

SportSurrey

COME PLAY!



Sport Tourism Strategy





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Message from the Mayor

As BC's fastest growing city, Surrey is the premier place for hosting sporting events and is the Tournament Capital for the Lower Mainland. Since 2017, Surrey has hosted over 166 sport tournaments, including 5 international, 6 national, and 17 provincial events. In 2019, we are proud to be the host city for WickFest, a female hockey festival established by six-time Olympian and multiple gold medalist Hayley Wickenheiser.

As a Council, we are committed to investing smartly in our sports and recreational facilities. This year we will be opening three new ice sheets in Bridgeview in North Surrey and design work has begun on a world class track and field stadium in Bear Creek Park in Newton. We are proud of our high quality and diverse sport offerings we have in Surrey. With our modern facilities, playing fields, swimming pools and ice rinks, Surrey is a destination that can comfortably host events through all seasons.

I invite you to explore all that Surrey has to offer.

Sincerely, [Mayor Doug McCallum](#)



Message from the Chair

Our Surrey Sport Tourism Strategy continues to advance through collaboration with industry leaders to ensure that the sporting events we host reflect the interests of our community – while being responsible, sound investments.

As we expand sport hosting opportunities through the new North Surrey Sport and Ice Complex and the Bear Creek Park stadium, our goal is to deliver world-class experiences for both residents and visitors throughout the year.

Sincerely, [Councillor Laurie Guerra](#)

[Chair of the Parks, Recreation & Culture Committee](#)

The Tourism Surrey Sport Strategy has been developed to advance the City of Surrey as a leader in the Sport Tourism industry, maximizing both economic benefits and sport development opportunities.

The Sport Surrey Strategy will establish Surrey as a premier sport tourism destination in the Pacific Northwest and Canada while balancing community needs with sport tourism development.



The Strategy will be implemented by:

Working closely with our partners to be advocates for the development of sport hosting in the City of Surrey.

Actively seeking out bid opportunities to host provincial, national and international sporting events.

Hosting opportunities on the unique physical and geographical assets in Surrey, taking full advantage of our exiting assets.

Supporting event organizers from the bid stage to the planning stage of their event through Sport Surrey by providing exceptional customer service to participants, spectators and the sport tourism community.

Advocating for sport facilities benefitting both residents and sport tourism.

Establishing strong partnerships and supporting local sport organizations, particularly youth sports.

Tracking and evaluating the results and benefits of hosting major sport tourism events.



Sport Surrey has jointly been developed by the City of Surrey and Discover Surrey to be a central resource to assist bid submissions and to support tournament organizers and rights holders ensuring a successful event.

Some examples of high calibre sporting events that have been hosted in Surrey include:

- o Ball Hockey Western Challenge Cup
- o BC Amateur Golf Championships
- o BC High School Ultimate Championships
- o BC High School Soccer Championships
- o BC Junior Development Track and Field Championships
- o BC Provincial Diving Championships
- o BC Summer Games
- o BC Soccer Provincial A Cup Finals
- o Canada Cup BMX
- o Canada Cup International Field Hockey
- o Canadian Collegiate Athletic Women's Soccer National Championships
- o Canada Cup International Softball Championship
- o Cloverdale Rodeo
- o Colour Me Rad 5K Run
- o Flowerbowl Ultimate Tournament
- o Goalball
- o Hargobind International Wrestling Championships
- o Hockey BC Peewee Provincials
- o Mayors Cup Soccer Tournament
- o Olympic Softball Qualifier
- o Quidditch Canada Western Regional Championship
- o Ringette BC Provincials
- o Rugged Maniac
- o Skate BC Super Series
- o SX Cup International Soccer Tournament
- o Syncro BC Regional Championships
- o Vancouver Whitecaps Adidas Cup
- o Vancouver Whitecaps College Showcase
- o Water Polo National League
- o Wickenheiser Female World Hockey Festival 'WickFest'
- o Womens World Softball Tournament
- o World Round-Up Freestyle Skateboarding Championships



SURREY ANNUALLY HOSTS THE LARGEST INTERNATIONAL SOFTBALL TOURNAMENT IN CANADA AND THE THIRD LARGEST IN THE WORLD. AS WELL AS THE LARGEST SOCCER EVENT IN CANADA.



Upcoming Initiatives

Marketing

Continue to position Surrey as a preferred location and premier sport host for existing events and targeted regional, provincial and national events

Continue to build presence online with Sport Surrey website, social media and synergies with the City

Identify opportunities with target marketing with the focus to host sports unique to Surrey as well as attract shoulder season sports and conferences

Targeted marketing to key sports including soccer, field hockey, para hockey etc.

Explore opportunities for hosting esports events

Participate and have a presence at the Canadian Sport Tourism Association's National Congress annually

Target marketing to womens and girls sporting events

Provide FAM tours with Discover Surrey to help secure future national and international bids

Encourage Provincial and National sporting organizations to locate their administrative headquarters in Surrey for potential training and event opportunities

Develop links to green sport initiatives

Enhance storytelling of Sport in Surrey and highlight local Champions, events and stakeholders.

Hosting

Continue to support the growth of international and regional soccer events such as the SX Interntational Cup, Mayors Cup and Whitecaps College Showcase

Meet regularly with local sport organizations and events rights holders to attract events that are aligned with Surrey's unique attributes and assets

Align with Surrey's Festival & Event Support Team (FEST)

Engage existing Sport Surrey Community Champions to support advocacy, events and sport hosting

Expand Sport Surrey's online tools and platforms to share information and related services, calendars of events, templates, venues, volunteers, news and other related information to better assist and educate stakeholders and potential clients

Partner with neighbouring municipalities to coordinate potential sport hosting opportunities

Engage with local and provincial sport groups





Capital Investment

Open the new North Surrey Ice Complex in 2019 to create additional hosting opportunities for para hockey and ice hockey tournaments in addition to meeting community needs.

Strategically enhance new and existing parks and facilities to support tournament hosting.

Activity and Performance Measures

Complete Sport Tourism Economic Assessment Model Reports (STEAM) to provide standard post event reporting and analysis, incorporating event performance indicators, visitor metrics and economic benefits.

Continue to support the Sport Surrey grant program.



WHY CHOOSE Surrey?

Modern Facilities

- Brand new, fully accessible state-of-the-art facilities for a wide range of sports, events and conferences.

Sport Tourism Experience

- Proven track record for hosting, marketing and supporting a variety of competitions at the local, national and international level.

Affordability

- Wide range of competitively priced accommodation and venue rentals

Arts & Culture

- Surrey is home to over 100 languages, major cultural festivals, and a burgeoning arts and culinary scene.

Transportation

- Robust local and regional transportation network

Location

- Situated north of the US border, Surrey is centrally located, 40 minutes from Vancouver and within close proximity to Vancouver International Airport and Abbotsford International Airport.

Premiere Competition Venues

- 104 Soccer Fields
- 95 Ball Diamonds, including Softball City complex
- 77 Public Tennis Courts
- 14 Synthetic Turf Fields
- 7 Cricket Fields
- 6 Indoor Pools (3 FINA approved)
- 5 Arenas providing 8 sheets of ice
- 3 Track and Field Complexes
- 2 Football Fields
- 2 Rugby Fields
- 1 Kabaddi Field
- Beach Volleyball
- Fairgrounds for adventure races and rodeos
- Multipurpose conference and meeting spaces
- Open space for festivals





MAYOR
DOUG MCCALLUM

City of Surrey Council



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LINDA ANNIS



COUNCILLOR
DOUG ELFORD



COUNCILLOR
LAURIE
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COUNCILLOR
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