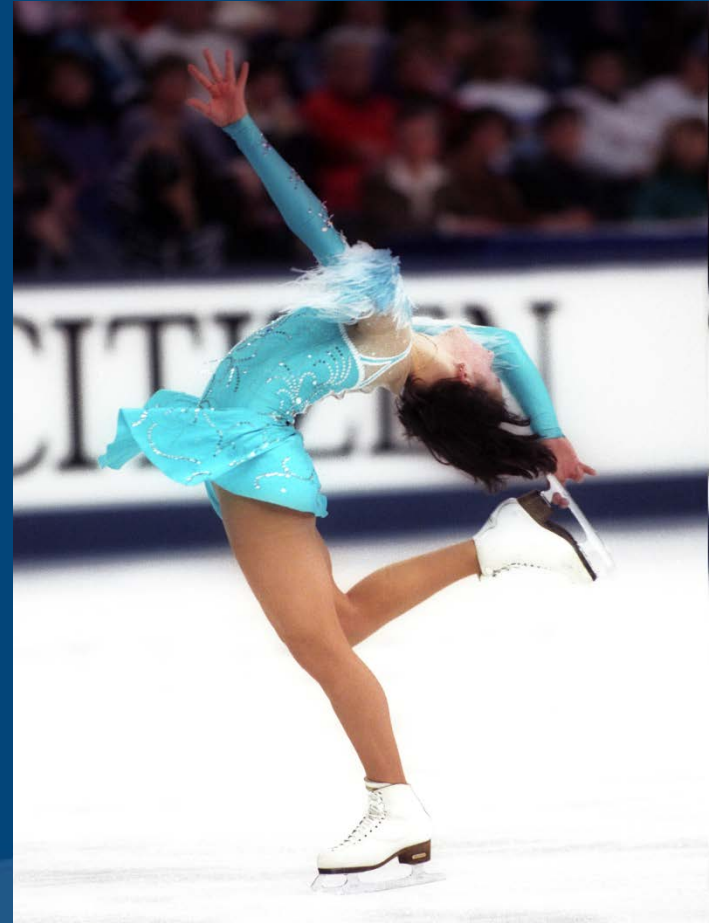
- Athlete development
- Coaching
Development
- Officiating
development
- Competitions

TOURISM

- Economic
development
- Infrastructure
development
- Increased visibility
and profile for
destination

Local Partners

- Destination Marketing Organizations
- Economic Development Agencies
- Parks & Recreation Departments
- Sport Councils, committees or commissions
- Colleges & universities
- Chambers of Commerce
- Service clubs
- Hoteliers, Food & Bev
- Private enterprise
- Media



Success Factors

- Develop local strategy/action plan
- Identify and engage key stakeholders
- Recruit local influencers/champions (elected officials, staff or community leaders)
- Create facility & accommodations inventories
- Identify strengths & weaknesses
- Establish a web presence

STEAM Model by CSTA

Resources

- Launched in 2002
- Developed in partnership with CTC, CACVB and Sport Canada
- Predicts the economic impact of a sport event on a community
- 1st web based tool of its kind
- Contains spending profiles from most recent Statistics Canada data and primary research



Success Factors

- Dedicated staff
- Stable funding source(s)/partnerships
- Culture of volunteerism
- Commitment to measure, evaluate and quantify
- Heavy emphasis on sales, marketing and relationship building
- **SUPPORT EXISTING EVENTS**, and fully understand their potential/leverage points vs. manufacturing new

Sport Event Dimensions

- Number of participants
- Number of spectators
- Length of event
- Frequency of event
- Status of event – Level of Competition
- Timing
- Risk
- Legacies

2009 Ontario Cup Major Bantam Boys Basketball Championship

- May, 2009
- London, Ontario
- 108 teams – 1,500 participants
- \$579,000 combined expenditures
- \$621,000 GDP
- \$1.3 million economic activity
- \$294,000 in taxes



Sports Tourism not without its challenges/Issues...

- Dislocation
- Displacement
- Congestion
- Risk assessment & management
- Increasing rights fees
- Opportunity costs
- Volunteer capacity
- Fierce competition from other communities
- Ageing infrastructure
- Gaining local municipal support
- Local elections/staff departures
- Local communication
- Readiness: Is your community ready?

Trends



- Increased emphasis on manufactured or created events
- Masters level events
- Events involving young children encourage family travel & vacations
- Extreme sports

Trends



- High participant, high spectator events
- Team sport competitions (soccer, hockey, basketball)
- Girls/women's events
- Marathons/triathlons
- Cycling
- Ultimate
- Dual hosting models

SPORT TOURISM

**The fastest growing
grassroots economic
development initiative in
Canada today.**

Source: CSTA

Canadian Sport Tourism Alliance



Alliance canadienne du tourisme sportif

Economic Strategy Update

Planned Trade Shows/Events For Remainder of 2012

Planned Trade Shows 2012

Conference Name	Location	Date	Description
Land & Development	Toronto	May 1, 2012	Provides through speakers & networking opportunities, insight into development challenges, strategies & opportunities.
Global Petroleum Show	Calgary	June 12-14, 2012	The largest existing energy bi-annual event for global oil & gas industries. Attracts 60,000 visitors from 95 countries with 2,000 exhibitors. Co-exhibiting with Simcoe County and 5 local businesses to date.
Canadian Business Aviation Association (LSRA Recommended)	Toronto	June 13-14, 2012	Canada's premier event for business aviation. Attendees include business leaders, government officials, aircraft manufacturers, corporate aviation personnel + CBAA members.
Big Data Tipping Point	San Diego	July 29-Aug. 3, 2012	The "Big Data"...How Business today can make smarter decisions, profit from customer intelligence and optimize productivity.
Global Sustainable Energy Congress	Calgary	Oct. 30-Nov. 1, 2012	As part of the 2011 Mayor's Team Barrie Trade Mission to Calgary, the City had substantial booth presence at the show. Contemplating returning for 2012,
ATAC 2012 Annual General Meeting & Tradeshow (LSRA Recommended)	Vancouver	Nov. 13-15, 2012	Air Transport Association of Canada advances issues that affect members. They examine newest trends and latest technologies.
SIOR (Society of Industrial & Office Realtors)	Toronto	Dec. 5, 2012	Topics will include the sale and lease of commercial real estate along with educational programs on research and the latest real estate trends.

Economic Strategy Update

SpringBoard Innovations Inc. Update

Economic Strategy Update

RT07 Update

Economic Strategy Update

Thank you for your time!

EDO TEAM