



FINAL REPORT

NIAGARA
2022



JEUX DU
CANADA
GAMES

ABOUT THE CANADA GAMES

- **Canada Games began as part of our nation's 1967 centennial festival**
- **Celebration of youth, sport and culture**
- **Canada's marquee event for amateur sport**



**JEUX DU
CANADA
GAMES**

Alternating between summer and winter, and hosted every two years on a rotation across Canada, the 2022 Canada Games were the 28th Canada Games - but only the third Canada Games held in Ontario.

Once-only opportunity for Niagara - when the Games return to Ontario many years from now, another highly competitive bid process is likely to occur.

These Games were the first to be hosted by a region consisting of many municipalities.

Niagara envisioned a Games that would be “once, and for all”.

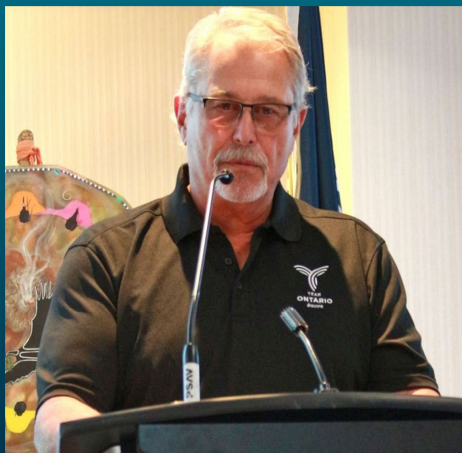
**Once,
and for all.**



And Niagara nailed it!

The Niagara 2022 Canada Games were “spectacular” and “remarkable” - a Games that will “inspire generations of young Canadians” and leave “lasting legacies for the Niagara region”.

These Games were a “massive success - a huge success by any measure”.



*The Honourable Neil Lumsden, Ontario
Minister of Tourism, Culture and Sport*



*The Honourable Pascale St-Onge, Minister
of Sport and Minister responsible for the
Economic Development Agency of Canada for
the
Regions of Quebec*

And this phenomenal success was achieved despite the many challenges posed by a global COVID pandemic that caused these Games to be postponed for one year - from 2021 to 2022.



THIS IS THE STORY
OF THE NIAGARA
2022
CANADA GAMES



Niagara Region Bid

Competitive Bid process - Ottawa, Kitchener/Waterloo and Sudbury

Bid Committee supported by Niagara Sport Commission

Extensive consultation in 2015 and 2016 regarding Bid Plan

Bid Plan proposed by Team Niagara (Niagara Region and all 12 local municipalities)

- Comprehensive financial plan
- Detailed venue plan
- Vision for two key legacy facilities

Niagara Region Bid Resolution

- Financial commitments (matching \$10.35M)
- Responsible for any financial deficit (capital and operating)
- Accepted Games hosting standards
- Acknowledged that all legacies (including any surplus) would be distributed in accordance with Host Society's Legacy Plan for sport



Establishment of Host Society

Host Society formed in spring 2017 to deliver the Games envisioned in Niagara's Bid Plan.

Host Society also had to deliver these Games in accordance with:

- **Canada Games Council Hosting Agreement and Hosting Standards, and**
- **Requirements of other government funding partners.**

Niagara Region recruited many on Host Society Board - other Board members appointed by CGC and Federal/Provincial Governments.

Host Society established several Board Committees and Working Groups.



Niagara's Bid Plan

Four pillars of growth:

Athletes - To provide a phenomenal experience for the 5000 athletes competing at these Games – an experience that would propel their development, allow them to perform their best and inspire them to dream big.

Sport - To provide a legacy of sport infrastructure and programs that are vital for Niagara, Ontario and Canadian sport development.

Niagara - To provide a legacy of infrastructure, community programs and spirit that would be transformative for Niagara.

Canada Games - To provide an unmatched podium to build upon the success of previous Canada Games and strengthen the Canada Games property.

As discussed in the Final Report, Niagara delivered - on every one of these pillars of growth.



Phenomenal Athlete Experience

These Games featured 18 sports and included:

- Competitions for athletes with physical and intellectual disabilities,
- Inaugural women's rugby competition,
- Return of men's lacrosse after 37 years, and
- First-ever women's lacrosse competition.

Niagara's plan was athlete-focussed:

- Welcoming and comfortable Athlete Village,
- Excellent competition venues,
- Athlete-centred and inspiring ceremonies, and
- Enjoyable and inclusive entertainment in Athlete Village and nearby Niagara Place.





Tremendous Volunteer & Staff Support



In addition to volunteer Board, more than **400 planning volunteers** overcame the challenges of organizing these Games despite the pandemic that started more than two years before and caused the Games' postponement from 2021 to 2022.

Planning volunteers in key areas were led by Games Services Committee.

More than **3600 Games-time volunteers** in Meridian Volunteer Program.

- Over **100,000 hours of volunteer support** during the Games.

Volunteer team was supported by small staff team.





And they did it with a smile.



dont les bénévoles ont fait preuve.





Incredible Spectator Enthusiasm

More than 300,000 attended the Games sport competitions, cultural festivals and ceremonies

- **more spectators than any previous Canada Games!**

And the spectators were enthusiastic in their support of the Games' athletes.

On the first day of competition, thousands filed into the Walker Sports & Abilities Centre to watch the first-ever female lacrosse game in Canada Games history.

This enthusiastic spectator support continued for all of the sport competitions.





Amazing Athlete Performances

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Team Nunavut

Amazing Athlete Performances

Niagara's athlete-focussed plan, tremendous volunteer support and incredible spectator enthusiasm inspired the athletes competing at these Games to perform their best - indeed, **they broke over 40 Canada Games records!**

Feedback from the athletes was extremely positive. According to a participant survey conducted by the Canada Games Council, most **(70%)** of the athletes rated their overall experience as excellent, and the vast majority **(94%)** said it was either excellent or good.



Amazing Athlete Performances

Compared to previous Canada Games, the athletes at these Games were most favourably impressed with:

- The safe and inclusive environment;
- The accommodations at the Athlete Village;
- The food and entertainment at the Athlete Village;
- The Opening Ceremony; and
- The other festival sites at these Games.



Vital Legacy for Sport



Another goal of these Games was to provide a legacy of sport infrastructure and programs that are vital for Niagara, Ontario and Canadian sport development.

And, again, Niagara delivered!





The Development of Lacrosse



New & Upgraded Sport Facilities

Multi-sport Games are a powerful catalyst for infrastructure development - an opportunity to leverage essential upper-level government funding.

Niagara Region's Bid identified a number of new sport facilities and upgrades to existing sport facilities that would be required to host the Games, including a new athletics facility and a new beach volleyball facility that were to be located at Canada Games Park adjacent to Brock University's campus.

Niagara Region's Bid also envisioned two key legacy facilities:

- **a Sports and Abilities Centre at Canada Games Park, and**
- **a Rowing Centre on Henley Island.**





The Walker Sports & Abilities Centre at Canada Games Park



The Walker Sports & Abilities Centre

Concept originated from St. Catharines' 2015 Rec. Facility and Programming Master Plan.

Master Plan identified need for new **“multi-use”** and **“multi-generational”** sport and recreation facilities that contain **“something for everybody”**, and would create **“year-round hubs of community activity”** and opportunities for sport tourism.

Also called for the City to **“initiate potential partnership discussions with an educational institution, area municipality, or other suitable partner to construct a new arena complex”**.

Brock University was interested in developing a new athletic complex and Thorold also required new arena.



The Walker Sports & Abilities Centre

Niagara Region's Bid proposed that this Sports and Abilities Centre:

- Be located at Canada Games Park - on property owned by Brock University, and
- Consist of various facilities including a Canadian Sport Institute of Ontario (CSIO) Regional Centre.





Neil Campbell Rowing Centre



Neil Campbell Rowing Centre

Henley Rowing Course has hosted provincial, national and international rowing competitions for more than 100 years, and in 2024 will once again host the World Rowing Championships.

While a wonderful watercourse for rowing, it lacked essential off-water support and training facilities.

A new Rowing Centre was envisioned as part of Niagara Region's Bid for these Games.



Key Legacy Facilities

Niagara Region's plan contemplated that, if its Bid was successful, a business plan would be developed to support the development of these two key legacy facilities.

After it was formed, the Host Society developed that business plan and sought the additional funding required.

All levels of government supported this business plan, and with their tremendous support, all of the sport facilities envisioned by Niagara Region's Bid were delivered - both the new and upgraded sport facilities that were required to host these Games, and both of the key legacy facilities that were envisioned.



New Sport Facilities

Therefore, the new sport facilities developed for these Games include:

- **The Walker Sports and Abilities Centre at Canada Games Park which includes:**
 - The David S. Howes Sport Performance Centre - a CSIO Regional Centre
 - The Triangle Gymnasium - a multi-purpose fieldhouse with four gymnasiums
 - The Brock-Niagara Centre for Health and Well-Being
 - The Algoma Central Arena and GFL Environmental Arena
 - The Haj Ahmad Family Track - an indoor 200 m. running and walking track

championships, the Haj Ahmad Family Track and Field Centre at Canada Games Park, and the Brock-Niagara Centre for Health and Well-Being.



Upgraded Sport Facilities

Many existing sport facilities in Niagara also received vital upgrades, including:

- Improvements to the mountain bike trails along 12 Mile Creek,
- Improvements to the diving and swimming facilities at Brock University,
- A new scoreboard and other improvements at the Welland Baseball Stadium,
- Upgrades to the Oakes Park baseball complex in Niagara Falls,
- Upgrades to the NOTL tennis facility, and
- Upgrades to the Southward Community Park softball complex in Grimsby.



Sport Equipment

Sport equipment purchased for Games' competitions is now available for community use, including:

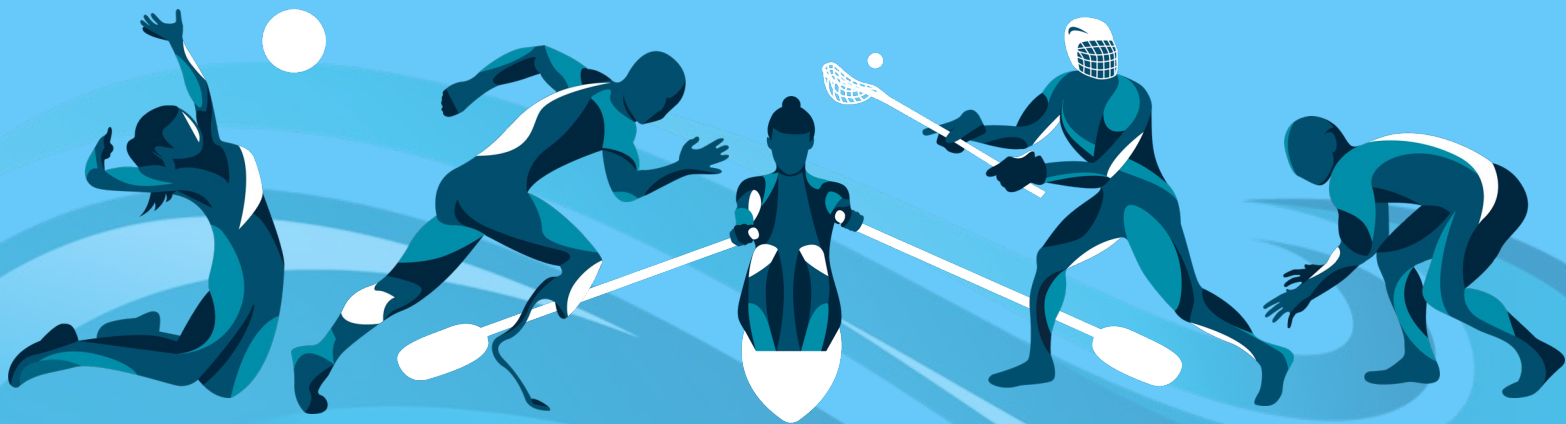
- **A basketball floor at the Meridian Centre**
- **Sport Equipment at Canada Games Park**
 - Wrestling mats
 - Turf lacrosse floors
 - Athletics equipment
 - Volleyball equipment
 - Scoreboards for athletics, arenas and gym
- **Sport equipment distributed to sport clubs across Niagara.**

Office and electronic equipment and supplies purchased for the Games were also donated for community use.





SPORT NIAGARA



Legacy Plan

CGC Hosting Agreement required that a Legacy Plan for sport be prepared, including

- To address the distribution of any surplus - any surplus must be transferred to a Legacy Fund to address regional and provincial sport development needs, and be managed by a not-for-profit organization recommended by the Legacy Committee and approved by the Host Society**

Legacy Plan was recommended by a Legacy Committee which included representatives from the CGC and all three levels of government, and was approved by the Host Society's Board.

Legacy Plan calls for any Host Society surplus to be transferred to the 2022 Canada Games Legacy Fund, and that these funds be managed by a new sport organization (Sport Niagara) in accordance with the Legacy Plan.

This and other initiatives have now been established.



Sport Niagara

Sport Niagara will be focused on advancing sport in Niagara

Support bidding for and hosting of future sport events in Niagara:

- **Advance Niagara's Economic Development Strategy regarding sport tourism - e.g.,**
 - **Support bid for 2024 Memorial Cup**
 - **Support hosting of 2024 World Rowing Championships**

Support delivery of sport programs and services in Niagara - e.g.,

- **Partner with the CSIO to provide sport performance services for high-performance and developing athletes at the David S. Howes Sport Performance Centre**

2022 Canada Games Legacy Fund has been established with the Niagara Community Foundation:

- **Provide long-term source of funding for Sport Niagara activities**

Transformative Legacy for Niagara



Facilities to Improve Community Health & Wellness



Facilities to Improve Community Health And Wellness

In addition to supporting sport programs across Niagara, the new and upgraded facilities and equipment will also be used for many community health and wellness programs.

For example, the Walker Sports and Abilities Centre at Canada Games Park is fully accessible and will support vital community health and wellness programs and activities such as:

- Programs for people with special needs and seniors at the Brock Niagara Centre for Health and WellBeing,
- Parasport and other community health and wellness programs at the Triangle Gymnasium and the Haj Ahmad Family Track, and
- Cycling and hiking on the trails that connect to Canada Games Park, including the trails along Twelve Mile Creek.



Community Spirit & Engagement



Community Spirit and Engagement

These Games included many programs and activities to raise community spirit and engagement, including programs and activities relating to:

- Inclusion in these Games,
- Shelly, and the important Games' messages that Shelly helped to deliver,
- An innovative and encompassing torch relay program,
- An inspiring anthem for these Games - "Steel Heart",
- The inclusive design of the Games' medal,
- Inspiring and engaging Opening and Closing Ceremonies, and
- Engaging and inclusive cultural festivals.



Inclusion



Inclusion - a Core Value

Host Society decided that “inclusion” would be one of its core values and planned many programs to help achieve this value.

CGC has described these Games as “barrier breaking” - “these Games were the most inclusive Canada Games ever - we are so thankful that Niagara has set the bar where it has for future Games.”

In particular, the CGC pointed to French language inclusion, the highlighting of under-represented groups, the reintroduction of lacrosse to the Games and the Indigenous Partnership Council’s tremendous work as key barrier breakers.



Inclusion - a Core Value

With respect to the Indigenous Partnership Council, this was the first time that a Host Society had partnered with a Council represented by various Indigenous communities.

This collaborative approach assisted in the development of many programs for these Games that had meaningful Indigenous involvement.





SHELLY





Torch Relay
Relais du flambeau





POESY

Steel Heart



Medal Design





Opening Ceremony



Closing Ceremony



Cultural Festivals NIAGARA PLACE



Cultural Festivals

1 for 13 FESTIVAL

3



13 FOR 13



Economic Benefits

Economic benefits from these Games set a new benchmark.

Economic Impact Assessment undertaken by CGC was extremely positive:

- Economic activity greater than \$350 million - approx. \$250 million in Niagara; and
- Supported 1940 jobs and over \$117 million in wages - approx. 1500 jobs and \$85 million in wages in Niagara.

Economic activity was far greater than previous Canada Games and does not include pre-Games events.

The timing of this economic activity was key - it provided **“a boost - or more precisely, a jolt - following two years of struggle.”**



Financial Surplus

Host Society generated a financial surplus. Generally, this financial surplus resulted from:

- Sponsorship revenue that exceeded projections by **more than \$2 million**;
- More than **300,000 attendees** led to ticketing and merchandise revenue that exceeded projections;
- Careful management of operating expenses - despite challenges due to pandemic; and
- Careful oversight and control of capital costs - most locked-in prior to the pandemic.

Final amount TBD - subject to remaining project work, final accounting, holdbacks and reconciliation of recoverable HST.

2022 Canada Games Legacy Fund has been established with the Niagara Community Foundation to support future initiatives by Sport Niagara.

Attracting future sport events to Niagara will advance Niagara Region's Economic



Wonderful Podium for the Canada Games Movement



Niagara also provided a wonderful podium and partnership for the CGC to build upon the success of previous Canada Games and strengthen the Canada Games property.

In particular, these Games had tremendous reach and exposure for the Canada Games movement through its:

- **Extensive broadcast and digital broadcast program,**
- **Unparalleled national media exposure, and**
- **Cultural program, which raised the bar for Games' inclusion.**





Extensive Broadcast and Digital Production Program

Extensive Broadcast and Digital Production Program

Niagara College delivered unprecedented level of broadcast and digital production coverage.

Over 90% of the Games' competitions and events were broadcast live.

More than 1,000 hours of these Games was available live and on-demand through a new streaming platform.

Over 20 million minutes were watched on-line by over one million viewers - a level of viewership that was much greater than previous Canada Games.

Invaluable experiential learning for Niagara College students at a lower cost than previous Games.

More than \$300,000 of this cost related to the acquisition of broadcast and digital production equipment that was donated to Niagara College after these Games.



Unparalleled national media exposure

These Games captured the attention of the entire country.





More than 700 media representatives, from every province and territory, told stories about these Games and the wonderful athletes that competed at these Games - **generating more than 7,000 stories** from media outlets across the country, including CBC, Radio-Canada, TSN, Sportsnet, Toronto Star, and the Canadian Press.



These stories had a potential reach of **more than 2 billion people**. And there were many powerful stories from these Games.

As reported in a Niagara Dailies Editorial, **“Canada’s young athletes, the best in the country, have put on a heck of a show.”**





Niagara Nailed It!





Surveys undertaken by the CGC following these Games were glowing:

- Athletes had a **phenomenal experience**;
- Attendees provided the **highest event satisfaction rating ever**;
- Viewership **increased significantly**; and
- Sponsors saw a **significant lift in awareness, consideration and favourability.**





CGC Board members described these Games as “special” and “incredible” - Niagara “nailed it” and “rocked it out of the park”.



During the wrap-up celebration, the CGC was effusive in its praise of these Games:

“tremendous, phenomenal, a huge, huge success”

“took the Canada Games to new heights and created legacies that will endure for generations to come”

“sparked greatness in the athletes and leaders of tomorrow”

“special - they united the nation in midst of a pandemic and celebrated the power of sport - this was a promise from the Niagara Bid and you absolutely delivered”



Niagara Threw A Great

Party
“Pat yourself on the back, Niagara
- you threw one great party”

These Games were “everything we hoped for, and probably more”
- “the perfect antidote for anyone feeling overwhelmed by all the
conflict and hostility in the world today.”

Niagara Dailies Editorial

NIAGARA
2022



JEUX DU
CANADA
GAMES





Thank you

