

BUILDING A LEGACY IN EDMONTON

INSPIRING A COMMUNITY AND
GROWING THE GAME OF BASKETBALL





**KIA NURSE,
SENIOR
WOMEN'S
NATIONAL
TEAM**

"The City of Edmonton has been absolutely incredible in creating a 'home away from home' for us on the National Team... We're thankful to be able to give back to this community who has embraced us with such open arms and done everything they could to make sure our stay has been awesome... It's been integral to our success and our highest ranking in the world so far at #4"

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**THANK YOU,
EDMONTON**

On behalf of Canada Basketball and our Senior Women's National Team, I would like to thank the City of Edmonton and Explore Edmonton for their unwavering support over the past seven years.

As a direct result of the City of Edmonton's commitment to Team Canada, not only are we a medal threat in every competition we enter but have risen from 11th to a program-high 4th in the FIBA World Ranking.

However, it is our efforts off the court and in the Edmonton community that I am most proud of. Our athletes, coaches and staff are true ambassadors of the game and have thoroughly enjoyed interacting and connecting with citizens across the city. In addition, they are true role models, promoting wellness and inspiring the next generation of female basketball players or fans everywhere they go.

Over the last two years, members of Team Canada have visited 25 communities across the city as they continue to promote physical health and the *Live Active Strategy*. Having hosted training camps and competitions regularly in Edmonton since 2013, our team truly considers the city to be a home away from home.

In addition, I would also like to thank the city for their support in hosting the FIBA Women's Olympic Pre-Qualifying Americas Tournament in November. The ability to host this tournament on home soil not only provided our players with a unique opportunity to play in front of family, friends and loyal Edmonton fans, but was a critical step on our team's journey to qualify for the Tokyo 2020 Olympic Games.

Basketball has never been more popular in Canada than it is today and Edmonton continues to be one of the biggest hotbeds for the game in our country. As we look to take the game to new heights, we want the City of Edmonton to be the home of Canada's Senior Women's National Team for years to come.

Glen Grunwald
President & CEO, Canada Basketball



CONTINUING THE TRADITION

Across Alberta, basketball continues to see tremendous development with the City of Edmonton establishing itself as a leader for the sport in our country.

While the success of the Toronto Raptors may have contributed recently to the growth of the game, truthfully this movement began several years ago with the establishment of the City of Edmonton as the home of Canada's Senior Women's National Team.

The Senior Women's National Team are leaders in our community, inspiring us all to be engaged members of a "Healthy City," while being positive role models to all those they meet.

The Inner-City Initiative, which is focused on engaging inner-city youth in basketball, has increased 500% since 2014 with more than 5,000 at-risk youth from inner city communities using basketball as a means to help improve their physical and emotional health.

The City of Edmonton continues to be the leader in 3x3 basketball in Canada, as it is not only home to Team Edmonton 3x3, the 8th ranked team in the world, but also several top tournaments, including the FIBA 3x3 Women's Series Tour Final and FIBA 3x3 Edmonton Challenger.

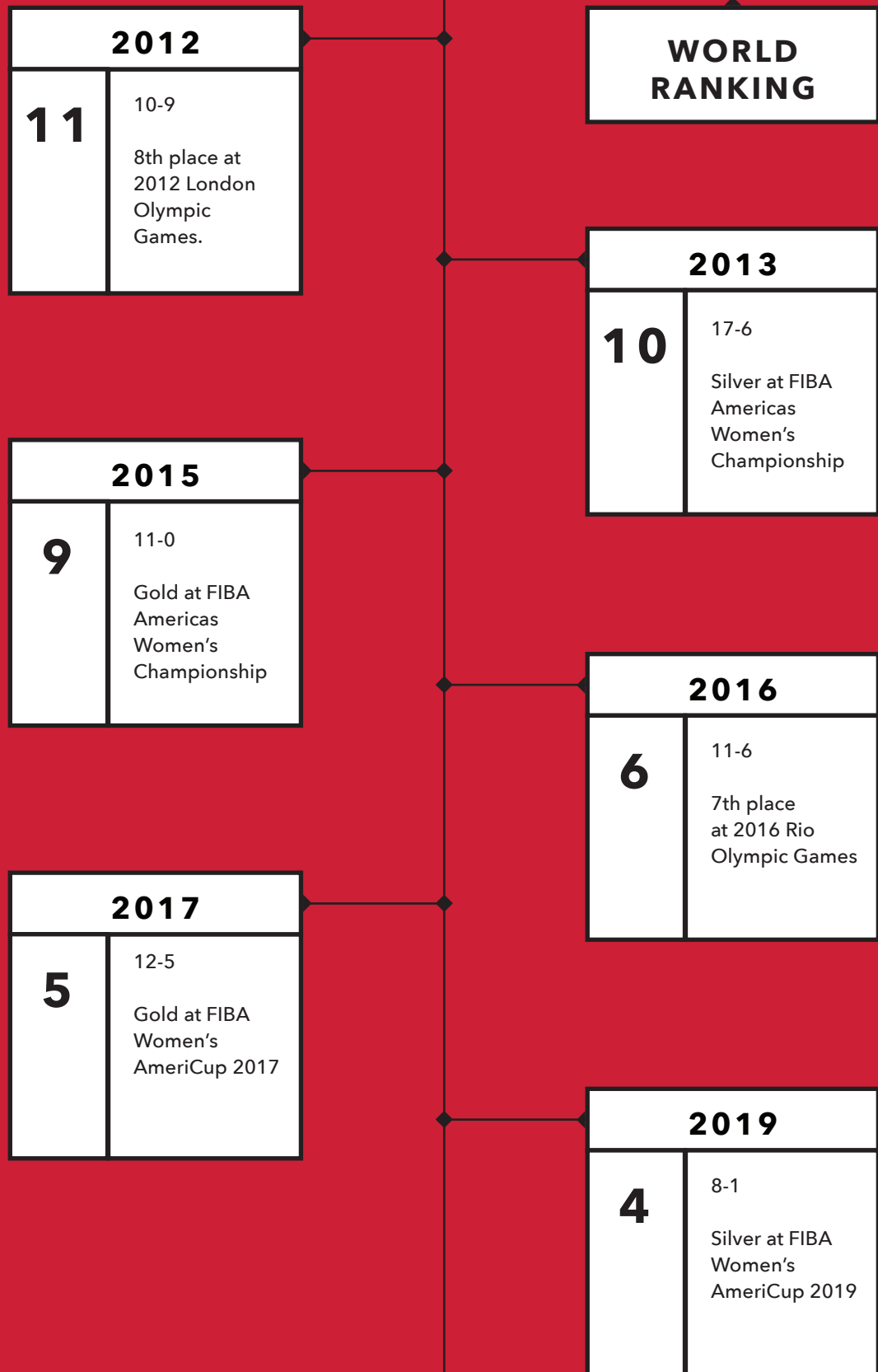
In addition, Edmonton has also developed an international reputation as a true sports destination and in recent years has hosted a variety of international basketball events, including most recently the FIBA Women's Olympic Pre-Qualifying Tournament in November.

Basketball has the power to truly connect communities and I firmly believe that this partnership has strengthened Edmonton as a whole. However, there is still work to be done.

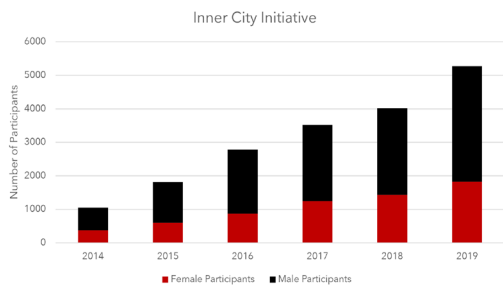
In order for us to maintain the momentum we've created, we need to ensure that the current funding is renewed and that City of Edmonton remains the home of Team Canada for the foreseeable future.

A handwritten signature in black ink that reads "Paul Sir". The signature is fluid and cursive, with a horizontal line underneath the name.

Paul Sir
Executive Director, Alberta Basketball Association

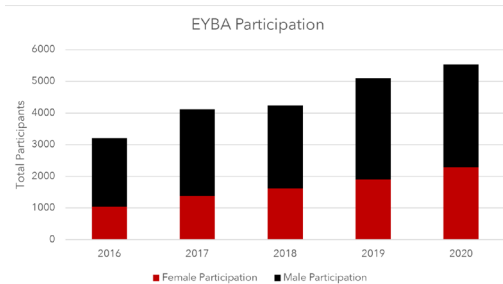


GRASSROOTS GROWTH



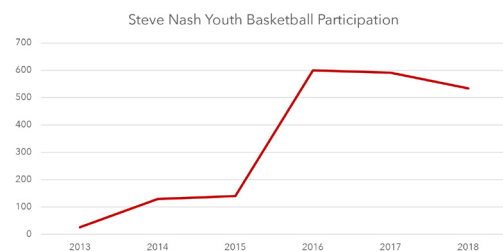
INNER CITY INITIATIVE SUCCESS

- Overall numbers increasing;
 - 403% increase inception
 - Ratio of female participation has increased slightly 33% to 35%
 - Female participation has increased by 387%
 - Average increase of 38% each year
- Senior Women's National Team public appearances and accessible practices have made a major impact on local youth in emboldening them to play basketball.
- All Alberta Basketball Association and Senior Women's National Team programs and appearances align with the Live Active Strategy.



EYBA PARTICIPATION GROWTH

- Enrollment numbers have increased significantly since 2016 (72% increase).
 - Ratio of female participants has risen from 33% to 41%
- Senior Women's National Team public appearances and accessible practices have made a major impact on local youth in emboldening them to play basketball.
- The increases in EYBA's participation comes along with the growth of local club basketball with numerous new fall programs that we don't have available data to share. The clubs are actively competing with EYBA and several have had significant growth for both genders.



STEVE NASH YOUTH BASKETBALL / JR. NBA YOUTH BASKETBALL INSPIRES

- Enrollment numbers have increased significantly since 2013 (1954% increase)
 - Total of 2020 enrollments in SNYB programming in 6 years
 - Drastic increase after the 2015 FAWC hosted in Edmonton
- SNYB has moved to Jr. NBA model in 2018, where Alberta Basketball Association now recruits new programs.
- Upon the conclusion of the SNYB program, YMCAs have continued to see growth in their youth programming, as outlined by the basketball participation numbers
 - 12% increase from 2017 to 2018
 - 19% increase from 2018 to 2019.
- Increased number of youth programming options for basketball players in Edmonton.
 - Data does not capture full youth numbers for the area

GRASSROOTS GROWTH

01

Inner City Initiative Success

The Inner City Initiative Program was conceived and implemented as an essential part of the partnership between the City of Edmonton and the Canada Basketball Senior Women's National Team.

It is a dramatic demonstration of how both ends of the spectrum have been effectively served with this unique agreement.

Alberta Basketball Association has dedicated resources directly to the sectors of our city that have the greatest need for opportunities to be part of a sports experience that is low or no cost.

The results are increasing numbers of participants, coaches, families and schools that benefit directly from the programs offered.

Having the Senior Women's National Team in Edmonton to train and play has led to unique results. Over the years, the team has become a greater and greater part of our City with the appearances in schools and recreation facilities in the area, where they continually work to inspire and touch young women's lives offering an example of excellence and hope.

Not only has this led to enhancing Edmonton's reputation as a training centre for the Olympics but it has directly helped Canada's rise to being ranked 4th in the world. In addition, the City of Edmonton has become synonymous as the home of Canada's Senior Women's National Team.

02

EYBA Participation Growth

While Edmonton Youth Basketball Association (EYBA) has experienced overall growth, female participation is on the rise. This can in part be attributed to the accessibility to the Senior Women's National Team for grassroots teams, coaches and athletes.

In addition to EYBA, the following clubs / leagues in the Greater Edmonton Area also deliver youth basketball programming:

- Good Hoops
- Lava Mermaids
- NexGen
- Stony Plain Basketball
- West Elite Basketball Association
- YEG Basketball
- Whitecourt Comm Youth Basketball
- Swoosh
- Grads
- Ameba Star
- Parkland Club
- St. Albert Club
- Basketball Edge
- SW Mites
- NW Minis
- Jr. NBA Youth Basketball

Over the past 3 years, Metro Athletics has also experienced growth in their various divisions, including record numbers in basketball tryouts at member schools for both genders.

As a result of this demand, Metro Athletics has added a new division due to increased school participation for both genders (Tier 1 - 4).

03

Basketball Inspires

Steve Nash Youth Basketball (SNYB) showed tremendous growth in entry level age groups as the program introduced many children to the game of basketball.

Programs like Steve Nash Youth Basketball, demonstrate first-hand the power of sport and the reach of basketball in the community.

Studies have shown that early involvement is critical in the development of healthy and active lifestyles later in life.

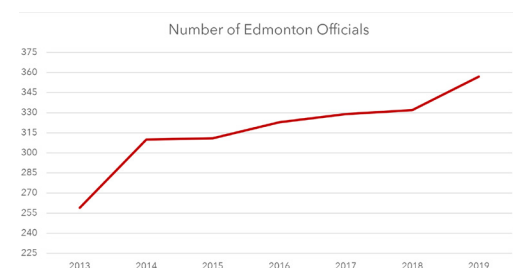
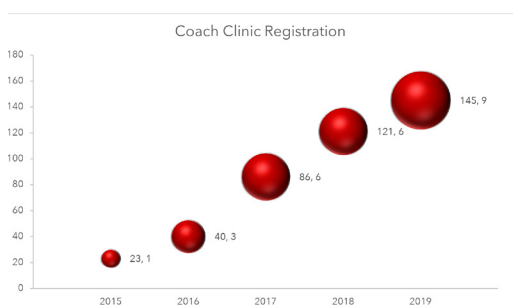
For example, if a girl doesn't participate in sport by the age of 10, there is only a 10% chance that she will be physically active at the age of 25.

But by having the Senior Women's National Team involved in community initiatives, including clinic and camp appearances, we're working to change that.

Role models both on and off the court, Canada's Senior Women's National Team played a major part in inspiring players and their parents to want to get involved in basketball at a younger age.

As the program transitions to Jr. NBA Youth Basketball (JNYB), the unique opportunity still exists for the citizens of the City of Edmonton to watching female Olympians, up close and personal, while participating in on court physical activity.

GRASSROOTS GROWTH



COACHING INCREASE

- Enrollment numbers on Game Plan have been increasing steadily since the inception in 2015 (35 registrations in initial year to 360 current memberships)
- Number of coaching clinics (size of circle, second data point) has increased steadily in Edmonton since 2015
 - Number of yearly clinic attendees has risen from 23 to 145
 - Average attendance for a clinic is 17 coaches
- Trained an additional 13 coach developers to deliver the different coaching courses across Edmonton since 2015
 - Increases ABA capacity to run more clinics and educate their coaches
 - Number of coaches attended all of their clinics would be a result of the training of those coach developers

OFFICIALS DEVELOPMENT

- The number of games officiated at the "grass-roots" level has steady increased by 10% per year
 - Attributable to the general growth of basketball at all levels, including the National Program and the success of the Toronto Raptors
- Senior Women's National Team (scrimmages etc.) has provided additional officiating development opportunities
 - EBOA have utilized younger officials to gain high level experience in their desire to officiate 3-person games at the U SPORTS & CCAA levels

Edmonton Officials Stats		
Year	Number of Officials	Number of Minor Officials/Table Crew
2013	259	10
2014	310	12
2015	311	20
2016	323	12
2017	329	16
2018	332	12
2019	357	16

GRASSROOTS GROWTH

Significant investment has been made over the course of the agreement to develop coaching and technical leadership in the Alberta Basketball Association as the provincial association lead for the sport in the Province of Alberta, in addition to developing the quantity and quality of people involved in the game in the City of Edmonton and greater area.

Of key importance to Canada Basketball's Women's High-Performance Program has been to "develop connected, confident, competent leaders with character and achieve this through a world class transformational coaching approach".

We are proud of the work done to foster citizen leadership and building capacity in Edmonton and Alberta. This investment has had a multiplying effect in that each coach that we develop and invested in then impacts 12 or more athletes and their families. In addition, coaches who are professionally developed can have an influence on other coaches wanting to further develop themselves when they observe the transformational and innovative methods learned from both the formal NCCP coaching education and/or the coaching clinics and coach schools run over the years. The growth is demonstrated in the coaching and officials chart in this document and attachments.

NCCP Learning facilitator training / upgrades / mentorship leading to increase in NCCP activity from 2015 (0 participants) - 2019 (77 participants)

- Worked closely with ABA Coach Education & Technical Director, on building plan for NCCP, provincial team coaches;
- Trained Learning Facilitators (LF);
- LF sent to Super Clinic for training.

There has been a significant presence of coaches from Alberta involved with the women's national team program (WNTP) and/or national age-group assessment camps over the years:

- Scott Edwards (current University of Alberta Head Coach) has been a head or assistant coach in our WNTP in 5 of the last 9 years and worked in 7 age-group assessment camps;
- Shawnee Harle (former Technical Director at ABA) has been an assistant coach in our WNTP in 7 of the last 9 years and worked in 6 age-group assessment camps as a mentor coach;
- Nate McKibbon (former ABA TAS lead and Provincial Team coach): has been an assistant coach in our WNTP in 3 of the last 6 years and worked in 6 age-group assessment camps;
- Katherine Adams (current MacEwan University Head Coach) has served as an apprentice coach 1 year with our WNTP and worked at 2 age-group assessment camps

University of Alberta Masters in Coaching graduates who were assistant coaches at the U of A:

- Claire Meadows has been a head or assistant coach in our WNTP in 4 of the last 5 years and worked in 8 age-group assessment camps
- Erin McAleenan has been an assistant coach in our WNTP in 2 of the last 2 years and worked in 4 age-group assessment camps
- Megan Pinsky has worked in 4 age-group assessment camps
- Isabel Ormond has worked at 2 age-group assessment camps
- Other: Donna Branch (former ABA provincial team coach & University of Lethbridge head coach) was an assistant coach in our WNTP for 6 years and worked in 4 age-group assessment between 2006-13 and has not been added to stat below.

**In total this amounts to 6 of the above 9 coaches being on women's national team staff
for a total representation in 19 different women's national teams over the past 9 years.**

Additional contributions to building capacity and legacy include:

- Meetings with ABA Board of Directors in Edmonton - provided direction and thoughts on implementation of membership licensing system
- Podium Pathway presentation in Edmonton to parents of ABA provincial teams - help with decision making
- Mentorship of ABA provincial team coaches and athletes in Edmonton; observe training, recommendations. Followed up with work with coaches at national championships
- Observe try outs in Edmonton & assist in player selection. Train coaches on use of Gold Medal Model (GMM) approach - process, criteria & assessment
- Provincial info sessions - conduct off court info session plus on court clinic. Lethbridge, Calgary, Red Deer, Edmonton
- PD coaching clinic and coach school
- Work with ABA in delivery of U15/U17 National Championships in 2014 and 2015
- Officials development initiatives

WHY INVEST IN BASKETBALL

FASTEST GROWING SPORT IN CANADA

1

Basketball continues to experience tremendous growth across Canada.

Canada's Women's National Team are ranked a program-high 4th in the world.

Toronto Raptors captured the NBA Championship and inspiring the next generation of Canadian players.

MOST PARTICIPATED SPORT AMONG AGES 12-17

1

However, there is work to be done.

Only 8% of girls are getting 60 min of physical activity/day.

Only 2% of girls ages 12-17 are getting enough physical activity to positively benefit their health.

MOST POPULAR SPORT GLOBALLY

2

Canada ranks fourth globally in the regional popularity of basketball.

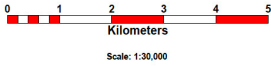
Basketball continues to be accessible and is the most popular sport among new Canadians.



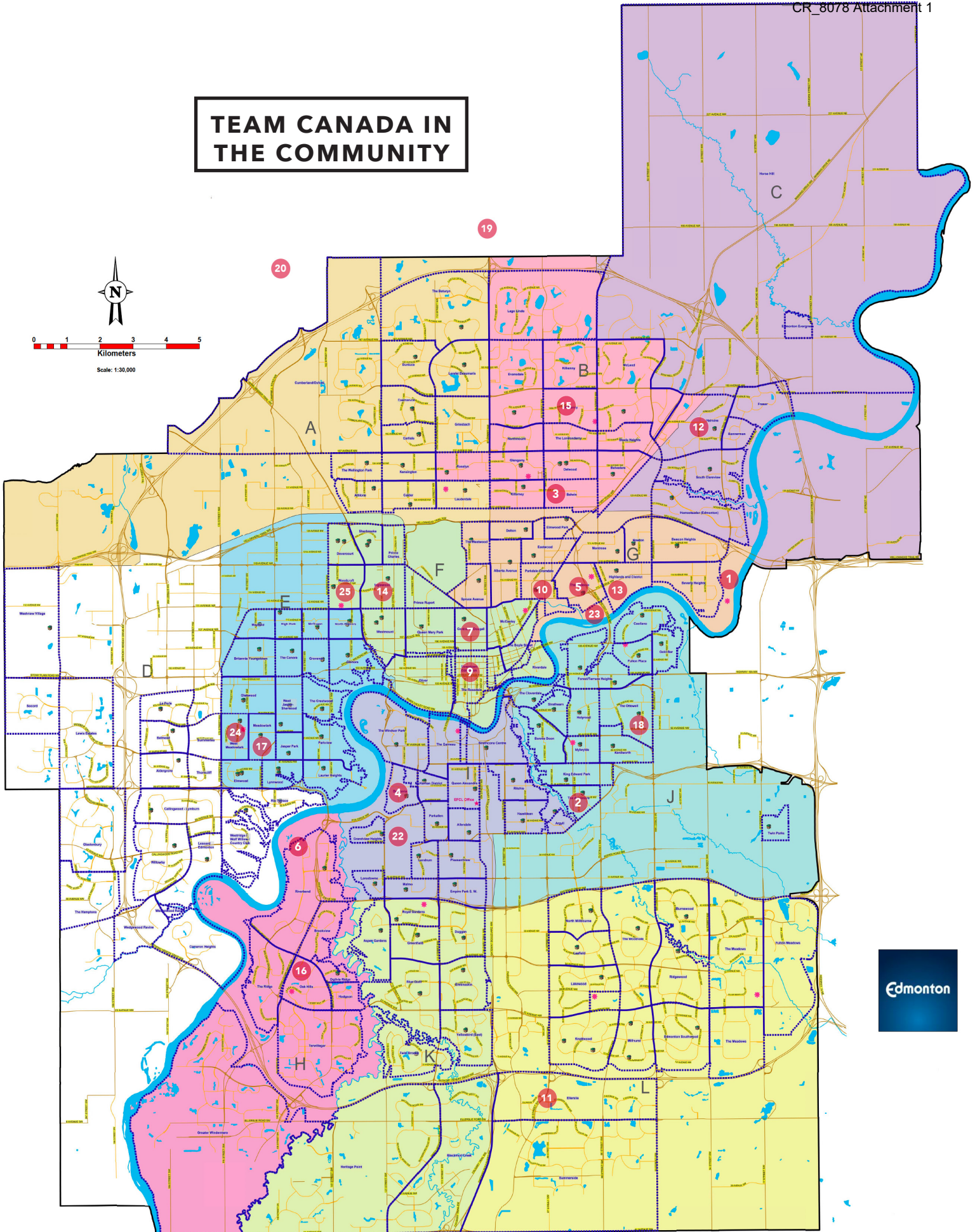
ROLE MODELS

Canada's Senior Women's National Team has established themselves as tremendous female role models that continue to inspire young girls and women to live an active lifestyle and pursue their dreams, whether on or off the basketball court.

TEAM CANADA IN THE COMMUNITY



Scale: 1:30,000



Abbotsfield (COE Bball Drop In)	1	Inglewood (Westmount School)	14
Avonmore (Avonmore School)	2	Kikenny (M.E. Lazerte and Londonderry School)	15
Balwin (Balwin School)	3	Leger (Archbishop Joseph MacNeil)	16
Belgravia (COE Pop up and Play)	4	Meadowlark (COE Green Shack)	17
Bellevue (Eastglen School)	5	Ottewell (Ottewell School)	18
Brander Gardens (Riverbend JHS)	6	Sturgeon (Sturgeon Composite HS)	19
Central McDougall (Victoria School)	7	St. Albert (St. Albert CHS)	20
Devon (John Maland HS)	8	Spruce Grove (Spruce Grove HS)	21
Downtown (City Hall)	9	University of Alberta (Saville, UofA Summer Camps, EYB Camps)	22
Edmonton Northlands (Edmonton Expo Centre)	10	Virginia Park (Concordia University of Edmonton)	23
Ellerslie (Ellserlie HS)	11	West Meadowlark Park (Jasper Place School)	24
Hairsine (John D. Braco School)	12	Woodcroft (Ross Sheppard School)	25
Highlands (Highlands School)	13		

MOMENTS



01



02



03



04



05



06

01	EDMONTON GRADS INTERNATIONAL CLASSIC
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2014, 2016, 2018

The City of Edmonton and Canada Basketball hosted Brazil, China and Turkey in the Edmonton Grads International Classic.

02	NATIONAL CHAMPIONSHIPS
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2014, 2015

The top age group athletes from provinces across Canada descended upon Edmonton for back-to-back National Championships.

03	FIBA AMERICAS CHAMPIONSHIP FOR WOMEN
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2015

Team Canada captured the FIBA Americas Championship for Women on home soil in Edmonton to book a spot at the Rio 2016 Olympic Games.

04	FIBA 3X3 EDMONTON CHALLENGER
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2018, 2019

For the past two years, Alberta Basketball has hosted a FIBA 3x3 Edmonton Challenger event at West Edmonton Mall as a qualifier for a FIBA 3x3 World Tour stop berth.

05	FIBA 3X3 WOMEN'S SERIES EDMONTON FINAL
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2019

Team Canada, featuring Edmonton natives Michelle and Katherine Plouffe, captured the final stop on the FIBA 3x3 Women's Series at the West Edmonton Mall.

06	FIBA WOMEN'S PRE-OLYMPIC QUALIFYING TOURNAMENT
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2019

Edmonton hosted the FIBA Women's Pre-Olympic Qualifying Tournament in November 2019. Canada finished 3-0 with wins over Cuba, Dominican Republic and Puerto Rico.

ADDITIONAL EVENTS

Canada Basketball & Alberta Basketball also hosted the following basketball events in Edmonton between 2014 and 2019:

- Canada Basketball Annual General Meeting (2016)
- Alberta Basketball 3x3 Provincial Championship / 3x3 Canada Quest Regional (2017-19)
- 3x3 Canada Quest National Final (2017-18)
- 3x3 Canada Quest West Final (2019)
- FIBA 3x3 Edmonton Satellite (2019)
- National Age-Group Assessment Camps (March 2014, December 2016, March 2019)

SOCIAL BENEFITS AND LEGACIES OF EVENT HOSTING

In the hosting of women's national team events, such as the FIBA Pre-Olympic Qualifying Tournament that saw thousands come together to connect and rally behind team Canada, you could see the Edmonton community spirit shine brightly and feel the emotion that help create lifelong memories.

STRENGTHEN ENGAGEMENT WITH KEY STAKEHOLDERS AND COMMUNITY TO FOSTER SUPPORT FOR EVENTS

Over the course of the agreement since 2013, Canada Basketball and the Senior Women's National Team have developed partnerships with Edmonton based organizations, including: Alberta Basketball Association, Edmonton Grads Basketball Centre & Saville Community Sport Centre, University of Alberta, Concordia University, and MacEwan University. This year we added the newly formed Edmonton Stingers professional basketball club and the Edmonton EXPO Centre.





"This past November I had the opportunity to help out with the kids clinic that took place before one of our games. I honestly don't know who had more fun, me or the kids!

The best part about the clinic was seeing the smiles on the kids faces, especially after they mastered a new skill. That's the power of basketball; it's fun, it's inclusive and it brings everyone together. Who knows, we might have even sparked a new love for the game in someone that wasn't there before!

We always enjoy going into the Edmonton community and working with children because they're the future of basketball in Canada. I also think it's important for young kids, girls especially, to see members of the women's team up close. Representation is key, and when they see women who look like them, from their communities competing at the highest level, they can start to picture themselves in those spaces too.

The City of Edmonton has been great to our women's program, providing us with a home since 2013. We always look forward to coming to Edmonton and like to show our gratitude by giving back to the community any way we can."

- Kayla Alexander

TESTIMONIALS



BRUCE A. SAVILLE

Owner, Saville Interest Group

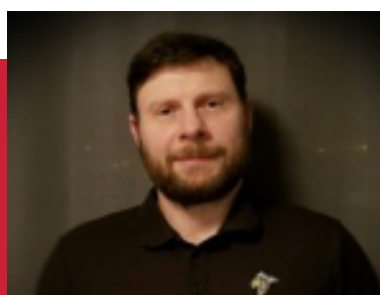
"The continued presence of the Senior Women's National Team and their role supporting the Inner City Initiative ties directly into the City's strategic desire for a "Healthy City" as it brings our community opportunities for health and wellness through a sport that has low financial barriers to entry."



DAVID OLDHAM

Basketball coach, Teacher, Spruce Grove Composite High School and Councillor of Spruce Grove

"Having members of the Senior Women's National Team come out to our school in Spruce Grove made a significant and lasting impact on our athletes. The opportunity to share the court with future Olympians in a sport that we all love so much brings our community of athletes across the country closer together."



ANDREAS MORSE

Director of Operations, Edmonton Stingers

"The Edmonton Stingers, along with the Edmonton EXPO Centre, couldn't be happier with having worked with FIBA and Canada Basketball on a fantastic Women's Pre-Olympic Qualifying Tournament. The Stingers are certainly looking forward to continuing to partner up with Canada Basketball on future projects and hope that "The Hive" will be considered home to all of Canada Basketball's teams in the years to come."

TESTIMONIALS



DANAH ARNOLD

Coach, Archbishop Joseph MacNeil JH & Mother Margaret Mary HS

"My girls were absolutely thrilled to run along side National players. What made the visit incredibly memorable for the girls was that the facilitators were so enthusiastic, encouraging and just terrific role models for these young women. In addition to a fun, educational session on the court, the National players all shared a little about their basketball background and created an opportunity for my girls to dream about what's possible in their sport and their lives."



SCOTT EDWARDS

Head Coach, Pandas Basketball

"Having the Senior Women's National Team available to observe, interact with, and learn from has been an invaluable resource for the athletes, coaches, and officials here in Edmonton. Specifically for the young female basketball players, having the opportunity to interact with professional athletes is life changing."



SHAUN POPE

Edmonton Grads Basketball Centre

"It is great promotion of basketball in Edmonton having the Senior Women's National Team, with their home base at the Saville Community Sports Centre. The Saville Community Sports Centre has hosted a number of the Canadian Senior Women's games and international events... Nothing compared to the 2015 FIBA Americas Women's Championship and having the whole crowd behind Canada going to the 2016 Summer Olympics in Rio."



To the Edmonton City Council,

The original idea of bringing the entire Canadian National Basketball program to Edmonton was a wonderful vision. But it required way too many pieces to fall into place.

The City of Edmonton and its Council were convinced that bringing a worthy collection of sport and personal role models to our City was worth the effort and the outlay. So, the Canadian Senior Women's National Basketball Team became part of our City's mosaic.

The members of the team have become recognizable to our citizens. They've appeared in our schools, at City events, they've conducted basketball clinics and have stood and signed thousands of autographs for countless young girls and their families.

The positive effect of our adopted Edmontonians, on the sport of basketball and on our City was certainly in evidence when you looked at the crowds attending the many international tournament games the National Team has participated in, over the past number of years. The number of young female fans grew every year. The Team's presence has also grown the number of participants on the female side of our rapidly expanding amateur basketball leagues.

I hope Council members have had an opportunity to see the Team in action. If you have, you will have noticed that the name EDMONTON is proudly worn on the backs of their game jerseys, something that is not in evidence on the uniforms of any other country's National team.

I encourage you all, to continue to support the presence of the Canadian Women's National Basketball Team in our city, for years to come.

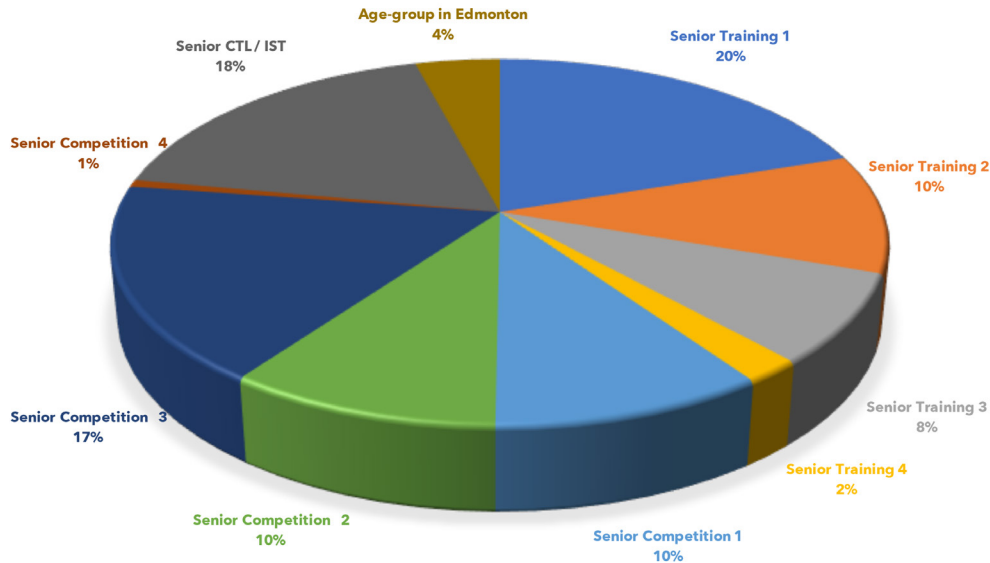
*Bryan Anderson
Former Edmonton City Councillor
1998-2017*



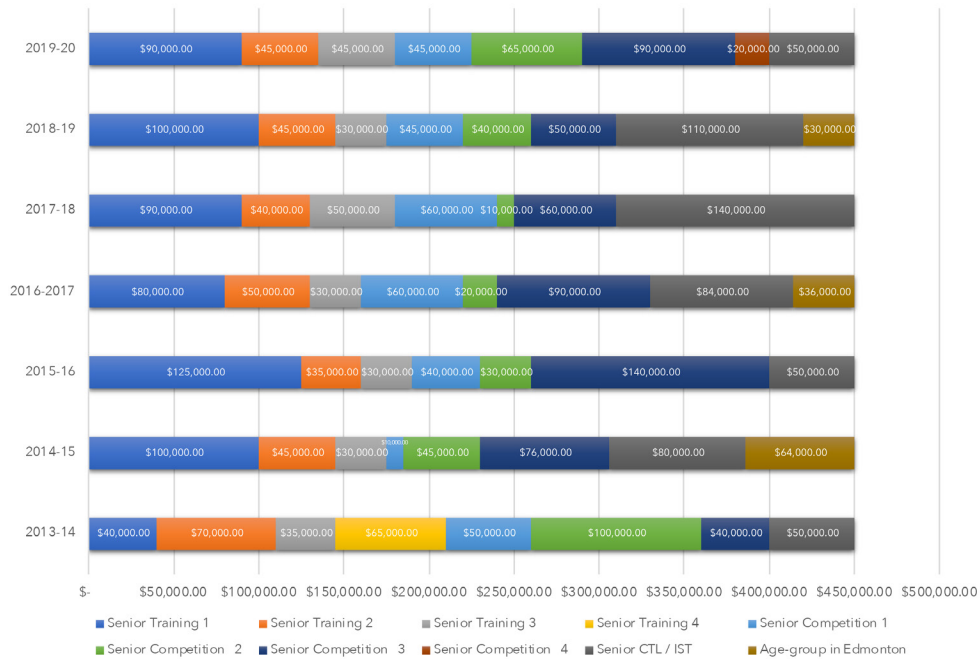
FINANCIALS

Over the past seven years, summary of the \$450,000 annual funds spent: 40% on training, 38% on competition, 18% on coaching, technical leadership and medical (IST), and 4% on three Age Group Assessment camps in Edmonton.

PERCENTAGE OF FUNDS USED OVER THE FULL AGREEMENT



Amount by Year, for Each Spending Category



Coaching Technical Leadership (SW CTL) i.e. coach PD, salary increase, training partner honorarium, officials and minor officials, etc.
 Sport Science and Medicine (SW IST) i.e. lead physician, physician services, MRI, medical tests, assessments, supplies, etc





December 5, 2019

Dear Mayor Iveson, and City Councillors:

I write to voice my support for funding to ensure that the Canada Basketball Senior Women's Olympic Team continues to base their operations in Edmonton for another four years. In their time in Edmonton, this team has climbed the world rankings from 11th to 4th, bringing pride and excitement to the city, even as they invest time and effort to positively impact the community.

The presence of an elite Senior Women's National Team since 2014 gives Edmonton regular opportunities to host national teams from around the world for exhibition games and training and puts the spotlight on our city as a basketball centre of excellence within Canada. While there are surely many reasons for the growth of the game in Edmonton, the presence of the Senior Women's National Team is certainly a key contributor. In their time here, there have been numerous opportunities for those interested in the game to learn from experts from across Canada and around the world - from beginners to aspiring players and high-level coaching. Participation in basketball has grown significantly in Edmonton over the past five years. The courts at the Saville Centre are nearly always busy with growing numbers of teams from the Edmonton Youth Basketball Association, women's and men's leagues, provincial tournaments, drop-in and more.

The Inner-City Initiative, focused on engaging inner-city youth in basketball, has seen substantial growth as well. Enrollment in this program has grown 500% since 2014, and now more than 5,000 kids have access to regular, positive and structured access to team sport. The Senior Women's National Team gives their time generously in support of this program and touching the lives of kids who can benefit from the inspiration of engaging with an Olympian.

Lastly, the continued presence of the Senior Women's National Team and their role supporting the Inner City Initiative ties directly into the City's strategic desire for a "Healthy City" (Corporate Business Plan 2019-22) as it brings our community opportunities for health and wellness through a sport that has low financial barriers to entry. Furthermore, the City already benefits from a well-developed and growing inner-city support program centred around basketball.

I look forward to Edmonton remaining home to Canada's Olympic Women's Basketball Team as they compete in Tokyo next summer and for many more years to come.

Yours very truly,

A handwritten signature in black ink, appearing to read 'B. Saville', with a long horizontal flourish extending to the right.

Bruce A. Saville

To Whom it May Concern:

RE: Canada Basketball in Edmonton

It is with great pleasure that I have this opportunity to support Canada Basketball, and the Senior Women's National Team, for the tremendous impact that their program has had on our city. Many others will be able to discuss the impact on youth participation in terms of numbers and the overall increase we have seen in Edmonton. I would rather discuss the cultural impact having such high performance athletes and coaches have on our basketball community.

Having the SWNT available to observe, interact with, and learn from has been an invaluable resource for the athletes, coaches, and officials here in Edmonton. Specifically for the young female basketball players, having the opportunity to interact with Professional athletes is life changing. The SWNT players are so giving of their time and experience that it has led to a huge increase in participation and retention of athletes at the youth level.

For the coaches in our program and in the greater basketball community, the opportunity to see the best compete and train has really pushed our coaches to new levels. The SWNT is so open to allowing coaches to observe training sessions and give clinics that both our youth and university coaches greatly appreciate and gain valuable knowledge. The impact having professional athletes that are so readily available to observe has helped both athlete and coach development. We are seeing more Edmonton based athletes and coaches gain opportunity at the provincial and national level, and I believe this relationship is an important reason why.

Not only is Edmonton home for the SWNT, but we have hosted many identification camps at the Saville Community Sports Centre for the Cadette and Junior aged development teams. Having these opportunities in our own back yard is invaluable to local athletes and coaches. The chances to be guest coaches or athlete participants were such positive learner opportunities for those involved.

At the University, we have started a Junior Pandas Basketball program to support young athletes that want to pursue their passion for basketball at the post-secondary level. Our Junior Pandas program has been involved with a league that was created to support these athletes (u15 & u17) called the Prairie Elite Basketball League (P.E.B.L.). Neither of these endeavors would be as successful without the unique opportunity Edmonton based athletes have to see our SWNT as role models. They routinely give time and energy to both our junior programs and our University team. The coaches and athletes go out of their way to be welcoming ambassadors for their program and sport.

The impact on our University team is immeasurable to both our athletes and coaches. During the Olympic Qualifying tournament that Edmonton hosted in 2015, our team had the opportunity to play scrimmage games against both Argentina and Puerto Rico's national teams. Again, in 2019, we played Puerto Rico as these countries attempted to qualify for the Olympics. The opportunity to give our U of Alberta student-athletes these type of cultural and athletic experiences is invaluable to their growth and development.

As well, the opportunity that our coaching staff has, in particular our Graduate Students at the University, have to observe and interact with the world class coaching & practice environments is instrumental in their development and creates many opportunities for both professional and personal growth.

For the development of basketball in our City, having the SWNT train and compete here has been a shot of energy to our community. It has been such a successful relationship for the youth players and coaches in our city as well as for our University programs that it would be a real shame to see them leave to another city. I know from experience working with many of the SWNT members that they feel the same about coming to Edmonton. The respect that our entire city has shown to these athletes and staff has been enthusiastically received and I would whole-heartedly support the City of Edmonton continuing as the home for our Senior Women's National Team.

Thank you,



Scott Edwards
Head Coach, Pandas Basketball
University of Alberta
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(O) 780-492-1034
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To: Edmonton City Council

December 3rd, 2019

Re: Senior Women's National Basketball Team

I am writing to you to express my gratitude for your support of the Canada Basketball Senior Women's Olympic Team for the past 6 years. Not often does an opportunity come along to host a high profile National Team, and the partnership has certainly been mutually beneficial. As a longtime Alberta Basketball coach and volunteer, I have seen our community embrace and grow to love the relationship we have with our National Team. This unique partnership started as a formal agreement and commitment that has evolved to meaningfully impact the lives of hundreds of people.

Over the past 6 years not only has Edmonton welcomed our Women's National Team, but the athletes, coaches, and administrators involved have given so much back. I have been a numerous events where National Team members are on court, reading to school groups, or speaking to youth about their experiences and how to dream big. I've coached athletes who several years ago watched a National Team practice and interacted with the athletes, and then gone on to represent the City of Edmonton at National and World Championship events. The partnership we have had over the past 6 years truly has been the perfect match.

In addition to the human impact, there has certainly been an economic and cultural impact to Edmonton. Having our National Team here has allowed our community to host Friendly competitions with Brazil, China, and Turkey. In addition to this we have hosted major events including the FIBA Americas in 2015 and the Olympic Pre-Qualifier in November of 2019! This has brought thousands of people to Edmonton and brought national and international attention to our wonderful city.

Partnerships are wildly successful when there are many people and groups invested. I am grateful for the City of Edmonton, Alberta Basketball, Canada Basketball, and everyone else who has made this thrive for the past 6 years. I know the impact it has had on our community and encourage you to consider this as you decide on another 4 year commitment.

Respectfully,

Dave Oldham

Alberta Basketball Coach

Councillor- City of Spruce Grove

ADDITIONAL TESTIMONIALS

Edmonton Stingers

"The Edmonton Stingers, along with the Edmonton Expo Centre, couldn't be happier with having worked with FIBA and Canada Basketball on a fantastic Women's Pre-Olympic Qualifying Tournament.

Having an opportunity to showcase the game of basketball at the highest level to a fanbase that is on the verge of bubbling over was an invaluable opportunity for our new team and league and we will be seeing the benefits throughout the offseason through partnerships and ticket sales.

The Stingers are certainly looking forward to continuing to partner up with Canada Basketball on future projects and hope that "The Hive" will be considered home to all of Canada Basketball's teams in the years to come."

Sincerely,

Andreas Morse
Director of Operations
Edmonton Stingers

Spruce Grove

"Having members of the Senior Women's National Team come out to our school in Spruce Grove made a significant and lasting impact on our athletes. The opportunity to share the court with future Olympians in a sport that we all love so much brings our community of athletes across the country closer together. The high school athletes also had the chance to ask questions and interact with the National Team members and everyone was so generous with their time. It was a unique experience and I know several of our athletes attended the Olympic Qualifier in Edmonton this November because they felt connected to the team."

David Oldham, Basketball coach, teacher at Spruce Grove Composite High School and Councillor of Spruce Grove

Edmonton Youth Basketball Association Summer Camp

"The summer of 2019 was very exciting for 50 youth basketball players when members of Canada's Senior Women Basketball magically showed up to the Saville Centre in Edmonton where the Edmonton Youth Basketball Girls Summer Camp was being held and that the TKU Eagles were coaching.

Team Canada players in Team Canada gear attended our camp and led the youth basketball campers through skills and drills as well as answered all our campers questions, took pictures and signed autographs for campers which put the biggest smiles on campers faces. What a fun night everyone had. Thanks goes out to the CB athletes, but as well as to Elaine Sun the Manager of Women's Basketball Operations and Reagan Wood from Alberta Basketball who together were instrumental in making this Team CANADA visit all come together. "

Thank you.

Brian Anstice
Head Coach - Eagles Women's Basketball
The Kings University
Edmonton, Alberta

Edmonton Grads Basketball Centre

"The Canadian Senior Women's National Team coming to Edmonton has been amazing for the athletes of Edmonton and Alberta to see what it is like to become a national team player. The national team members are great role models for the athletes in the Edmonton area. After games or when players go to community events, the athletes always are personable and friendly to talk to. It is great to see the number of smiling faces of the kids when they get to meet players such as Kia Nurse or Nayo Raincock-Ekunwe. It is remarkable how the athletes, coaches and other personnel treat the fans at their events by having conversations and showing genuine interest in the people they are talking to. At the end of events there is often long lineups for autographs and photos with the players and coaches.

It is great promotion of basketball in Edmonton and having the senior women's national team, with their home base at the Saville Community Sports Centre. The Saville Community Sports Centre has hosted a number of the Canadian senior women's games and international events, where Canada was the host country. Nothing compared to the 2015 FIBA Americas Championships for Women and the Olympic qualifier and having the whole crowd behind Canada going to the 2016 Summer Olympics in Rio and chanting "Rio Rio Rio" with 30 seconds left. It was a wonderful sight to see and hear.

Another value to the program is its support towards local coaches and officials in the development in the sport of basketball. Quite often they accommodate guest coaches to observe their practices. This is instrumental in the development of the youth in the sport of basketball. This was also inspiring to the Edmonton Grads Basketball Centre in creating the murals that are at the Saville Community Sports Centre with a theme of promoting women in sports."

Shaun Pope
Edmonton Grads Basketball Centre

Edmonton Basketball Officials Association

"The number of games officiated at the "grass-roots" level has steady increased by 10% per year. This is likely attributable to the general growth of basketball at all levels, including the national program and the success of the Toronto Raptors. Canada women's program [scrimmages, etc.] has provided additional Officiating Development opportunities for our members. We have utilized younger Officials to gain high level experience in their desire to officiate 3-person games at the U-Sport & CCAA levels. The scrimmages have allowed us to train & develop additional Minor Officials. We utilized these Minor Officials at Provincials in Edmonton and Canada U15 & U17 National Finals.

Also, the FIBA Certification for Minor Officials and Statisticians has brought more visibility and credibility to these important positions.

We appreciate the fact Canada Basketball has chosen Edmonton as the home-base for the Women's National Program."

Leo Mangano
EBOA

John Maland High School

"Our athletes really loved having members of the SWNT program in Devon this past spring. It was such a great opportunity to have elite female athletes who compete on the international level and play professionally interact with the young female basketball players in our community. The girls truly enjoyed the drills and games they were able to be a part of while getting feedback from members of the Canada Basketball program. The Q&A session was really eye opening for a lot of them as they heard stories of playing for their country, in the NCAA tournament and overcoming adversity to reach the level that the members of the SWNT are at. It was unique and phenomenal opportunity that I know our athletes will remember for a long time."

Don Finlayson, Teacher, John Maland High School in Devon, AB

Archbishop Joseph MacNeil JH & Mother Margaret Mary HS

"We had 3 members of the Canadian Women's Senior team as well as the director of women's high performance, Denise Dignard visit and run a training session for a group of junior and senior high school girls in Edmonton on May 30th, 2019. My girls were absolutely thrilled to run alongside National players. What made the visit incredibly memorable for the girls was that the facilitators were so enthusiastic, encouraging and just terrific role models for these young women. In addition to a fun, educational session on the court, the National players all shared a little about their basketball background and created an opportunity for

my girls to dream about what's possible in their sport and their lives. We're so grateful that we had this opportunity, it sparked female interest in basketball in the 2 small schools I coach at (Archbishop Joseph MacNeil JH & Mother Margaret Mary HS) and had long reaching effects into the Southwest basketball community in Edmonton."

Danah Arnold

SUMMARY DATA FOR CANADA BASKETBALL - ALBERTA BASKETBALL CITY OF EDMONTON REPORT

ABA Inner City Initiative Summary

Year over year Participant Growth in Inner City Initiative Programs organized and executed by ABA with SWNT Support when in Training in Edmonton

2014 - 1047 Girls - 376
 2015 - 1815 Girls - 598
 2016 - 2783 Girls - 869
 2017 - 3524 Girls - 1247
 2018 - 4024 Girls - 1431
 2019 - 5271 (YTD) Girls - 1831

Key Details

- Not only are numbers increasing in our programs but so is the ratio of girls to boys
- Programs run by ABA: -Boys and Girls Clubs - YMCA - In School Mini Clinics - Junior High Coaching Clinic - Northside Hoops - Free Footie Partnership - 3x3 Tournaments - City Rec Facility Drop In Programs (Northside)
- SWNT's public appearances and accessible practices have made a major impact on local youth in emboldening them to play basketball
- All ABA and SWNT programs and appearances align with the Live Active Strategy

Edmonton Youth Basketball Association (EYBA)

Outlined below are the year on year enrollment in the Edmonton Youth Basketball Association with the increasing numbers of girls participating:

2020 - 5530 (2294 girls)
 2019 - 5102 (1905 girls)
 2018 - 4239 (1623 girls)
 2017 - 4121 (1379 girls)
 2016 - 3212 (1044 girls)

*The increases in EYBA's participation come along with the growth of local club basketball with numerous new fall programs that we don't have available data to share. The clubs are actively competing with EYBA and several have had significant growth for both genders.

**STEVE NASH YOUTH BASKETBALL (SNYB) / JR. NBA YOUTH BASKETBALL
2013-2019**

Year	Type	Organization Name	Players	Coaches
2019	JrNBA	Good Hoops	65	7
2018	JrNBA	Good Hoops	88	7
	SNYB	Jamie Platz Family YMCA	200	0
	SNYB	Castle Downs Family YMCA	150	0
	SNYB	Don Wheaton Family YMCA	60	0
	SNYB	SNYB St. Paul	36	7
2017	SNYB	YMCA of Northern Alberta - Castle Downs	160	3
	SNYB	Jamie Platz Family YMCA	100	0
	SNYB	Don Wheaton Family YMCA	79	0
	SNYB	William Lutsky Family YMCA	150	0
	SNYB	South Eats Basketball Association	87	0
	SNYB	MAC Islamic School	15	2
2016	SNYB	YMCA of Northern Alberta	350	21
	SNYB	South East Basketball Association	130	12
	SNYB	Castle Downs YMCA	60	2
	SNYB	Jamie Platz Family YMCA	60	0
2015	SNYB	South East Basketball Association	125	20
	SNYB	St. Paul Elementary	15	2
2014	SNYB	Basketball Ste-Jeanne-d'Arc	14	2
	SNYB	South East Basketball Association	115	18
2013	SNYB	Basketball Ste-Jeanne-d'Arc	26	6

Number of Coaches in Game Plan from Edmonton	2013	2014	2015	2016	2017	2018	2019
	<i>(GP launched in 2015)</i>		35	80	173	276	360
2015 Coach Education Events	# of attendees	PD & NCCP	2015 NCCP LF or CE				
Canada Basketball Coach School at FIBA Americas Women's Championship	23	23	Red Deer	Clayton Pottinger - FUN LF			
			Calgary	Mark Hogan - T2C Skills LF			
2016 Coach Education Events	# of attendees	PD & NCCP	2016 NCCP LF or CE				
Coach Clinic with Greg Francis - The Canadian Style of Play	9	9	Calgary	Mark Hogan - T2C Strategies LF			
NCCP FUNdamentals	13	31	Camrose	Dave Drabiuk - T2C Strategies LF			
NCCP Learn to Train	18		Red Deer	Craig Behan - T2C Planning LF			
			Edmonton	Reagan Wood - L2T LF			
2017 Coach Education Events	# of attendees	PD & NCCP	2017 NCCP LF or CE				
NCCP FUNdamentals	3	58	Calgary	Mark Hogan - T2C Planning LF			
NCCP Learn to Train	6	28					
NCCP Train to Train	6						
Alberta Basketball Coaching Conference	54						
NCCP FUNdamentals	13						
Coach School at Western Canada Assess Camp	4						
2018 Coach Education Events	# of attendees	PD & NCCP	2018 NCCP LF or CE				
NCCP FUNdamentals	24	55	Camrose	Dave Drabiuk - L2T/T2T CE			
NCCP Learn to Train	8	66	Edmonton	Reagan Wood - L2T/T2T CE, FUN LF, T2T LF			
Coaching Clinic with Mike MacKay	42		Sherwood Park	Andre Lussier - FUN LF, L2T MLF			
NCCP Learn to Train	16		Ft McMurray	Frank Power-T2C Strategies & Skills & Planning LF			
NCCP FUNdamentals	18		Calgary	Brian Hutton - L2T LF			
Coach School - Western Canada ID Camp U16/U19	13						
2019 Coach Education Events	# of attendees	PD & NCCP	2019 NCCP LF or CE				
FUNdamentals	13		Edmonton	Ryan Dunkley - L2T LF			
FUNdamentals	18		Cold Lake	Shayne Midford - L2T LF			
Targeted Coaching clinic	11	68	Cochrane	Randy Peron - L2T LF			
Cadette Observation/Coaching Clinic	15		FUNdamentals	2016	2017	2018	2019
Train to Train	5	77		13	16	42	52
Coaching Clinic with Mike MacKay	20		Learn to Train	2016	2017	2018	2019
Learn to Train	20			18	6	24	20
FUNdamentals	21		Train to Train	2016	2017	2018	2019
Coach School at the Women's Olympic Pre-Quaifying Tournament	22			0	6	0	5

2019 Edmonton Activations / Visits by WHP Program						
Unit	Location	When	What	Numbers		CB Involvement
1	Saville	27-Mar	Ortona March Break Camp - interact with campers	30	kids	3 athletes, 3 staff
1	Saville	29-Mar	ABA Targeted Coachs PD Clinic	15	coaches	Jodi Gram
1	Saville	30-Mar	Community Coach Observation	15	coaches	Jodi Gram
1	Riverbend JHS	01-Apr	School visit - presentation/interaction	27	students	Jodi and Denise
1	John D Bracco JHS	01-Apr	School visit - presentation/interaction	25	students	Jodi and Denise
1	Sturgeon HS	01-Apr	School visit - presentation/interaction	19	students	Jodi and Denise
1	St. Albert CHS	01-Apr	School visit - presentation/interaction	17	students	Jodi and Denise
1	St. Albert CHS	01-Apr	JHS & HS Coaching Clinic	18	coaches	Jodi and Denise
1	Saville	26-May	ABA Coaching Clinic	20	coaches	Mike MacKay
1	Spruce Grove HS	27-May	Practice with Junior and Senior girls bball team	25	students	3 athletes
1	Balwin School	27-May	Q&A and interactions in classroom	30	students	2 athletes
1	Victoria School of the Arts	28-May	Q&A and interactions in classroom	200	students	5 athletes
1	John Maland High School	30-May	Ran practice with girls basketball players	50	students	4 athletes
1	Archbishop Joseph MacNeil CS	30-May	Ran practice for girls team	25	students	4 athletes
1	Saville	30-May	PD: PA and IST observe practice	6	coaches	Max and Lauren
1	Edmonton Expo Centre	31-May	CEBL Edmonton Stingers Game attend	not counted		Whole SW Team
1	Central Social Hall	02-Jun	Watching Raptors playoff game w/Stingers	not counted		Whole SW Team
1	Canadian Forces Bases Edmonton	05-Jun	Team Building at CFB Edmonton	not counted		Whole SW Team
1	Edmonton Youth Basketball Camp	25-Jul	Visit with U13 and U15 girls camp	60	athletes	3 athletes
1	UofA Green Gold Summer Camp	26-Jul	Visit with girl bball campers, aged 12-14	40	athletes	2 athletes
1	COE Green Shack at Meadowlark	26-Jul	Dropped in COE Green Shack with local kids	50	kids	2 athletes
1	UFC at Rogers Arena	27-Jul	Whole team invited to attend UFC event	not counted		Whole PAGs Team
1	UofA Green Gold Summer Camp	29-Jul	Visit with girls bball campers, aged 0-11	35	athletes	3 athletes
1	COE Pop up Play at Belgravia	29-Jul	Dropped in COE Pop up Play with local kids	20	kids	3 athletes
1	Visit with U15, U16, U17 Team AB	30-Jul	Visit to team practices, Q&A etc.	36	athletes	3 athletes
1	COE YEG Youth Drop In at Abbotsfield	30-Jul	Dropped in COE bball session with local kids	40	kids	2 athletes
1	Concordia University of Edmonton	14-Sep	ABA Learn to Train Course, MLF to LFs	30	coaches	Mike MacKay
1	Jasper Place High School	15-Sep	Women In Sport Panel	60	students	1 coach, 3 athletes
1	Ross Sheppard High School	16-Sep	Women In Sport Panel	50	students	1 coach, 3 athletes
1	Edmonton City Hall	11-Nov	Attended Remembrance Day events	not counted		6 athletes, 1 staff
1	Edmonton Expo Centre	15-Nov	Canada Basketball Coaching School w/SW coaches	22	coaches	2 coaches, 2 staff
1	Edmonton Expo Centre	15-Nov	Canada Basketball Officials School w/FIBA refs	18	officials	1 staff
1	Edmonton Expo Centre	16-Nov	Kids Clinic w/SWNT athletes and CB staff	50	kids	4 athletes, 3 staff
Total Events		33				
Total Participants		1033				