

EXPERIENCE

BRAMPTON

Sport Tourism

Strategy:

Local Sport

Organization + Sport

Influencer

Survey Analysis

Last Updated: 2025-06-09

Presented by:



Territorial Acknowledgments

The City of Brampton is located on the traditional territories of the Mississaugas of the Credit, Haudenosaunee, and Wendat Nations who have called this land home since time immemorial. We acknowledge the agreements made in Treaty 19 — the Ajetance Purchase of 1818 — and are committed to our ongoing role in reconciliation through meaningful action rooted in truth, justice, and respect.

We are grateful to the original caretakers of this land who have ensured we are able to work, play, and live in Brampton now and in the future.

Survey Introduction

Objective of the Survey: The City of Brampton – Local Sport Organization Survey was designed to gather feedback from local sport organizations and local sport influencers about i) Brampton as a sport host city, ii) their experiences with other comparator sport host communities, iii) the stakeholders and partners in Brampton sport hosting environment, iv) the facilities, and v) other services that support sport hosting.

The profile data collected about the sport organizations, including events hosted, timing of their competition season, facilities used etc. also provides data points to the City of Brampton to make data-informed decisions about supporting services for sport event evaluation, bidding and hosting.

Project Overview

The City of Brampton initiated the development of a Sport Tourism Strategy, underscoring its commitment to leveraging sport tourism as a catalyst for economic growth and community well-being.



Project Duration: September 2024 through June 2025

The Local Sport Organization (LSO) Survey was administered as part of **Phase 2: Research & Discovery**. It is one of four surveys gathering key inputs from the Brampton Sport Tourism Strategy (e.g., City, LSO, Sport Influencers, and Accommodations Providers). Results from the Sport Influencer Survey were also combined into these outputs.

Brampton's Profile as a Sport Host City

Snapshot of LSO Survey Respondents

The LSO Survey feedback represents the voices of more than 45,500 sport participants (including athletes, coaches, officials and volunteers) from 35 sports based in Brampton.

We heard from...



representing **45,500+**
athletes, coaches,
officials and volunteers

ALL age
categories were
represented

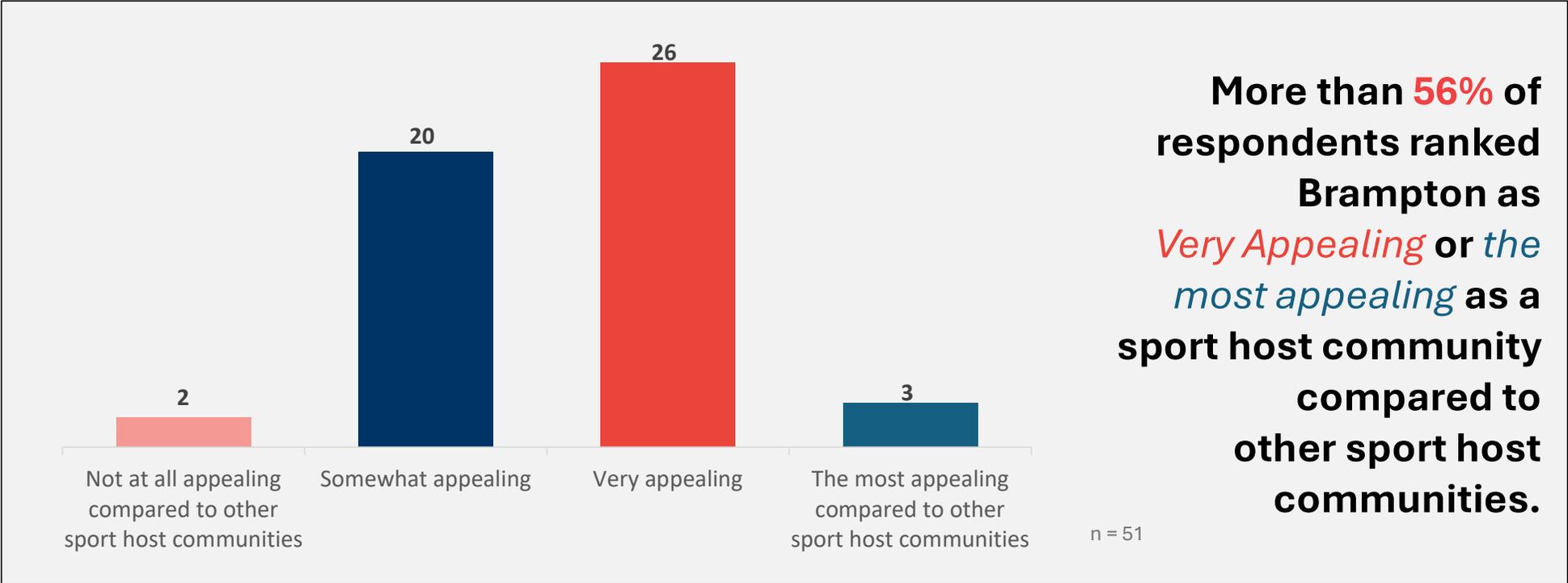
**Competitive
and recreational
sport**

**Single and
multi-sport
activities**



Brampton's Profile as a Sport Host City

9/10 respondents found Brampton's appeal as a sport host community to range from somewhat to very appealing indicating Brampton is well-positioned in the sport tourism market.



Brampton's Strengths as a Sport Host City

When asked what are Brampton's greatest strengths as a sport host community, respondents mentioned facilities, city support, diversity of population, and geographic location.

“Save Max Sports Centre is an amazing facility with amazing staff and rules.”

“Central GTA, accessible by major highways, 'All roads lead to Brampton.'”

“Very diverse sports community.”

“Brampton has city staff that works closely with us, and they are very friendly.”

“Location - central for all of our main clubs in Ontario.”

“Lots of venues to host events.”

“The city offers grant opportunities to help support and develop events.”

“Parks department is great to work with.”

“City promotion and funding for youth programs and sport development.”

“Brampton has terrific and modern sport facilities.”

“The staff that looks after the diamonds are amazing.”

Brampton's Strengths as a Sport Host City

When asked what are Brampton's greatest strengths as a sport host community, respondents mentioned facilities, city support, diversity of population, and geographic location.

**"Youthful population
– high participation
rates and engaged
families."**

**"Location and
services."**

**"Proximity to major travel routes
– easy access via Pearson
Airport, major highways, and
transit."**

**"Volunteer base – reliable
community of volunteers for
events of all sizes."**

**"Cultural vibrancy – events
benefit from Brampton's
multiculturalism and welcoming
atmosphere."**

**"Great support
from the city."**

**"City support – strong backing
from municipal departments
and staff for event logistics and
promotion."**

**"Completeness of
facilities."**

**"Diverse, sport-loving
community – strong local
support across a wide range
of sports."**

Brampton's Opportunities for Improvement as a Sport Host City

When asked what are Brampton's greatest opportunities for improvement, respondents identified facility availability and upgrades, civic pride, community involvement, and parking.

“Larger multi-sport field house indoor facility that has large spectator seating.”

“Field maintenance resources for when bad weather hits.”

“Need for more indoor turf facilities – to support year-round training and hosting opportunities.”

“There is a large untapped community that could be enticed into venturing into Brampton sports.”

“There seems to be a lack of disconnect when it comes to communicating with the public, partly because of a lack of interest or pride within the city.”

“Enhancing the contact lists for food truck services, local businesses along with schools and camp programs.”

“Creditview Sandalwood Park needs improved washroom facilities, a covered area, and a concession or vending machines.”

“Improving parking.”

Brampton's Opportunities for Improvement as a Sport Host City

When asked what are Brampton's greatest opportunities for improvement, respondents identified facility availability and upgrades, civic pride, community involvement, and parking.

“There are virtually no hotels within the core of Brampton... all accommodations being down by 410 / Steeles or by the Toronto Pearson International Airport.”

“Reduce school gym rental cost after hours and on the weekends.”

“Proper maintenance and security around playing fields... too many rogue groups on fields causing damage or littering.”

“Better integration with the business community.”

“With only one municipal golf facility... we are limited in offering programming or hosting national events.”

“Venue improvements, like better lighting.”

“For us, there aren't a lot of flag football opportunities in the area... on the border of Brampton and Mississauga, there is plenty of opportunity.”

“Establishing a higher profile in hosting higher-level events or attempt to get a CFL team.”

Comparator Sport Host Cities

Competing Sport Host Communities

Respondents identified the following cities as comparable host communities to Brampton, ranking Mississauga, Toronto and London as the top comparable cities.

Ontario

- Mississauga
- Toronto
- London
- Barrie
- Burlington
- Guelph
- Hamilton
- Markham
- Niagara Falls
- Oakville
- Oshawa
- Ottawa
- Scarborough
- Vaughan
- Waterloo
- Windsor

Western Canada

- Calgary
- Edmonton
- Leduc
- Saskatoon
- Surrey
- Vancouver
- Victoria
- Winnipeg

Other

- Buffalo, NY
- Moncton, NB
- Montreal, QC
- Quebec City

Sport Host Communities Doing It Better

Respondents identified 22 cities they felt were doing a better job than Brampton as sport host communities. Of the 22 identified, 18 are located in Ontario.

- Burlington
- Caledon
- Calgary, AB
- Edmonton, AB
- Etobicoke
- Guelph
- Hamilton
- Kingston
- Kitchener
- Leduc, AB
- London, ON
- Markham
- Mississauga
- Niagara Falls
- Oakville
- Oshawa
- Québec City, QC
- Scarborough
- St. Catharines
- Toronto
- Waterloo
- Windsor

Top Ranked Community	# of Votes
Toronto	10
Mississauga	7
London	6
Niagara Falls	3
Windsor	3

Insights From Similar Sport Tourism Communities

Respondents provided written feedback about 16 of the 22 cities they felt were doing a better job with sport event hosting than Brampton. Facilities were cited in nearly all responses.

Community	Why are they doing a better job?
Burlington	<ul style="list-style-type: none"> • Superior lawn bowling greens • Good accommodation options near venues
Caledon	<ul style="list-style-type: none"> • Showcases sport facilities at events like Caledon Day
Hamilton	<ul style="list-style-type: none"> • Strong legacy infrastructure from Pan Am Games • Professional teams elevate sport visibility • Regular national / international events hosted
London	<ul style="list-style-type: none"> • Dedicated Sport Tourism office with consistent success in securing events • Centralized, multi-sport venues (e.g., Western Fair Sports Centre) • High community and volunteer support • Strong corporate / commercial backing, especially for golf • Punches above its weight in the sport market

Community	Why are they doing a better job?
Markham	<ul style="list-style-type: none"> • Home to the Pan Am Centre for large sport events • Strong contender for competitive pools • Presence of amenities near those pools • Experience in hosting big events
Mississauga	<ul style="list-style-type: none"> • High-quality, year-round indoor facilities • Active in event marketing and promotion • Well-coordinated planning with sport groups • Access to tourism grants and funding • Known for advance event communication and plentiful baseball diamonds
Niagara Falls	<ul style="list-style-type: none"> • Attractive user rates for organizers • Strong appeal due to surrounding tourist activities
Oshawa	<ul style="list-style-type: none"> • Preferred locations for baton competitions • High-quality, multi-use facilities • Colleges support sport initiatives

Insights From Similar Sport Tourism Communities

Respondents provided written feedback about 16 of the 22 cities they felt were doing a better job with sport event hosting than Brampton. Facilities were cited in nearly all responses.

Community	Why are they doing a better job?
Ottawa	<ul style="list-style-type: none"> Federal funding access Major sport complexes Experienced in hosting events with community support
St. Catherines	<ul style="list-style-type: none"> Up-to-date lacrosse facilities Hosting regional and national championships
Toronto	<ul style="list-style-type: none"> Robust venue infrastructure that meets / exceeds standards High international recognition Diverse partnership opportunities Proximity to attractions; strong contingency / event support systems Well-suited for competitive swimming and youth sport development
Windsor	<ul style="list-style-type: none"> Strong stadium infrastructure, including tracks and spectator seating Good proximity to local businesses and accommodations

Other Canadian Cities

Community	Why are they doing a better job?
Calgary, AB	<ul style="list-style-type: none"> Tourism support team with event-specific expertise Stronger support services than locally
Edmonton, AB	<ul style="list-style-type: none"> Active community support for bids and hosting Access to funding for sport tourism Local attractions Strong infrastructure and capital resources
Québec City, QC	<ul style="list-style-type: none"> Affordable facility rentals and hotel partnerships for sport organizers
Leduc, AB	<ul style="list-style-type: none"> Ability to attract large events Fewer logistical issues like construction disruptions

Local Sport Hosting Environment and Supports

Key Partner Support to Sport Event Hosting

Respondents were asked about how supportive different key partner groups were in Brampton. The City of Brampton was identified as the most supportive partner in sport hosting. In contrast, relationships with the Peel District School Board and Regional Government need improvement.

Most Supportive:

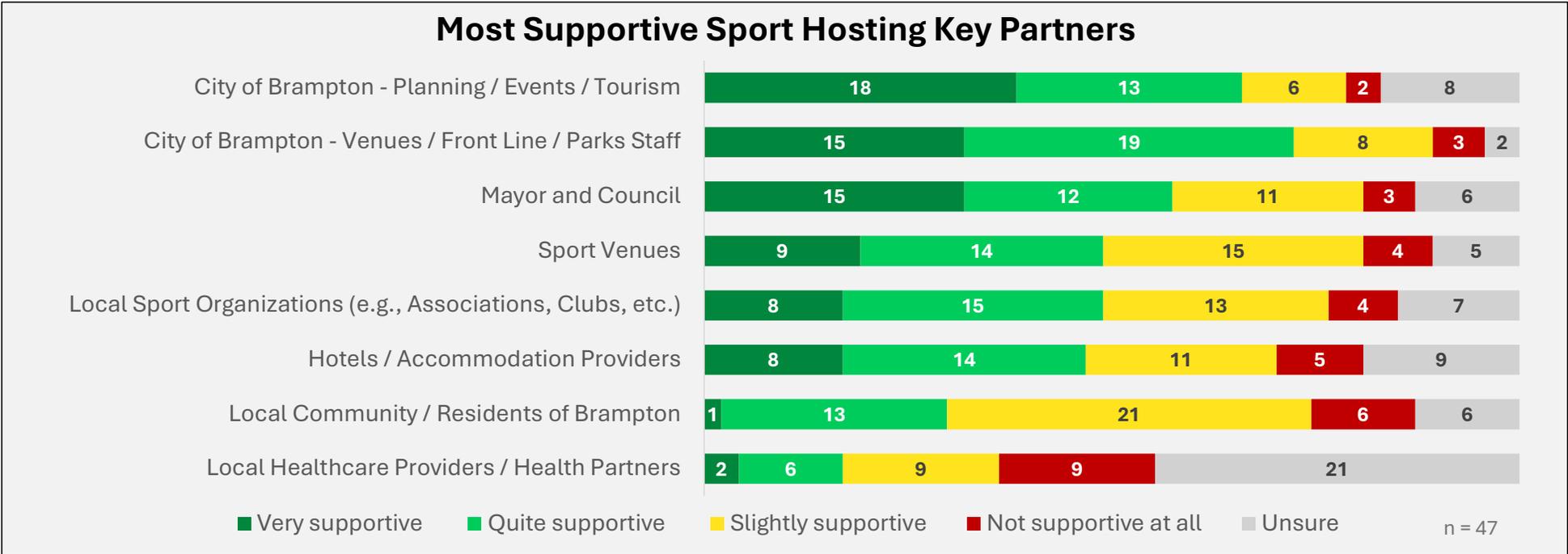
- 1. City of Brampton – Planning / Events / Tourism
- 2. City of Brampton – Venues / Front Line / Parks Staff
- 3. Mayor and Council
- 4. Sport Venues
- 5. Local Sport Organizations (e.g., Associations, etc.)
- 6. Hotels / Accommodation Providers

Room for Improvement:

- 1. Peel District School Board
- 2. Local Funding Agencies
- 3. Peel Region (Regional Government)
- 4. Neighbourhood Associations
- 5. Local Transportation Providers
- 6. Dufferin Peel Catholic School Board
- 7. Local Sport Retailers and Sponsors

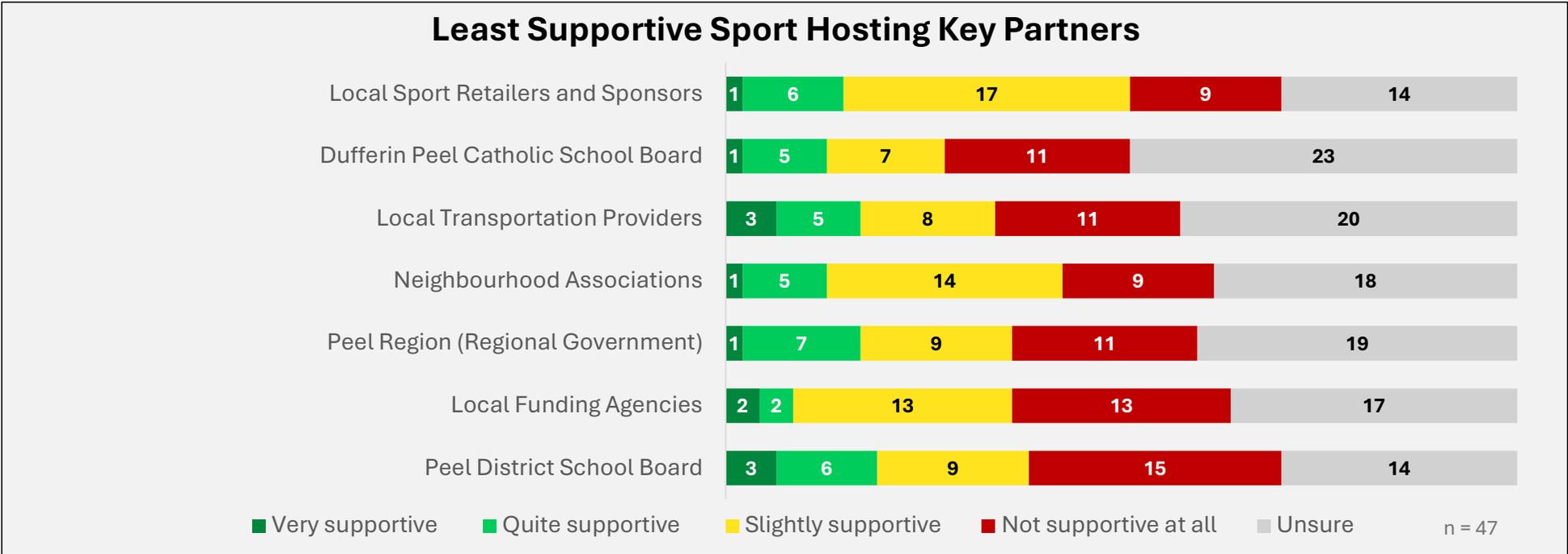
Key Partner Support to Sport Event Hosting

Sixty-five percent (65%) of respondents find the City of Brampton, including Mayor and Council, as quite supportive to very supportive of sport hosting. More than one-third of respondents indicated accommodation providers and local residents could increase their level of support for sport events.



Key Partner Support to Sport Event Hosting

Respondents indicated the following key partners could improve their support for sport event hosting. Notably, over 30% of respondents find the Peel District School Board to be not at all supportive of sport event hosting.



Views of Sport Hosting in Brampton

Respondents highlighted that additional services could be provided by the City of Brampton to provide to better support sport event bidding and hosting.

“Event grant program – financial support or in-kind services (e.g., facility discounts, marketing) for qualifying sport events.”

“Dedicated sport tourism office or staff – a centralized team to lead bids, coordinate logistics, and support event organizers.”

“Marketing and promotion support – help with digital campaigns, signage, and media coverage to increase event visibility and attendance.”

“Streamlined permitting and booking process – simplified system for securing venues, road closures, and event-related permits.”

“Event hosting toolkit – resource guide with contacts, venue specs, and checklists for organizers.”

“Volunteer coordination assistance – support with recruitment, training, and recognition of volunteers.”

“Partnership development – facilitate connections between sport organizations, hotels, sponsors, and local businesses.”

Views of Sport Hosting in Brampton

Additional services highlighted by respondents that the City of Brampton could provide to better support sport event bidding and hosting.

“Making it accessible to various organizations.”

“Sports bid consultation services - help to actually draft bids.”

“Be more supportive of creative initiatives and accommodations needed in order to compete with Toronto and its grasp on all media coverage.”

“Better organization of the city’s facilities and creating more opportunities for youth sports, and not adult events / leisure.”

“Venue developments and improvements, more way of finding accommodations, more spectator seatings and need more storage areas.”

“Collaboration with the local club to help identify needs and facilitate connections between local businesses and sport organizations to develop sponsorship opportunities, and / or necessary financial backing.”

“School gym reduce the rental fee and also have reduced fee on the weekends.”

“Permanent cricket stadium.”

“Better parking in parks and more diamonds.”

Views of Sport Hosting in Brampton

Additional services highlighted by respondents that the City of Brampton could provide to better support sport event bidding and hosting.

“...Honey Badgers, it would be introduction to organizations that can help spread awareness on our games that are already scheduled for the CAA Centre.”

“Be fair for smaller sports to have a chance.”

“The city needs a better venue, that people are excited to visit. We don't have anything that people really enjoy going to.”

“Build a FIFA class soccer stadium.”

“Greater contact lists for school boards / schools and local businesses. An ability to liaise with the appropriate contacts to discuss future investment towards facility improvements to enhance and better the venues we use.”

“List of approved vendors, how to work with the city in organizing an event.”

“More hotels, less congestion, a thriving sports tourism department, more cultural integration, more advertising.”

"Funding for hosting of tournaments. Advertising of the events held."

Views of Sport Hosting in Brampton

Additional services highlighted by respondents that the City of Brampton could provide to better support sport event bidding and hosting.

“To build aquatic facilities consistent with FINA standards for national and international competition.”

“Build additional facilities for sport event hosting. Make current facilities easier to access and rent.”

“Help with local restaurants for catering and just advertising for themselves for people at the event.”

“Assistance with helping provide accommodations for larger crowds. (stands / bleachers).”

“Youth program partnership - working with the school boards would be a dream for our sports community.”

“Funding for hosting of tournaments. Advertising of the events held.”

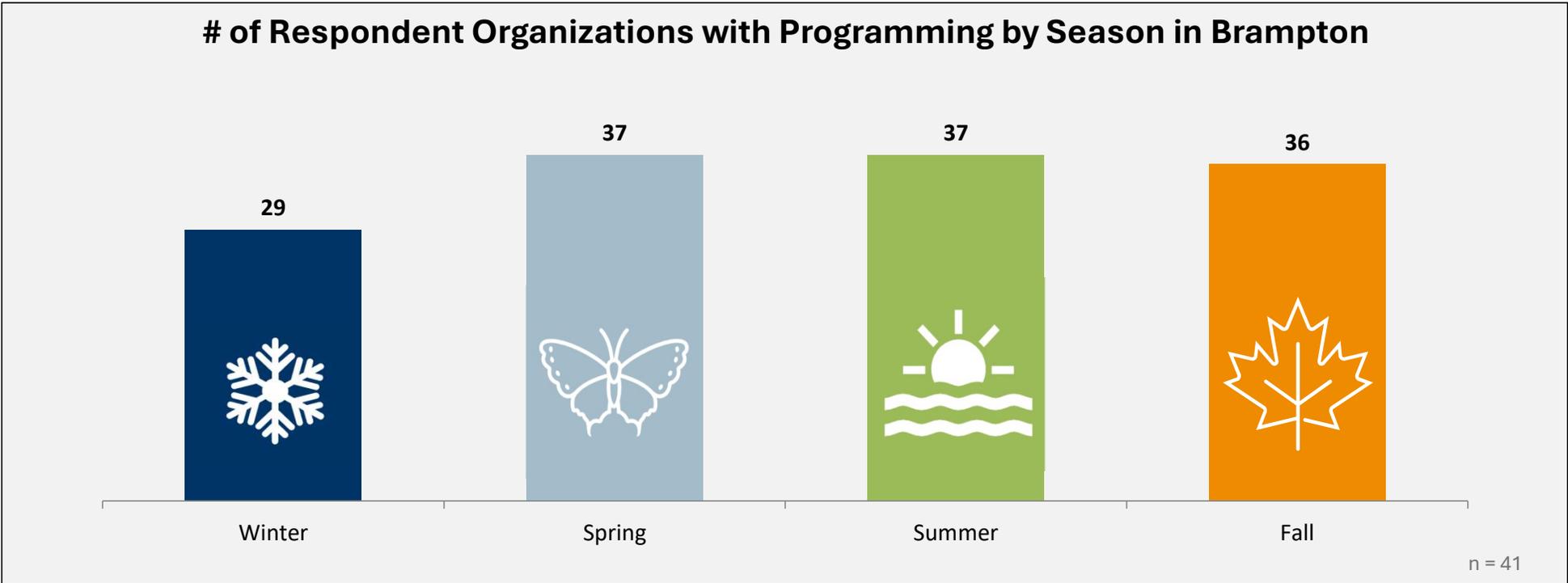
“Shuttle buses from the venue to key locations may enable visitors to access key points of the city.”

“Affordable accommodations to volunteers and officials along with athletes and spectators. Spectator seats at the stadium for field events.”

Local Sport Hosting Seasonality

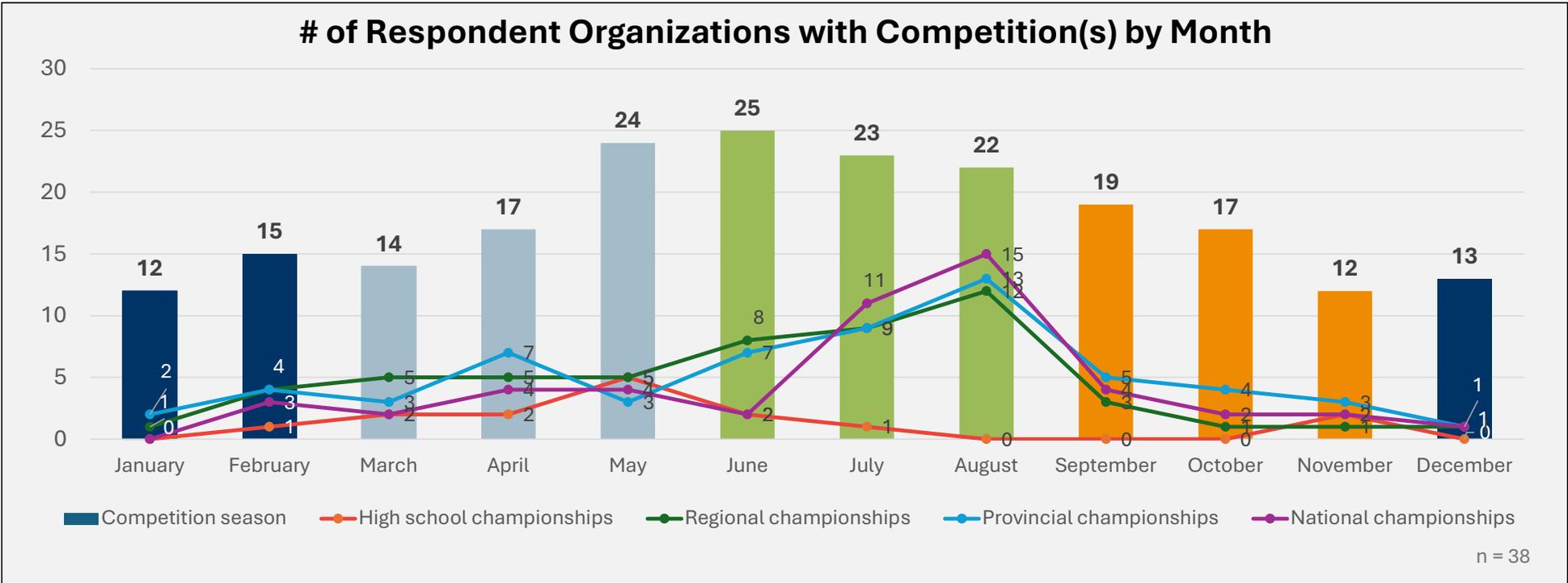
LSO Sport Hosting Seasonality

Winter was noted as the season with the least amount of sport programming among respondent organizations, while spring, summer and fall maintain a similar level of programming.



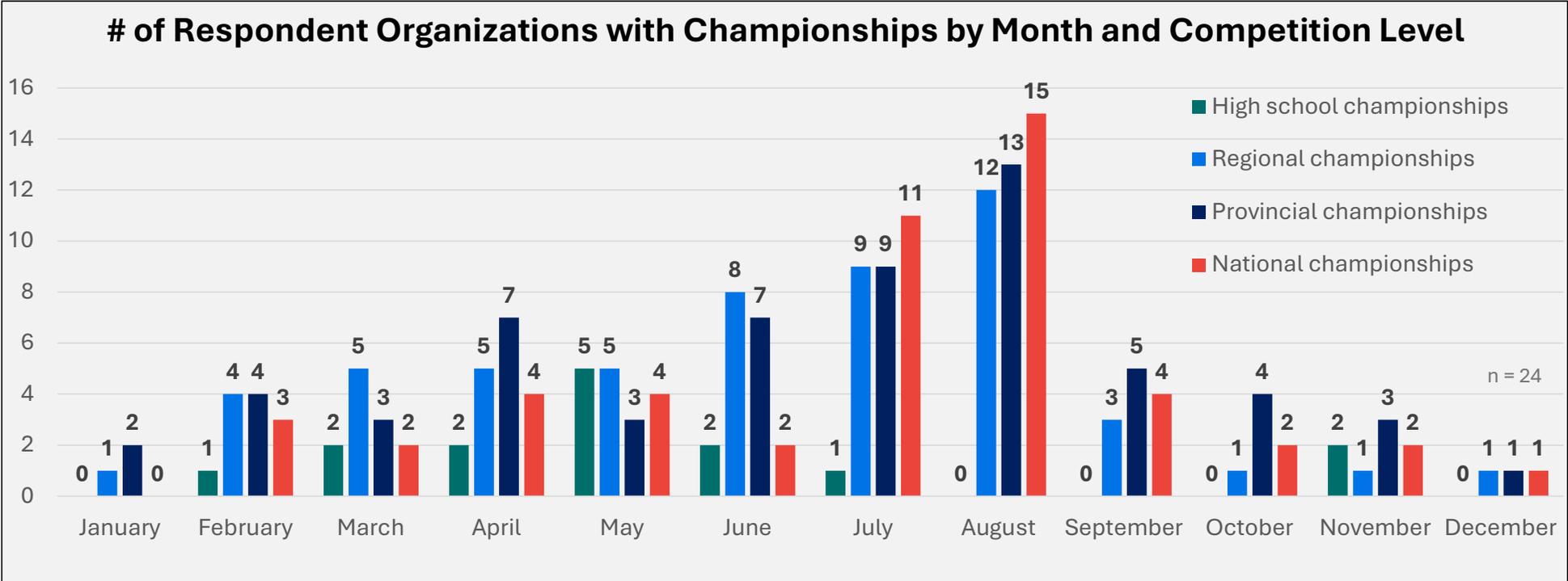
LSO Sport Hosting Seasonality

Summer is the busiest time for sport competitions, with August being the busiest month for championships. Fall and Winter are the slowest seasons for sport competitions.



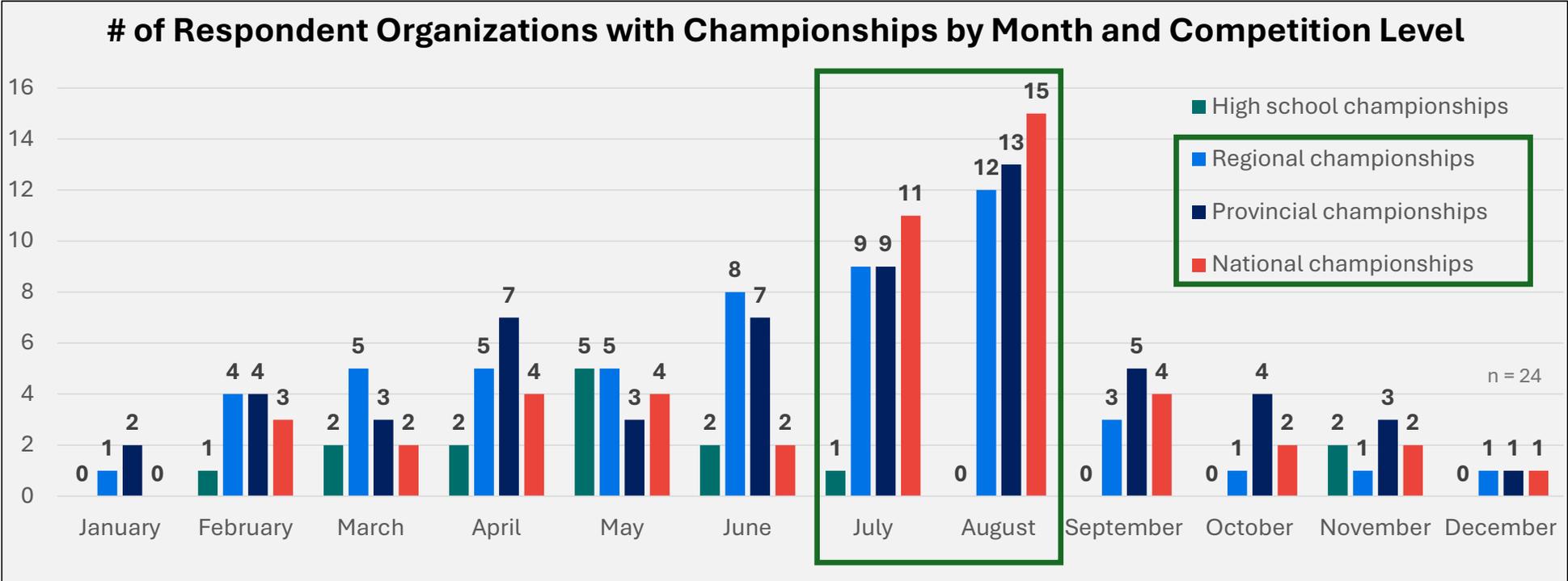
LSO Sport Hosting Seasonality – Championships

High school sport provides an interesting opportunity for Brampton to target shoulder season, as most high school championships take place February through June, as well as November.



LSO Sport Hosting Seasonality – Championships

July and August are the busiest months for hosting Regional, Provincial and National championships (30 and 40 total events, respectively by month.)



Sport Venues and Facilities

Top Sport Facilities by Sport

A high number of LSOs identified multi-sport and sport facilities in Brampton as the venues best suited to their organizational needs and sport programming.

Sport	Facility
Archery	<ul style="list-style-type: none"> CAA Centre Memorial Arena
Athletics	<ul style="list-style-type: none"> Terry Fox Stadium
Baseball	<ul style="list-style-type: none"> Sesquicentennial Park Dave Dash Field
Basketball	<ul style="list-style-type: none"> CAA Centre Humber College North Campus
Boxing	<ul style="list-style-type: none"> Terry Miller Recreation Centre Save Max Sports Centre
Cricket	<ul style="list-style-type: none"> Brampton Sports Park Teramoto Park
Curling	<ul style="list-style-type: none"> Chinguacousy Park Sandra Hames Centre Brampton Curling Club

Sport	Facility
Field Hockey	<ul style="list-style-type: none"> Creditview Sandalwood Park Cassie Campbell Community Centre
Football (including Flag)	<ul style="list-style-type: none"> Terry Fox Stadium Save Max Sports Centre Central Peel Turf Field
Golf	<ul style="list-style-type: none"> Brampton Golf Club Peel Village Golf Club
Hockey (Ice)	<ul style="list-style-type: none"> Century Gardens Recreation Centre Ernscliffe Recreation Centre
Hockey (Para Ice)	<ul style="list-style-type: none"> Susan Fennell Sportsplex
Karate	<ul style="list-style-type: none"> Cassie Campbell Community Centre Save Max Sports Centre

Top Sport Facilities by Sport

A high number of LSOs identified multi-sport and sport facilities in Brampton as the venues best suited to their organizational needs and sport programming.

Sport	Facility
Lacrosse	<ul style="list-style-type: none"> • Memorial Arena • Century Gardens Recreation Centre
Lawn Bowling	<ul style="list-style-type: none"> • Flower City Lawn Bowling Centre
Roundnet	<ul style="list-style-type: none"> • Brampton Rugby Club • Creditview Sandalwood Park
Rugby	<ul style="list-style-type: none"> • Brampton Rugby Club • Terry Fox Stadium
Slo-Pitch	<ul style="list-style-type: none"> • Duggan Park • County Court Park • Sesquicentennial Park • Brampton Sports Park

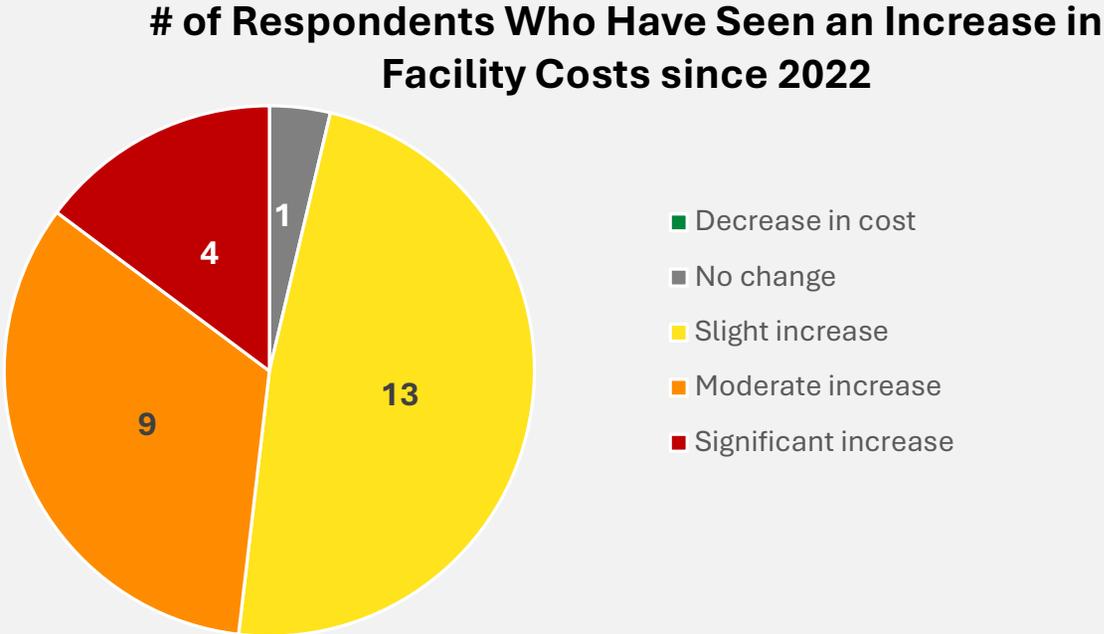
Sport	Facility
Soccer	<ul style="list-style-type: none"> • Victoria Park / Avondale Stadium • Flower City Community Campus • Save Max Sports Centre
Swimming	<ul style="list-style-type: none"> • Gore Meadows Community Centre • McMurchy pool
Tennis	<ul style="list-style-type: none"> • Chinguacousy Park Sandra Hames Centre (Bramalea Tennis Club)
Wrestling	<ul style="list-style-type: none"> • CAA Centre • Save Max Sports Centre

Cost of Sport Facilities

Nearly all respondents stated they have experienced an increase to facility costs in the past three (3) years. LSOs are seeing cost increases that often outweigh program funding increases.

Out of 24 respondents, nearly half have experienced a slight increase in facility costs since 2022.

While 48% experienced a moderate increase or a significant increase in the same timeframe.



n = 27

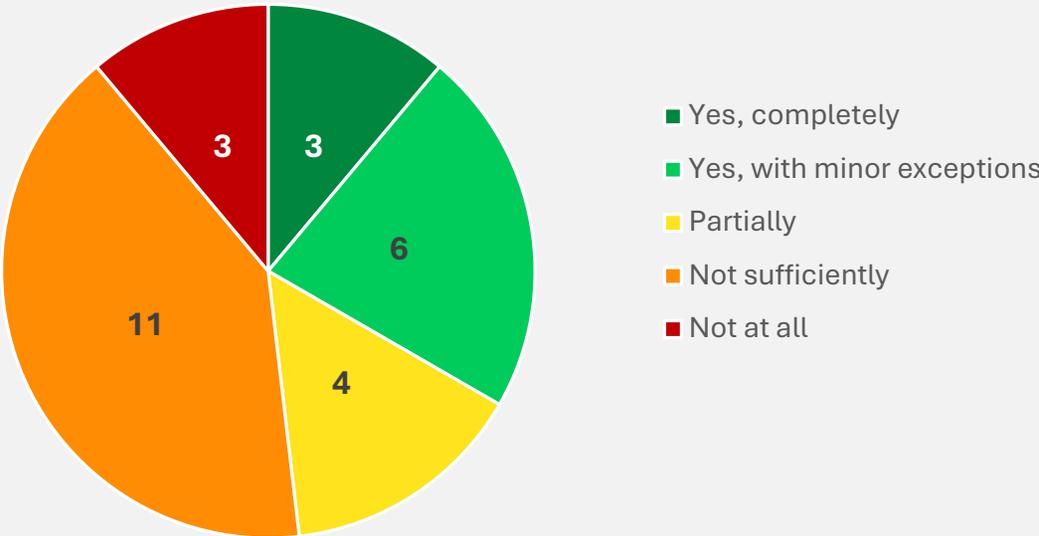
Availability of Sport Facilities

Over half of respondents stated Brampton does not currently have enough facilities to meet their needs, leading them to book facilities in neighbouring communities in the GTA.

Only **11%** of respondent organizations stated that facility availability *completely met their needs*.

While **52%** remarked their facilities were *not sufficiently* or *not at all met*.

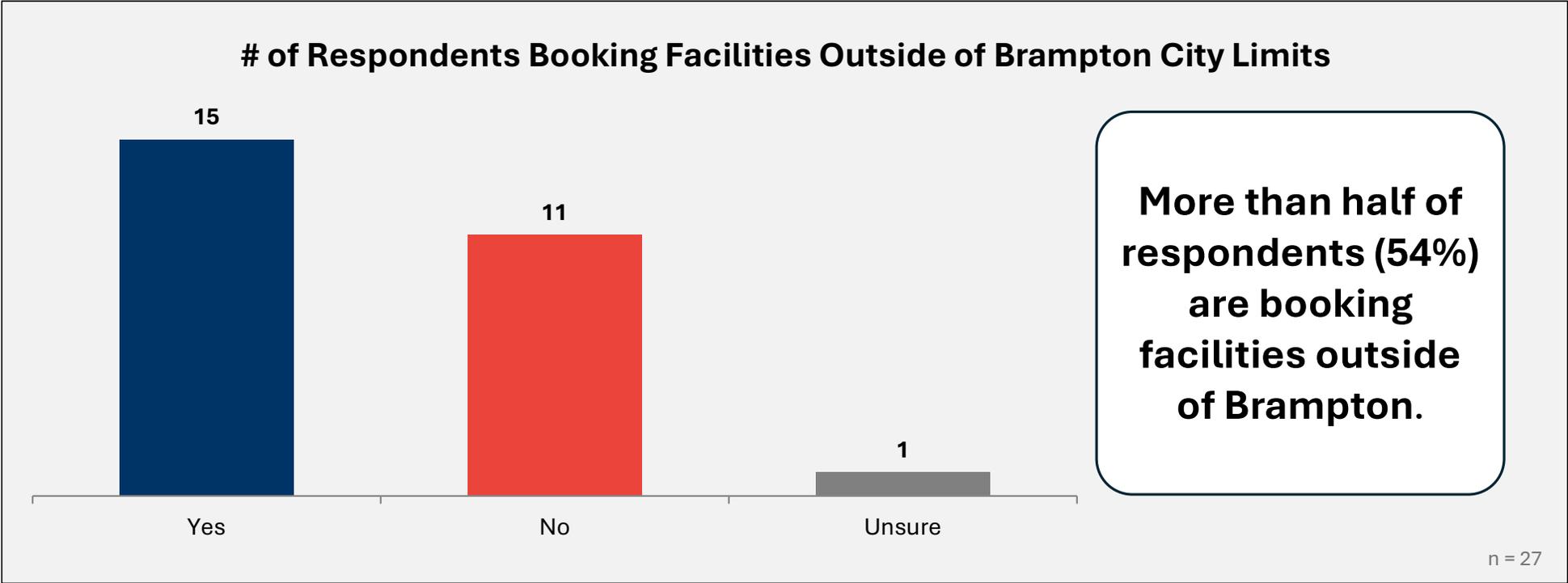
Brampton's Facilities Availability to Meets Respondent's Needs



n = 27

Sport Facility Bookings Outside of Brampton

When asked if respondents book facilities outside of Brampton city limits, 54% of respondent organizations reported booking facilities in the GTA to meet their facility needs.



Sport Facility Bookings Outside of Brampton

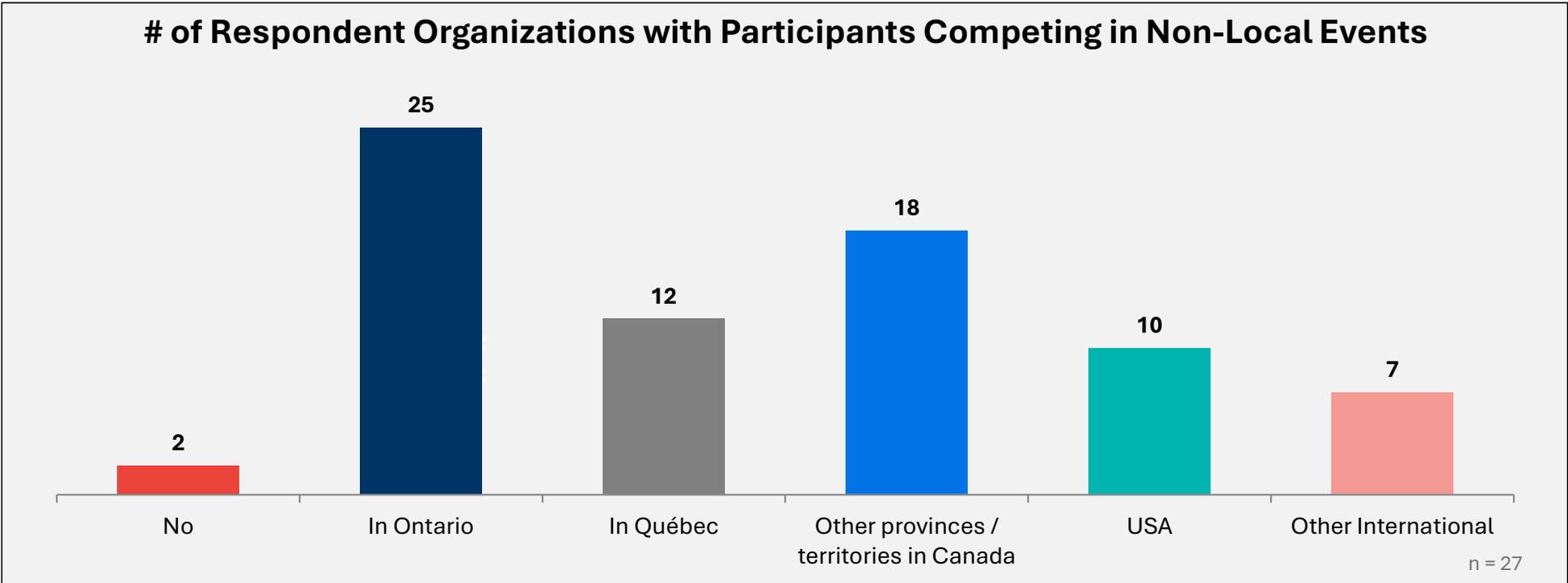
Respondents were asked to identify the facilities they have booked outside of Brampton to support their facility demands. Locations range from as far east as Markham to as far south as Cambridge. Swimming is an outlier with an annual training camp in Calella, Spain.

Sport	Events Listing
Archery	<ul style="list-style-type: none"> Caledon Soccer Field, Caledon Langdon Hall, Cambridge Cambion Farms, Alton
Athletics	<ul style="list-style-type: none"> Toronto indoor facility – practice
Baseball	<ul style="list-style-type: none"> 1-2 diamonds, Vaughan – running a 28-team tournament
Field Hockey	<ul style="list-style-type: none"> Iceland Arena, Mississauga
Football	<ul style="list-style-type: none"> Brampton Fairgrounds – practice Mississauga Dome, Mississauga – practices, meetings and storage
Hockey (ice)	<ul style="list-style-type: none"> Rinks, Mississauga Rinks, Etobicoke

Sport	Events Listing
Hockey (Para ice)	<ul style="list-style-type: none"> Iceland Arena, Mississauga Sixteen Mile Arena, Oakville
Roundnet	<ul style="list-style-type: none"> Iceland Turf Fields, Mississauga – x4 hosting Ontario Majors
Swimming	<ul style="list-style-type: none"> Region competition, Etobicoke and Markham Training camp, Calella, Spain
Wrestling	<ul style="list-style-type: none"> Paramount Fine Foods Centre, Mississauga – National Championships Port Credit Memorial Arena, Mississauga – Tournaments

Event Participation Outside of Brampton

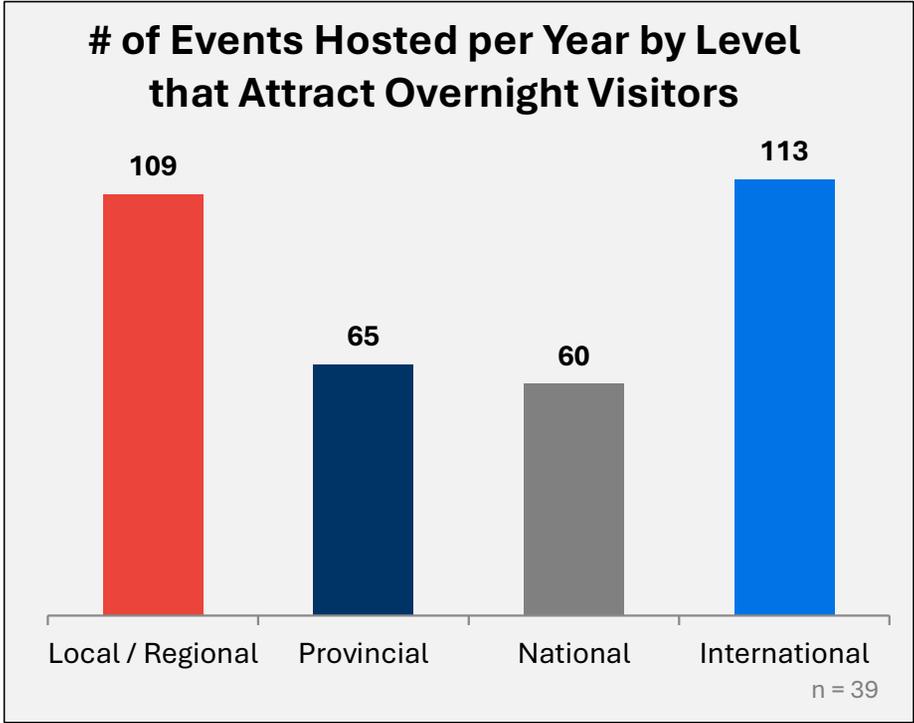
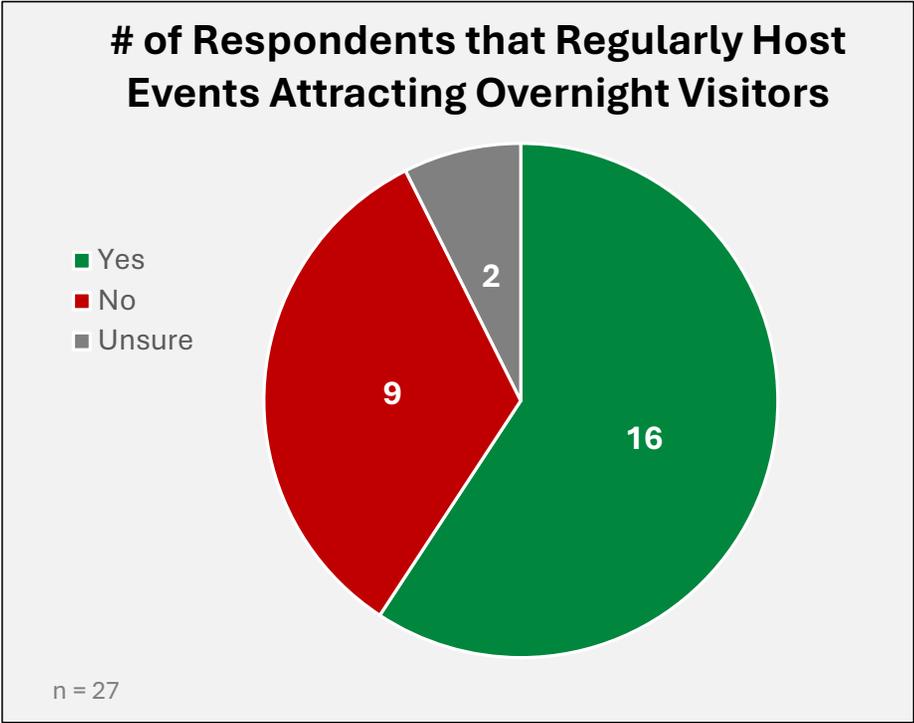
While nearly all LSOs participate in competition across Ontario, there is widespread participation in sport events across Canada, nearly 1/3 compete in the USA, and nearly 1/4 internationally.



LSO Sport Event Hosting

Local Sport Hosting Experience

Brampton supports a strong sport community that regularly hosts events that attract overnight visitors to the city. Ice hockey is a notable contributor to local sport tourism, responsible for 100 events hosted in Brampton with international visitors.



Local Sport Hosting Experience – Since 2015

Among the 35 respondent sports, 22 indicated that they host sport events that attract overnight visitors. Given the widespread closure of facilities during the pandemic, the list of hosted events below is notable.

Sport (n=36)	Events Listing
Archery	<ul style="list-style-type: none"> • 2024 Canada Cup East, June 2024 • ROPSSA Tournament, April 2024 • Provincial Target Championships, July 2022 • 10 outdoor tournaments, May-September Annually
Athletics	<ul style="list-style-type: none"> • Athletics Ontario Provincial Championships • Legion Provincial Championships • 2016 Legion Provincial Championship • 2017 U14, U16, U18 Provincial Championships • 2019 Legion Provincial Championships • 2023 Legion Provincial Championships • 2024 U14, U16, U18 Provincial Championships • 2024 U18, U20 and Open Combined Event Championships • U14, U16, U18 Provincial Championship, July 2025

Sport (n=36)	Events Listing
Baseball	<ul style="list-style-type: none"> • U9 REP Open Tournament • U12, U13 AAA REP Tournament • U12, U13 AA REP Tournament • U14, U15 Rep Early Bird Open • U16, U18, U22 REP Open Tournament • U11, U13, U15, U18 Select Tournament • U11 AAA Dave Dash Memorial Tournament • U11 AA Dave Dash Memorial Tournament • U11 Select Dave Dash Memorial Tournament • U18 Select Provincials
Basketball	<ul style="list-style-type: none"> • Ontario Cup Championship
Baton	<ul style="list-style-type: none"> • Local competition, March and May Annually
Boxing	<ul style="list-style-type: none"> • Brampton Cup

n = 36

Local Sport Hosting Experience – Since 2015

Among the 35 respondent sports, 22 indicated that they host sport events that attract overnight visitors. Given the widespread closure of facilities during the pandemic, the list of hosted events below is notable.

Sport (n=36)	Events Listing
Cricket	<ul style="list-style-type: none"> Gt20
Field Hockey	<ul style="list-style-type: none"> Junior and Senior National Championships, 2023-2024 Masters Festival, 2015-2024 Can-Am Indoor Series, 2022-2024 Pan American Championship, 2016 FIH Hockey World League Women, 2017 Olympic Qualifier Series Men, 2019 Indoor Pan American Championships, 2024 Junior Pan American Championships, 2024 USports Championships, 2024
Football (including Flag)	<ul style="list-style-type: none"> Ontario Fall Football League Provincial Championships NFL Flag National Championship (x2)
Hockey (Ball)	<ul style="list-style-type: none"> Provincial Championships National Championships

n = 36

Sport (n=36)	Events Listing
Hockey (Ice)	<ul style="list-style-type: none"> Nationals, December Annually Easter Tournament, April Annually
Hockey (Para Ice)	<ul style="list-style-type: none"> Cruisers Cup Para Ice Hockey Tournament OSHA Provincial Championships
Horseshoe	<ul style="list-style-type: none"> Canadian National Horseshoe Championship, August 2019
Karate	<ul style="list-style-type: none"> Karate Ontario Tournaments
Lacrosse	<ul style="list-style-type: none"> McCauley Tournament Field Provincials Laxmas Tournament Family Day Tournament Masters Tournament
Lawn Bowling	<ul style="list-style-type: none"> Summer Games Lawn Bowling Championships, 2018 Para-Lawn Bowling Canadian Championships, 2024

Local Sport Hosting Experience – Since 2015

Among the 35 respondent sports, 22 indicated that they host sport events that attract overnight visitors. Given the widespread closure of facilities during the pandemic, the list of hosted events below is notable.

Sport (n=36)	Events Listing
Roundnet	<ul style="list-style-type: none"> Ontario Provincials, 2021, 2022, 2023, 2024 Roundnet Ontario Tour Circuit, 4-6 events per season since 2018
Rugby	<ul style="list-style-type: none"> East Canada vs West Canada (x2) Toronto Wolfpack Trail Games Canada Ravens National Squad Training Camps (x3) Women’s Rugby League Championships, 2024 Men’s East Canada vs West Canada, 2024
Slo-Pitch	<ul style="list-style-type: none"> National Championships, 2015-2024 Provincial Championships, 2015-2024 Bill Miller Can Am Classic, 2015-2024 Grand Slam Series, 2022-2024

Sport (n=36)	Events Listing
Soccer	<ul style="list-style-type: none"> Annual Errol Fraser JR Memorial Festival
Swimming	<ul style="list-style-type: none"> BC Championship Regional, 2015-2024 Annually Division 2 Championship Regional, 2025 Central Region B Championships, 2015-2024 (covid exception)
Wrestling	<ul style="list-style-type: none"> OFSSA Wrestling Championships Ontario Cadet Juvenile Wrestling Championships Matmen Classic Matmen Spring Classic Canadian U15, U17, U19 Wrestling Championships Canadian Cadet Trials

Local Sport Hosting Experience – Largest Event

The following list highlights the largest sport events hosted by each respondent LSO. Approximately 1/3 of the respondent sports host events larger than 1200 participants.

Sport (n=36)	Largest Event Hosted	Venue	# of Participants	% of Overnight Participants
Archery	<ul style="list-style-type: none"> 2024 Canada Cup East 	<ul style="list-style-type: none"> The Archers of Caledon (Caledon) 	<ul style="list-style-type: none"> 200 	<ul style="list-style-type: none"> 85%
Athletics	<ul style="list-style-type: none"> U14, U16, U20 Provincial Championship and U20-Open Combined Event Provincial Championships 	<ul style="list-style-type: none"> Terry Fox Stadium 	<ul style="list-style-type: none"> 1500 	<ul style="list-style-type: none"> 70%
Baseball	<ul style="list-style-type: none"> Dave Dash Memorial Tournament 	<ul style="list-style-type: none"> Sesquicentennial Park 	<ul style="list-style-type: none"> 575 	<ul style="list-style-type: none"> 20%
Basketball	<ul style="list-style-type: none"> Ontario Cup Championship 	<ul style="list-style-type: none"> Save Max Sports Centre 	<ul style="list-style-type: none"> 800 	<ul style="list-style-type: none"> 50%
Baton	<ul style="list-style-type: none"> Destiny Twirl Competition 	<ul style="list-style-type: none"> Save Max Sports Centre 	<ul style="list-style-type: none"> 100 	<ul style="list-style-type: none"> 40%
Boxing	<ul style="list-style-type: none"> Brampton Cup 	<ul style="list-style-type: none"> Save Max Sports Centre 	<ul style="list-style-type: none"> 750 	<ul style="list-style-type: none"> 25%
Cricket	<ul style="list-style-type: none"> Gt20 	<ul style="list-style-type: none"> Brampton Sports Park 	<ul style="list-style-type: none"> 100 	<ul style="list-style-type: none"> 100%
Field Hockey	<ul style="list-style-type: none"> Brampton Warriors Junior Field Hockey Tournament Brampton Warriors Senior Tournament Junior Pan American Championships 	<ul style="list-style-type: none"> Creditview Sandalwood Park Cassie Campbell Community Centre Tamanawis Park (Surrey, BC) 	<ul style="list-style-type: none"> 600 400 Not reported 	<ul style="list-style-type: none"> 11% 90% Not reported

Local Sport Hosting Experience – Largest Event

The following list highlights the largest sport events hosted by each respondent LSO. Approximately 1/3 of the respondent sports host events larger than 1200 participants.

Sport (n=36)	Largest Event Hosted	Venue	# of Participants	% of Overnight Participants
Football (incl. Flag)	<ul style="list-style-type: none"> Ontario Fall Football League Provincial Championships 	<ul style="list-style-type: none"> Terry Fox Stadium 	<ul style="list-style-type: none"> 600 	<ul style="list-style-type: none"> 20%
Hockey (Ball)	<ul style="list-style-type: none"> OBHF Provincials 	<ul style="list-style-type: none"> All Mississauga arenas 	<ul style="list-style-type: none"> 2500 	<ul style="list-style-type: none"> 95%
Hockey (Ice)	<ul style="list-style-type: none"> Canadettes Easter Tournament 	<ul style="list-style-type: none"> All Brampton arenas - overflow into nearby cities if required 	<ul style="list-style-type: none"> 8000 	<ul style="list-style-type: none"> 60%
Hockey (Para Ice)	<ul style="list-style-type: none"> Cruisers Cup 	<ul style="list-style-type: none"> Susan Fennell Sportsplex 	<ul style="list-style-type: none"> 600 	<ul style="list-style-type: none"> 75%
Horseshoe	<ul style="list-style-type: none"> Canadian National Horseshoe Championship, 	<ul style="list-style-type: none"> CAA Centre 	<ul style="list-style-type: none"> 200 	<ul style="list-style-type: none"> 95%
Lacrosse	<ul style="list-style-type: none"> McCauley Tournament 	<ul style="list-style-type: none"> Century Gardens Recreation Centre, Jim Archdekin Recreation Centre, Terry Miller Recreation Centre, Earnscliffe Recreation Centre, and Chris Gibson Recreation Centre 	<ul style="list-style-type: none"> 1200 	<ul style="list-style-type: none"> 75%

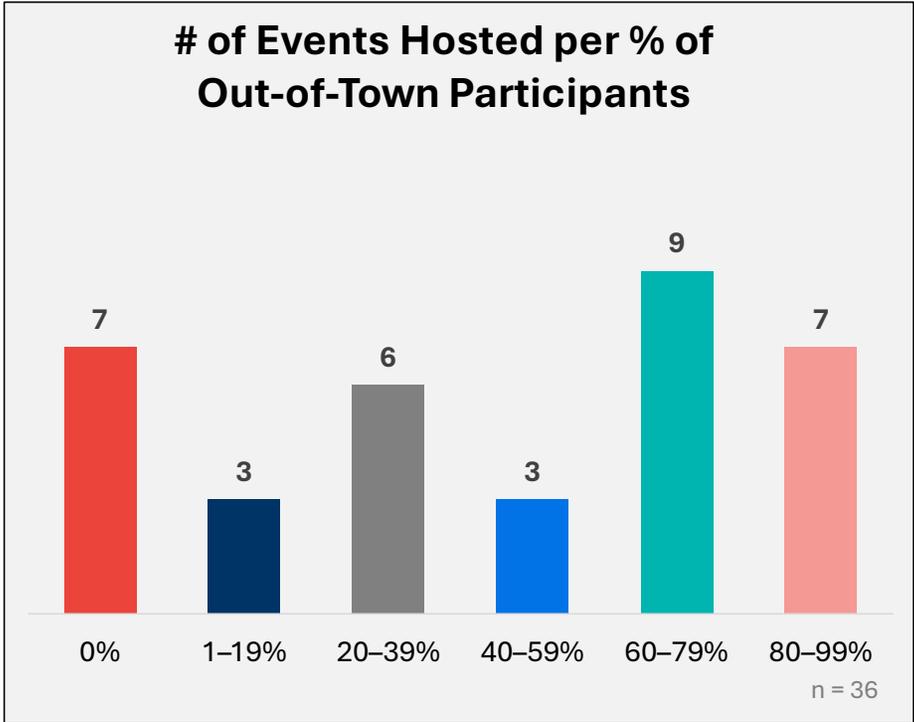
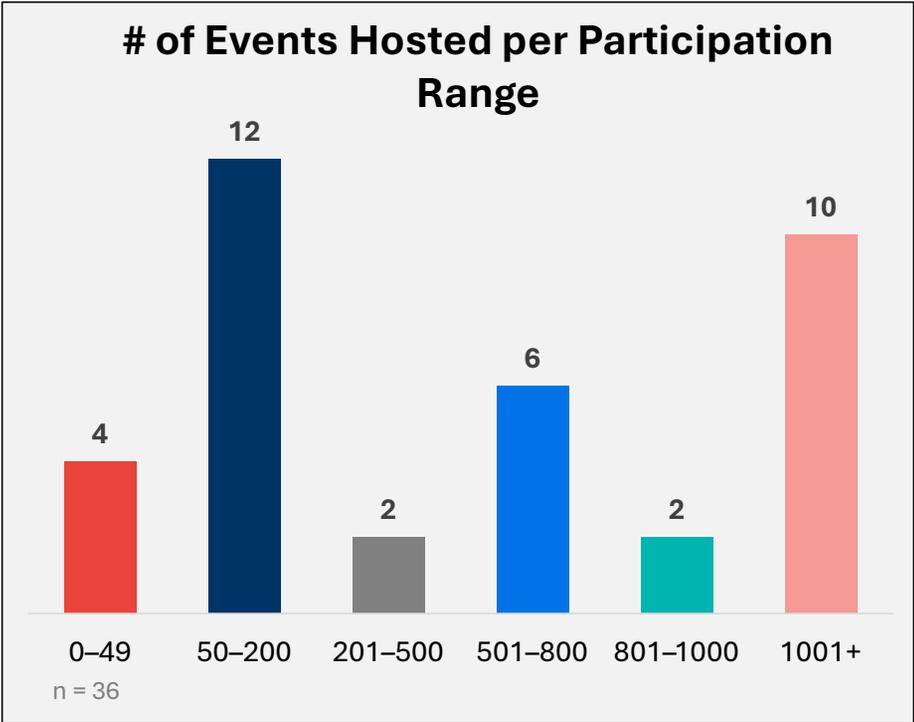
Local Sport Hosting Experience – Largest Event

The following list highlights the largest sport events hosted by each respondent LSO. Approximately 1/3 of the respondent sports host events larger than 1200 participants.

Sport (n=36)	Largest Event Hosted	Venue	# of Participants	% of Overnight Participants
Lawn Bowling	<ul style="list-style-type: none"> 2024 Para-Lawn Bowling Canadian Championships 	<ul style="list-style-type: none"> Flower City Lawn Bowling Centre 	<ul style="list-style-type: none"> 50 	<ul style="list-style-type: none"> 65%
Roundnet	<ul style="list-style-type: none"> Ontario Provincials 2021 	<ul style="list-style-type: none"> Grass or turf soccer fields 	<ul style="list-style-type: none"> 200 	<ul style="list-style-type: none"> 50%
Rugby	<ul style="list-style-type: none"> Canada Rugby League Women’s National Championships 	<ul style="list-style-type: none"> Brampton Rugby Park 	<ul style="list-style-type: none"> 80 	<ul style="list-style-type: none"> 66%
Slo-Pitch	<ul style="list-style-type: none"> 2019 Ontario Co-ed Provincial Championships 	<ul style="list-style-type: none"> Sesquicentennial Park and Brampton Sports Park 	<ul style="list-style-type: none"> 2800 	<ul style="list-style-type: none"> 60%
Soccer	<ul style="list-style-type: none"> Errol Fraser JR Memorial Festival 	<ul style="list-style-type: none"> Save Max Sports Centre 	<ul style="list-style-type: none"> 1930 	<ul style="list-style-type: none"> 5%
Swimming	<ul style="list-style-type: none"> B Championship LC 2024 Central Region Championships 	<ul style="list-style-type: none"> Etobicoke Olympium (Etobicoke) 	<ul style="list-style-type: none"> 1500 1200 	<ul style="list-style-type: none"> 10% 30%
Wrestling	<ul style="list-style-type: none"> Canadian U15, U17, U19 Wrestling Championships, 2024 Independent Wrestling Club Annual Tournament 	<ul style="list-style-type: none"> Paramount Fine Foods Centre (Mississauga) Save Max Sports Centre 	<ul style="list-style-type: none"> 1400 1000 	<ul style="list-style-type: none"> 90% 70%

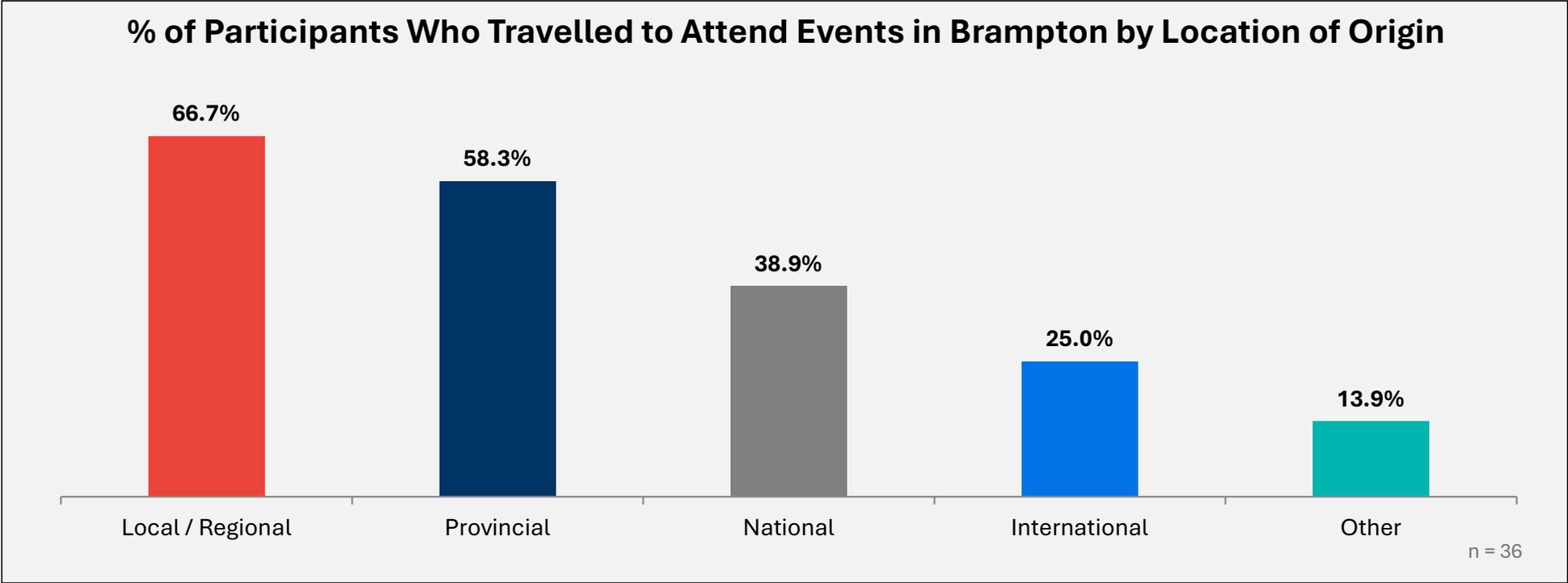
Local Sport Hosting Experience – Largest Event

Half of the largest events hosted by respondents attract 500+ participants. Nearly half of all events draw the majority of their participants (over 60%) from out of town.



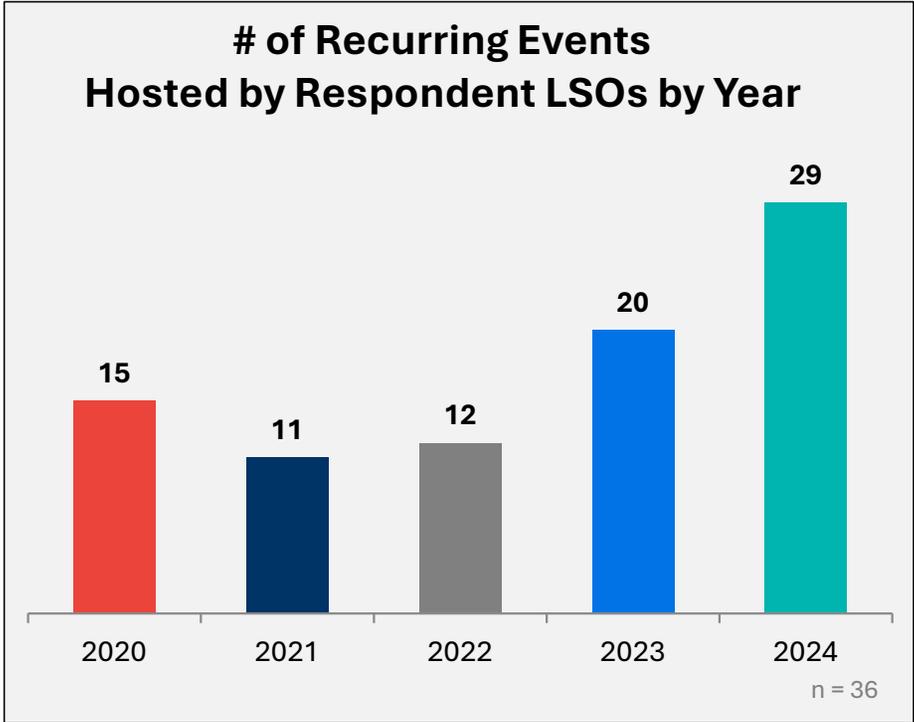
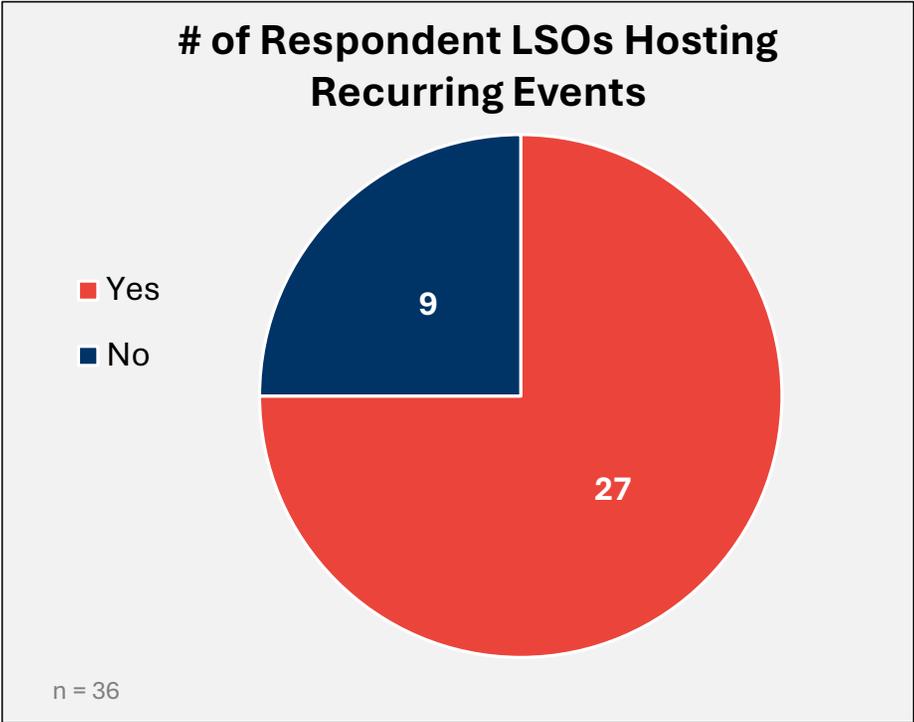
Geographical Draw of Participants

Based on the largest LSO-hosted events identified in the previous questions, more than 1/2 of participants travelled from across Ontario, more than 1/3 from across Canada, and 1/4 from internationally.



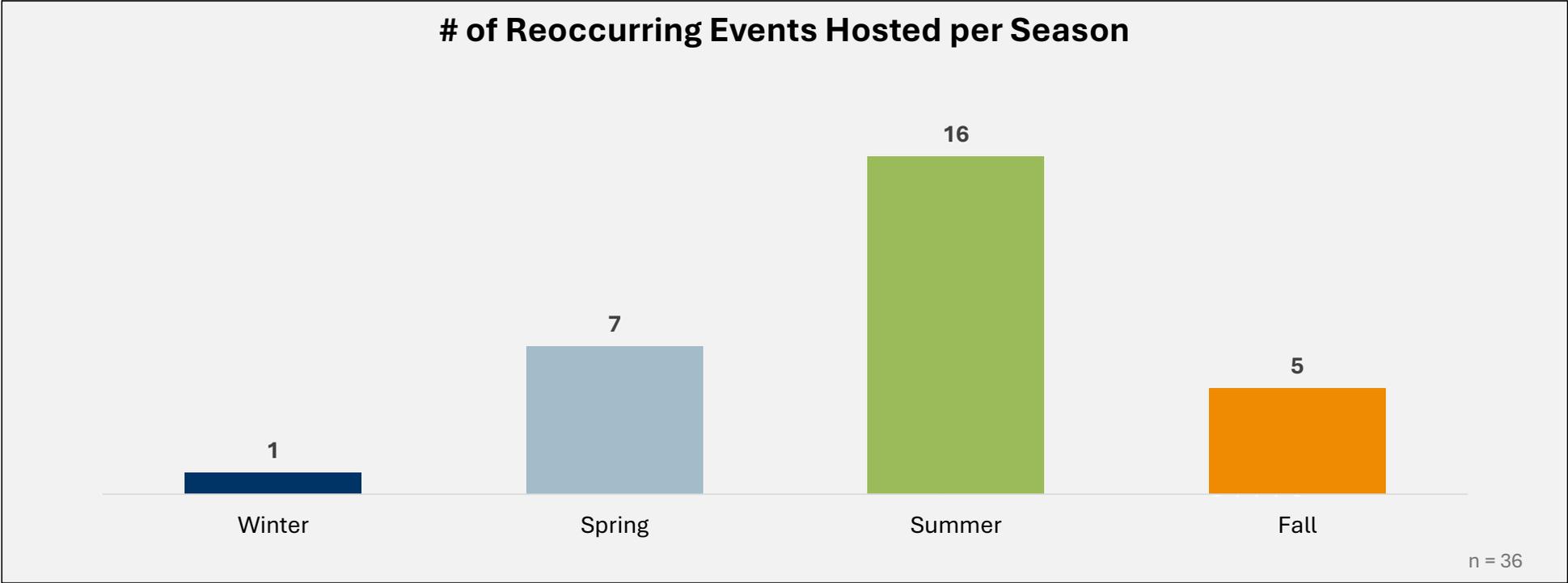
Event Frequency

Seventy-five percent (75%) of respondents stated they host events annually. Sport event hosting has seen a 2.5x increase since 2022, signaling LSOs are looking to host and attract more sport events to Brampton.



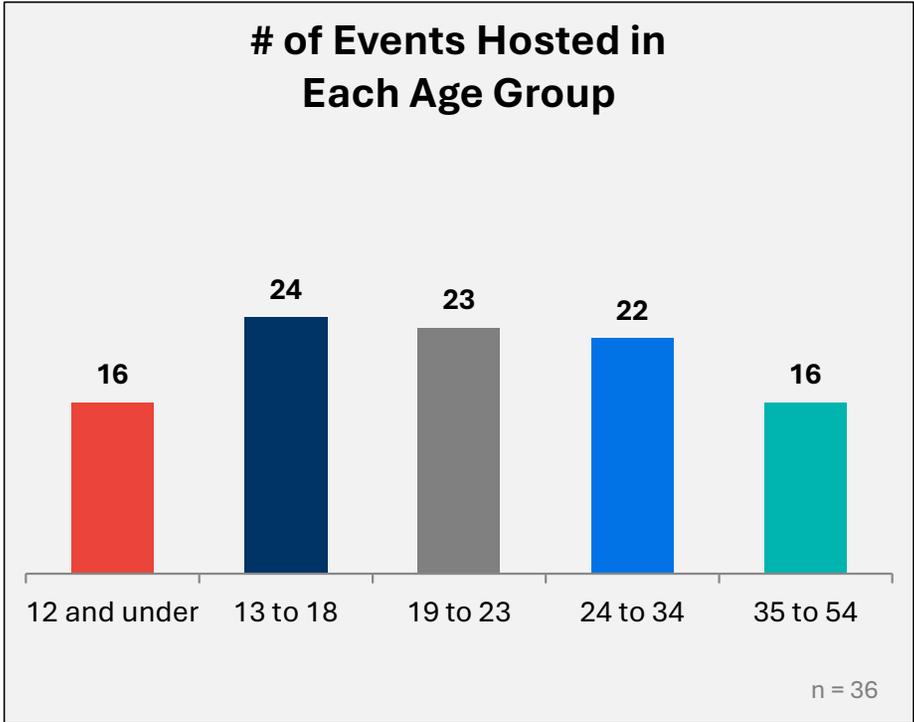
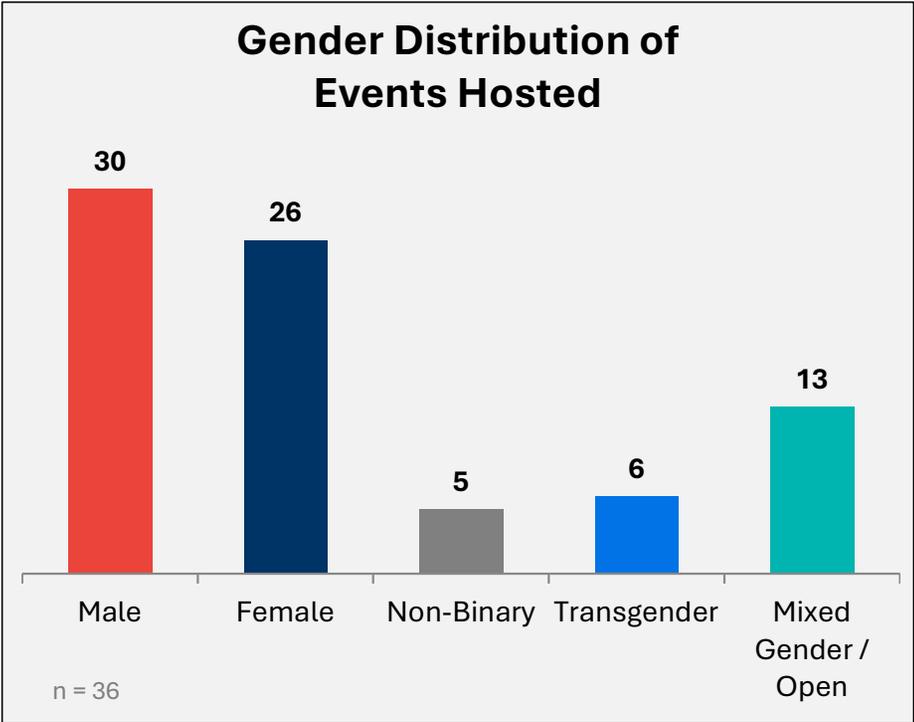
Sport Hosting Seasonality

June to August emerged as the most common season for event hosting among respondents. Fall and Winter are worth exploring to increase year-round sport event hosting. Brampton has capacity to host more events all year.



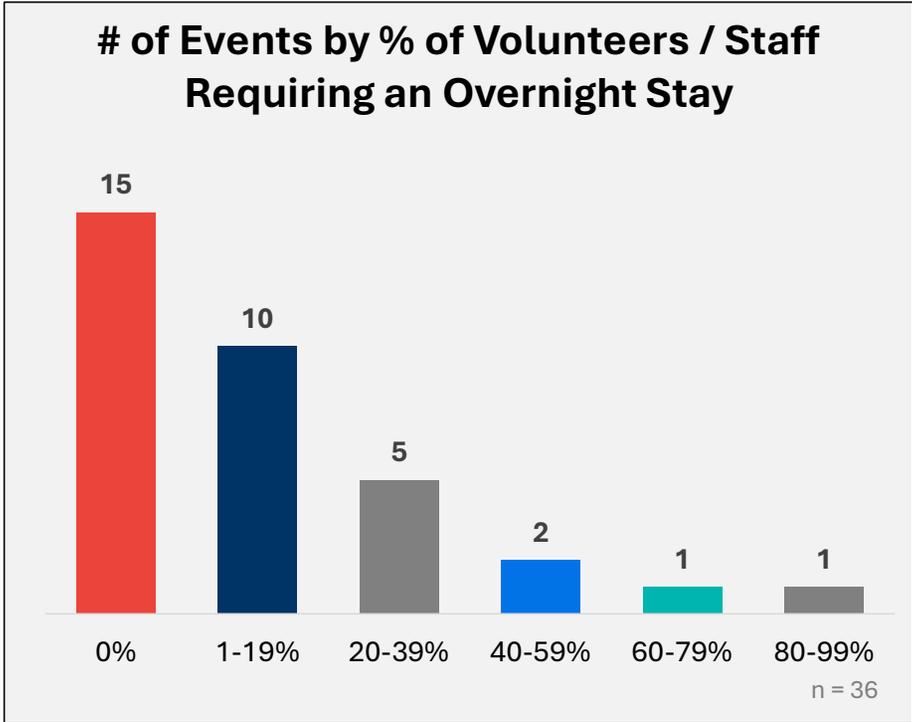
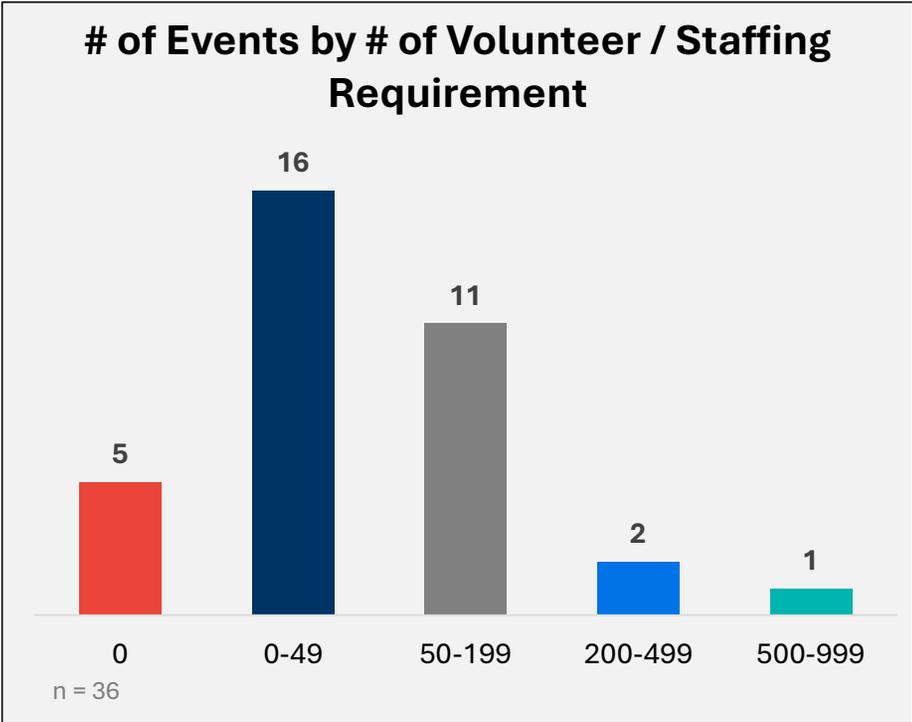
Event Participant Demographics

Of the 80 events hosted by respondents, 30% included non-binary, transgender and mixed-gender / open participants. 1/3 of events hosted by respondents are for youth, aged 18 and under.



Sport Event Hosting – Volunteers / Staff

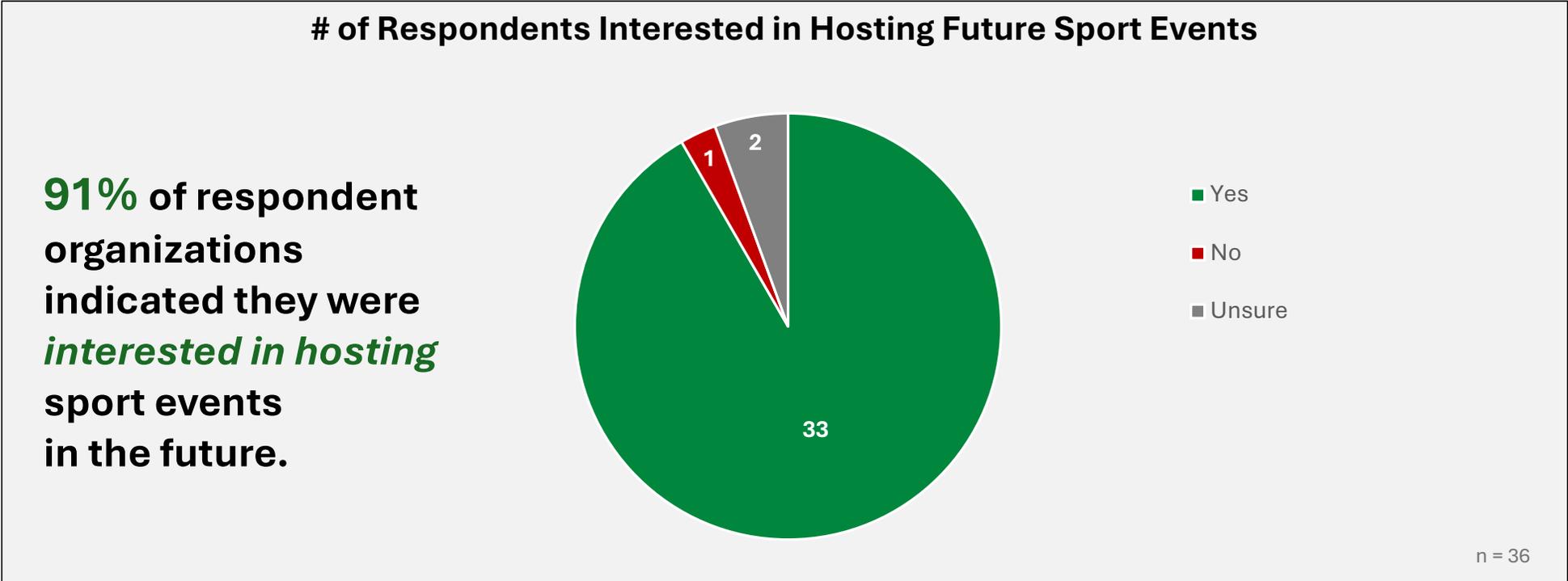
The majority of the largest events cited by respondent LSOs required less than 50 volunteers / staff to delivery. Interestingly, more than half of events had volunteers or staff requiring an overnight stay.



Future LSO Sport Event Hosting

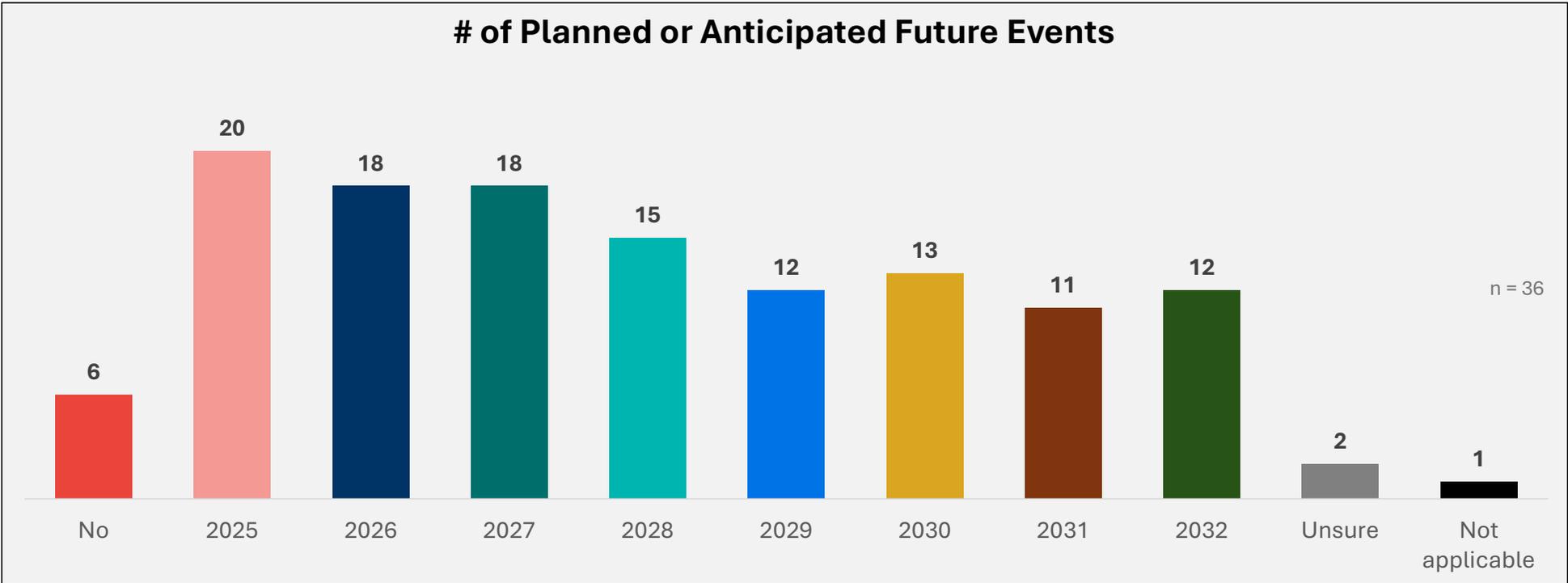
Event Hosting – Opportunities

The majority of respondents are interested in hosting future sport events in Brampton.



Event Hosting – Future Opportunities

More than half of respondents are planning to host sport events in 2025, 2026, and 2027, while one-third have established long-term event delivery goals extending five (5) years or more.



Event Hosting – Event Considerations

When asked what events respondent local sport organizations would like to host, a number of aspirational events were cited, including many Provincial or National level Championships.

Sport	Event(s)
Archery	<ul style="list-style-type: none"> Provincial Target Championships
Athletics	<ul style="list-style-type: none"> Legion Nationals Canadian Nationals
Baseball	<ul style="list-style-type: none"> U15, U18, U22 or Senior Men's National Championship
Basketball	<ul style="list-style-type: none"> U13 Girl's Ontario Cup
Baton	<ul style="list-style-type: none"> Local Club Competition
Boxing	<ul style="list-style-type: none"> Brampton Cup
Cricket	<ul style="list-style-type: none"> Gt20

Sport	Event(s)
Curling	<ul style="list-style-type: none"> National Police Curling Championships National Post Office Curling Championships National Firefighters Championships
Field Hockey	<ul style="list-style-type: none"> Indoor field hockey leagues / tournaments
Football	<ul style="list-style-type: none"> Football Championship Weekend Spring Football Provincial Championships Fall Football Provincial Championships
Golf	<ul style="list-style-type: none"> NextGen Ontario Championship
Hockey (ball)	<ul style="list-style-type: none"> Provincials
Hockey (ice)	<ul style="list-style-type: none"> Annual Events for Easter 2Nations University Show Case

Event Hosting – Event Considerations

When asked what events respondent local sport organizations would like to host, a number of aspirational events were cited, including many Provincial or National level Championships.

Sport	Event(s)
Hockey (Para ice)	<ul style="list-style-type: none"> Provincial Championships
Horseshoe	<ul style="list-style-type: none"> Canadian National Horseshoe Championships Provincial Tournaments
Lacrosse	<ul style="list-style-type: none"> Regional Qualifier Provincial Championships
Lawn Bowling	<ul style="list-style-type: none"> Para-Lawn Bowling Canadian Championships
Roundnet	<ul style="list-style-type: none"> Ontario Provincial Championships Canadian National Championships

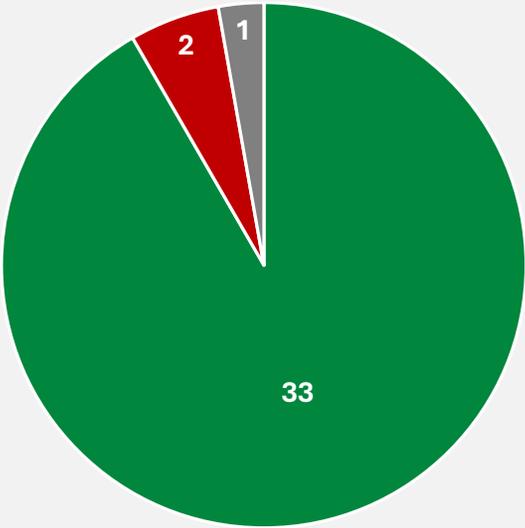
Sport	Event(s)
Rugby	<ul style="list-style-type: none"> Ontario Rugby League Finals East Canada Men vs West Canada Men
Slo-Pitch	<ul style="list-style-type: none"> National and Provincial Championships
Soccer	<ul style="list-style-type: none"> U13 Girls Ontario Cup Annual Errol Fraser JR Memorial Festival
Swimming	<ul style="list-style-type: none"> Provincial Championships (facility limitations)
Wrestling	<ul style="list-style-type: none"> Expand current Annual Tournament Matmen Classic Ontario Championships National Championships

Event Hosting – Aspirations

Brampton’s LSOs have high aspirations for event hosting, with more than 90% open to hosting a Provincial, National or International event.

of Respondents Open to Hosting a Provincial, National or International Event

91% of respondent organizations are specifically interested in hosting Provincial, National, or International events in the future.

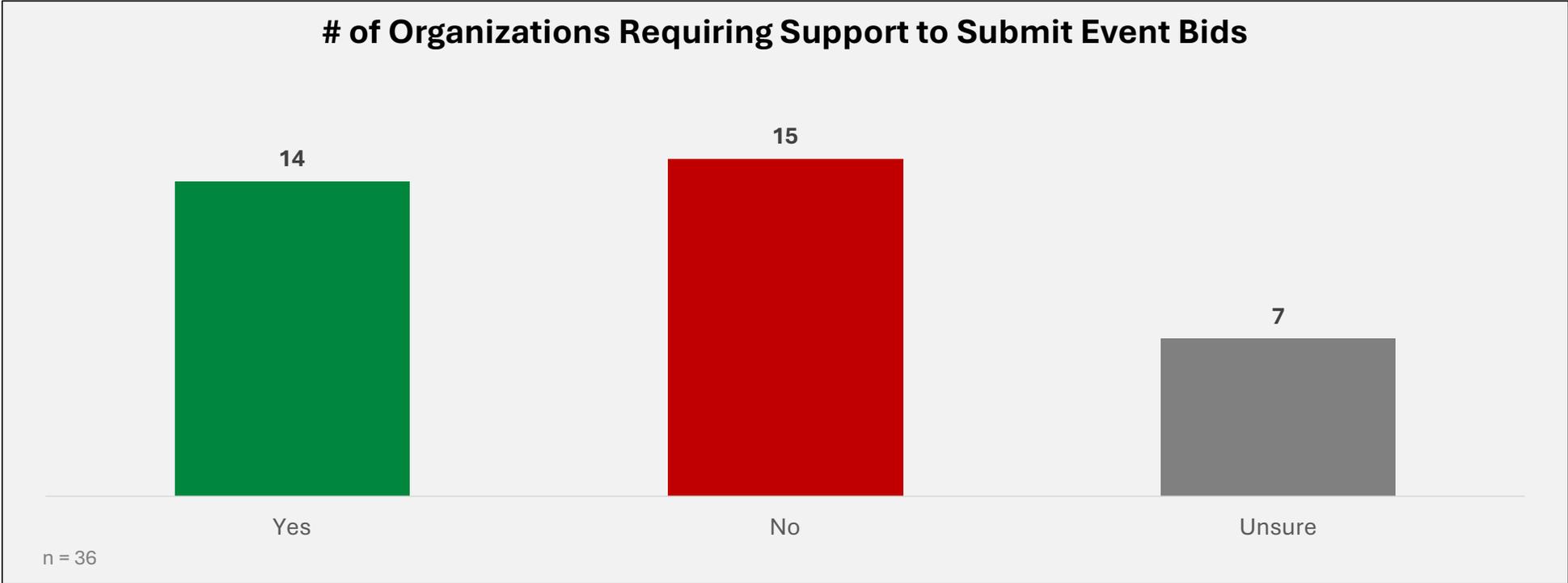


- Yes
- No
- Unsure

n = 36

Event Hosting – Bids

Respondent LSOs currently bidding for events, as well as those considering bids in the future expressed a need for support from the City in preparing and submitting event bids.



Event Hosting – Bids

Respondent LSOs currently bidding for events, as well as those considering bids in the future expressed a need for support from the City in preparing and submitting event bids.



Event Hosting – Barriers

When asked about perceived barriers to hosting, LSOs cited the need for better funding and grants, as well as facility availability and event scheduling/timing.



Facility Upgrades Required for “Next Level” Sport Hosting

Facility Upgrades and Maintenance – Safety

When asked what respondent sports required relative to facility upgrades across Brampton specifically to enhance safety, examples were given that include minor equipment upgrades through notable upgrades for capital investments.

Sport	Venue Safety Upgrades
Archery	<ul style="list-style-type: none"> Bleachers for spectator management Barriers behind the compound shooting area Relocation of the DoS Shed Expanded parking area
Athletics	<ul style="list-style-type: none"> Track surface needs improvement Throwing area needs improvement
Badminton	<ul style="list-style-type: none"> Better gyms
Baseball	<ul style="list-style-type: none"> Fenced in bull pen areas
Field Hockey	<ul style="list-style-type: none"> High nets for spectator protection Field maintenance and upkeep Potential field resurfacing

Sport	Venue Safety Upgrades
Football	<ul style="list-style-type: none"> Any facility other than Terry Fox, need more bleachers with higher viewing points, access to changerooms and bathrooms New turf
Hockey (Para Ice)	<ul style="list-style-type: none"> Accessibility
Lacrosse	<ul style="list-style-type: none"> Improved heating and lighting
Lawn Bowling	<ul style="list-style-type: none"> Carpeted surface needs replacement
Roundnet	<ul style="list-style-type: none"> Grant / Funding for on-site athletic therapist

Facility Upgrades and Maintenance – Safety

When asked what respondent sports required relative to facility upgrades across Brampton specifically to enhance safety, examples were given that include minor equipment upgrades through notable upgrades for capital investments.

Sport	Venue Safety Upgrades
Soccer	<ul style="list-style-type: none"> • Enhanced field lighting • Improved field maintenance • Regular upkeep of turf and grass surfaces • Secure fencing and controlled access • Emergency access routes and signage • Clearly marked areas for first responders and better directional signage • Functional change rooms and washrooms • Clean, safe, and accessible facilities for all participants • Fencing, more City staff on site

Sport	Venue Safety Upgrades
Swimming	<ul style="list-style-type: none"> • Facility lacks modern technology, size of pool, and capacity to host competitions • Build aquatic facilities consistent with FINA standards for national and international competition
Ultimate Frisbee	<ul style="list-style-type: none"> • Some fields have poles in the ground that need to be filled / covered before our event

Facility Upgrades and Maintenance – Priorities by Sport

When asked what respondent sports would prioritize relative to facility upgrades across Brampton, several sports cited electrical or audio/visual upgrades, as well as spectator seating.

Sport	Priority Venue Upgrades
Archery	<ul style="list-style-type: none"> Expand the outdoor shed storage capacity for target butt storage
Athletics	<ul style="list-style-type: none"> 100m straight, track surface, additional shot circle and high jump area Track surface / throwing areas
Badminton	<ul style="list-style-type: none"> Gym with good floor and lighting
Baseball	<ul style="list-style-type: none"> Maintaining grass and fencing
Curling	<ul style="list-style-type: none"> Improved curling stones
Field Hockey	<ul style="list-style-type: none"> Staging, sitting, water supply, portables Video Tower added to current field Easier access to power Covered seating Covered team bench areas Secondary field Outdoor clubhouse

Sport	Priority Venue Upgrades
Football	<ul style="list-style-type: none"> Raised bleachers, bathrooms and changerooms Improved Press box
Golf	<ul style="list-style-type: none"> Increasing yardage of golf courses is the biggest upgrade / requirement for hosting
Hockey (ice)	<ul style="list-style-type: none"> Improved changerooms, more equitable by gender Need tuck shops to support skate sharpening
Hockey (Para ice)	<ul style="list-style-type: none"> Accessibility
Horseshoe	<ul style="list-style-type: none"> Storage shelter improvements
Lacrosse	<ul style="list-style-type: none"> Lighting HVAC

Facility Upgrades and Maintenance – Priorities by Sport

When asked what respondent sports would prioritize relative to facility upgrades across Brampton, several sports cited electrical or audio/visual upgrades, as well as spectator seating.

Sport	Priority Venue Upgrades
Lawn Bowling	<ul style="list-style-type: none"> The Clubhouse facility is very good - however we need a large screen TV to host meetings (i.e. to project our meetings and event information) - right now everything is paper
Roundnet	<ul style="list-style-type: none"> Field markings for our sport
Soccer	<ul style="list-style-type: none"> More indoor turf facilities to support year-round training and competition Additional small-sided (5v5) fields to meet the growing demand for technical development and youth programming Improved field lighting for evening use and extended scheduling flexibility Updated amenities like change rooms, washrooms, and sheltered areas Enhanced field maintenance Better lining at Save Max More irrigated fields

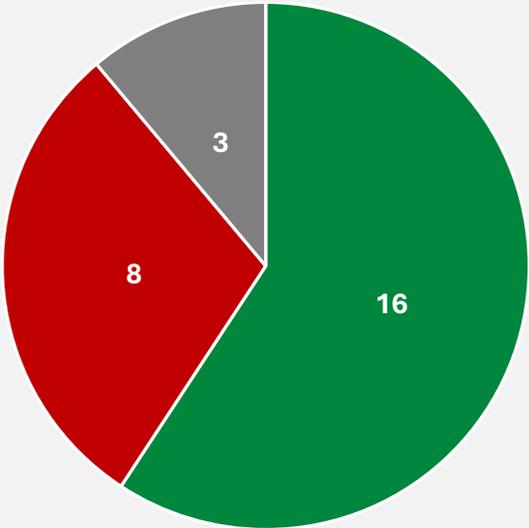
Sport	Priority Venue Upgrades
Swimming	<ul style="list-style-type: none"> Our club is focused on new facilities that can accommodate competitive swim training and events. Retrofitting our current facility can also be a valuable option. The pool would need to be extended so we could accommodate electronic timing and our capacity in terms of spectators and swimmers would need to be increased as well.
Ultimate Frisbee	<ul style="list-style-type: none"> Better port-o-let company Media stand

Pathways to Elevating Sport Tourism

More than 60% of respondent sport organizations have communicated their desired venue upgrades to the venue owner. It is unclear what the response of the venue owners have been.

of Respondents that Have Asked for Venue Upgrades

62% of respondent organizations have communicated *priority upgrades and safety upgrades* to the respective venue owners.



- Yes
- No
- Unsure

n = 27

Pathways to Elevating Sport Tourism

When asked what respondent sports would need to host the “next level of competition”, very specific upgrades were requested to meet technical sport specifications (e.g., improved amenities, increased number or improvement of playing surfaces, etc.)

Sport	Priority Venue Upgrades
Archery	<ul style="list-style-type: none"> Installation of WiFi and internet along the ranges and courses
Athletics	<ul style="list-style-type: none"> 100-meter reverse straight Additional shot circle and high jump area Warm up area for athletes, spectator seatings Mat storage
Badminton	<ul style="list-style-type: none"> Stadium
Baseball	<ul style="list-style-type: none"> Upgrade for dugouts and fields Facilities to house video equipment
Field Hockey	<ul style="list-style-type: none"> Staging Bleachers Portables Water supply Video tower added to current field Secondary field with covered seating Outdoor clubhouse with washrooms, changerooms and offices

Sport	Priority Venue Upgrades
Football	<ul style="list-style-type: none"> Change rooms Improved stands Press box
Golf	<ul style="list-style-type: none"> More surrounding infrastructure to support large traffic flows
Hockey (ice)	<ul style="list-style-type: none"> Better dressing rooms and space allocated to teams when not playing
Hockey (Para ice)	<ul style="list-style-type: none"> Accessibility
Horseshoe	<ul style="list-style-type: none"> Rental of a hockey arena
Lacrosse	<ul style="list-style-type: none"> Multiple 2-pad facilities, or 4 or 5-pads to run a regional and want to stay within 2 venues
Lawn Bowling	<ul style="list-style-type: none"> Playing surface upgrades Large screen TV to project the event

Pathways to Elevating Sport Tourism

When asked what respondent sports would need to host the “next level of competition”, very specific upgrades were requested to meet technical sport specifications (e.g., improved amenities, increased number or improvement of playing surfaces, etc.)

Sport	Priority Venue Upgrades
Soccer	<ul style="list-style-type: none"> • Stadium-style seating or bleachers to accommodate OPDL and League1 spectator expectations • Designated change rooms for home, away, and match officials that meet Ontario Soccer / League1 Canada requirements • High-quality field lighting suitable for evening matches and livestream broadcasts • On-site press / media accommodations including elevated filming areas and reliable Wi-Fi • Electronic scoreboard and functional PA system • Dedicated warm-up areas adjacent to main fields to meet League1 and OPDL pre-match protocols • Improved parking capacity and signage • Access to availability

Sport	Priority Venue Upgrades
Roundnet	<ul style="list-style-type: none"> • Venues are great - need partnership mostly!
Swimming	<ul style="list-style-type: none"> • 50-meter pool
Ultimate Frisbee	<ul style="list-style-type: none"> • Permanent media booth / stand by the turf field
Wrestling	<ul style="list-style-type: none"> • Floor space, meeting rooms and spectator seating

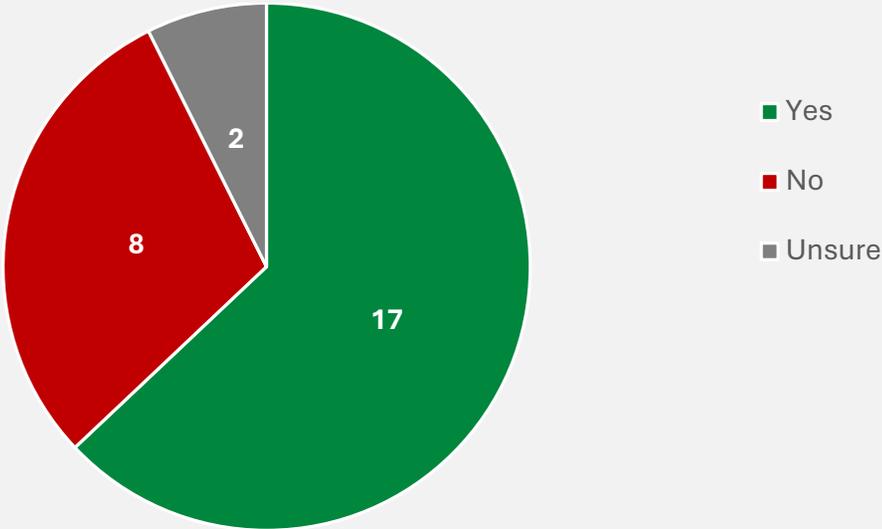
Sport Event Hosting Ecosystem and Support Mechanisms

Understanding the Sport Hosting Ecosystem

More than 1/3 (37%) of respondent organizations have never applied for event hosting grants or were unsure if they had applied. This demonstrates room for improved support and capacity building, whether funding or simply resources to point people towards funding.

of Respondents who have Applied for Event Hosting Grants

The majority of respondent organizations (63%) have *applied for grants or funding opportunities.*



n = 27

Understanding the Sport Hosting Ecosystem

In addition to the need to build more contracts with local accommodations providers, respondent sport organizations also highlighted additional services accommodations providers could offer to better meet the needs of sport event organizers.

Accommodation Providers with which LSOs have Agreements

Courtyard by Marriott Toronto Brampton

Fairfield Inn & Suites by Marriott Toronto Brampton

Hilton Garden Inn Toronto / Brampton

Hyatt Place Toronto / Brampton

Quality Inn & Suites Brampton

Additional Services Appealing to LSOs

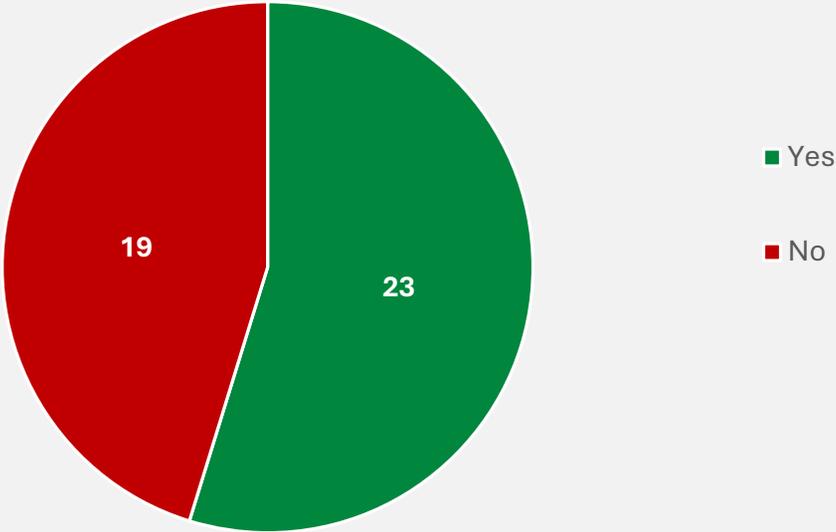
1. Shuttle service
2. Four (4) person occupancy rooms
3. Banquet space for tournament dinner
4. Dietary accommodations and special meals

Understanding the Sport Hosting Ecosystem

Among respondents who have not successfully secured sponsors, common barriers include limited organizational capacity and uncertainty about how to effectively approach potential sponsors.

of Respondents with Sponsors

Nearly half (45%) of respondents do not have sponsors, placing added financial strain and reliance on other revenue sources.



n = 42

Sport Hosting + Access and Inclusion

Ensuring Access and Inclusion in Sport Hosting

Respondent sport organizations are evenly split (51%:49%) in terms of their engagement in para sport. When asked what their barriers were to advancing para sport, their responses were varied, citing everything from facility accessibility to lack of knowledge about para sport.

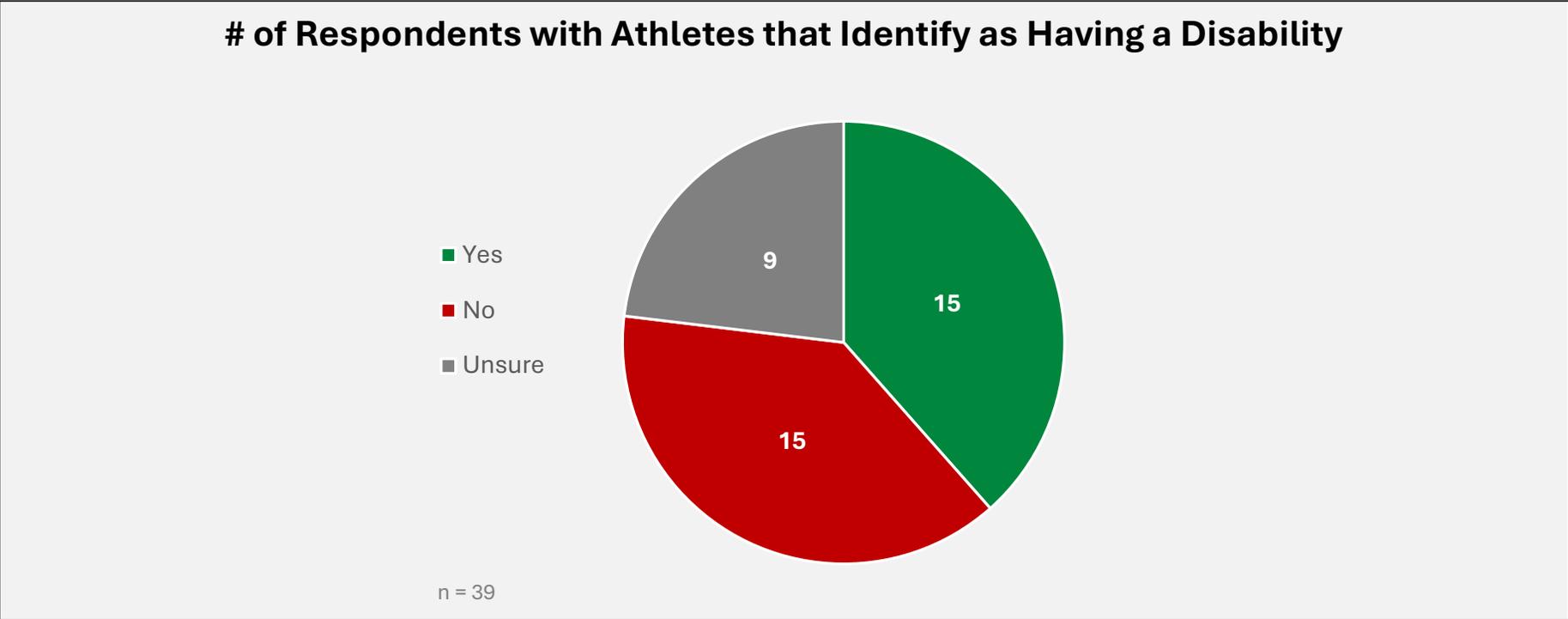
**Out of 37 respondents,
49% offer adaptive
programming for persons
with disabilities.**

Barriers to Advancing Para Sport

- Lack of accessible facilities and space
- Lack of coaching or staff experience, knowledge or education
- Lack of funding and resources
- Sport-specific barriers
- Limited knowledge of possible adaptations
- Perceived lack of para sport participant base and awareness of opportunities
- Lack of accessible transit options and issues with shuttling guests to locations

Ensuring Access and Inclusion in Sport Hosting

Approximately 38% of respondent organizations have athletes that identify as having a disability.



Ensuring Access and Inclusion in Sport Hosting

Direct quotes from respondent sport organization highlight facilities, knowledge, and funding as the key barriers hindering the advancement of access and inclusion in sport hosting. Engagement in sport hosting also refers to athletes, coaches, officials, volunteers and spectators, which means engaging in sport events is not accessible to everyone.

“More knowledge.”

“Not enough capital to carry out necessary upgrades.”

“Not enough funding lack of a permanent facility.”

“Unclear as to how we would proceed with our primary objective, serving our revenue supporters, our students.”

“Currently the golf courses have lots of movement and topographical features that limit our ability to open up the facility to new clubs.”

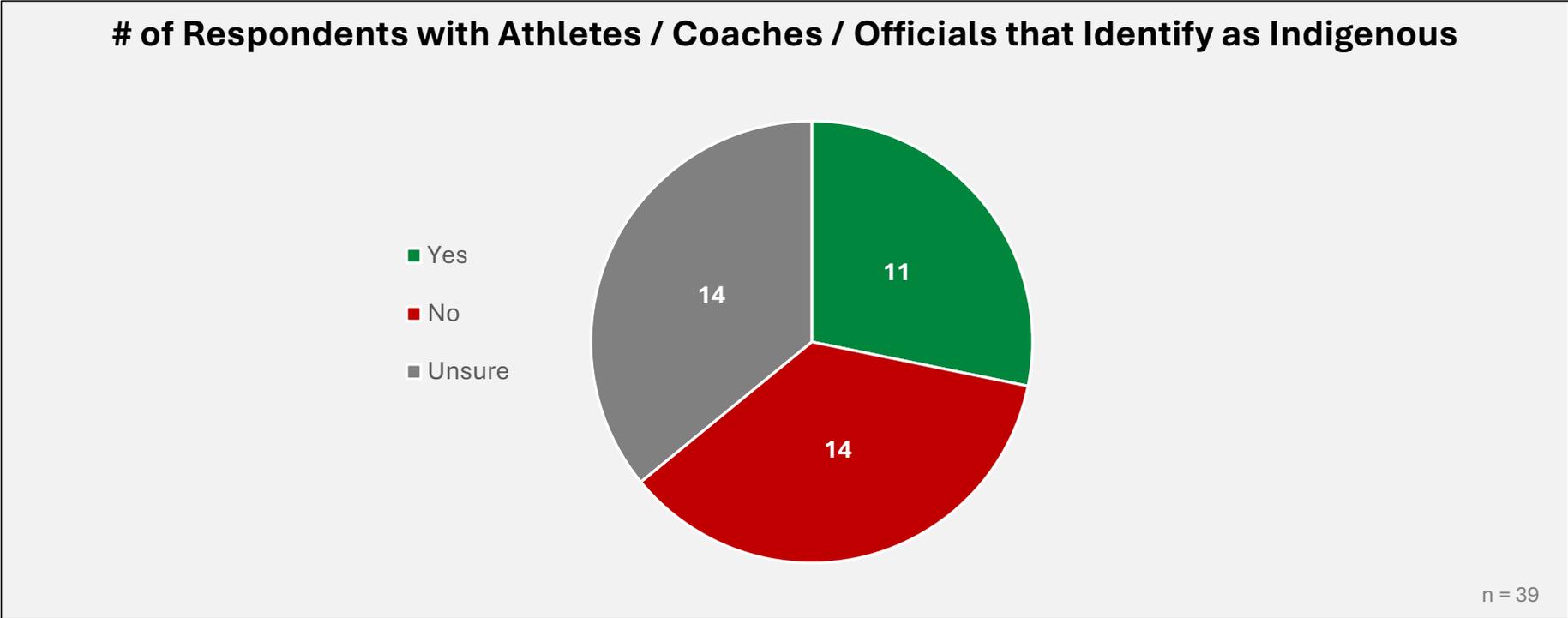
“Cost and lack of funding.”

“Funds.”

“Lots of challenges in how we set up the golf course to ensure that no player is at a perceived advantage, based on their physical challenges.”

Ensuring Access and Inclusion in Sport Hosting

Approximately 28% of respondent organizations reported having athletes, coaches, or officials who identify as Indigenous. More than 1/3 (~36%) are unsure.



Ensuring Access and Inclusion in Sport Hosting

35% of respondents provide adaptive programming for persons with disabilities and equity-deserving groups.

Sport	Adaptive Programming
Archery	<ul style="list-style-type: none"> Adaptive equipment for vision-impaired Archers, wheelchair Archers Provide group Archery events for communities like Scouts, Girl guides, Middle school classes, Religious groups, Indigenous youth etc.
Athletics	<ul style="list-style-type: none"> Identify our athletes by following World Para, specialized training plans + trained coaches Wheelchair races / seated throws
Badminton	<ul style="list-style-type: none"> Wheelchair curlers can access the ice Quietly offer youth curlers a reduced rate if needed
Basketball	<ul style="list-style-type: none"> Offer court time and have accessible programs / seating Group experience programs
Baton	<ul style="list-style-type: none"> Slightly modified programs

Sport	Adaptive Programming
Field Hockey	<ul style="list-style-type: none"> None at the moment, but we were looking into walking hockey
Football	<ul style="list-style-type: none"> All programs offered to equity-deserving or marginalized groups - that is our core audience
Golf	<ul style="list-style-type: none"> All Abilities Championship RBC Community Junior Golf, First Tee - Canada, She Plays Golf
Hockey (ice)	<ul style="list-style-type: none"> We will make accommodations for anyone wishing to play. This will mostly be focused on ensuring referees and those requiring knowledge to be aware. Use the proceeds from tournaments to help offset costs to allow everyone to participate. Encourage the use of Jump Start and other programs to get funding, in some instances, we will absorb all costs

Ensuring Access and Inclusion in Sport Hosting

Nearly half (~48%) of the sports that participated in the survey highlighted programming specifically for equity-deserving or marginalized groups, including persons with disabilities.

Sport	Adaptive Programming
Hockey (Para ice)	<ul style="list-style-type: none"> • Para ice hockey, basketball, boccia, track and field • All programming is for disabled athletes
Karate	<ul style="list-style-type: none"> • Run adaptive classes for students on the ASD spectrum • Run classes with Brampton Caledon Community Living
Lacrosse	<ul style="list-style-type: none"> • Currently looking at an initiative Lacrosse Barriers
Lawn Bowling	<ul style="list-style-type: none"> • Visually impaired and persons with disabilities as members
Roundnet	<ul style="list-style-type: none"> • ALL participants are welcome - we have had players with disabilities in the past

Sport	Adaptive Programming
Soccer	<ul style="list-style-type: none"> • All Abilities Program • FREE try it day • Subsidized programming All-girls soccer programs • Youth leadership and mentorship initiatives • Culturally inclusive outreach through school partnerships and community events • Flexible volunteer opportunities
Swimming	<ul style="list-style-type: none"> • Support multiple Para swimmers • Club has had blind swimmer, that attended Tokyo 2021 Olympics • Dedicated lanes for training and racing • Provide support assistants that are on deck to support the para swimmer
Wrestling	<ul style="list-style-type: none"> • They may participate in wrestling events with modified rules • Summer employment

Additional Findings from Brampton Sport Influencers

Influencer Perspective – Brampton’s Hosting Strengths

Respondents highlighted Brampton’s key advantages as the quality of sport facilities, strategic location, cultural diversity, along with strong community and supportive city staff.

Themes	Brampton’s Hosting Strengths
Facilities and Infrastructure	<ul style="list-style-type: none"> • Excellent sport venues • Demonstrated ability to accommodate large crowds and manage logistics effectively
Cultural Diversity	<ul style="list-style-type: none"> • Brampton's multicultural and inclusive environment
Location and Amenities	<ul style="list-style-type: none"> • Proximity to the Toronto Pearson International Airport • Ease of access to major highways • Central provincial location and within the Greater Toronto Area (GTA) • Access to hotels, restaurants, and entertainment
Youth Sport Development	<ul style="list-style-type: none"> • Youth sport development pipeline that nurture emerging talent for regional and national teams • Structured leagues and coaching programs
Dedicated Personnel and Volunteerism	<ul style="list-style-type: none"> • Excellent city staff • Supportive Council • Plentiful volunteer base • Mayor and Council dedication to placemaking and quality of life

Influencer Perspective – Opportunities for Improvement

Respondents highlighted key opportunities to strengthen Brampton’s sport tourism, with a focus on facility investment, strategic partnerships, and enhanced visitor experience.

Themes	Greatest Opportunities for Improvement
Facility Expansion and Infrastructure	<ul style="list-style-type: none"> • Indoor facility development that could help multi sports and growing sports in Brampton • More facilities and infrastructure needed • Use hubs for events to reduce traffic congestion • Invest in infrastructure that meets international competition standards • Increase the number of participatory events • Streamline parks and recreation to support high performance
Support Systems and Partnerships	<ul style="list-style-type: none"> • Create sustainable funding models • Increase corporate sponsorships • Strengthen partnerships to attract elite-level competitions • Reduce red tape when delivering events • Enhance fan engagement and media coverage • Augment live streaming and promotion of local leagues
Visitor Services and Amenities	<ul style="list-style-type: none"> • Improve transportation and accommodation options for visiting teams and spectators • Encourage reasonably priced hotels and restaurants help host guests

Influencer Perspective – Brampton’s Hosting Landscape

When ranking sport tourism benefits, respondents identified quality of life as the highest priority, followed by sport development and community pride, while identifying additional benefits.

Themes	Additional Benefits Mentioned
<p>Social and Cultural Benefits</p>	<ul style="list-style-type: none"> • Hosting international and national sport events allows for cultural exchange • Fosters connections between residents and visitors • Strengthens Brampton’s identity as an inclusive and diverse community • Large-scale events drive improvements to transportation, sports facilities, and public spaces • Infrastructure upgrades benefit residents beyond just the events • Events create volunteer roles, especially for youth • Builds skills in event management, hospitality, and sports admin that may lead to careers
<p>Global Recognition</p>	<ul style="list-style-type: none"> • Successful events enhance Brampton’s global recognition • Boosts its appeal for future investment, tourism, and international collaboration in sport and business
<p>Economic Impact and Sport Legacy</p>	<ul style="list-style-type: none"> • Attracts sponsors and business investment • Supports year-round tourism • Builds a lasting reputation for sport excellence

Influencer Perspectives – Brampton’s Hosting Landscape

Respondents identified infrastructure as a key barrier and hinderance to sport tourism growth, alongside challenges in promotion, community engagement, funding, and governance.

Themes	Greatest Challenges and Barriers
Infrastructure Limitations	<ul style="list-style-type: none"> • Lack of world-class sports facilities, particularly an international-standard cricket stadium • Current sport facilities must be improved in both number and quality • Insufficient infrastructure to meet the expectations of elite athletes and global sport standards • Inadequate parking and on-ground logistics for large events • Limited transportation around the city
Visibility and Community Engagement	<ul style="list-style-type: none"> • Lack of media coverage and event promotion • Limited exposure for local sports initiatives • Low community commitment to sport tourism efforts • Overemphasis on adult sports at the expense of youth participation
Financial and Leadership Barriers	<ul style="list-style-type: none"> • Funding constraints and low corporate sponsorship • Limited financial support for high-profile tournaments • Politics and power imbalances acting as barriers rather than facilitators • Lack of local expertise and global-level knowledge

Influencer Perspectives – Sport Hosting Key Partners

Influencers ranked the Mayor and Council as the most supportive of sport tourism, while school boards and neighbourhood associations were seen as needing greater involvement.

Most Supportive:

1. Mayor and Council
2. City of Brampton - Venues / Front Line / Parks Staff
3. Local Community / Brampton Residents
4. City of Brampton - Planning/Events/ Tourism
5. Local Sport Organizations (LSOs)
6. Sport Venues

Room for Improvement:

1. Francophone School Board
2. Neighbourhood Associations
3. Local Transportation Providers
4. Dufferin / Peel Catholic School Board
5. Peel District School Board
6. Local Healthcare Providers / Health Partners

Influencer Perspectives – Cricket as a Sports Tourism Driver

Cricket emerged as a key sport tourism driver, highlighting Brampton’s growing sport hosting capabilities and its opportunity to become a high-profile international hub for cricket.

Themes	Sports Tourism Opportunities Leveraging Cricket
Cultural Strength and Demand	<ul style="list-style-type: none"> Brampton’s large South Asian and Caribbean population fuels a deep-rooted passion for cricket. This grassroots energy, coupled with a dedicated fan base, makes cricket the city’s most promising sport tourism driver.
Hosting and Infrastructure	<ul style="list-style-type: none"> Brampton has hosted international events like Global T20 Canada and offers quality facilities (e.g., floodlights, pro-level grounds), but lacks an international-standard stadium—limiting its ability to host elite tournaments.
BCL’s Innovation and Leadership	<ul style="list-style-type: none"> The Brampton Cricket League (BCL) has led nationally with amateur-level innovations such as live scoring and DRS, elevating the city’s cricket profile and demonstrating leadership in sport development. Improved media coverage, digital promotion, and elite event hosting can boost Brampton’s recognition as a North American cricket hub.
Youth and Development Pathways	<ul style="list-style-type: none"> Structured coaching programs and the potential for year-round indoor training position Brampton to develop future cricket talent and strengthen its sport pipeline.
Partnerships and Investment	<ul style="list-style-type: none"> Continued growth depends on forging partnerships with cricket governing bodies and securing sustainable sponsorship to fund infrastructure, events, and local leagues.
Economic and Tourism Impact	<ul style="list-style-type: none"> High-profile cricket events have the potential to drive substantial economic returns through visitor spending, sponsorships, and tourism—reinforcing cricket as a strategic growth area.

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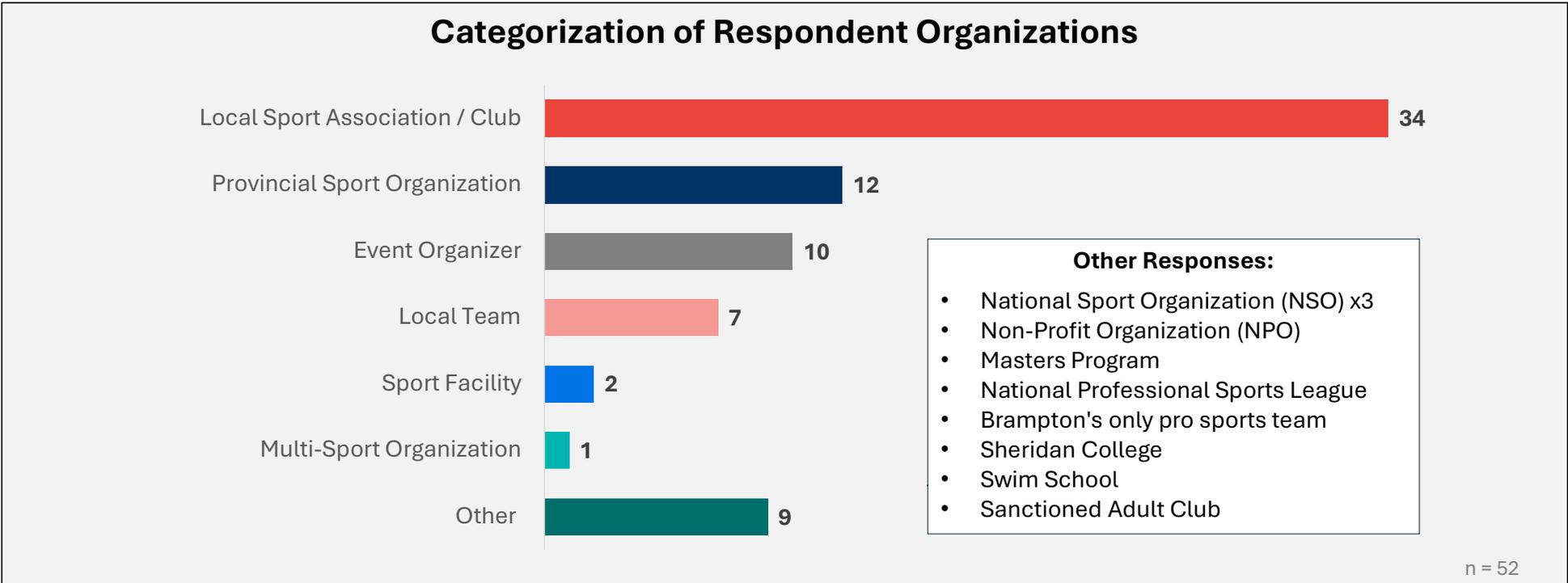
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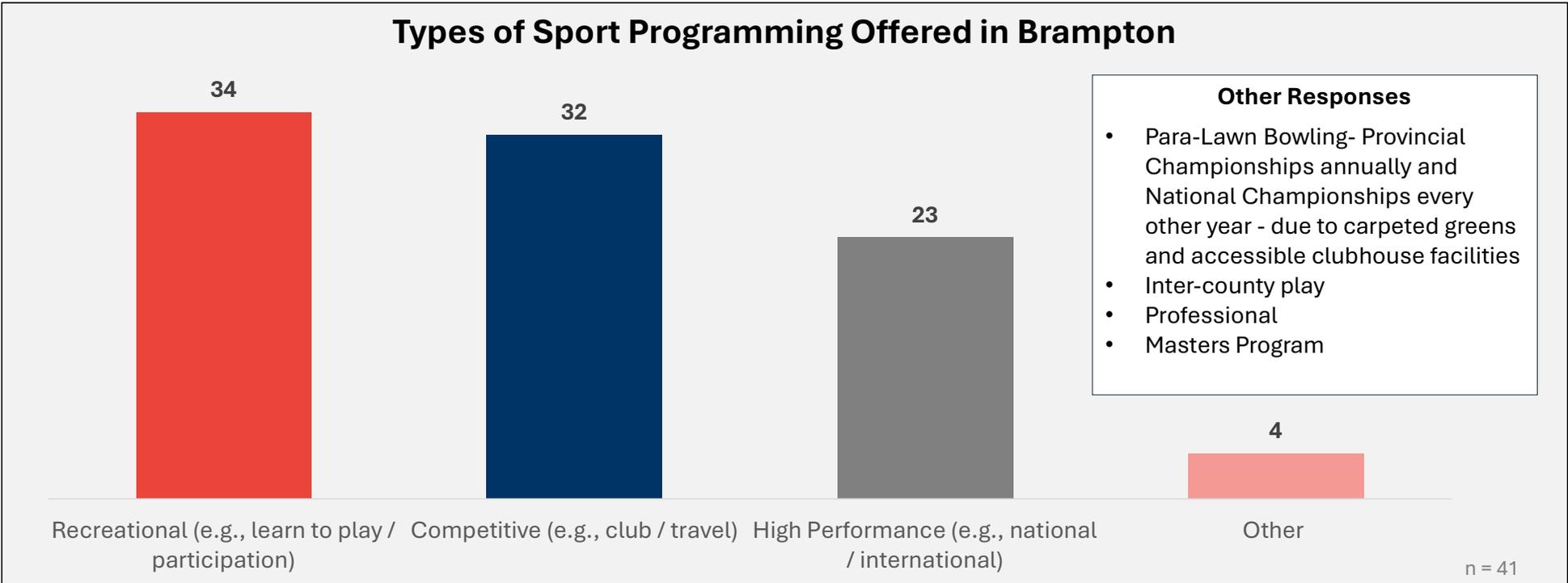
APPENDIX: *Respondent Profile*

Profile of Brampton as a Sport Host City

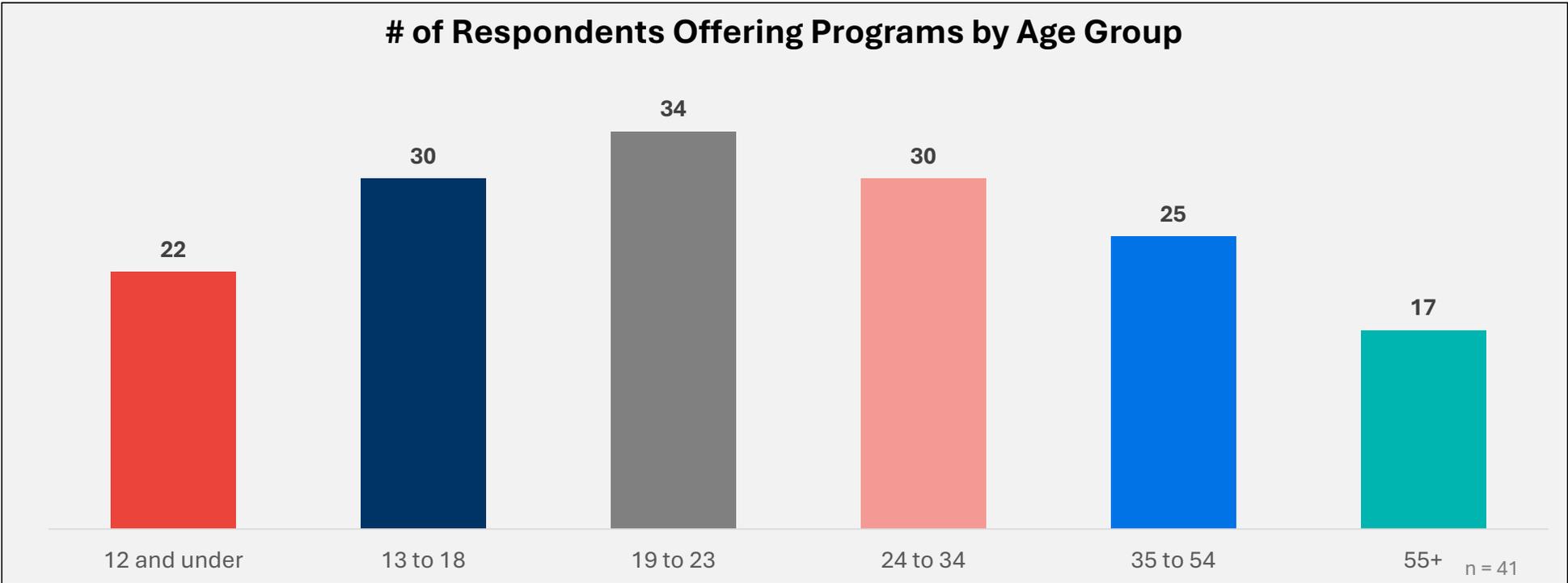


Profile of Brampton as a Sport Host City

Recreational and competitive programming were commonly offered by respondents.



Profile of Brampton as a Sport Host City



Profile of Brampton as a Sport Host City

