

SPORT TOURISM STRATEGY

NEXT STEPS

Presented By: Kevin Datema – Director Recreation & Culture

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Barrie

RECOMMENDATIONS TO ENABLE SUCCESS

- **Invest people and money into sport tourism**
- **Add new hotel product / capacity and conference facilities**
- **Build future sport venues to national and international competition standards**
- **Develop an incentive program for event rights holders**
- **Assess the agility of the City to respond to sport tourism opportunities**
- **Focus on partnership and collaboration**



PARTNERSHIP & COLLABORATION:

SPORT TOURISM WORKING GROUP





KEY WORKING GROUP DELIVERABLES

Sport Bid Guide Components

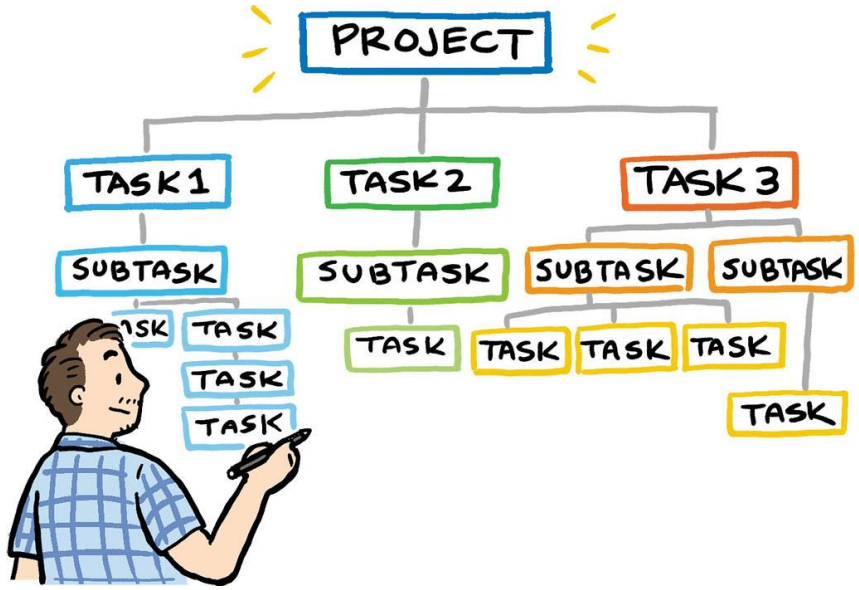
The guide includes assessment worksheets, facility guides, funding programs, and bid application tips.

Sponsorship and Volunteer Support

Tips for securing sponsorships and managing volunteer programs help LSOs enhance event success.

Event Impact Measurement

Guidance on measuring the impact of sport events assists LSO's in evaluating community benefits and increasing the visitor economy.

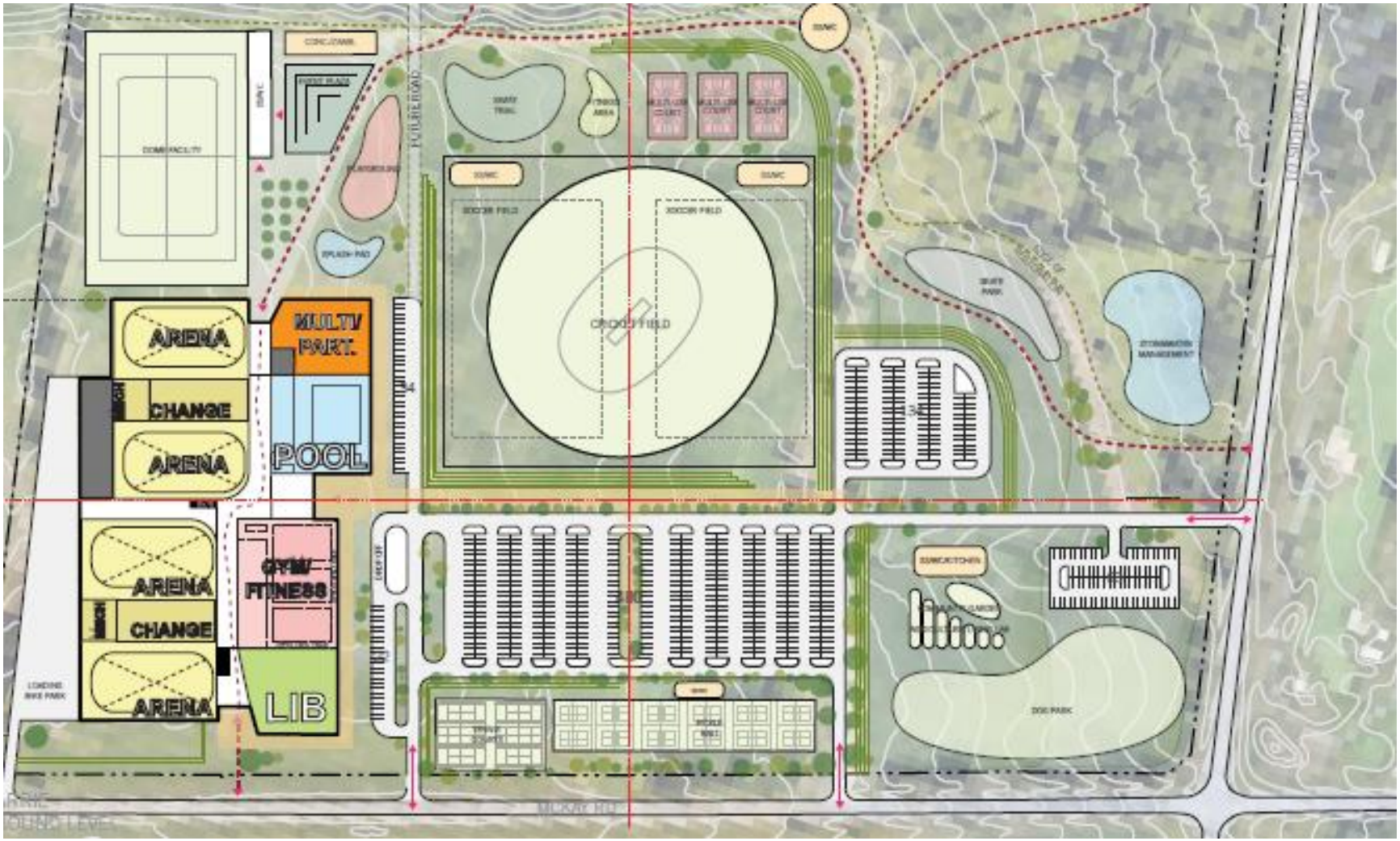


BUILDING FUTURE SPORT VENUES

Properly dimensioned venues are required for sanctioned competition and stronger bids.

A flexible gala/banquet option supports opening ceremonies, awards, and hosting functions.




ARENA
CHANGE
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GYM/ FITNESS
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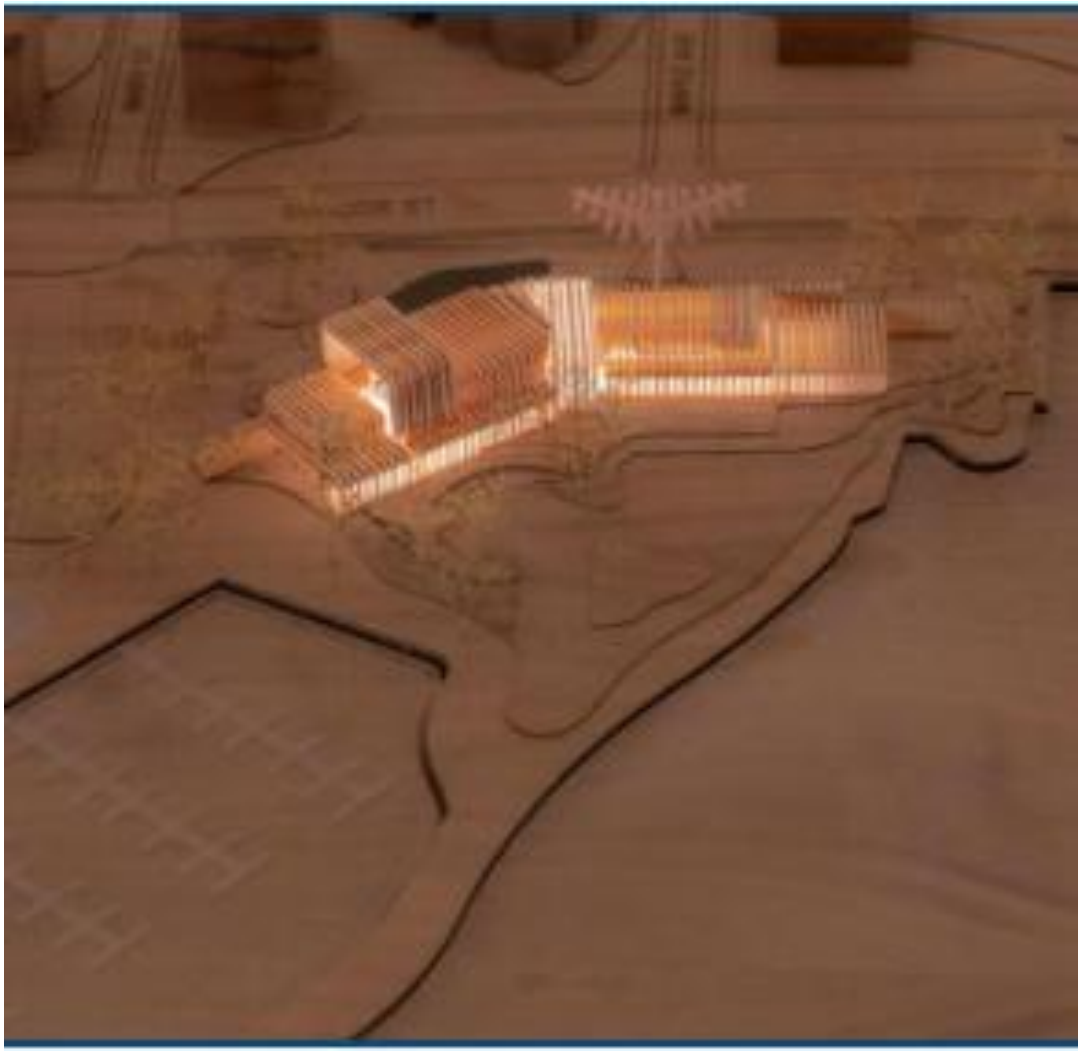
PERFORMING ARTS CENTRE

(Conferences, Banquets, Award Ceremonies)

Design Considerations

The proposed facility includes:

- ✓ A 600-seat performance hall
- ✓ A 200–25-seat rehearsal and events studio
- ✓ All supporting amenities (lobby, backstage, production spaces)
- ✓ A restaurant to activate the waterfront and generate additional revenue
- ✓ A gala seating system
- ✓ Up to 5,000 square feet of additional program space to be incorporated into the design



PAC Virtual Walk Through

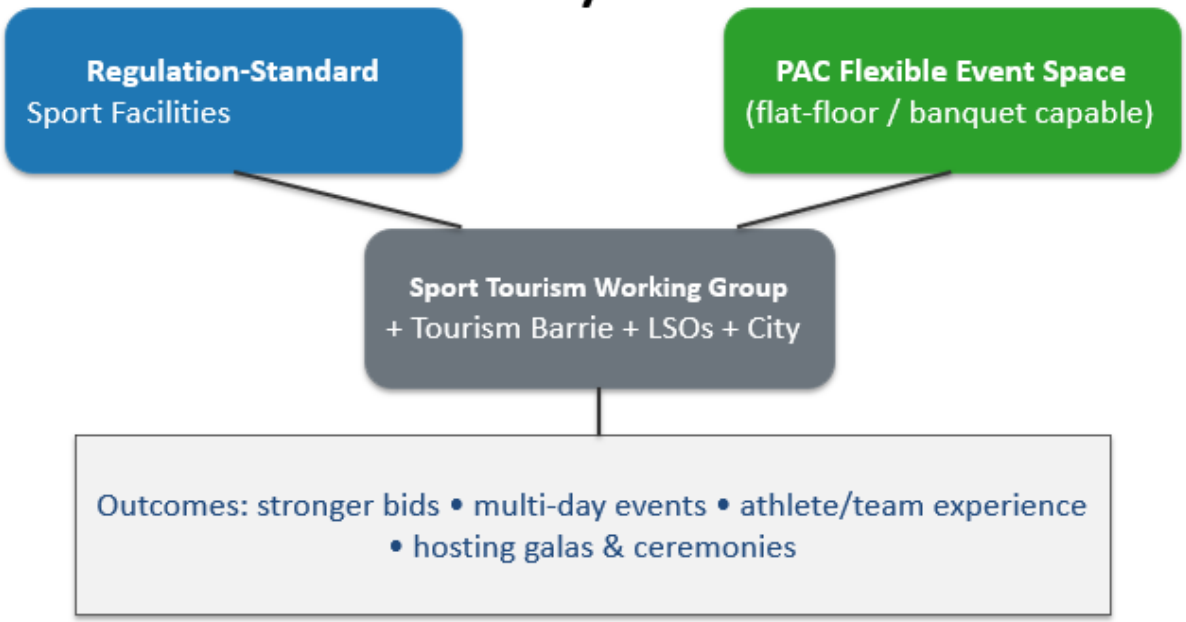
Virtual Tour Experience

The virtual walk-through video gives an immersive guided tour of the Performing Arts Centre, accessible to all online visitors.

Walkthrough Rendering of the Barrie Performing Arts Centre



Future-State: Sport Hosting Ecosystem



In Conclusion:

Sport tourism is well aligned with the culture of Barrie's recreation community.

With careful planning and deliberate investment in capacity, facilities and infrastructure, Barrie can forge a new future and have a positive impact on the city and quality of life of its residents through sport tourism.

The City of Barrie, Tourism Barrie and the Sport Tourism Working Group will work intently to allow Barrie to thrive in the sport tourism economy.

