



Dan Harper

2023 Sport Forum

Hosted by
Tourism Winnipeg
& Sport Manitoba

November 14, 2023



TOURISM
WINNIPEG



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Program

- 11:30 am Doors open, lunch and networking
- 12:00 pm Greetings from hosts
 - Tourism Winnipeg, Crystal Seman
 - Sport Manitoba, Janet McMahon
- 12:15 pm Panel Discussion: A play by play for successful sport hosting
 - Moderated by: Gabrielle Marchand
 - Kate Nosworthy
 - Jason Smith
 - Kelly Taylor
 - Lilian Tankard
- 1:00 pm Health break (*15 mins*)
- 1:15 pm Fireside chat: Managing Expectations
 - Dan Becker
 - Sheldon Howden
- 2:00 pm Closing remarks
 - Tourism Winnipeg, Natalie Thiesen



SEC24 is coming to Winnipeg!

Mark your calendars. Details on how to register for this exciting opportunity as a Manitoba-based sport organization will be shared in the coming weeks.



SPORT EVENTS CONGRESS 2024

Winnipeg, Manitoba
March 13-15, 2024

Join us in Winnipeg for Sports Event Congress, the largest gathering of organizations connected to the \$7.4 billion+ sport tourism industry in Canada!

This three-day interactive and educational event brings together sport organizations, event rights holders, destination tourism professionals, event suppliers, event management firms, hoteliers, the education sector, and elected officials.



REGISTER NOW!

sporttourismcanada.com/attend-sec





Gabrielle Marchand

Gabrielle Marchand

Gabrielle is an upbeat and sunny personality as the Global News Morning Host in Winnipeg. A prairie girl at heart, Gabrielle has had an extensive career in journalism including Global Toronto, the National's Ottawa bureau, report at Global Saskatoon, and an anchor in Thunder Bay before making Winnipeg her home.

Passionate about her community, dogs, and coffee, she is also a loyal bombers fan, despite growing up in Saskatchewan.



Kate Nosworthy

Kate has worked with national and international sporting events since 2003. She has her masters of arts in Kinesiology. She was President and Operations Director for Taekwondo Canada. During her time there she created the Canada Open, an annual international event with over 40 participating countries. Her vast experience contributed to her success in leading international sport hosting and bidding workshops across the United States for various clubs.

Currently, Kate is the Team Canada coach and also the president and owner of Tactical Taekwondo. She is an instructor with the faculty of Kinesiology and Applied Health at the University of Winnipeg. Aswell as a chartered professional coach with the Coaching Association of Canada.

Recent bid: 2024 Taekwondo Canada National Championships



Jason Smith

With over 25 years of experience, Jason Smith has produced some of Winnipeg's most well-known and best attended events, including the Winnipeg Jets Whiteout Street Parties, ManyFest, The Canada Summer Games Festival at the Forks, The Heritage Classic Hockey Game and Boo at the Zoo.

He has held several positions within the local, national and international event and entertainment industries, including V.P., Entertainment & Events for the Winnipeg Blue Bombers, President & CEO of the 103rd Grey Cup Festival and Managing Director of the 2014 JUNO Awards.

Jason is the owner and president of Smith Events, a leading management and production company specializing major national events and festivals. He is also currently the president of the Canadian Elite Basketball League's newest and most successful franchise, The Winnipeg Sea Bears.

Recent bid: 2025 CEBL Championship Weekend



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Kelly Taylor

Kelly Taylor, when not engrossed in his day job as a production editor for the Winnipeg Free Press, is an archery hobbyist and executive, serving as vice-president, athlete development for Archery Manitoba and on the Archery Canada marketing committee.

Archery Manitoba successfully landed the 2025 World Archery Youth Championships for Winnipeg and he is looking forward to welcome more than 550 athletes and 250 coaches and team officials in August 2025.

Recent bid: 2025 World Archery Youth Championships



Lilian Tankard

Lilian is a renowned tourism and hospitality leader serving the province as the Director of Partnership and Visitor Experience at Travel Manitoba for 21 years. She served as the executive director at Lower Fort Garry for more than a decade. She continues to support her community through volunteering for committees and board for organizations such as Age & Opportunity, Skal, Dalnavert Museum, Children's Rehabilitation Foundation, and many more.

Lilian currently works with WOW! Hospitality and was recently contracted as the Manager of Volunteer Services for the 2023 World Police & Fire Games.

Recent activity: 2023 World Police & Fire Games



Dan Becker

A high-performance athlete himself and a Manitoba Basketball Hall of Fame inductee. Dan played NCAA Division 1 basketball at the University of Colorado, before playing professionally in Portugal, Germany, Luxembourg, Israel, Spain, Finland, Mexico, and Australia. He played in various leagues and associations in the US before attending NBA training Camp with the Indiana Pacers and the Denver Nuggets, and with both the Winnipeg Cyclone and Winnipeg Thunder basketball teams.

Dan is currently the Technical Director and High-Performance Coach with Basketball Manitoba. He provides coach education, including NCCP and Super Coaches Clinics, as well as player camps and clinics. He works with the Manitoba provincial team and the Targeted Athlete Program through the provincial association.



Sheldon Howden

Sheldon is a proud husband to his wife Krystal of 34 years. He is also the proud and dedicated father to his 4 children and a very proud grandfather to 4 grandchildren.

Sheldon works as a Manager at Border Glass and has been with this company for 30 years.

He also has his own side construction company that he has his sons and sons-in-law helping with in summer months when they are available.

Both of Sheldon's sons Quinton and Brett play professional hockey and he has been a huge support system for them physically and mentally since they started playing at the age of 4 years old. He continues to follow and support their journeys into their adult professional careers.



Winnipeg Art Gallery: Martin Lussier

TOURISM WINNIPEG SERVICES

Tourism Winnipeg provides free services and support to help organizers and sport professionals that bring their event or championship to Winnipeg.

Skilled at building registration for Winnipeg

Tourism Winnipeg will work with you to offer suggestions and resources to entice and increase participation in your event by providing:



Brochures, displays and marketing materials to showcase Winnipeg as an appealing destination for participants and their supporters.



Winnipeg presentations and promotional videos that can be shown leading up to the event.



Images, ads and links to **tourismwinnipeg.com** for a website.



Recommendations for companion programs, tours, dining and everything that is important in a host city for your participants, their supporters, and spectators.

Tourism Winnipeg is dedicated to providing these exclusive services:

Hosting a site visit coordinating customized site visits of venues and facilities, hotels, and attractions.

Assisting with planning & accommodations in requesting proposals from hotels, venues, transportation and more.

Liaising with suppliers & services connecting you with Winnipeg's event suppliers, planners and management companies.

Conference legacy planning assistance to help your organization achieve its goals and have a lasting impact beyond the event

Emma Novak

Client Services Coordinator
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Special Events Tourism Fund (SETF): Frequently Asked Questions

1) What is the Special Event Tourism Fund?

The Special Event Tourism Fund was created to attract national and international meetings and conventions or sports and special events that generate significant economic impacts and overnight visitation to the city. The Special Event Tourism Fund is managed by Tourism Winnipeg, a division of Economic Development Winnipeg Inc. on behalf of the City of Winnipeg.

2) How do I apply for funding through the Special Events Tourism Fund?

A Tourism Winnipeg Business Development Manager will provide you with an application form. Please complete the application to the best of your knowledge. Applications will be evaluated based on pre-established criteria (number of delegates/participants, total hotel room nights, meeting expenses incurred in Winnipeg), and when Winnipeg is competing/being considered for this business event.

3) How much time do I have to submit the application?

Please submit the application by the deadline date that is provided to you by the Business Development Manager. Please note that applications are only considered during the bidding phase, prior to selection of a host city. If Winnipeg has already been chosen as a host city, the application will NOT be accepted as it does not meet the criteria and will be ineligible for funding.

4) What is the process once the application has been submitted?

The application is evaluated by Tourism Winnipeg and an external voting committee, comprised of representatives from Economic Development Winnipeg, the City of Winnipeg, and the Manitoba Hotel Association. If the application is successful, the applicant or the hired third party will be notified by the Business Development Manager and presented with a Letter of Offer, which includes further details and next steps should Winnipeg be chosen as the host city. (Please allow up to five business days for the application approval process.)

5) Why does this funding model require so much detailed information?

The extra information ensures maximum dollar allocation. The funding is based on a formula that calculates the value of an event using an industry standard model provided by

Destinations International's Event Impact Calculator. The number of delegates/participants, breakdown of delegates by region, total hotel room nights and estimated meeting expenses incurred in Winnipeg are inputted in order to determine the total direct expenditures. A Special Events Tourism Fund award is much higher when all of the information has been inputted, rather than just hotel room nights.

6) How does the Special Event Tourism Fund differ from a conference sponsorship?

The Special Event Tourism Fund is calculated on the total direct expenditures to the city and not from a conference/event sponsorship list. Monies are provided after the event when the requirements of the City of Winnipeg agreement are fulfilled. Provisos include City of Winnipeg and Tourism Winnipeg logo recognition as well as post-event verification by Tourism Winnipeg of the number of delegates/participants, breakdown of delegates by region, total tracked hotel room nights, actualized meeting expenses incurred in Winnipeg and receipt of a completed SETF post-report.

7) How will my funding be affected should the conference/event not meet the original figures from the application form?

If actuals are less than projected, the financial support will be prorated. The prorated amount would be determined based on the total direct expenditures for the conference. Total direct expenditures are calculated based on a weighted formula considering three criteria: number of delegates/participants, total tracked hotel room nights used, and actualized meeting expenses incurred in Winnipeg.

8) How will my funding be affected should the conference/event exceed the original figures I put on the application form?

Should the actuals meet or exceed the original projections, the full funding amount will be paid. In other words, the conference/event is eligible only for the maximum amount that was offered/approved in the agreement.



Contact us



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