



Sport Asset Map

How Technology can Drive Excellence

A partnership between the **City of Ottawa**
Department of Recreation, Cultural and Facility Services
and the **Ottawa Sport Council**

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Agenda



- Today's Landscape
 - Issues
 - Importance
 - Benefits
 - Stakeholders
- Solution
 - Requirements
 - Outcomes
 - Benchmarks
- Project Status
- Lessons Learned



Issues

- limited access to information about Ottawa sport 'assets' (including facilities, programs, events, organizations, training, certification, volunteer opportunities, etc.).
- hinders Ottawa's opportunity to:
 - increase economic development through sport tourism;
 - develop quality sport leaders;
 - increase awareness for participation in indoor/outdoor opportunities for physical activity and sport, especially for representatives of priority populations; and,
 - improve individual health and community health.



Importance

- Lack of information for event organizers
 - City of Ottawa “Bid More Win More Host More” economic development strategy - showcases Ottawa, attracts tourism and creates economic activity
 - Successful bids require information regarding sport facilities- equipment, number of change rooms, dimensions of the playing surface, etc.
 - information currently exists in an adhoc basis for Ottawa sport facilities
- Lack of information regarding sport programs available at facilities
 - Creates barrier to participation, social cohesion and health issues



Benefits

- Economic Development/Prosperity
 - Canadian Sport sector \$8B a year
 - hosting of major sport events in Ottawa 2009-2014 = \$100M
- Health Benefits
 - Facilitates increased physical activity and involvement in sport
 - 5% of Canadian children, 15% of adults getting recommended physical activity required for health benefits- access to information regarding local sport programs creates barrier to participation
- Improved Social Cohesion
 - 88% of Ontarians believe that sport plays an important role in bringing communities together

Stakeholders



- Residents –
 - Ottawa sport community is large and diverse- represents over 750 community sport organizations and over 300,000 people.
- Event Owners
 - External
 - International Sporting Federations,
 - National Sporting Organizations
 - Provincial Sporting Organizations
 - Events Ottawa
 - Community Sporting Organizations
 - Education organizations
 - City of Ottawa Internal



Requirements/Rationale

- Solution that provides an integrated repository of detailed information on Ottawa's sport "assets" owned / operated by the City, educational institutions, community organizations, business and P3's
- Spatially available / accessible to residents, event/bid organizers, Events Ottawa, community sporting organizations, staff
- For many assets, detailed information currently does not exist. For other assets the information exists but it is fragmented
- Optimize available space



Expected Outcomes

- Expected Outcomes:
 - Avoid duplication of effort, achieve efficiencies, improve comprehensiveness of future event/bid submissions.
 - Increase number of hosted events in facilities
 - Support development of sport leaders



Benchmarks

- OttawaXYZ.ca
 - City of Ottawa's interactive cultural asset tool

- Toronto Sport Council
 - [Find a Facility](#)
 - [Find a Sport](#)

- Statistics Canada Building Inventory - Crowdsourcing Initiative
 - <http://www.statcan.gc.ca/eng/crowdsourcing>



Project Status

- Phase 1 – Venue Lens
 - Stakeholder Engagement
 - Solution Development –
 - research of attributes/ option analysis
 - Costing
- Future Phases:
 - Available Facility Space
 - Community Sport Organizations
 - Programs
 - Events
 - Training/Certification
 - Volunteer Opportunities



Lessons Learned

- Overwhelming stakeholder buy in
- Value –
 - awareness,
 - marketing and promotion
 - efficiency
- Requirements
- Simplicity
- Security
- Maintenance is key
- Financing solutions