

# SPORT TOURISM NORTH BAY

# The Big Picture

- Across North America and Europe sport tourism is growing as a significant business and economic opportunity and is leading the tourism industry in producing substantial economic impacts for communities.
- Canadian Sport Tourism Alliance (CSTA) indicates that an estimated 200,000 sporting events occur in Canada annually and in Canada an estimated annual spending of approximately \$5.2 billion by domestic travelers.

- North Bay is now advancing in a comprehensive and well-coordinated plan intended to unite stakeholders/partners in an aggressive and successful sport tourism strategy. We realize the important economic and social benefits that sport tourism can bring to communities.
- Because of this the City of North Bay has hired an individual to focus solely on Sport Tourism.



# Background: Larry Tougas

## Past:

- ❖ Larry Tougas Teacher 30 years.
- ❖ 2 years in Mississauga
- ❖ The remaining 28 years teaching at West Ferris Secondary School in North Bay.
- ❖ During those 28 years at West Ferris, Larry coached a total of 95 seasons of various sports for West Ferris and the community.
- ❖ Sports included basketball, baseball and football.
- ❖ During his time at West Ferris he also ran numerous tournaments and OFSAA Championships.
- ❖ Larry retired from West Ferris in June 2013.

## Currently:

- ❖ For the North Bay Spartan basketball organization Larry is the current president, and the Girls U16 Basketball head coach of 2015.
- ❖ He started working for North Bay City Hall in January 2014 as the Sport Tourism advisor.
- ❖ In the short time working at the city for Sport Tourism Larry has already brought in over 15 OFSAA Championships, plus other tournaments.
- ❖ He was named President/General Manager of the Nipissing Wild football association in August 2015

# History of Hosting Events

- Skate Canada Northern Ontario – 2008
- Elks & Royal Purple National Curling Championships – 2008
- Carter Cup Hockey Tournament – 2008
- Central Festival of Synchronized Skating Championships – 2007
- Ontario Ski Cup Races – 2003
- North Bay ½ Marathon & 5k Race – 2000
- OUA Nordic Championships – 1998
- Canadian Masters Cross Country Ski Championships – 2009
- CCAA Women's National Volleyball Tournament – 2009
- Annual Firefighters Provincial Curling Tournament – 2009
- 3rd Annual Canadian Pond Hockey Faceoff – 2009
- Sr. World Fastball Championships – 2008

- Historically, North Bay and area have hosted numerous sporting events that have been secured in our community through the efforts of independent groups, community leaders, or local sports groups.
- By using our experience from these events we've developed a model to use to secure many events for the upcoming years.

# Our Plan

## Fast Food vs. Fine Dining



- Devised a plan to keep things simple
- Use my background and contacts to attract Championships at the High School and Club level
- Came up with a slogan that will work for North Bay



# Comparing:



## Fast Food

- KISS model
- Use our connections in educational sector
- Become president of club organizations
- Solicit local championships
- OFSAA bids are very simple
- Sponsorship is minimal
- Student volunteers
- Value economically immense (during week)

## Fine Dining

- Bid process is very long and detailed with lots of competition for these events
- Involves a great deal of sponsorship and seed monies
- Exhaust of volunteer base
- If financially not successful local tax dollars are required
- still very good for our local economy



# Successful Events using 'our plan'

## Event

## Economic Spin Off

- |   |                 |
|---|-----------------|
| ● OFSAA "A" Volleyball, November 2013           | ● \$ 275,651.00 |
| ● OFSAA Boys Curling, March 2014                | ● \$ 174,470.00 |
| ● OFSAA 'AAA' Boys Soccer, June 2014            | ● \$ 320,291.21 |
| ● SOBA Boys Baseball Championships, August 2014 | ● \$ 132,077.00 |
| ● OFSAA Boys 'A/AA' Soccer, June 2015           | ● \$ 829,864.00 |

# Upcoming Events

- OFSAA “AAA” Volleyball, March 2016
- OFSAA Curling Boys and Girls, March 2016
- OFSAA Badminton, May 2016
- OBA Club Basketball, May 2016
- OFSAA “A” Girls Soccer & OFSAA “AA” Girls Soccer
- OFSAA “A” Boys Volleyball, November 2016
- OFSAA Curling Boys and Girls, March 2017
- OFSAA “AAA” Boys Basketball, March 2017
- OFSAA “A” and “AA” Girls Hockey, March 2017
- OFSAA “AA” Girls Soccer & OFSAA “AA” Boys Soccer, June 2017
- OFSAA Girls Golf, October 2017