

Upcoming Events



The Rogers Hometown Hockey Tour is coming to St. John's on the February 7th and 8th weekend. The free, weekend-long outdoor hockey festival features fun hockey activities, opportunities to win great prizes and giveaways, meet NHL Alumni™, and enjoy local bands. Fans can also watch Ron MacLean host a live broadcast from the Sportsnet Mobile Studio & enjoy an outdoor NHL game viewing party on Sunday!

Potential Events

The Tim Horton's Brier has been held since 1927, traditionally during the month of March and is regarded by most curlers as the world's premier curling championship. Many Canadian teams feel it is more of a privilege to win the Brier than the World Championship. The Brier is by far the best supported curling competition in terms of paid attendance, attracting crowds far larger than even those for World Championships held in Canada.



STEP ST. John's has been involved since Day 1 in efforts to bring the Tim Horton's Brier to St. John's.



—JEUX DU—
CANADA
—GAMES—

STEP St. John's continues its research and lobbying efforts in order to bring the Canada Summer Games to the Metro St. John's area in 2021. The Canada Games, a celebration of youth, sport, culture and community, are the product of ongoing collaboration between the Government of Canada, provincial/territorial governments, host municipalities, the private sector and the Canada Games Council. The Canada Games and their lasting legacies continue to be the catalyst for the growth of sport and recreation across Canada.

STEP ST. John's Board of Directors

Danny Breen (Chair), City of St. John's
Cathy Duke, Destination St. John's
Jeannette Yetman, Destination St. John's
Jill Brewer, City of St. John's
Brian Head, City of St. John's
Troy Croft, Sport NL
Michelle Healey, Government of Newfoundland & Labrador
Dr. Heather Carnahan, Memorial University of Newfoundland

STEP

St. John's

2014 Annual Report

Sport Tourism Event Partnership (STEP) St. John's was created in 2013 based on the collective desire to advance the destination as a premiere sport tourism host and to achieve synergies amongst its founding stakeholders. STEP St. John's will emerge as a leading advocate for regional sport tourism, while elevating the collective resources and infrastructure for all its stakeholders.



Our Vision

We will be recognised as a premier sport tourism destination where the event experience is as exceptional, renowned and colourful as the people and culture.

Our Mission

We will work with all partners in growing a strong sport tourism industry that provides exceptional value to sporting events and drives economic benefits for the region while advancing our capacity to host sporting events on the provincial, national and international stage.

STEP

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ST. JOHN'S



STEP St. John's Website

www.stepstjohns.com

The STEP St. John's website was launched in August and has grown to become an integral portal within the local sports tourism industry. The site provides facility information, industry resources and will host a volunteer database.



2014 Event Highlights

2014 Canadian Senior Men's Baseball Championships

Ten teams from across Canada competed at a renovated St. Pat's Ballpark (St. John's) and Smallwood Drive (Mount Pearl) from August 21-25th. Despite inclement weather, the tournament attracted strong crowds and spectators from across the Country.



2014 AHL All Star Game

Mile One Centre played host to the 2014 AHL All Star Game in February which featured Färjestad BK of the Swedish Hockey League against an AHL All Star team. The sold out game was broadcast live to over 100 million households worldwide.



CIS Cross Country Championships

The University of Guelph claimed both the women's and men's titles at the 2014 CIS cross-country running championships held at St. John's Pippy Park golf course for the first time in the event's history on Saturday, November 8th.

The weather provided a serious challenge for the 37 competing University teams in both races with winds peaking near 110 km per hour, accompanied by rain and sometimes hail-like conditions.

Board Update

In September, Dr. Heather Carnahan accepted an invitation to join the Board of STEP St. John's representing Memorial University. Dr. Carnahan brings a wealth of information and experience to the Board and will play a pivotal role in preparations for the 2021 Canada Summer Games.



Volunteerism

The creation of a volunteer database is one of the top priorities for STEP St. John's upon its launch and growth phase. Attracting, training and retraining volunteers will create a competitive advantage when bidding on events. STEP St. John's is collaborating with the City of St. John's and Community Sector Council (Newfoundland) in the development of an interactive portal that volunteers will be identified.

STEP St. John's Promotion



STEP St. John's was featured in a two page spread in the Fall edition of ADRENALIN Magazine - Canada's new sport tourism magazine serving the fastest growing segment of the tourism industry. ADRENALIN provides fresh perspectives and timely content that matters to those dealing directly with sport event management.

In 2014, STEP St. John's Chair Danny Breen represented the organization through speaking engagements at a number of events, including:

- City of St. John's Athlete of the Year Banquet (February 6th)
- Sport NL Stars & Legends Gala (April 12th)
- Northeast Rotary Club (September 9th)

Lunch & Learn Series

Over 20 different Provincial Sport Organizations (PSOs) have attended a Lunch & Learn workshop delivered by STEP St. John's over the past two years.

2013	2014	2015 (proposed)
Nov 21 Hoteliers	Apr 11 Media	Jan Sponsorship 101
	May 20 Social Media	Feb Risk Management
	Oct 15 Volunteerism	Mar STEAM
		May Event Budgeting

2015 Priorities

1. Launch Volunteer Database
2. PSO Event Preparation Audit
3. Municipalities Outreach
4. Governance model implementation
5. Lunch & Learn continuance