

NO: R019

COUNCIL DATE: February 10, 2025

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **February 5, 2025**

FROM: **General Manager, Parks, Recreation & Culture**

FILE: **0550-20**

SUBJECT: **Sport Tourism Strategy Update**

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## RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council:

1. Receive this report for information; and
2. Approve the updated Sport Tourism Strategy, attached as Appendix "I".

## INTENT

The purpose of this report is to inform Council about the updated Sport Tourism Strategy (the "Strategy") and seek Council approval of the Strategy. A secondary purpose is to highlight major sport hosting events secured for 2025, along with current bid opportunities that staff are actively exploring, attached as Appendix "II".

## BACKGROUND

In 2013, Council adopted a Sport Tourism Strategy to position Surrey as a leader in the sport tourism industry. The strategy aims to maximize economic benefits and to provide sport development opportunities for residents and local community clubs. 'Sport Tourism Events' are defined as events where both participants and spectators travel over 80 kilometers to attend and stay overnight.

As the City of Surrey continues to position itself as a premier sports hosting destination and the Sport Tourism Grant Program continues to receive high demand and utilization, updates to the Strategy are essential to ensure it remains current, innovative and effective. The updated Strategy was presented at the Parks, Recreation, and Sports Tourism Committee ("PRSTC") on November 6, 2024, where it received the committee's support and endorsement.

## DISCUSSION

To maximize economic benefits for the City of Surrey, a structured Request for Proposal ("RFP") process has been established to encourage participants to stay in hotels within city limits. City staff use a specialized platform called SimpleView, which is accessible to hoteliers throughout Surrey. Through this platform, staff input details such as dates of stay, pricing guidelines, room quantities, total room nights, and any specific accommodations needed. This allows hotels to

efficiently respond to user group needs and engage with participants directly to secure room blocks.

Through the City of Surrey's Sports Tourism Canada ("STC") membership, city staff utilize a comprehensive application called the Sports Tourism Economic Assessment Model ("STEAM") which measures post-event analysis, incorporating event performance indicators, visitor metrics, and economic benefits. STEAM reporting estimated a total of \$10,296,377 of Gross Domestic Product ("GDP") in Surrey from Sport Tourism Events in 2024.

The strategy displays updated capital investments in sport facilities, provides a comprehensive and accurate list of available venues; and underscores the City's commitment to unique emerging sports, such as E-Sports, reflecting a modernized approach to sports tourism. The strategy is used as an important tool when exploring sport hosting opportunities that align with current city initiatives and amenity capacities. Updating the strategy supports the growth of the City's sport hosting portfolio and references the invaluable investments the City is making to ensure it continues to be a leader in the sector.

### **Upcoming Sport Tourism Events and Bid Updates**

To date, 16 major Sport Tourism Events have been successfully secured for 2025, with more expected through upcoming bids and annual recurring events. The City continues to be a desirable destination for organizations seeking to host Sport Tourism Events due to the quality and accessibility of city facilities. As the City continues to prioritize capital investments in sport facilities and amenities, the development of sport hosting opportunities will expand, enabling a greater and more significant economic impact.

### **CONCLUSION**

The Parks, Recreation & Culture Department recommends that Council endorse the updated Sport Tourism Strategy. Sport Tourism Events not only foster a healthy and engaged community, but also provide a significant positive economic impact on the City of Surrey.

*Original signed by*

Laurie Cavan

General Manager

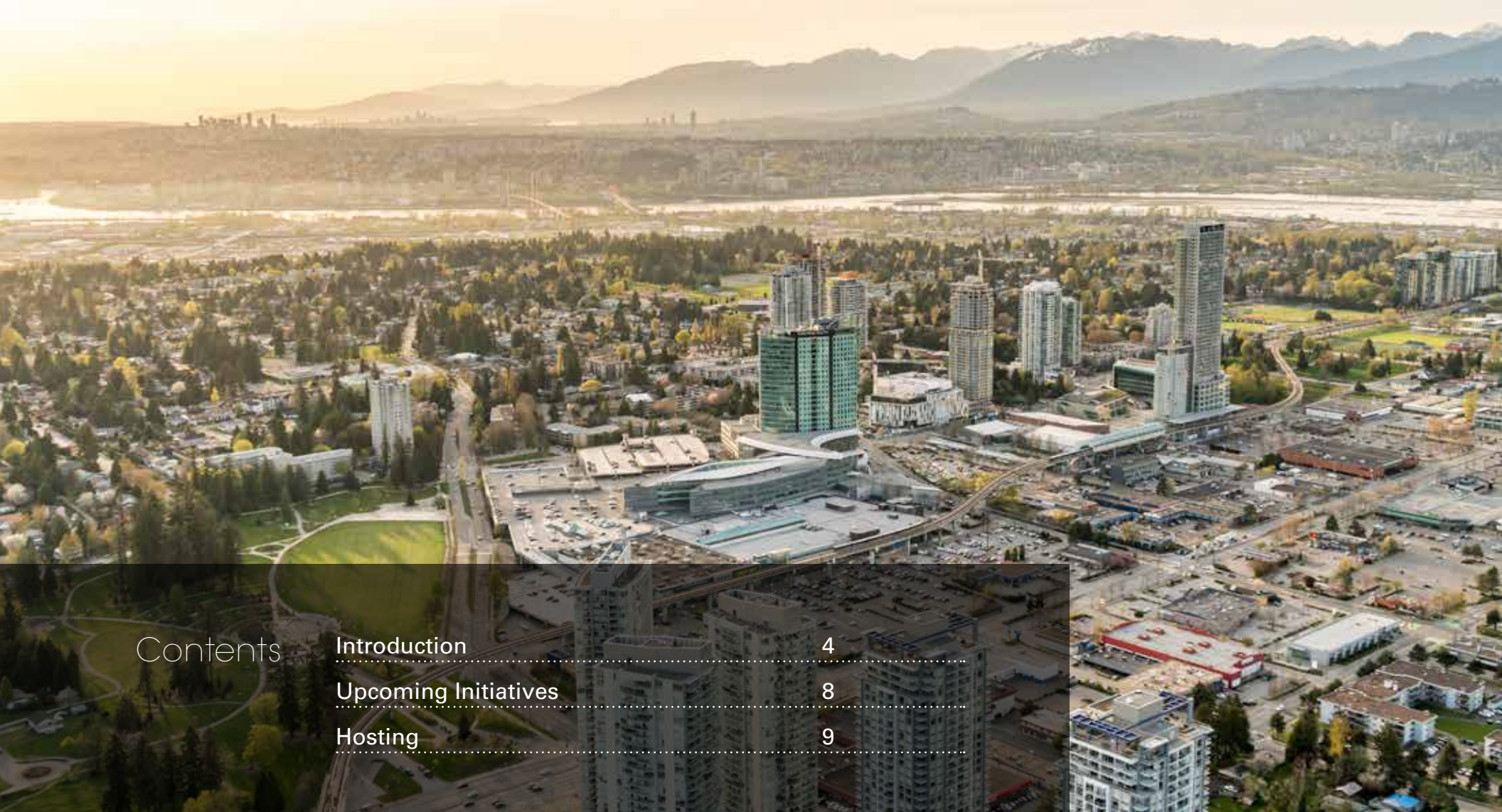
Parks, Recreation & Culture

Appendix "I": Sport Tourism Strategy 2025

Appendix "II": Major Sport Tourism Events for 2025 and Bid Updates

# SportSurrey





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## Message from the Mayor

**Mayor Brenda Locke**

Since launching our Sport Tourism Strategy, Surrey has emerged as a leader in the field. Over the past decade, we've hosted more than 500 major sporting events, including 39 national and 51 international tournaments.

Our successful events such as WickFest, Canada Soccer Toyota Nationals, the Canada Cup International Softball Championship, the Junior Pan American Championships, the Surrey Mayor's Cup soccer tournament, the ISC Men's World Fastpitch Tournament, Surrey Open tennis tournament and Play On! Canada street hockey event have enhanced our reputation and strengthened our relationships with national and provincial sport organizations.

Our City Council is dedicated to enhancing Surrey's appeal by developing premier sports facilities for both residents and visitors. We are also investing in our sports infrastructure to further boost our hosting capabilities. The newly renovated Bear Creek Stadium, Cloverdale Sport & Ice Centre, and the new turf field addition at Tamanawis Park are prime examples of our ongoing investments. These upgrades will help Surrey remain a leader in sport tourism.

Surrey is proud to host premier tournaments that showcase talented athletes from around the globe and affirm our commitment to supporting their dreams. With modern facilities and versatile playing fields, Surrey is the ideal location for year-round sporting events. I invite you to explore all that Surrey has to offer as we continue to excel in sport tourism.



## Message from the Chair

**Councillor Gordon Hepner**

As the Chair of the Parks, Recreation and Sport Tourism Committee, I am honoured to contribute to the updated Surrey Sport Tourism Strategy. Our vision is to make Surrey a hub for sport tourism, and we are taking significant steps to turn this vision into reality.

Over the past decade, our efforts have been focused on building a diverse and inclusive sports community. By investing in modern facilities and creating opportunities for all types of sports—including traditional, inclusive, and emerging sports like chess and e-sports—we are fostering an environment where every athlete can thrive.

Our commitment goes beyond infrastructure; it's about the people. We are dedicated to nurturing strong relationships with local sports organizations, especially those dedicated to youth sports. These partnerships are vital in creating a supportive and vibrant sports culture in Surrey.

One of our key priorities is collaboration. We believe that by working closely with our partners and stakeholders, we can deliver exceptional events and experiences. This collaborative spirit has already helped us host a variety of prestigious events and will continue to be the cornerstone of our strategy.

I am proud of the progress we have made and excited for the future of sports in Surrey. Together, we will continue to elevate our city as a premier destination for sport tourism, offering unparalleled experiences for athletes and fans alike.

Surrey's Sport Tourism Strategy is designed to position the City of Surrey as a leader in the sport tourism industry, maximizing economic benefits, sport development, and hosting opportunities

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



## How We'll Implement the Strategy:

- **Building Relationships:** Working closely alongside organizations like Discover Surrey and the Surrey Hotel Motel Association to maximize hosting opportunities.
- **Seeking Bids:** We'll actively pursue opportunities to host provincial, national, and international sports events.
- **Leveraging Assets:** We'll make the most of our assets to highlight the premier facilities Surrey has to offer alongside its breathtaking scenery.
- **Supporting Event Organizers:** From the bidding process to the planning stages, we'll support event organizers to ensure great experiences for participants, spectators, and the sport tourism community.
- **Promoting Facilities:** We'll promote sport facilities that benefit both Surrey residents and the sport tourism industry.
- **Connecting with Sport Organizations:** We'll establish strong connections with National, Provincial, and grass root sporting organizations.
- **Evaluating Event Success:** We'll use tools to evaluate the success of events by measuring economic impact, hotel room nights, and positive contributions to the community.
- **Managing Sport Tourism Grants:** We'll oversee the Sport Tourism Grant Program to help offset costs associated with using facilities in Surrey.



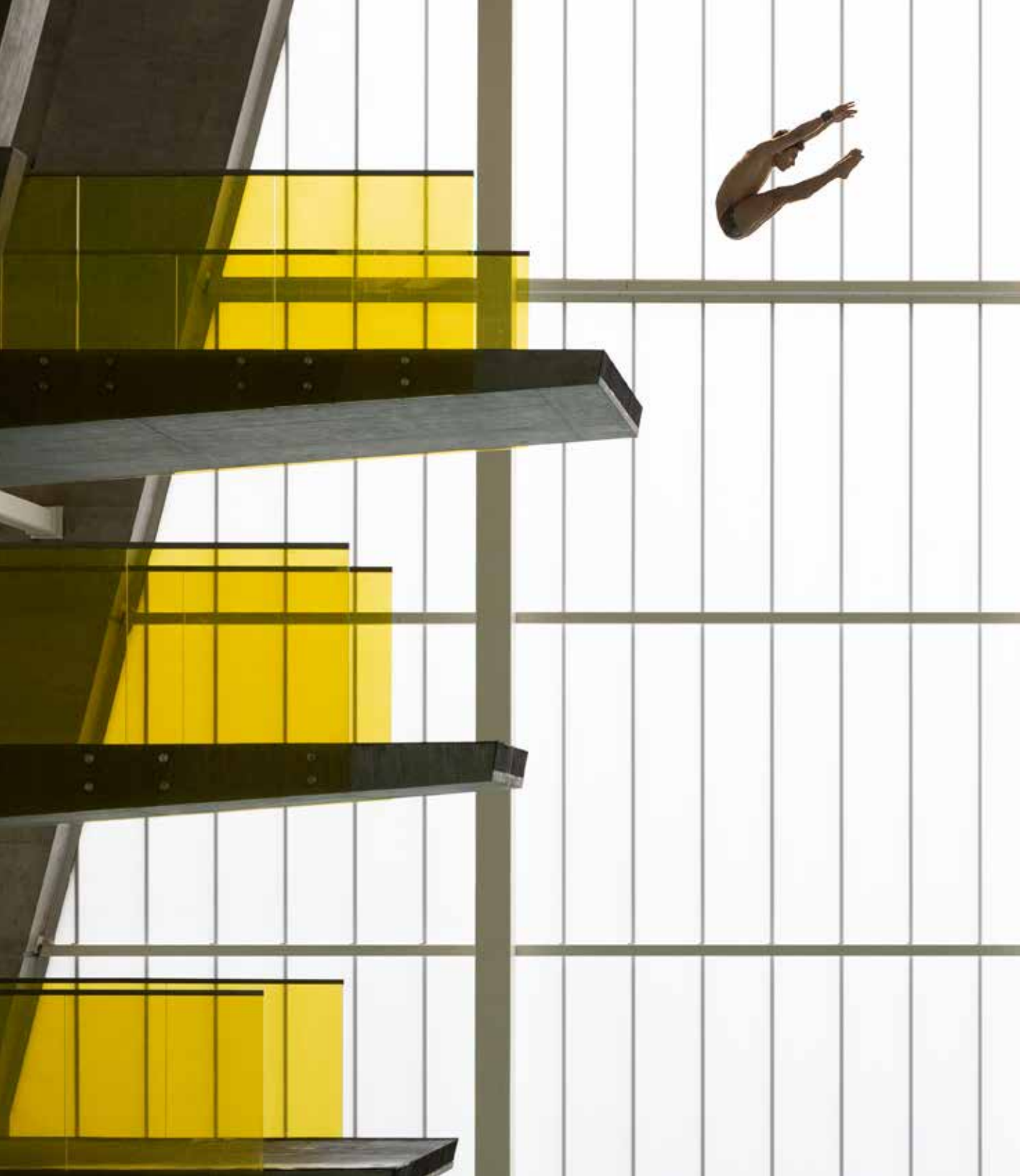
Sport Surrey has jointly been developed by the City of Surrey and Discover Surrey to be a central resource to assist bid submission and support. We're here to help tournament organizers and event rights holders ensure a successful event.

**Here are some examples of top-tier sporting events that have been hosted in Surrey:**

- o Ball Hockey Western Challenge Cup
- o BC High School Ultimate Championships
- o BC Provincial Diving Championships
- o BC Summer Games
- o BC Rugby Senior Finals
- o Canada Cup BMX
- o Canada Cup International Field Hockey
- o Canadian Collegiate Athletic Women's Soccer National Championships
- o Canada Cup International Softball Championship
- o Cloverdale Rodeo
- o Canadian Pickleball Series
- o BC Wheelchair Basketball Society
- o Goalball Grand Slam
- o Pataka E-Sport Tournament
- o Hockey BC Peewee Provincials
- o Mayors Cup Soccer Tournament
- o Olympic Softball Qualifier
- o Quidditch Canada Western Regional Championship
- o Ringette BC Provincials
- o PlayOn! Canada Street Hockey Festival
- o Skate BC Super Series
- o Canada Soccer Nationals
- o World Freestyle Round Up Skateboarding Competition
- o Vancouver Whitecaps Adidas Cup
- o Vancouver Whitecaps College Showcase
- o Water Polo U15 Nationals
- o Wickenheiser Female World Hockey Festival "WickFest"
- o World Round-Up Freestyle Skateboarding Championships







# 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.

Identify opportunities to host unique events, while focusing on securing events during the shoulder season.

Strive to attract key sports like soccer, softball, badminton, para-sports, and Indigenous sports to establish Surrey as a leading sport tourism destination.

Further develop E-Sport capacity through event hosting.

Participate and have a visible presence at the yearly Sports Events Congress.

Attract more para-sport, Indigenous, and women led sports to build equitable opportunities.

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

Empower sustainability in Surrey through sport hosting.

Enhance storytelling of Sport in Surrey and highlight local Champions.

## Hosting

Continue to support the growth of international and regional soccer events such as the WickFest, Mayor's Cup, and Canada Cup.

Meet regularly with local sport organizations and events rights holders to attract events that are aligned with Surrey's unique attributes and assets.

Align with Surrey's Festival & Event Support Team (FEST).

Develop and support recurring events to strengthen capacity within Surrey.

Expand Sport Surrey's online tools and platforms to share information and related services, calendars of events, templates, venues, volunteers, news and other related information to better assist and educate stakeholders and potential clients.

Partner with neighbouring municipalities to coordinate potential sport hosting opportunities.

Identify opportunities to connect event holders with cultural events and attractions, allowing attendees to experience both the excitement of the competition but also the unique arts, performances, and traditions that make Surrey special, fostering a deeper connection to our community.





## Capital Investment in Sports Facilities

Enhance Surrey's infrastructure to host premier sporting events by investing in new facilities and upgrading existing ones. This includes the newly approved third synthetic Field Hockey turf at Tamanawis Park, the new Bear Creek Stadium, a covered lacrosse box at South Surrey Athletic Park, and the Cloverdale Sport & Ice Complex, which will feature three new sheets of ice.

These improvements will boost the city's capacity to accommodate top-tier athletic events and attract more visitors.

Strategically enhance new and existing parks and facilities to support tournament hosting.



## Activity and Performance Measures

Complete Sport Tourism Economic Assessment Model Reports (STEAM) to provide standard post event reporting and analysis, incorporating event performance indicators, visitor metrics and economic benefits.

Continue to support the Sport Tourism Grant Program.

# WHY CHOOSE Surrey?

## Current Facilities

- Brand new, updated, fully accessible, state-of-the-art facilities for a wide range of sports, events and conferences.

## Accessible

- Surrey is a Canadian leader in accessibility, using Rick Hansen Foundation Accessibility Certification™ (RHFAC) with the most rated sites of any municipality in Canada.

## Sport Tourism Experience

- Proven track record for hosting, marketing and supporting a variety of competitions at the local, national and international level.

## Affordability

- Wide range of competitively priced accommodation and venue rentals.

## Arts & Culture

- Surrey is home to over 100 languages, major cultural festivals, and a burgeoning arts and culinary scene.

## Transportation

- Robust local and regional transportation network.

## Location

- Situated north of the US border, Surrey is centrally located, 40 minutes from Vancouver and within close proximity to Vancouver International Airport and Abbotsford International Airport.

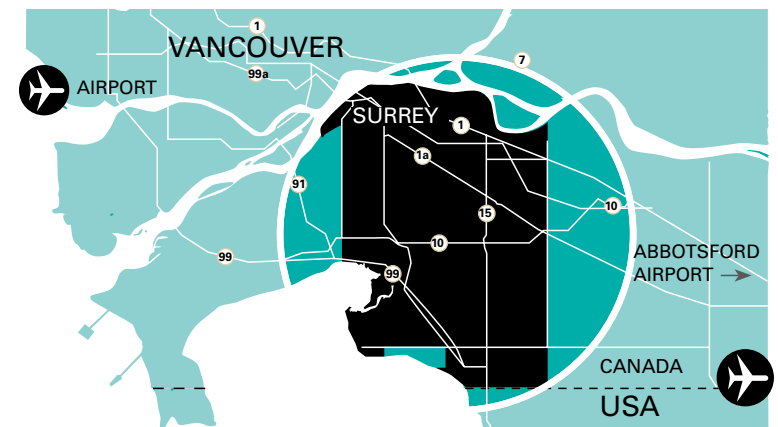
## Premiere Competition Venues

- 66 Soccer Fields
- 93 Ball Diamonds, including Softball City complex
- 65 tennis courts, 73 pickleball courts
- 19 synthetic fields and 27 mini fields
- 13 Cricket Fields
- 5 Indoor Pools (3 FINA approved), 8 outdoor pools
- 5 Arenas providing 9 sheets of ice
- 3 Track and Field Complexes
- 2 Football Fields
- 3 Rugby Fields
- 2 Kabaddi Fields
- Beach Volleyball
- Fairgrounds for adventure races and rodeos
- Multipurpose conference and meeting spaces
- Open space for festivals
- 15 gymnasiums



↑ TO WHISTLER

**CENTRALLY LOCATED**





City of Surrey Council



Mayor  
Brenda Locke



Councillor  
Linda Annis



Councillor  
Harry Bains



Councillor  
Mike Bose



Councillor  
Doug Elford



Councillor  
Gordon Hepner



Councillor  
Pardeep Kooner



Councillor  
Mandeep Nagra



Councillor  
Rob Stutt

**2025 Major Sport Tourism Events Secured (as of January 15, 2025)**

	<b>Organization/ Event</b>	<b>Date(s)</b>	<b>Venue(s)</b>	<b>Sport</b>
1.	Wickenheiser Female World Hockey Festival – Wickfest Surrey	January 31 – February 1	North Surrey Sport & Ice Complex, Surrey Sport & Leisure Centre	Ice Hockey
2.	Karate BC – Team Selection Tournament	February 1 – February 2	Cloverdale Agriplex	Karate
3.	Vancouver Goalball Club – Goalball Grand Slam	March 8 – March 9	Pacific Academy	Goalball
4.	Surrey FC – Mayor's Cup	March 14 – March 16	Newton Athletic Park, Hjorth Park, South Surrey Athletic Park &, Cloverdale Athletic Park	Soccer
5.	Gymnastics BC – Artistic & Trampoline Championships	April 4 – April 6	North Surrey Sport & Ice Complex	Gymnastics
6.	Eneven Management – Premier Spring Showcase	April 18 – April 20	Newton Athletic Park, Cloverdale Athletic Park, South Surrey Athletic Park	Soccer
7.	Knockout Events - Canada Cup	April 25 – April 28	Cloverdale Agriplex	Mixed Martial Arts
8.	BC Diving – Bev Boys Invitational	May 3 – May 4	Grandview Aquatics Centre	Diving

9.	Coastal FC – Spring Classic	May 17 – May 20	South Surrey Athletic Park, Newton Athletic Park, Cloverdale Athletic Park	Soccer
10	Masters Bowler Association of BC – Canadian National Championships	June 22 – June 28	Scottsdale Lanes	Bowling
11.	Canadian Amateur Sport Society – Canada Cup	July 4 – July 13	Softball City Park	Softball
12.	Juniors to Masters Chess Academy – Canadian Youth Chess Championship	July 8 – July 11	Sheraton Guildford Hotel	Chess
13.	Juniors to Masters Chess Academy – Canadian Open	July 12 – July 18	Sheraton Guildford Hotel	Chess
14.	Surrey United – Youth Nations Cup	July 12 – July 21	Cloverdale Athletic Park	Soccer
15.	Eneven Management – Premier International Cup	August 30 – September 1	South Surrey Athletic Park	Soccer
16.	PGA Tour Americas – Fortinet Cup	September 22 – September 28	Morgan Creek Golf Course	Golf



## Upcoming Sport Tourism Bid Updates (as of January 15, 2025)

	<b>Organization/ Event</b>	<b>Date(s)</b>	<b>Venue</b>	<b>Notes</b>
1.	Curling Canada Mixed Doubles Championship	March 20 – 27, 2026	Cloverdale Curling Club	Recent successful bid
2.	National Aboriginal Hockey Championships	May 2026	North Surrey Sport & Ice Complex	Currently exploring
3.	Canadian Ultimate Championships	August 9 – 16, 2026	Newton Athletic Park	Recent successful bid
4.	Native Fastpitch Championships	August 2026	Softball City	Currently exploring
5.	Canada Soccer Toyota Nationals	October 2026	Newton Athletic Park	Recent successful bid
6.	BC Special Olympics	July 2029	Multiple facilities across Surrey	Currently exploring
7.	Gay Games	July 2030	Multiple facilities across lower mainland.	Currently in process of submitting. Joint bid with multiple municipal partners.