

# SPORTsurrey

*AHEAD OF THE GAME*



sport  
tourism  
strategy

# Contents

Introduction	4
Upcoming Initiatives	8
Hosting	9





Mayor  
Linda Hepner

## Message from the Mayor

As one of the fastest growing divisions of Canada's burgeoning tourism industry, Sport Tourism fosters social and economic benefits that extend far beyond the host community. The City of Surrey hosts a myriad of local, regional and international events on an annual basis, and we remain committed to enhancing the sporting opportunities available throughout our city in the years ahead.

Physical fitness is the foundation of a healthy lifestyle, and Surrey continues to invest in state-of-the-art recreational facilities for our communities. Through our Build Surrey Program, existing facilities are regularly upgraded, and construction on a number of projects are well underway to further promote vibrant, healthy communities, and better position Surrey to host sporting events of the highest calibre.

Sincerely,  
Linda Hepner, *Mayor*



Councillor  
Bruce Hayne

## Message from the Chair

Through the Surrey Sport Tourism Strategy, we continue to partner with industry leaders and actively engage with youth to ensure the sporting events attracted to Surrey are both community focused and sound investments.

As we move forward with construction on new and existing parks and recreation facilities, the City of Surrey is not only better suited to attract new, world-class events, but contributes generously to the overall development of sport and physical fitness in our communities.

Sincerely,  
Councillor Bruce Hayne, *Chair of the Parks,  
Recreation & Sport Tourism Committee*





**The Surrey Sport Tourism Strategy has been developed to advance the City of Surrey as a leader in the Sport Tourism industry, maximizing both economic benefits and sport development opportunities.**

**The Strategy will establish Surrey as a premier sport tourism destination in the Pacific Northwest and Canada while balancing community needs with sport tourism development.**

## The Strategy will be implemented by:

- Working closely with our community partners to be an advocate for the development of sport hosting in the City of Surrey.
- Actively seeking out bid opportunities to host provincial, national and international sporting events.
- Hosting opportunities on the unique physical and geographical assets in Surrey, taking full advantage of our existing assets.
- Supporting event organizers from bid stage to planning stage of their event through Sport Surrey, and provide exceptional customer service to participants, spectators and the sport tourism community.
- Advocating for bigger and better sport facilities benefitting both residents and sport tourism.
- Implementing the Build Surrey Program to deliver sport facilities that provide more hosting opportunities.
- Establishing strong relationships and supporting local sport organizations, particularly youth sport.
- Tracking and evaluating the results of hosting major sport tourism events.



**Sport Surrey has been jointly developed by the City of Surrey and Discover Surrey to be a central resource to assist in advancing bid submissions and to support tournament organizers to ensure a successful event.**

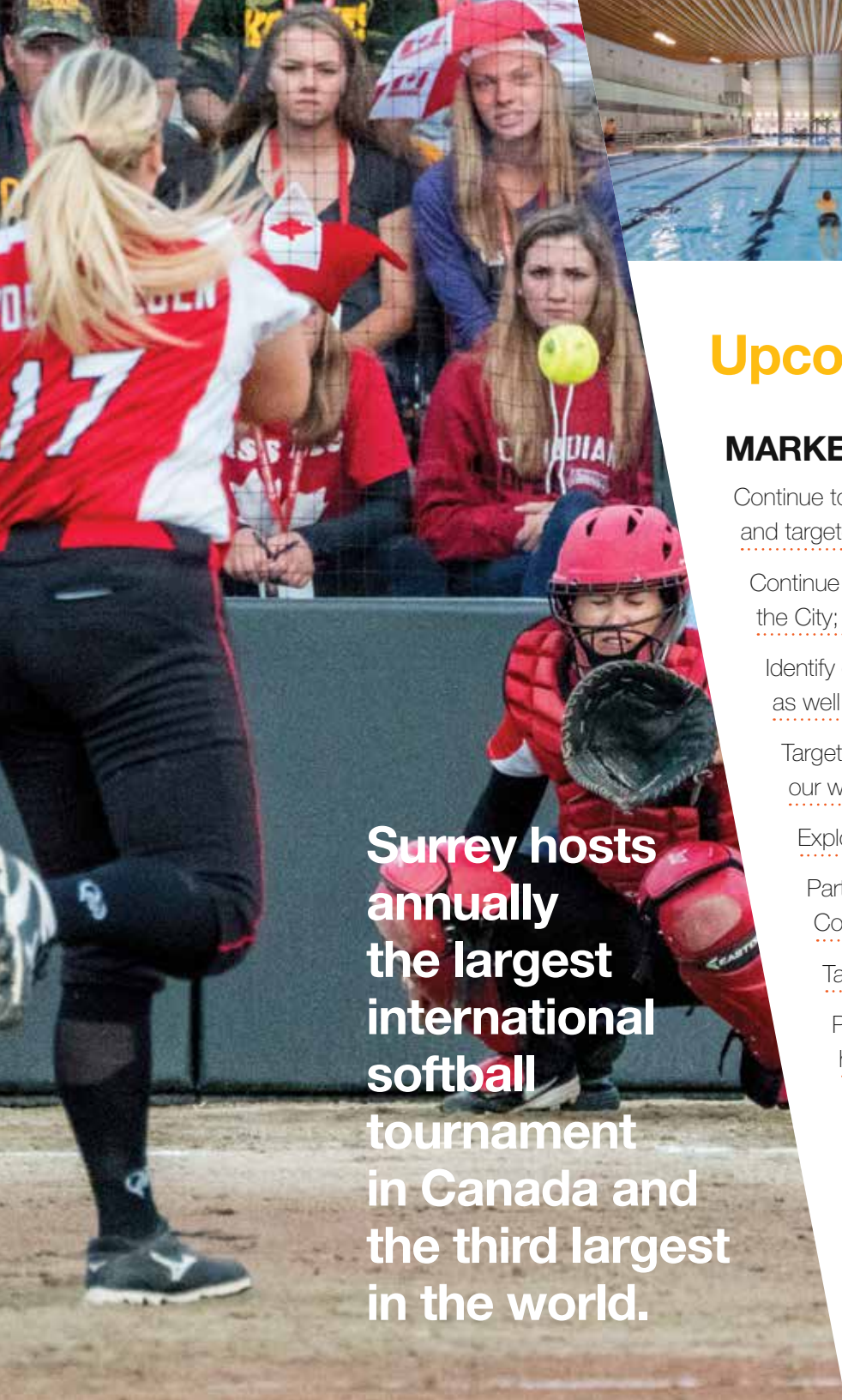
Some examples of high calibre sporting events that have been hosted in Surrey include:

- Water Polo National League
- Canada Cup International Field Hockey
- Ringette BC Provincials
- Hockey BC Peewee Provincials
- Skate BC Super Series
- World Round Up International Skateboard
- Superhearts Female Hockey Tournament
- Canadian Open Fastpitch International
- BC High School Ultimate Championships
- BC High School Soccer Championships
- BC Soccer Provincial A Cup Finals
- Vancouver Whitecaps Adidas Cup
- Vancouver Whitecaps College Showcase
- Mayors Cup Soccer Tournament
- SX Cup International Soccer Tournament
- Ball Hockey Western Challenge Cup
- Canadian Collegiate Athletic Women's Soccer National Championships
- BC Summer Games
- Hargobind International Wrestling Championships
- Flowerbowl Ultimate Tournament
- Womens World Softball Tournament
- Syncro BC Regional Championships
- Canada Cup BMX
- Colour Me Rad 5K Run
- Rugged Maniac
- Quidditch Canada Western Regional Championship
- BC Provincial Diving Championships
- BC Amateur Golf Championships









**Surrey hosts annually the largest international softball tournament in Canada and the third largest in the world.**

## Upcoming Initiatives

### MARKETING

Continue to position Surrey as a preferred location and premier sport host for existing events and targeted regional, provincial and national events;

Continue to build presence online with Sport Surrey website, social media and synergies with the City;

Identify opportunities with targeting marketing with the focus to attract sports unique to Surrey as well as attract shoulder season sports;

Targeted marketing to identified sports such as soccer, field hockey, sledge hockey with our world class facilities to host these sport tournaments;

Explore opportunities for hosting e-sporting events;

Participate and have a presence at the Canadian Sport Tourism Association's National Congress annually;

Target marketing to womens and girls sporting events;

Provide FAM tours with Discover Surrey for targeted National Sports Organizations to help support future national and international bids; and

Seek out Provincial/National sporting organizations to locate their administrative headquarters in Surrey for potential training and event opportunities.





## HOSTING

Build on the success of hosting the 2012 BC Summer Games, bid on other large scale multi-sport events as appropriate;

Host the Synchro National Espoir Championships in 2018;

Host the 2018 Canada Cup Softball Championship at Softball City;

Host the National Masters Curling Championships 2018;

Continue to support the growth of international and regional soccer events such as the SX Cup, Mayors Cup and Whitecaps College Soccer Showcase.

Continue to make available to tournament organizers the new event hosting trailer/kiosk that was built and designed as a legacy from the BC Summer Games;

Meet regularly with key local sport organizations and provincial sport officials to attract events and target specific bid submissions that are aligned with Surrey facilities and unique attributes and assets;

Communicate with neighbouring municipalities to coordinate bid submissions for co-host opportunities; and

Begin discussions with local Indigenous groups regarding Indigenous games.



## CAPITAL INVESTMENT

Open the new Cloverdale Sport and Ice Complex and North Surrey Ice Complex in 2019 to create additional hosting opportunities for sledge hockey and ice hockey tournaments in addition to meeting community needs;

Strategically enhance new and existing parks and facilities to support tournament hosting, eg: construct a new artificial turf field at the Cloverdale Athletic Park, renovate the Newton Athletic Park field house and construct a new cricket field house.

## ACTIVITY & PERFORMANCE MEASURES

Monitor and report on increase visits to website, events generated from hosting Provincial Sport organization's receptions and number of subscribers to Sport Surrey newsletter;

Implement at least 2 Sport Tourism Economic Assessment Model Reports (STEAM) per year to provide a standard post event reporting and analysis, incorporating event performance indicators, visitor metrics and economic benefits; and

Work with groups to receive at least 5 evaluation reports per year to obtain feedback from groups and organizations on their experience in Surrey.

Ongoing review and revision of Sport Tourism Grant Program.







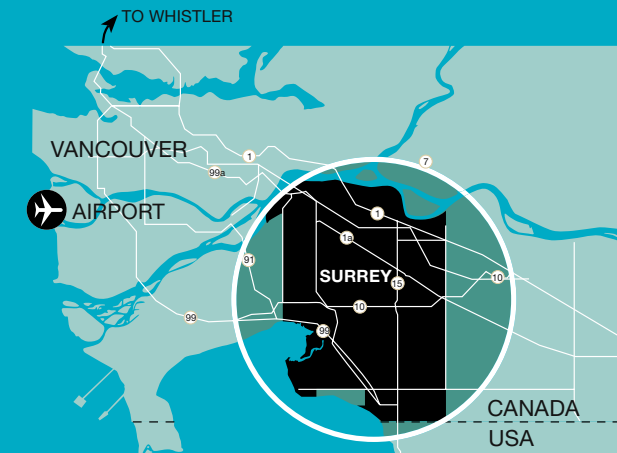
## Bring your sporting event to Surrey!

- Numerous outstanding competition facilities and sport fields.
- Affordable accommodation and dining options.
- Dedicated team to facilitate event coordination.
- Proven hosting experience.
- Database of skilled volunteers.
- Central location.
- Diverse community and sport hosting opportunity.

## Centrally located!

### contact:

Sport Surrey  
730 176 Street,  
Surrey, BC V3Z 9S6  
Info@sportsurrey.com  
www.sportsurrey.com  
604.531.6646



**SPORTS**surrey  
AHEAD OF THE GAME

For more information contact  
[www.sportsurrey.com](http://www.sportsurrey.com)



MAYOR  
LINDA HEPNER

## City of Surrey Mayor and Council



COUNCILLOR  
TOM GILL



COUNCILLOR  
BRUCE HAYNE



COUNCILLOR  
VERA LEFRANC



COUNCILLOR  
MARY MARTIN



COUNCILLOR  
MIKE  
STARCHUK



COUNCILLOR  
BARBARA  
STEELE



COUNCILLOR  
JUDY  
VILLENEUVE



COUNCILLOR  
DAVE WOODS

[www.surrey.ca/recreation](http://www.surrey.ca/recreation)