

2019 marked a successful year for STEP St. John's hosting a number of high profile international events and national championships across a variety of sports. Our proven reputation as a premiere hosting destination continues to appeal to a number of events rights holders and decision makers.

FEBRUARY 21-24, 2019



Canada Basketball qualified for the **2020 FIBA Basketball World Cup** by defeating Chile (85-46) and Venezuela (95-55) in games played at Mile One Centre in February.

AUGUST 1-5, 2019



The **2019 Slo-Pitch National Championships** were held at fields throughout Metro St. John's. Competitions were held in a number of age categories, including Men's 35 (Competitive), Men's 35D, Men's 35E, Men's 50 IM, Men's 60 and Women's C.

AUGUST 5-11, 2019



Newfoundland and Labrador Rugby hosted the **Under-19 Canadian Rugby Championship** at the Swilers Rugby Complex in St. John's, NL.

AUGUST 6-12, 2019



The **2019 Men's & Women's National 'A' and Men's and Women's Masters Nationals** were held at the Glacier in Mount Pearl and featured local teams in all three gold medal matches.

AUGUST 14-18, 2019



Softball Canada **Senior Women's Fastpitch Nationals** were held in St. John's at Lion's Park and Victoria Park fields. The tournament featured 8 teas from all parts of the country and marked the second time that a team from NL participated in the past 25 years.

SEPTEMBER 13-17, 2019



The Town of Paradise hosted a very successful **2019 Toronto Maple Leafs Training Camp** at the Paradise Double Ice Complex, leaving a number of tangible legacies and national profile.

SEPTEMBER 15-21, 2019



The **2019 Commonwealth Powerlifting Championships** were hosted by 709 Powerlifting in September at the Holiday Inn in St. John's and attracted over 500 competitors from 24 different countries.

OCTOBER 10-13, 2019



Four metro area communities collaborated to co-host sixteen (16) teams in the **2019 Toyota National Challenge** and **Jubilee Cups**. This event was awarded to STEP St. John's who partnered with St. John's Soccer to manage the Championships.



Congratulations to the **Newfoundland Growlers** who won the 2019 ECHL Kelly Cup, the first ever professional championship for a NL based team



The process of hosting the **2025 Canada Summer Games** began in 2019 with briefing meetings between the Provincial Government, various municipalities and the Canada Games Council. The process will continue into 2020 with the next key milestone dates in the Bid submission.

Organizational Review

STEP St. John's underwent an organizational review with an external consultant in 2019 that will guide the strategic operations and governance of the organization for the next couple of years.

Memberships



STEP St. John's maintains active participation and leadership positions in the leading sport tourism industry organizations that provide resources, networking and information sharing opportunities.

OCTOBER 19-20, 2019



The **Rogers Hometown Hockey Tour** returned to St. John's for the second time and was well attended by sports fans and minor hockey players from around the region.

DECEMBER 1-8, 2019



The **2019 Canadian Tire Para Hockey Cup** hosted in Paradise was the highest attended and most profitable edition of the prestigious Hockey Canada event and left a legacy for future para hockey development.

DECEMBER 8-15, 2019



The **Boost Nationals** was the second major stop of the Pinty's Grand Slam of Curling Tour. The event featured 15 of the top men's and women's curling teams from around the world was played at the CBS Arena in front of capacity crowds.



2019 INDUSTRY PARTICIPATION

Destination St. John's and STEP St. John's participated in a number of industry events and sales missions, including:

- **CSTA Sports Event Congress** (Mar 7-9, 2019) which is the industry's top conference for like minded Canadian sports tourism and destination marketing organizations;
- STEP St. John's Chair Danny Breen and Board Member Tanya Haywood attended the **2019 Event Atlantic Summit** in Charlottetown, PE (May 2-4) held in conjunction with the 2019 East Coast Music Awards
- Presented to the **School Sport Canada** national conference (Sep 27, 2019) on the benefits of event hosting;
- **CSTA unForum Golf** in Ottawa (Nov 10, 2019) where we participated in event focused workshops and B2B networking with 20+ events rights holders and NSOs.

2020 OUTLOOK & PRIORITIES

- Implementation of Strategic Plan (2020-2025)
- STEP St. John's will continue to identify new opportunities and bid on events that can be hosted in the Metro region
- STEP St. John's has identified hosting the CSTA Sports Event Congress as a priority within the next 3-5 years and will explore requirements to do so
- FAM tours will continue to be hosted in 2020 and Figure Skating, Taekwondo and Diving have been identified as three immediate prospects
- This will be a pivotal year for awarding of the 2025 Canada Summer Games
- Creation of networking / informational session targeting local stakeholders