

OTHER LEGACIES

While the primary reasons for continuing to hold the Canada Games are to contribute to sport and athlete development across the country, the Canada Games are also about community development and pride. In fact, the Canada Games include economic, social and cultural benefits that impact the host region and province as well as the participants, volunteers and spectators who experience the Games.

Volunteer Organization

Hosting a Canada Games requires the commitment and enthusiasm of thousands of volunteers. This pool of volunteers with newly acquired experience and skills in organizing and coordinating events have a lasting implication on the host region in creating a positive attitude and in attracting events in the future.

Infrastructure Improvements

In the history of the Canada Games, over 300 new and existing sports venues have benefited from capital improvements because of the opportunity to host a Canada Games. From arenas to pools, fields to courts, close to 500 venues in total have been upgraded to national standards through the Canada Games resulting in the availability of quality venues to host other provincial, national or international events.

Exposure for the Region

The Canada Games Host Broadcast Partners (TSN/RDS) as well as radio and print media organizations tell our story to the nation by providing extensive coverage of each Games and host region.

Increased Tourist Visitations

Visitors (athletes, families, media, etc.) experience the warmth and hospitality of the people in the host region and leave with a desire to return for a vacation.

“We must have met hundreds of people from the province (Newfoundland and Labrador) and they were so friendly. I really envy your living in such natural beauty. As a result of the Games, I am likely to return to visit.”

National Partners/Partenaires nationaux

- A visitor at the 1999 Canada Winter Games in Corner Brook, Newfoundland and Labrador.

Regional Pride and Spirit

A very strong, positive and cooperative attitude results from the 4+ years of planning the Canada Games. This cooperative spirit is transferable into other initiatives that have economic development implications for the region.

“This (Winter Games) experience has really changed my attitudes towards a lot of things. I’m from Corner Brook but we couldn’t have done this by ourselves...I don’t think I ever felt so proud for all of us at the end when team after team told us what a wonderful experience the Games had been” - A Games volunteer

Financial Surplus

Since 1989, each edition of the Canada Games reached their budget target and all of them have left a financial legacy for their host communities. Games surpluses are retained for the benefit of sport development in the host province. The 2005 Canada Summer Games closed their books with a \$3.2 million surplus. The financial legacy formed the *Building Dreams and Champions Legacy Program*, a program that infringes the human, capital, and asset legacies from the Games, also allows Canada Games Dreams and Champions branded programming to foster excellence in youth for the entire Province of Saskatchewan.

Increased Interest in Sport and Recreation

The exposure of the local population to the high caliber of competition helps to develop interest and participation in sport and recreation.

Investment in Youth

A significant number of volunteers and staff involved in the planning and execution of the Canada Games are young people. The legacy of this investment bears fruit long into the future.

“Without a doubt, working with the Games has been the greatest experience of my life. The communication skills I have learned from my experience have helped me so much. I enjoyed everything so much, it has got me thinking about pursuing a career in this area.”

- A young staff person at the 1997 Canada Summer Games

Service Industry Expertise

Local vendors often acquire new expertise in areas that might allow them to take advantage of new business opportunities.

Event Management Expertise

Having been involved in the hosting of an event the magnitude of the Canada Games, the host region will go on to host other cultural and sporting events.

Sense of Being a Canadian

People attending and participating in the Canada Games gain a greater appreciation of what Canada is about and what it means to be part of this country

Friendships and Memories

“Whether it be knowledge of Canada, improved personal performance, new perspectives, personal understanding, sharing or being part of a team – we are all better for the (Canada Games) experience.”