

# REPORT TO THE COMMUNITY 2019



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# WINSPORT’S LEGACY

The 1988 Calgary Olympics were, and continue to be recognized as, one of the best Olympic Games. Hosting these Games made Calgary the world-class city and winter sport destination that it is today. And more than that, the legacy that was created was about the spirit of the Games, which embodies our civic pride, our volunteerism, and our can-do attitude. It makes Calgary a great place to work and live.

The 1988 Games were the impetus for what Canada Olympic Park (COP) has evolved into today. Like any great legacy that endures the test of time, COP has not stood still. It has become the home to new winter Olympic sports and to more than 15 National and Provincial Sport Organizations as well as the Canadian Sport Institute Calgary, which all support high-performance sport. WinSport has been innovative over the years; for example, this winter COP was sanctioned as a slopestyle world-cup facility and we will host five World Cups on our ski hill in events that are new since 1988. Our world-class coaching, training and competition facilities have been instrumental over the last three decades in supporting the ever-growing number of Canadian athletes achieving podium finishes on the global stage.

COP has also become a year-round sport and recreation hub for Calgarians. Thousands of children, newcomers, adaptive sport athletes and many others are inspired through sport and recreation at COP each year. COP welcomes more than 1.2 million visitors annually and WinSport’s annual economic impact on the City of Calgary is \$120 million, including 1,200 full-time equivalent jobs. The legacy of the 1988 Games stretches from beginners to elite athletes and from youth volunteers to 30-year employees; it has inspired generations

of Olympians, it welcomes new Canadians to winter sport, and it is world-renowned.

This legacy is not about reliving or recreating the past. Winter Olympic sport and sport in Canada has evolved since 1988 and so have the sport and recreation needs of the community, and WinSport has adapted and grown to remain relevant. Underlying this natural evolution is the ongoing spirit of the Olympic legacy that lives on daily at COP.

While WinSport has been the gold standard for how to own, operate and maintain Olympic legacy facilities for more than three decades, the challenges of this success have been mounting with aging infrastructure, ever-increasing pressure on sport and recreation in Canada, and challenging economic times. WinSport’s mandate is to manage, operate and maintain COP in an efficient and business-like manner, as a prudent owner of a world-class facility. It is to provide training, coaching, competition and recreation facilities to be used by high-performance athletes, developing athletes and the community. The operation of COP is intended to be flexible and to evolve and adapt, as events occur and circumstances change, to respond to the needs of high-performance athletes, WinSport users and the public. With limited resources, WinSport is constantly navigating the delicate balance between these three user communities.

With an unprecedented 30 years behind us, we are focused on the future to continue this legacy to ensure that WinSport exists and COP lives on, providing for the next generation of training, coaching, competition and recreation that is relevant to this new century and in line with our mandate.

# A HISTORY OF WINSPORT

2020

World Cup slopestyle course opens



2019

Terrain park expansion



2018

Pyeongchang Winter Olympics: 23 of Canada's 29 medals won by athletes who have trained or competed at WinSport facilities



2016

Western Canada's largest tube park opens



2014

Performance Training Centre opens to public and high-performance athletes; Canadian Sport Institute Calgary moves in



2011-14

Markin MacPhail Centre opened in phases



2011

National Sport School relocated to WinSport



2019

Sliding track operation suspended



2019

Nine-acre mountain bike skills centre opens



2018

Ski jumps decommissioned



2014

Sochi Winter Olympics: 18 of Canada's 25 medals won by athletes who have trained or competed at WinSport facilities



2014

Ski hill expansion and new quad chairlift



2011

Canada's Sports Hall of Fame opens on WinSport-donated land



2009

World Cup moguls course opens



2001

Ice House, an indoor sliding facility, opens



1997

Halfpipe opens



1989

Canada Olympic Park opens for the Calgary community and high-performance athletes (ski jumps, sliding track and day lodge)



1984

Construction begins on Olympic facilities (day lodge, ski jumps, sliding track)



1956, 1959, 1964

Failed Olympic Bids



2010

Vancouver Winter Olympics: 20 of Canada's 26 medals won by athletes who have trained or competed at WinSport facilities



2008

22-foot halfpipe expansion opens



1998

Mountain bike trails open



1994

National Sport School established by WinSport in partnership with the Calgary Board of Education



1988

Winter Olympic Games held in Calgary



1961

Paskapoo ski hill opened to public





Perry Spitznagel

# MESSAGE FROM THE BOARD CHAIR

As we enter this third decade of the 21st century, we can reflect on the remarkable path of WinSport over the years following the 1988 Winter Olympics. We have been able to maintain and improve a world-class sport facility for the benefit of a broad range of constituencies, serving both the community at large and high-performance sport. This is no easy task. A snapshot of our constantly evolving daily operations reflects this ongoing reality. WinSport is truly a symphony of sport.

Our mission requires responsible stewardship at the strategic, financial and operational levels and we have been largely successful in that task. Over the course of our history, we have experienced many economic cycles along with the continuing evolution of sport. A vibrant and growing community and our endowment trust funds have supported our efforts but, as they say, nothing lasts forever. It is a remarkable tribute to our predecessors and our current WinSport team that we have been able to balance so many interests while enhancing the quality of this remarkable facility over so many years.

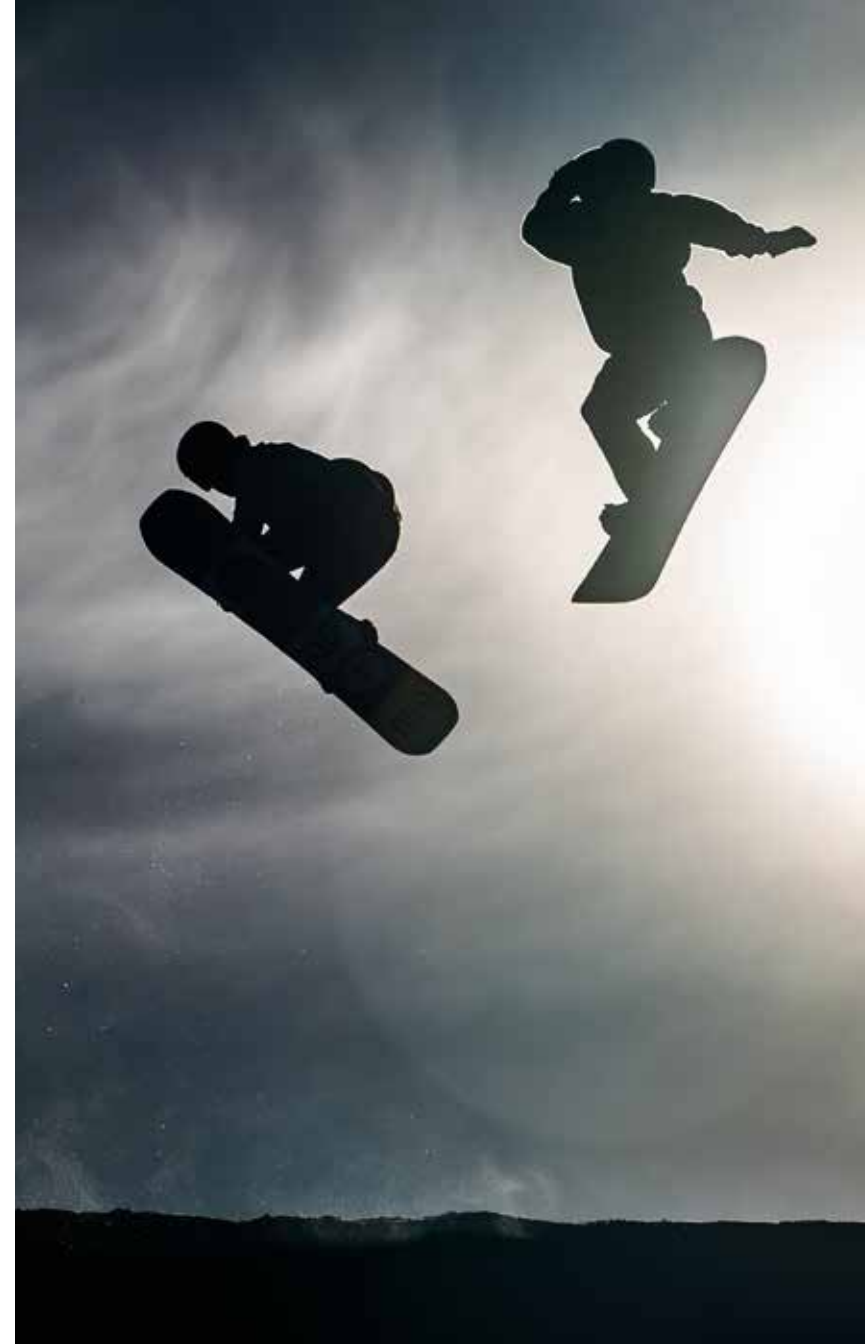
We now find ourselves at a crucial point in our life cycle. The decision to not proceed with the 2026 Olympic and Paralympic bid, in a period of increasing capital requirements for our facilities, has brought into sharp focus some challenges facing the long-term business model for our enterprise.

We are confronted with important decisions on how to best meet the many needs of our various constituencies in a constantly changing and increasingly difficult environment. Our desire to deliver suitable high-quality services in a financially responsible manner, along with our obligations for long-term sustainability, is an ongoing challenge. A surprise

to many people, and a point which requires emphasis – we do not receive any government funding for our operations. While our original endowment trust funds have provided much financial support over the years, they will not last forever.

To be clear, from inception and throughout WinSport's 32-year history, revenues from the provision of our wide ranging and important services have never covered operating costs. For much of that period, losses have been covered by income from our endowment trust funds, which had enjoyed generous earnings in an era of higher returns. This is no longer the case.

As with many endowment funds around the world, we are experiencing lower returns. The earnings from WinSport's endowment trust funds no longer cover operating losses and capital maintenance requirements for the broad scope of our activities and services. This includes the losses on our Canada Olympic Park assets as well as 2/3 of the losses for the Olympic Oval speed skating facility. In addition to those changed circumstances, our aging assets, such as the sliding track and the Frank King Day Lodge, require replacement capital which our endowment trust funds were never intended to provide.



Put simply, we need new capital to fund the replacement of aging assets. This reality requires us to make important decisions.

With a view to long-term sustainability, we continue to conduct a rigorous assessment of our daily operations, the needs of our community and the demands of winter sport at both the developmental and high-performance levels in the 21st century – a constantly evolving environment. The Olympic legacy and assets with which we have been endowed cannot be frozen in time. Our mission requires us to exercise the judgment and flexibility to respond to the changing nature of sport and current market demands and financial realities.

Good governance and management have been critical to the success of this organization over so many years. This will continue to require the contributions of all of our Board members, management team, employees and volunteers on a daily basis, 365 days per year. I would like to thank every member of the WinSport team for the wealth of experience and tireless dedication which they continue to devote to our mission.

I would particularly like to thank our outgoing directors, Paul Zonneveld and Jim Peplinski, for their many contributions over the course of their years on the Board. Their insights have been invaluable. I would also like to acknowledge the retirement of Lloyd Bentz, our Alberta government representative and a longstanding Board member. Lloyd has been on our Board for 22 years. His experience and his contributions over so many years have been instrumental to our success.

Make no mistake, as we enter this next phase of our evolution, we are resolutely focused on the long-term sustainability of WinSport and our mission to serve the broad range of constituencies that comprise our sports community. Your Board of Directors views WinSport as an essential and defining institution for our city, our province and our country. I am confident that the decisions we make will ensure that this remarkable enterprise will continue to be available for the enjoyment of our many stakeholders for generations to come.



Barry Heck

# MESSAGE FROM THE PRESIDENT & CEO

WinSport's 2019 year was filled with tremendous activity, some challenges, lots of opportunities, and a few fun celebrations. We have continued to deliver on our purpose, we have provided exceptional experiences for our valued guests and most significantly, we have continued our support for high-performance sport with the addition of new training and competition facilities.

The last few months of the fiscal year were very exciting as we began an intensive and in-depth process of strategic planning and preparation for the Next30+ years to ensure a lasting Olympic legacy for both Canada's athletes and the broader Calgary community.

In 2019 we made some key decisions with a renewed focus on our strategy while remaining true to our mandate. This past spring, thanks to the hard work of many on the WinSport team, we opened a new Mountain Bike Skills Centre that offers exciting new skills-based terrain in a safe and welcoming environment. Mountain biking is one of the fastest-growing sports in the world and Calgary is home to the second largest population of mountain bikers in Canada. Our new Skills Centre consists of a nine-acre trail system on the west side of Canada Olympic Park ("COP") and incorporates further progression for mountain bike riders of all ages and abilities. This \$325,000 investment is a significant financial commitment from WinSport to enhance our existing mountain bike facilities to ensure they remain engaging and relevant.

Thanks to the generous support of the Parks Foundation Calgary, Calgary Foundation (Daryl K. Seaman Grant Program), and the Neil Daffern Award for Excellence, we built a new ski and snowboard dry slope facility, finishing just before the snow fell. The dry slope facility consists of a material that mimics the attributes of real snow but can be used in summer. The new facility includes four separate training 'lines' that provide an opportunity for elite athletes

and beginners alike to hone their ski and snowboard skills in Calgary outside of the traditional winter season. The significance of this project cannot be overstated. It not only allows Calgarians and other visiting athletes the opportunity to develop their ski and snowboard skills and abilities in a safe environment without snow, but it also fuels their passion for sport and allows them to train for an extended season. We look forward to our new facility's grand opening in the spring.

Thanks to the generous support of the Government of Alberta, another major milestone was reached in the fall of 2019 when COP was sanctioned by the International Ski Federation (FIS) as a World Cup slopestyle venue. WinSport is proudly set to host a combined freestyle ski and snowboard World Cup, utilizing both the existing halfpipe and the new slopestyle course, in February 2020. In addition to providing COP with another World Cup sanctioned competition venue, the slopestyle course will also serve as another important training venue for ski and snowboard athletes. Renowned terrain park builder Charles Beckinsale has provided his expertise to ensure that the slopestyle course is world-class, complementing our world-renowned 22-foot halfpipe and moguls course, and making COP one of the top freestyle training and competition sites in the world.



At the forefront of the past year, and perhaps the most difficult decision of my presidency was the decision to suspend the renovation of the end-of-life sliding track. This winter is the first time in 32 years that there has not been a full season of sliding at COP. And while the decision was met with a great deal of disappointment and even anger, it was without question the right decision to make. Despite a grant from the Government of Alberta for \$10 million and an additional \$6.7 million from the Government of Canada, there remains an \$8-million shortfall in the capital required to complete the renovation. In addition to this \$8-million capital shortfall, the track is also very costly to operate and WinSport subsidizes the operation of the facility to the extent of approximately \$750,000 per year. To be clear, we haven't given up the possibility of restarting the project and finishing the renovation, but the track project is just one piece of the puzzle required to rejuvenate the aging facilities at COP and we will continue to seek funding for both the track project and the overall COP facility renewal.

WinSport, which is a highly accomplished organization with more than 30 years of success grounded in our unprecedented and world-renowned Olympic legacy, is at the end of an amazing era crafted by the architects of the 1988 Olympics. We are now entering an exciting new chapter of our evolution, which will be defined by our ability to adapt to the changing needs of sport, with a clear and deliberate focus on the future, to ensure we remain relevant and purposeful for the next 30 years.

Recognizing our need to evolve, we are in the process of developing a strategy that will continue to leverage our unique strengths and assets with an added focus on exceptional experiences, growth and operational efficiency. This new strategy is designed to maximize our social impact and financial health and it will allow us to deliver on our mandate for another 30 years. Fully executed, this strategy will ensure WinSport continues to be identified as one of the world's top sport and recreation facilities; it will remain engaging, vibrant and relevant, and it will be infused with the ongoing spirit from the 1988 Olympics.

As we move into this exciting new time, we will be doing so without Bernie Asbell, Vice President of Sport Operations, who will retire at the end of February 2020 after an incredible 40-year career as a leader in the sport and recreation industry. In his nearly five years as a member of the WinSport executive leadership team, Bernie has been instrumental in stabilizing our sport operations and in building relationships with our sport partners. Bernie has also spearheaded many of the sport projects at WinSport. I would personally like to thank Bernie for his passion for sport and his significant contributions to WinSport and wish him all the best in retirement.

Behind the scenes, WinSport has a dedicated volunteer Board of Directors. Thank you to Board Chair Perry Spitznagel for his guidance and support in his first year as Chair, and to the rest of the Board for their commitment and contribution over the last year. I would like to thank Jim Peplinski and Paul Zonneveld, who will retire from the Board in February 2020 after serving their six-year terms, and Kelly Dearborn who retired as the Federal Government representative in the fall of 2019. I would also like to acknowledge and thank Lloyd Bentz, the longstanding Government of Alberta representative on our Board, who recently retired. Lloyd served on the WinSport Board for a remarkable 22 years and his contributions were instrumental throughout his tenure. WinSport appreciates the significant commitment and contributions of all our retiring Board members. Looking forward, the passion and engagement of our talented Board Members will be critical as we define our future.

And finally, I consistently say that our people are our most valuable resource and I would like to reiterate this once more. Without the significant dedication, drive and hard work of our team and our Board, WinSport would not be what it is today or what it will be for the next 30 years. Thank you to our entire team, our Board and all our supporters.



## PURPOSE

To inspire and activate human potential through the spirit of sport.

## VISION

To be a world leading centre for winter sport excellence and athletic development.

## MISSION

To provide opportunities for Canadians to discover, develop and excel at sport through world-class training, facilities and exceptional experiences.

# WHO WE ARE AND WHAT WE DO

WinSport is a not-for-profit community-based organization that owns and operates Canada Olympic Park. Our vision is to be a world-leading centre for athletic development. We inspire human potential through the spirit of sport by introducing people to winter and mountain sports, helping them develop their skills and thereby igniting a passion for sport and lifelong learning.

WinSport does not receive any direct government funding for our operations. We support our purpose by building on the legacy of the 1988 Calgary Winter Olympic Games and by delivering exceptional value and experiences to our guests.



Number of participants in WinSport's summer camps in 2019:

4,643



Total runs down WinSport's ski and snowboard hill during the 2018-19 winter season:

1,547,161



Number of schools that participated in school programs in 2018-19:

152



Number of participants in ski or snowboard lessons during the 2018-19 winter season:

29,701



Number of students who participated in school programs in 2018-19:

27,644



Number of participants in skate, hockey and ringette programs in 2019:

4,613

## DISCOVER

We inspire Calgarians to discover their passion for sport by delivering exceptional learning experiences.

*"Thank you for helping me ride a bike. I really appreciate it, especially the person that personally assisted me."*

- Grade 9 student,  
Calgary Catholic School District

*"This student could not ride a bike at all. One of your instructors spent the whole time teaching him how to. By the end of the day he was riding with confidence."*

- Grade 9 student's teacher,  
Calgary Catholic School District

# DEVELOP

We offer comprehensive programming and coaching that supports the development of athletes.

*"Our partnership with WinSport, and collaboration of resources to build and maintain the halfpipe, has resulted in a world-class facility. The quality of the halfpipe has been instrumental for preparing our athletes to perform on the world stage, and in the development of new young talent."*

- Trennon Paynter  
Head Coach, National Halfpipe Ski Team

Number of Nor-Am and national events at Canada Olympic Park in 2019:

6



Number of athletes in WinSport's club and performance team program in 2018-19:

571



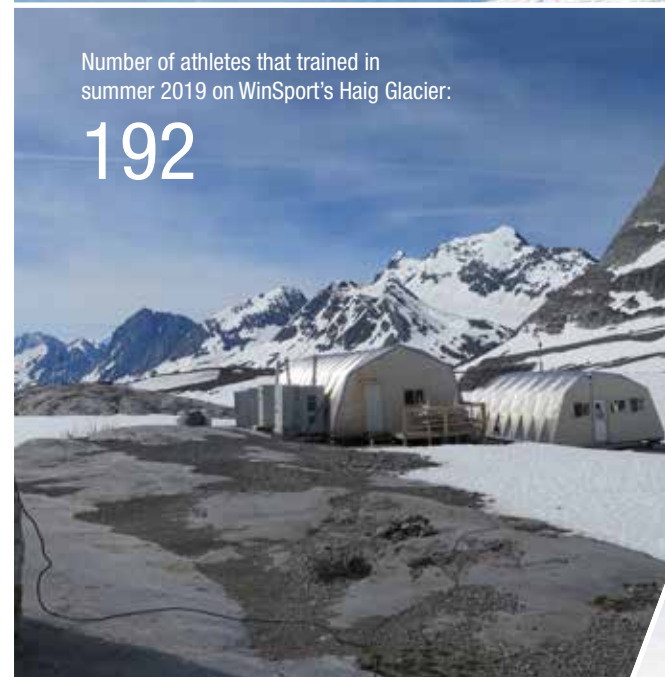
Number of graduates from the WinSport-based National Sport School (since 2012):

359



Number of athletes that trained in summer 2019 on WinSport's Haig Glacier:

192



Individual bookings of ice at the Markin MacPhail Centre in 2019:

11,576



Number of athletes to graduate from WinSport clubs to national teams:

26



Number of athletes supported through WinSport's Bill Warren Training Centre (Canmore):

300+



Number of World Cups held at WinSport in 2019:

5



Percentage of Canada's medals won at the Winter Olympics (since 1992) by athletes who have trained or competed at WinSport facilities or the Olympic Oval:

70%



# EXCEL

We own and operate world-class facilities that support Canadian high-performance athletes to help them excel to their highest potential.

*"I'm very confident that I wouldn't be doing what I am doing, at least not at the level I am doing it at, without this (the facilities). I really wouldn't be here without COP, without WinSport."*

- Noah Bowman  
Halfpipe skier, two-time Olympian

Number of medals won by Canada at the Winter Olympics (since 1992) by athletes who have trained or competed at WinSport facilities or the Olympic Oval:

109



Number of countries that competed or trained at Canada Olympic Park in 2019:

43



Number of athletes supported by WinSport through the Canadian Sport Institute Calgary:

815



# EXPERIENTIAL

WinSport's successful sport programming is only a small portion of the vast activities and events that take place at the Canada Olympic Park campus. In addition to skiing, snowboarding and mountain biking, WinSport offers tubing, mini-golf and zipline. We are a premier venue for weddings, conferences, meetings, with our team hosting nearly 1,000 events each year of all sizes. The WinSport Arena has been home to several concerts, comedy shows and other entertainment, along with major badminton, curling and other sporting events.

Total rounds on WinSport's professionally designed mini-golf course in 2019:

6,671



Number of people who flew down WinSport's zipline in 2019:

2,566



Guests who attended meetings, conferences or parties in WinSport's event spaces in 2019:

151,414



Total number of rides down the Acura Tube Park in 2018-19:

120,392



Total number of visits to downhill mountain biking or skills centres:

18,075



Number of rides down WinSport's mountain bike hill:

96,603



# PEOPLE

WinSport is proud to be selected as one of Alberta's Top 75 employers. While WinSport is a great organization to work for, the difference is our people. It's a diverse group of individuals, who all come together to form a great team and deliver our purpose. From the high school student in their first job, to longtime snowmakers, accountants, patrol team members, chefs or volunteers, everyone works together towards the same goal.

Similar to fulfilling our mission in the areas of sport, WinSport also helps our Team Members discover, develop and excel, as the organization has numerous programs in place to help them advance their careers.

## Our behaviours

Our Team Members are committed to inspiring our guests at every interaction. To help guide our team, we launched the WinSport Way, which is a set of expected behaviours we exercise as a team to exceed our guests' expectations.

Our four key behaviours are:



# TESTIMONIAL

*"It turns out some superheroes wear black ski pants.*

*My wife and I brought our learning-disabled son and niece and nephew to the Tube Park on Dec 27, 2019. We all went up magic carpet at the tube park and then I went down the run with the young kids, thinking that my son and his mom would come after us when he saw how much fun we had. He was too scared and refused to get in the tube.*

*Your supervisor, Tyler (pictured at left), overheard my son and mom talking about getting in the tube and came over to help. He walked my son down the far west side of the runs. My son has a lot of trouble communicating with strangers, but Tyler was able to immediately pick up on all of his cues and was incredibly patient with him. He seemed to take it as a challenge to make my son comfortable enough to go down the run. In our experience, this is very exceptional.*

*We grabbed a tube and walked halfway up Lane 1 so he could try tubing at his own speed, then a little further until he said he would try a full run. Tyler then grabbed his own helmet and proceeded to tube with us for several runs.*

*Tyler went far, far, far beyond the call of duty and, frankly, saved the day. Without Tyler's help, my son and his mom would have walked down the run and packed it in for the day while I tubed with our niece and nephew, never to return.*

*In any group of people, there are those that are exceptional and stand out in the crowd. Tyler is one of those people."*

*-Dave P and family*

# WINSPORT IN THE COMMUNITY

WinSport is proud to be a part of the Calgary community through its involvement in several sport-based initiatives.

## Supporting Charitable Initiatives

WinSport actively supports the community through a number of charitable initiatives that align with our focus on youth, sport and active living. During the 2019 calendar year, WinSport supported more than 50 organizations directly or indirectly or through initiatives that our Team Members are supporting.

### 2019 DONATION LIST:

- KidSport Calgary

Sport Calgary

Kids Cancer Care

United Way

Children’s Wish Foundation

Calgary Booster Club

CUPS (Calgary Urban Project Society)

Crohns and Colitis Canada

Willow Park Charity Golf Classic

Centre for Newcomers

Tourism Calgary

Calgary Flames Ambassadors

Canada’s Sports Hall of Fame

Pacekids Programs

Calgary Counselling Centre

Alberta Animal Rescue Crew Society

Common Vision

Dress for Success

Tiny Footprints

Calgary Fire Department
- Government of Alberta

Alberta Freestyle

Olympic Oval

CADS

Calgary Luge Club

This Girl Can YYC Expo

Plaid Goat Mountain Bike Fest

Cochrane BMX Association

Bragg Creek Trails

Calgary Sports and Entertainment Corporation

YMCA Community Engagement

Mount Royal University

Haskayne School of Business, University of Calgary

Simon Barrick, University of Calgary

SAIT

Cumming School of Medicine

Our Lady of Assumption School

Father Doucet School Council

YYC Now

- HUBUDUB

Curiosity Calgary

604 Moose Air Cadet Squadron

Ashton Matheson Golf Classic

Valley Ridge Golf Tournament Fundraiser

NWCAA (Northwest Calgary Athletic Association)

Rocky Mountain Classic

Springbank Minor Hockey Association

Bow River Bruins Minor Hockey Association

Crowfoot Coyotes Minor Hockey Association

Calgary Rams Rugby

Calgary Irish Lacrosse Club

Bow Valley Rugby Club

Evolution

Calgary Opera

DIRTT Environmental Solutions

SECURE Energy Services

Bell Media

SHAW



Credit: Joanne Swett



# ADAPTIVE SPORTS PROGRAM

In 2019, WinSport launched an exciting new program to help introduce Calgarians with and without physical disabilities to adapted wheelchair sport opportunities.

The free program provides opportunities for people with physical disabilities to not only learn and participate in sports, but to make friends and share their love for sport with people without physical disabilities. Its first year was a tremendous success, with 130 able-bodied and physically disabled individuals introduced to nine different adaptive sports.

The program’s first year included wheelchair tennis; wheelchair curling; sledge hockey (on rollers);

wheelchair basketball; wheelchair rugby; handcycling; wheelchair fencing; wheelchair athletics; and wheelchair Aussie Rules Football.

WinSport’s Adaptive Sports Program was made possible through funding received from Alberta Culture, Multiculturalism and Status of Women (Government of Alberta) and the Calgary Flames Foundation.

Thanks to funding through The TELUS Friendly Future Foundation WinSports Adaptive Sports Program will continue in 2020.

# WINSPORT NEWCOMERS PROGRAM

WinSport has learned the holistic benefits that sport can provide. As result, three years ago, we developed the Newcomers Program, which offers special programming for new Canadians, ensuring that those who arrive in Calgary have the opportunity to learn about Canadian identity through sport. By attracting new Canadians, WinSport is growing the market of winter sports consumers while creating a unique Calgary community that features all Canadians, regardless of when they immigrated.

There are other organizations that use sport to help newcomers integrate. The difference is most of these

programs are rooted in sports that are common in the homeland of newcomers. Our program helps newcomers overcome social and cultural issues. We will help them embrace one of the key hallmarks in Calgary – the winter weather.

Working with our partner Centre for Newcomers, and with the support from The Government of Alberta, Bruce Shultz and Family, Calgary Christian School, TELUS Friendly Future Foundation, Maja Foundation, along with individual donations, WinSport is expecting another 120 participants in the program for 2020.

# LEGACY BUILDERS AND SUPPORTERS

Our Founding Partners, Legacy Builders & 2018-2019 Supporters (July 2018 – January 2020)

## Founding Partners

Government of Canada  
XV Olympic Winter Games Organizing Committee (“OCO 88”)

## Legacy Builders

Allan Markin  
Keith MacPhail  
Joan Snyder  
John Langille  
AIM Holdings LP  
B2Ten  
Excel Homes  
Shane Homes  
City of Calgary  
Government of Alberta  
Government of Canada

## Capital Grants

**\$1,850,000**  
Government of Alberta  
Foundations, Grants, Charities

**Up to \$600,000**  
Saddledome Foundation

**\$200,000-\$300,000**  
Parks Foundation Calgary  
Government of Alberta-Program Specific

**\$75,000-\$100,000**  
Calgary Foundation

**\$5,000-\$20,000**  
Connor Clark & Lunn Foundation  
Calgary Flames Foundation  
TELUS Friendly Future Foundation  
The Maja Foundation at Calgary Foundation

## Donors

**\$100,000**  
Susan M Anderson

**\$20,000- \$50,000**  
ATCO Energy  
Barry Heck & Beth Reimer Heck  
Neil Daffern Award of Excellence

**\$10,000-\$19,999**  
Mawer  
CBRE  
Bruce Shultz & Family  
Calgary Christian School

**\$5,000-\$9,999**  
ERMC  
Deloitte  
Anonymous

**\$2,499-\$4,999**  
Suzanne Sorensen  
Phil Graham  
Kim Jones

**\$1,000-\$2,499**  
William David Ferraby

**Up to \$999**  
Paul Taylor  
Judy Black  
West Hillhurst Paint & Design  
United Way  
Jaclyn Wheeler  
Callow & Associates  
Ski Cellar & Snowboard  
Jennifer Konopaki  
Mike Tanner and family



# OUR 2019 SPONSORS & PARTNERS

Shane Homes  
Excel Homes  
Under Armour  
Acura Canada  
Servus Credit Union  
Molson Coors Canada  
Ski Cellar Snowboard  
Burton  
Rossignol  
Bow Cycle  
Norco/Live to play  
Fox  
Pepsi  
Sysco  
Maple Leaf



# ORGANIZATIONS AT CANADA OLYMPIC PARK

Canadian Sport Institute Calgary	Alberta Snowboard Association
Own the Podium	Biathlon Alberta
Hockey Canada	Ever Active Schools
National Sport School	CPAWS
Alpine Canada	Balance Point Partners Inc.
Bobsleigh Canada Skeleton	Breakaway Sports
Luge Canada	Growsafe Systems Inc.
Freestyle Canada	Advisian WorleyParsons
Freestyle Alberta	Botaneco
Group23 Sport Clinic	Club Grupetto YYC/B2Ten/
PX3 AMP Calgary	PowerWatts International
International Hockey Academy	Calgary Gymnastics Centre
Alberta Amateur Baseball Council	Canada's Sports Hall of Fame
Alberta Bicycle Association	First Steps Academy
Alberta Bobsleigh	Cycling Canada
Alberta Luge Association	Rocky Mountain Brazilian Jiu Jitsu
Alberta Skeleton	



## OUR BOARD

AS OF FEBRUARY 5, 2020

BARRY HECK,  
WinSport President & CEO

PERRY SPITZNAGEL,  
Chair

DON ARCHIBALD,  
Co-Vice Chair

PETER COHOS,  
Co-Vice Chair



BRAD HURTUBISE,  
New Member 2020



KELLY VANDERBEEK,  
New Member 2020



GREG KWONG



ANDREW JUDSON



REBECCA MORLEY



CHRIS LEE



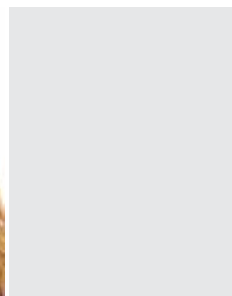
JIM RIDDELL



SUSAN ANDERSON



CATRIONA LE MAY DOAN,  
Government of Canada



VACANT,  
Province of Alberta



JAMES MCLAUGHLIN,  
City of Calgary



DRU MARSHALL,  
University of Calgary



PAUL ZONNEVELD,  
Retired effective  
Feb. 5, 2020



JIM PEPLINSKI,  
Retired effective  
Feb. 5, 2020



BARRY HECK,  
President & CEO

## LEADERSHIP TEAM



JOHN SUTHERLAND  
Chief Operating Officer



KIM JONES  
Vice President &  
General Counsel



BERNIE ASBELL  
Vice President, Sport  
Operations (Retiring Feb 2020)



PHIL GRAHAM  
Chief Financial Officer



ALAN FRASER  
Director, Food & Beverage



JENNIFER KONOPAKI  
Director, Sport Leadership



BRIAN SLOT  
Director, Sales & Marketing



KAREN BRODIE  
Director, Team & Culture



MIKE TANNER  
Director, Venues



MIKE MCKEAN  
Director, IT



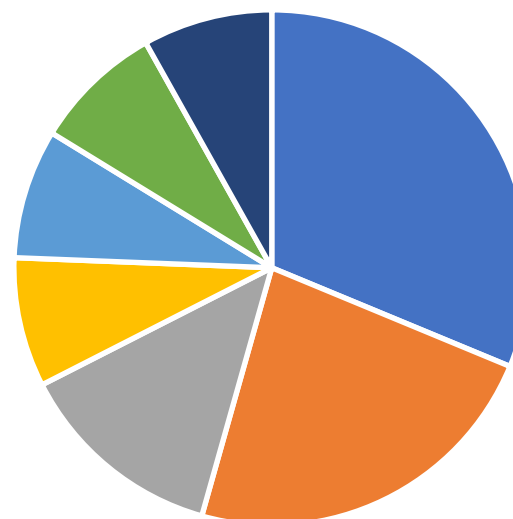
JOANNE POWELL  
Controller

# SUPPORTING OUR PURPOSE:

To inspire and activate human potential through the spirit of sport

Our business operations, sport programming, sponsorships/donations/ grants, and our earnings from the '88 Olympic Endowment Trust Funds support our purpose and help us fulfil our mission.

WinSport has consistently operated at a loss, but the legacy of the '88 Olympic Endowment Trust Funds have helped us to sustainably fulfil our purpose and mission. In addition to the well-known sporting services, facilities, and exceptional experiences we provide to the Calgary community, there are two less well-known aspects to our annual operating loss: the \$5 million\* annual cost of maintaining and enhancing WinSport's Canada Olympic Park and the \$4 million\* annual commitment of value to providing world-class facilities for Canada's high-performance sport and athletes.



## WINSPORT'S \$4-MILLION ANNUAL CONTRIBUTION TO HIGH-PERFORMANCE SPORT

- CANADIAN SPORT INSTITUTE CALGARY <sup>1</sup>
- HOCKEY CANADA <sup>2</sup>
- SLIDING TRACK <sup>3</sup>
- HALFPIPE
- SLOPESTYLE
- MOGULS
- OTHER (NSOs, PSOs, ATHLETES)

<sup>1</sup> WinSport is home to the Canadian Sport Institute Calgary (CSI Calgary). We support CSI Calgary by providing office, testing and training space valued at approximately \$1.5 million per year, directly contributing to the success of up to 815 Canadian athletes and coaches

<sup>2</sup> WinSport is home to Hockey Canada's national men's, women's, and para hockey teams. We support Hockey Canada by providing world-class training facilities and office space valued at approximately \$1 million per year.

<sup>3</sup> Shut down for renovations in March 2019. Renovation project paused until additional funding can be secured.

In addition to the above \$4 million\* annual contribution to high-performance sport, WinSport's Olympic Endowment Trust Funds also contribute \$3.5 million\* annually to the Olympic Oval at the University of Calgary

WinSport does not receive any direct government funding to support our operating budget

\* approximate annual cost, amounts vary depending on specific circumstances each year

