



Events and Their Impacts: Economic, Legacy and Sport Development

**Petro Canada Sport Leadership sportif
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Events Halifax Partner Model



Event Based Community Development

Phase 1

Phase 2

Phase 3

Hold successful events

Leverage events
(impacts and branding)

Integrate events
in community and
build events culture
with max return

Event Impacts

- Financial Return
- Venue Development
- Development of Sport
- Pride of Place
- Volunteer Development
- Branding
- Inbound Visitors
- Capacity Building
- LEGACY

The Next Step

- How can events be leveraged for multi-sector impacts?
- Examine the next generation of impacts through three UNIQUE international events:
 - 2007 ILF World Indoor Lacrosse Championship
 - 2008 IIHF World Championship
 - 07-08 Clipper Round the World Yacht Race

2007 ILF World Indoor Lacrosse

- Developing sport in Nova Scotia
- Moderate participation rates
- Isolated athletes competing at the highest level of the sport
- Disparity in competitive balance
- Objectives:
 - Stage financially successful event
 - Promote the culture associated with Lacrosse and Nova Scotia
 - Provide levers for the development of the sport in NS
 - Promote Halifax and Nova Scotia

Report Card

- Stage financially successful event A+
- Promote the culture associated with Lacrosse and Nova Scotia A+
- Provide levers for the development of the sport in Nova Scotia A
- Promote Halifax and Nova Scotia A++

2008 IIHF World Championship

- May 2-14, 2008 Halifax and Québec City
- First time in Canada
- 100th Anniversary of IIHF
- Largest annual winter sport event
- Halifax is the first city in the world to host the three major Championships of the IIHF
 - 2003 World Juniors
 - 2004 World Women's
 - 2008 World Championships
- Non-traditional event given Stanley Cup playoffs

2008 IIHF World Championship

- World Adult Rec Hockey Tournament
- World Youth Hockey Festival
- Canadian Sponsorship Forum
- Work with international tour operators to engage and attract inbound visitors
- International inbound missions for foreign trade and investment

07-08 Clipper Round the World Yacht Race

- Longest sporting event in the world (time and distance)
- All boats are sponsored by international destinations (entry in current race is branded as novascotia.com)
- Ten month branding opportunity with an international audience in excess of 200 million
- Competitive results are an element but not the ultimate one
- Clipper represents a marketing platform with results based on the degree of integration and activation

Events Halifax

- Event acquisition
- Build capacity of our own and share that capital with the rest of Nova Scotia
- Strategic partnerships
- Leverage major events for future major events, destination marketing and foreign trade and investment
- Attract incremental visitors by leveraging events for ancillary activity
- Enable promotion of physical activity