

Event Stakeholders: Roles and Responsibilities

The attraction of major international and national sport and culture events to Edmonton supports the City Plan, the Economic Action Plan and Tourism Master Plan. As per the approved Events Policy, these events provide economic, reputation and social benefits to Edmonton and citizens.

For many years the collaborative partnership at Explore Edmonton and City of Edmonton has played a lead role in the attraction of sport and culture events¹ to Edmonton, regardless of venue. Working together, this team develops all guiding documents such as the Events Policy, Strategy, Framework, and event roadmap. In addition, individually:

The role of Explore Edmonton in the partnership is to:

- Lead the sales effort including being the first point of contact for external event producers and rights holders looking to bring an event to Edmonton
- Lead relationship management with stakeholders
- Lead government relations work
- Conduct a preliminary assessment of each event opportunity
- Assess each event using the event scorecard tool from a Tourism lens
- Generate and submit bid documents
- Provide financial and/or value in kind support to the event, with associated sponsorship deliverables
- Provide event development and localization support, focusing on local business engagement, suppliers, artists, vendors, and Destination Activation services (pageantry and ancillary promotions including airport and hotel activations)

The City of Edmonton side of the partnership is engaged in the following ways:

- Confirm civic services required for the event delivery, and feasibility/costs of those services
- Connecting with venue operators if venue is City owned and operated and City owned and partner operated
- Produce content to the development of bid documents as required
- Assess each event using the event scorecard tool from a municipal lens

¹ Concerts, Conventions, trade shows, business events, and local events/festivals are not in scope.

Attachment 2

- Provide financial and/or value in kind support to the event, with associated sponsorship deliverables
- Provide event development and localization support including utilization of City-owned assets and resources, engagement of Mayor and Council, and charitable/community initiatives

Sport Edmonton, previously the Edmonton Sport Council, is a new player in the event attraction sector in Edmonton. Moving forward the group will take on a stronger role in event attraction, through community advocacy and legacy opportunities. Sport Edmonton will also play a key role in providing insight into the sports landscape and trends in Edmonton that will help inform event targets.

A number of additional stakeholders are involved in the effort to attract national and international sporting and cultural events to Edmonton. This may come in the form of a venue, an event producer, or an international, national or provincial sport organization. These partners remain engaged throughout the process and may participate in the bid committee, local organizing committee, as the event producer, or a combination thereof. Some examples are outlined below for context:

- Venue-based attraction²:
 - Rogers Place / Oilers Entertainment Group (OEG)
 - Commonwealth Stadium
 - EXPO Centre
 - University of Alberta
- Event Organizers:
 - Do North
 - Offbeat Entertainment
 - Red Bull Canada
- International Rights Holders:
 - FIBA (International Basketball Association)
 - International Triathlon Union (ITU)
 - Volleyball World
 - FIFA (Federation Internationale de Football Association - International Soccer)

² Venues may be the initial point of contact for attracted events, bringing in the attraction team for support after the discovery process is already in progress or complete. An example of this would be the relationship between Hockey Canada and OEG, or Professional Bull Riding (PBR).

Attachment 2

- National, Provincial, and Regional Sport and Culture Organizations:
 - Canada Basketball
 - Hockey Canada
 - Canada Snowboard
 - Volleyball Canada
 - Golf Canada
 - Canadian Academy of Recording Arts and Sciences (CARAS)
 - Canadian Country Music Association
 - Football Alberta
 - Indigenous Sport Council of Alberta
- Sports Franchises:
 - Edmonton Oilers
 - Edmonton Elks
 - Edmonton Stingers
 - Edmonton Riverhawks (Baseball Edmonton)
- Other Partners:
 - Edmonton Destination Marketing Hotels (EDMH / Edmonton's Best Hotels)
 - Funding partner for Explore Edmonton
 - Edmonton Arts Council
 - Advocate and legacy partner for cultural events such as JUNOS/CCMAs
 - Government of Alberta
 - Government of Canada