



Special Olympics Canada Winter Games
THUNDER BAY 2020
Jeux d'Hiver d'Olympiques spéciaux Canada



REPORT TO THE COMMUNITY

PURE
JOY

**OCTOBER
2020**

WITH ETERNAL THANKS TO
OUR PRESENTING SPONSOR

NewmontTM
MUSSELWHITE



Special Olympics Canada Winter Games
THUNDER BAY 2020
Jeux d'Hiver d'Olympiques spéciaux Canada



**REPORT
TO THE
COMMUNITY**
OCTOBER 2020

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REPORT TO THE COMMUNITY

EXECUTIVE SUMMARY

We are pleased to provide City Council and City Administration our Executive Summary report for the Special Olympics Canada Winter Games Thunder Bay 2020.

On behalf of our Honourary Chair Krista McCarville, and our entire Games Organizing Committee, I would like to first thank Special Olympics Canada for their amazing support to our team here in Thunder Bay. The expertise and camaraderie at every level allowed us to focus and be on the right track at all times ensuring the athletes, coaches, officials, mission staff etc, were well served in their specific needs. Above all, our team was always focused on the athletes first in everything we did so they could have the best experience possible in competing, feeling secure and just having a lot of fun doing what they love to do.

EXECUTIVE COMMITTEE



Barry Streib
Chair



Doug Henry
Games Manager



Julie Tilbury
Vice-Chair



J.P. Levesque
Vice-Chair



Rebecca Johnson
Administrative Officer



Blair Smith
Vice-Chair Finance

**SPECIAL
THANKS**



Krista McCarville
Honourary Chair

DIRECTORS



Tammy Squitti
Director of Fundraising
& Sponsorship



Kathy Ball
Co Director of
Operations & Support



Bonnie Tittaferrante
Co Director of
Operations & Support



Rob Neff
Director of Local
Engagement



Markus Walser
Director of Logistics



Deb Tully
Co Director of Sport



Marlene Wright
Co Director of Sport



Paul Burke
City Liaison



Jean Suffak
Co Director of
Administration &
Volunteers



Cindy Orr
Co Director of
Administration
& Volunteers



Bonnie McNulty
Co Director of Events
& Hospitality

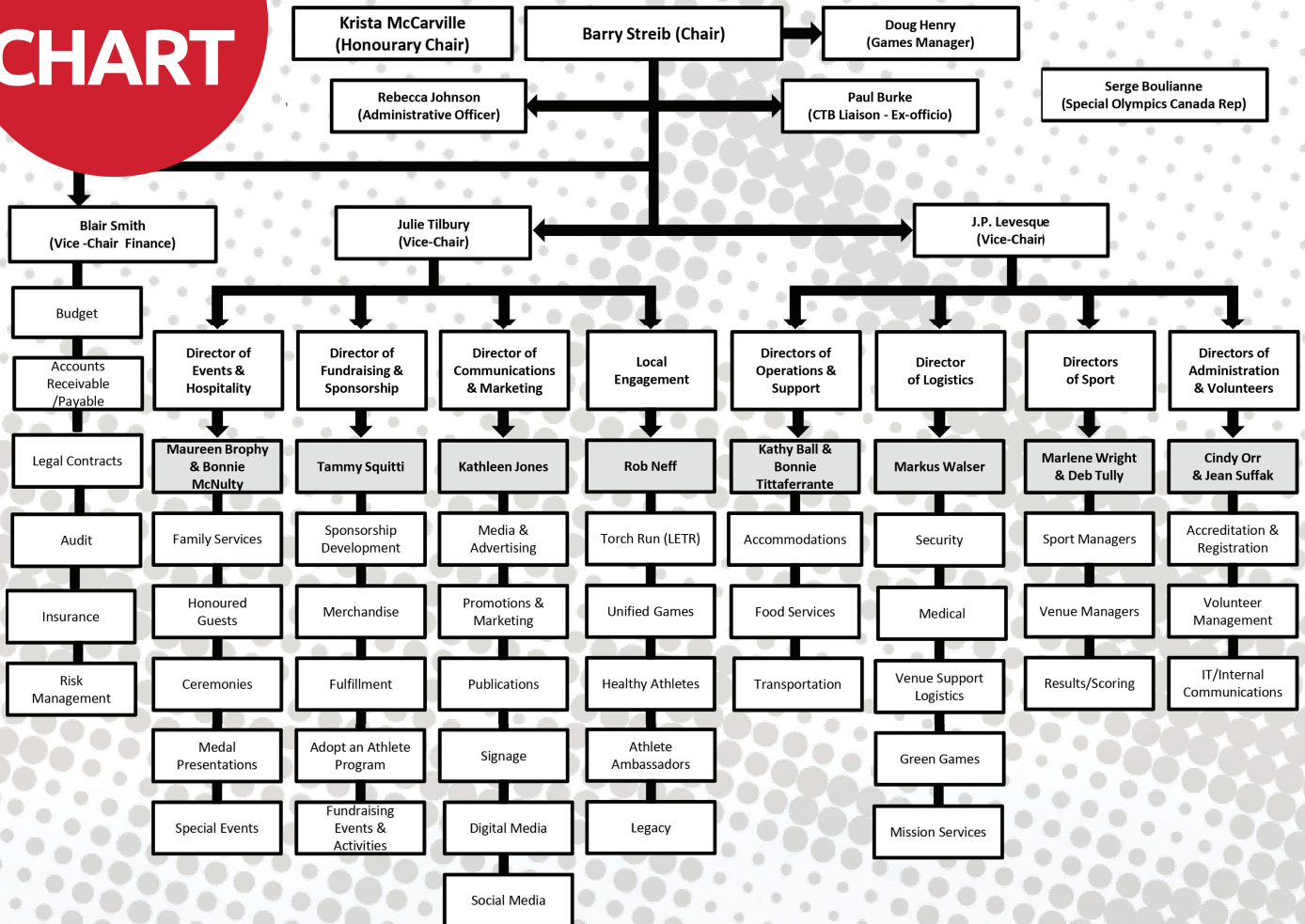


Maureen Brophy
Co Director of Events
& Hospitality



Kathleen Jones
Director of Communications
& Marketing

ORG CHART



The Games Organizing Committee (GOC) team was organized with the best individuals with the most experience. All of them as volunteers exceeded everyone's expectations. The attention to detail was second to none and our 122-page detailed report to Special Olympics Canada will hopefully give future Games organizations a very well thought out template on just how much is required, and how much work is involved. I cannot thank the GOC team enough for all of their hard-work and efforts — and all of us believe we succeeded in our goal of making this the best Games ever.





This amazing event in our community was kick-started with the traditional Opening Ceremony lighting of the cauldron flame to signify the official start of the Games. This event was held at the Fort William Gardens. Over 3800 individuals filled the stadium to capacity with over 845 athletes wearing their provincial colours, our athlete ambassadors and cheer squad, family & friends, special guests, sponsors and a host of others to celebrate.

It was an honour to meet and greet the Governor General of Canada who was one of the many guest speakers. Our own Athlete Ambassador Thomas Boyes was Co-MC with community representative Paula Haapanen, and both did a tremendous job. All of our speakers rallied the athletes and they truly showed their excitement and enthusiasm. An amazing undertaking by our volunteer team in organizing this very special event.

In addition to the GOC team, the many individuals that stepped up to volunteer on the various committees under each Director portfolio to accomplish the work involved, was something our community has recognized — so many in Thunder Bay have congratulated our entire volunteer team of 1,052 on their outstanding efforts, and have made our community proud.

Volunteer commitment was extremely important to a successful Games and we sincerely acknowledge the City of Thunder Bay





**CHEER SQUAD
AT VOLUNTEER
ORIENTATION**

support — City Council, the City employees, our Thunder Bay Police Services, Fire Services, City Transit, Tbaytel and all City departments at virtually all levels, who not only volunteered on various committees, but as important, assisted, supported and helped out with their “on the job work” to ensure a safe and well organized environment for the athletes and all involved in the Games. The GOC team are so proud of everyone and so very grateful. Words cannot express our heartfelt thanks for everything you have done – being grateful just doesn’t seem enough—thank you.

Additionally, our local Athlete Ambassadors & Cheer Squad volunteers are a wonderful example how our Thunder Bay athletes contributed by giving of their time to promote and enhance the profile of the event throughout the City in so many ways leading up to the Games. Many

of these individuals emceed special events, cheered on our volunteers and athletes before and during the Games, and gave everyone an opportunity to experience Special Olympics from their perspective. Our community was very proud to support and cheer on our 14 local athletes who qualified to compete, and many came home with Gold, Silver and Bronze medals proudly displayed around their necks, and were honoured at the Medal Ceremonies that took place over the 6 days of competition by their family, friends, dignitaries, special guests and community spectators.

The Games also received significant financial support from the City of Thunder Bay as well as services in-kind support from the municipality. This support formed the financial building blocks of the event and provided a base to implement the sponsorship and fundraising campaigns that were so important to ensure the Games succeeded. The City’s commitment spurred others to become involved. In addition, because of the City of Thunder Bay’s significant support we were successful in obtaining through grant applications, commitments from the provincial and federal



**FLAG RAISING
AT CITY HALL**

REPORT TO THE COMMUNITY

governments. The GOC, the volunteers and especially all of our athletes are so very grateful for everyone's amazing response spear-headed by the City of Thunder Bay!

Another major component of the local fundraising campaign for the Games was the Draft an Athlete program. It consisted of individuals, businesses and community organizations donating \$500 for each athlete drafted. Donations of less than \$500 were also accepted and as the amount of \$500 was reached another athlete was drafted. Donors would receive the name of the athlete, the province they were from, the sport they competed in and a thank you. It allowed everyone to be personally involved in cheering on the athletes in their various sports.



One of the biggest individual fundraising events in this regard was a one-day blitz to Draft an Athlete in November 2019—on that specific day an anonymous sponsor had also committed to match all donations to the program up to \$25,000. There was a reception held in the evening to unveil the amount raised as well as the sponsor. The one-day event raised in excess of \$120,000. The Draft an Athlete program raised an exceptional amount, over \$282,000 in total — an amazing grass-roots community effort. Our athlete Ambassadors were front and center during the evening showing their appreciation.

It is important to note that not only did our volunteers step forward, so did our community in terms of the fundraising and sponsorship at every level, with so many businesses, organizations, and government support that came forward to help out. Without the dollars raised, and in-kind support we could not have accomplished our goal. And when you have close to 2000 individuals coming into our community from all across Canada staying for a week, our hotels, retail businesses and the many community services we offer, this kind of financial and in-kind support is crucial to ensuring our hospitality is second to none for our guests.

The estimated economic impact is approximately \$6-7 million. At every level we have all contributed substantially to this end. (See Sponsorship recognition on last page of this report)

MORE WONDERFUL EXAMPLES OF OUR COMMUNITY STEPPING FORWARD WITH IN-KIND AND VOLUNTEER SUPPORT:



LAW ENFORCEMENT
TORCH RUN



POLAR BEAR
PLUNGE
PRESENTATION

- ▲ The Thunder Bay Polar Bear Plunge committee donated a portion of funds for 2 years in support of the Games.
- ◀ The local Law Enforcement Torch Run also donated significant funds from the fundraising events they host on a yearly basis. This team of dedicated law enforcement officers also organized the Final Leg Torch Run with a regional tour to Kenora and Dryden with law enforcement representatives from all over Canada to raise aware awareness of acceptance and inclusion that is the heart of the Special Olympics movement. The Flame of Hope eventually arrived in Thunder Bay to join many local representatives for the lighting of the official Games cauldron in the opening ceremony.

The Kidnapped 4 A Cause event was a significant fundraiser that supported the 2020 Games. It was a huge success raising over \$80,000. The committee was very successful at recruiting many community sponsors and engaging the public to participate in this unique fun event. The media exposure was exceptional and helped with enhancing the awareness of the upcoming Games.

Our Schools trades programs were very eager to take on projects that allowed their students an opportunity to be involved in a collaborative process including other community partners and the games organizing committee. The engagement was outstanding and beneficial to everyone who participated, and it was an area of interest with the media.

Cauldron ►

Thunder Bay did not have a cauldron for the Games. Students from Westgate High School designed and built the cauldron with the support of a Games sponsor – Enbridge. An employee was attached to this initiative from day one and navigated all the technical and safety requirements with the TSSA. Thank you to Pelletier's for coming on board last minute to paint the cauldron.



Floor Hockey Boards ►

Students from Westgate and St. Ignatius were instrumental in ensuring we had two amazing floor hockey rinks to allow for amazing competition. Support of Home Hardware, Auto Home Paints, U2 Fasteners and Secure Store made sure everything looked great, stayed together and was moved and stored ready to go! ▼



Awards Presentation Podiums

Students at Hammarskjold High School did a wonderful job building the unique sets of podiums that were a spectacular showpiece at the awards presentations. The unique interlocking circular design pulled in the overall look and feel in all the Games marketing collateral. The design also allowed for the podiums to be used for the team events. A huge shout out to Auto Home Paints offering to paint everything.

Figure Skating Judges Stand

Confederation College woodworking program designed, built and assembled an amazing judge's stand that will remain as a legacy item for the local figure skating community.



The support received from Special Olympics Canada was vital to the success of the event in terms of their financial commitment and assisting our team at all levels of their organization. The SOC staff were always available to answer questions, advise and participate in the detailed planning of the event and was a tremendous resource to the Games Organizing Committee. Their knowledge of the event and experience was invaluable.

The SOC's friendly manner and humour always made it a pleasure to deal with them. The various staff's numerous visits to Thunder Bay was extremely beneficial and they always left with having advanced the planning of the event. The SOC team supported us at every turn and contributed much to the success of the Games.

BLAIR MCINTOSH - VP Sport Special Olympics Canada stated:

"Thank you so much for the submission of your final report to SOC for the Games. I have to say in my initial read that it is one of the most comprehensive final reports I have seen. Thank you for the kind words as it relates to the value of the SOC staff. It is very much appreciated. SOC is very, very fortunate, as am I, to have the SOC team be of such value to the GOC.

Now it's my turn! I first want to thank you as Chair. You were a true leader and the respect you have within the community was invaluable to the GOC and the Games. The GOC as a whole was an incredible group of volunteer leaders from within



your community that all went above and beyond to make the Games the most incredible experience for all involved but most importantly our athletes. From the start it was evident that an athlete centered games was the priority and we can't thank you enough for bringing that to life. As I've mentioned before, as a right's holder for an event, you give your event to a community hoping to get it back a little better than it was before you handed it over. You gave the Games back to SOC and our next Host a LOT better. We have some amazing best practices to go forward.

Congratulations to you and your team for an amazing Games and a big bonus is the surplus and legacy. You should all be so very proud!!! Please pass along my sincere congrats to your team for a job very, very well done. Cheers!"

And our own Thunder Bay Games staff, what can I say, every one of them provided the volunteers at all levels as much support and assistance as possible to allow for a smooth and well-functioning operation. It was noticeable out in the community and by all involved in the Games and in particular by our athletes. A very big thank you to Doug Henry-Games Manager, Kaitie Dampier-Logistics Coordinator, Michael Charlebois-Marketing & Communications Coordinator and Diego Villanueva-Volunteer Coordinator.

Without a doubt each of our individual sport organizing committees put on first-class events. Every venue looked amazing and provided the athletes the ability to compete to their fullest potential and shine. The support of so many individuals, organizations and businesses ensured we were ready when the athletes arrived. The praise and accolades from the coaches, officials

and athletes recognizing all of the hard work was so well deserved. It truly shows the level of expertise and facilities our community has to offer. Hats off to everyone involved for giving the athletes this opportunity.

Lastly, one of the ways we all said thank you to our athletes was to organize a celebration at the end of the competition. This special event was held at our official Games headquarters, the Valhalla Inn, for the competing athletes, coaches and mission staff. With music, dancing and food as a way of congratulating all of them for a job well done, the evening was enjoyed by all, and that enjoyment was palpable in the room. As an important part of this event a very emotional closing ceremony was held with the traditional Special Olympics extinguishing of the cauldron flame outside the windows of the Valhalla ballroom. So many of us experienced



the sadness that the Games were over, especially by our volunteer team and community members in attendance. We knew saying goodbye to all these wonderful individuals was going to be difficult, not only for us, but for all of the athletes who made many new friends over their days here in Thunder Bay. In chatting with many of the athletes, besides competing, making new friends was one of their more enjoyable experiences at the Games.

So, in closing, it was a full team effort from start to finish. Saying thank you is just not enough, however the high fives, hugs and smiles from our athletes said it all! Amazing people that we were all so very proud to meet and support in their efforts. A life changing opportunity for all of us indeed!

THANK YOU on behalf of all of the Special Olympics Athletes and their family & friends, to City of Thunder Bay Council, City Administration and to everyone involved in making the Special Olympics Canada Winter Games 2020 the “Best Ever”!!!!

Barry Streib
Chair, Games Organizing Committee
Special Olympics Canada Winter Games
Thunder Bay 2020



FINANCIAL INFORMATION

estimated to date - pending final audit - last updated August 2020

REVENUES

Sponsorships	\$1,593,950
Fundraising and other	405,748
Total Revenue Generated	\$1,999,698

EXPENSES

Administration	\$55,648
Advertising and communications	108,369
Ceremonies and events	83,366
Insurance	8,524
Meals and accomodations	1,282,185
Office	72,185
Rent and venue costs	77,762
Security	8,648
Supplies	2,108
Transportation	39,173
Volunteers	4,077
Wages and benefits	141,865
Total Expenses	\$1,883,910

SURPLUS

\$115,788

Estimated pending final audit:

30% as per agreement to Special Olympics Canada: \$33,788

Balance: Legacy to Thunder Bay Special Olympics Chapter: \$82,000

GAMES SUMMARY

845 ATHLETES

8 SPORTING
EVENTS

5-PIN BOWLING
@ GALAXY LANES

● **190 ATHLETES**

ALPINE SKIING
@ LOCH LOMOND

● **42 ATHLETES**

XCOUNTRY SKIING
@ KAMVIEW NORDIC
CENTRE

● **79 ATHLETES**

CURLING
@ FORT WILLIAM
CURLING CLUB

● **90 ATHLETES**

FIGURE SKATING
@ TOURNAMENT CENTRE

● **48 ATHLETES**

SPEED SKATING
@ DELANEY ARENA

● **52 ATHLETES**

FLOOR HOCKEY
@ L.U. FIELDHOUSE

● **241 ATHLETES**

SNOWSHOEING
@ CHAPPLES GOLF
COURSE

● **103 ATHLETES**



1,183

ATHLETES, MISSION STAFF,
COACHES & OFFICIALS

917

FAMILY
& FRIENDS
IN ATTENDANCE

1,052

AMAZING
VOLUNTEERS

18

GOC
DIRECTORS

4

LOCAL STAFF
POSITIONS

47

ATHLETE
AMBASSADORS
& CHEER SQUAD



Special Olympics Canada
Winter Games

THUNDER BAY 2020

Jeux d'Hiver d'Olympiques
spéciaux Canada



TOURISM IMPACT

\$6
MILLION

ESTIMATED
ECONOMIC
IMPACT TO
COMMUNITY

704
ROOMS

x

6
NIGHTS

=

4224

ROOMS BOOKED FOR
ATHLETES, COACHES
& MISSION STAFF

**20-
25**

SCHOOL BUSES IN
SERVICE ON ANY
GIVEN DAY

6

MOTOR
COACHES

8

SPORTS VENUES
BOOKED TO HOST
EVENTS



Special Olympics Canada
Winter Games

THUNDER BAY 2020

Jeux d'hiver d'Olympiques
spéciaux Canada

OPENING CEREMONY

**3,800
ATTENDED**

**ATHLETES, FAMILY,
SPECIAL GUESTS
& FRIENDS**

**SPECIAL
GUESTS**

**GOVERNOR GENERAL JULIE PAYETTE
CATRIONA LE MAY DOAN
SCOTT MOIR
JENNIFER JONES
MARK TEWKSBURY**

REPORT TO THE COMMUNITY

HEALTHY ATHLETES PROGRAM



**1,759
SCREENINGS**

**INCLUDED DENTAL, OPTOMETRY, FITNESS,
HEALTHY MINDS & OVERALL HEALTH PROMOTION**

MARKETING & COMMUNICATIONS



12 MEDIA EVENTS

8 SPECIAL GUEST EVENTS

SPONSORS

PRESENTING SPONSOR



Special Olympics Canada
Winter Games

**THUNDER BAY
2020**

Jeux d'Hiver d'Olympiques
spéciaux Canada



DIAMOND SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS

SPORT SPONSORS



SUPPORTERS



FRIENDS OF THE GAMES



MEDIA SPONSORS



PARTNERS



NATIONAL PARTNERS

