

The Sport Tourism Award recognizes the outstanding contributions of individuals and organizations through the hosting of a sport tourism event in Surrey. Sport tourism events build community spirit and make significant contributions to the tourism industry of Surrey.

Discussion

The Sport Tourism Award supports Surrey's Sport Tourism Strategy's goal of establishing Surrey as a premier sport tourism destination in the Pacific Northwest and Canada, while balancing community needs with sport tourism development. The award provides an opportunity to recognize an individual or organization for the overall success of a single-sport or multi-sport event held in Surrey in 2020-2023. A goal of this award is to strengthen relationships and support local sport organizations in Surrey.

The award recognizes the many contributions of sport tourism events to the community. These events encourage and facilitate volunteerism and participation in community leisure activities of persons of all ages, abilities and cultural communities. Finally, sporting events encourage community economic development through increased tourism activity within the community. By having groups travel and stay in Surrey, economic benefits are experienced throughout the City.

Award Categories

There are two award categories for the Sport Tourism Award:

- **Regional/Provincial Event:** These events see participants and teams traveling across the province or Western Canada (e.g., Provincial Championships, Western Canada Competitions, Regional Championships).
- **National/International Event:** These are large-scale events that bring in teams and participants from across the country at the national/international level (e.g., National Championships).

Eligibility

Sport tourism events are defined as those where participants and spectators are travelling more than 80 km to an event and are staying overnight. All groups that have hosted a sport tourism event in Surrey within the last four years (2020-2023) that meets the following criteria are eligible. Events that have received a Civic Distinction Award in the past must show significant growth to be considered for an award.

Nomination/Submission Criteria

The submission requirements and process will be described on the Civic Distinction Awards web page and nominations will be received until the advertised closing date. The nominator will make a submission by completing the online submission form through the City of Surrey's website, or by hard copy delivered to City Hall.

Consideration will be given to events that:

- increased the profile of Surrey regionally, provincially, nationally or internationally;
- effectively marketed Surrey through the event and developed positive recognition of the City;
- generated an economic impact for the local economy (e.g., restaurants, accommodations, transportation);
- enhanced the legacy of Surrey's community through coach, player and/or volunteer development; and
- contributed to the development of their sport in Surrey.

Selection/Evaluation Process & Criteria

A nomination review panel will be established to review all Sport Tourism nominations and recommend the award recipients to the Parks, Recreation and Sport Tourism Committee. The Parks, Recreation and Sport Tourism Committee will review the recommendations from the nomination review panel and forward their recommendations to City Council.

The nomination review panel will be made up of:

- A representative from Discover Surrey
- A representative from the Surrey Hotels and Motels Association
- A representative from the Parks, Recreation and Sport Tourism Committee
- Parks, Recreation and Culture Healthy Communities Manager

Recognition

Award recipients will be recognized via the Civic Distinction Awards program and will be presented with awards of excellence. Recipients will be recognized by the City through a press release, social media campaign and website acknowledgement.

The City reserves the right to award multiple Sport Tourism Awards, or none, within the award cycle.