



# CS02058: Attracted Event Funding

Edmonton

Community and Public Services Committee  
October 30, 2023



Concacaf QUALIFIERS ROAD TO QATAR CANADA v MEXICO Concacaf QUALIFIERS ROAD TO QATAR PRE



WELCOME HOME ALPHONSO! MEEP! MEEP! THE VOYAGEURS THE VOYAGEURS ALLEZ LES CAN



# Benefits of Hosting International Sport Events

- Events foster a sense of community and connection, are a source of citizen pride, inspire youth, and allow opportunities for meaningful inclusivity and representation
- Events are a differentiator for Edmonton on the global stage
  - We have a strong international reputation as great host city for major sport events
  - This reputation gives Edmonton a competitive advantage not only in event attraction, but helps us showcase our city as exciting, dynamic, and vibrant to potential investors and talent
- Events are critical to Edmonton's visitor economy
  - Sport Tourism is a \$7.4 billion dollar industry in Canada



CANADA

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CANADA

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# Questions?

The logo for the city of Edmonton, featuring the word "Edmonton" in white text on a blue square background. The background of the slide is a dark blue image of a modern building with a complex, geometric facade, possibly a stadium or arena, with a curved ramp in the foreground.

Edmonton