

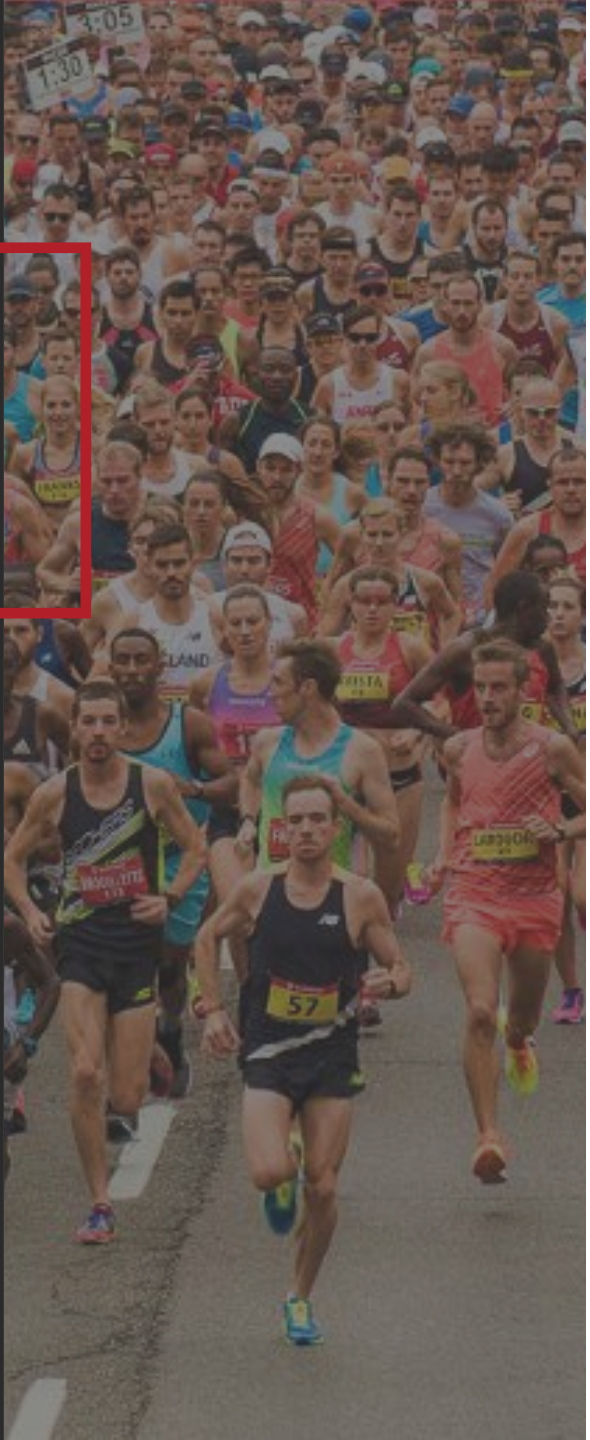


**Endurance  
Sports  
Alliance**

**LACE UP.**

**SUIT UP.**

**SADDLE UP.**



Kirsten-Ellen  
Fleming

CESA Board Member  
and Spokesperson

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# CANADA'S ENDURANCE COMMUNITY

The Canadian Endurance Sports Alliance unites event organizers that are vital to the economy. Made up of small business owners and not-for-profit groups, organizers contribute an estimated \$1 billion to the Canadian economy, raise hundreds of millions of dollars for charities, employ thousands of people, and get over 2 million Canadians moving each year.

Events of all kinds are at the heart of every community. They bring Canadians together, while providing a welcome financial boost. Endurance events encourage healthy physical activity and opportunities for positive goal setting.

Events provide hundreds of thousands of volunteer opportunities, which contributes to a sense of belonging and cohesion in our communities. Events are a point of pride for municipalities across Canada, and a chance to celebrate our collective strengths.

An estimated two million people attended an endurance event in 2019, and sports tourism was projected to grow 36% between 2019 and 2023. Endurance events encourage and nurture healthy lifestyles that culminate in life-changing experiences for Canadians across the country.

## HEALTH + COMMUNITY





CROWSNEST PAST, AB



REGINA, SK



VANCOUVER, BC



QUEBEC CITY, QC



DARTMOUTH, NS



HAMILTON, ON

## A SNAPSHOT OF CANADIAN RACES

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### **VANCOUVER INTERNATIONAL MARATHON**

In 2019, 18,000  
participants  
represented over 65  
countries around the  
world.

### **MINOTAUR SKYRACE**

The only North  
American stop on the  
Skyrunner® World Series  
circuit – this 32k alpine  
course takes racers  
through Alberta's most  
stunning and technical  
terrain.

### **ROYAL ROAD RACE**

This annual race is co-  
hosted by the Jaleta  
Pacers and the RCMP at  
the Training Academy  
in Regina.

### **DÉFI ESCALIERS QUÉBEC**

Participants climb all  
the stairs that connect  
Quebec City's upper  
and lower towns - 30  
staircases for a total of  
over 3,000 steps.

### **AROUND THE BAY RACE**

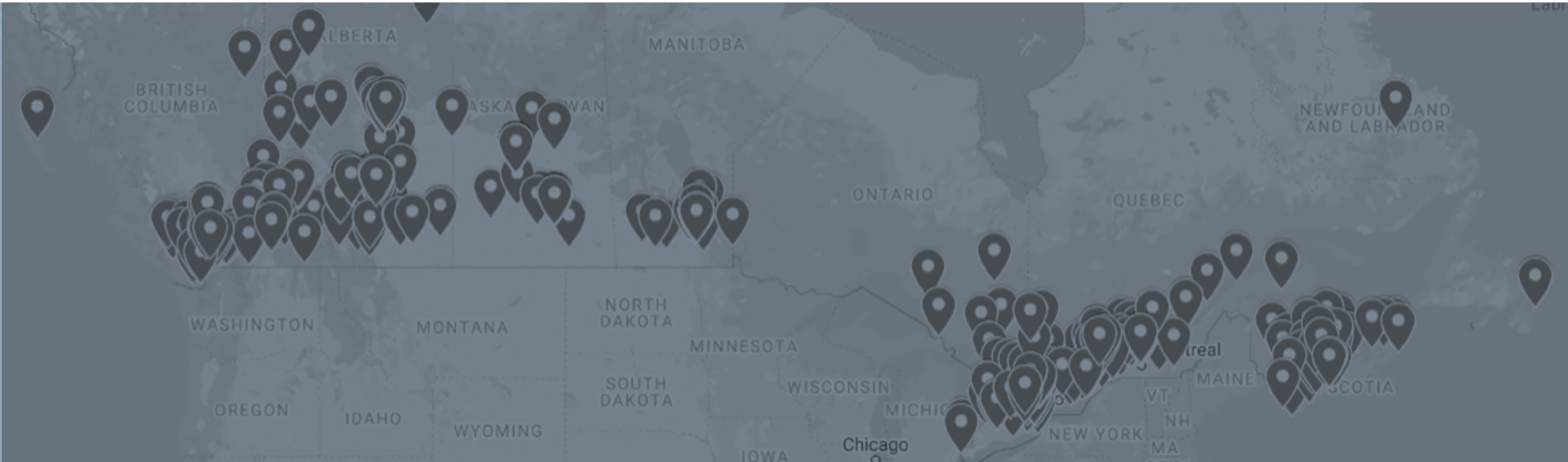
The oldest road race in  
North America, Around  
the Bay started in 1894  
and has been in  
operation 126 years.

### **SOLE SISTERS WOMEN'S RACE**

The largest women's  
only 5k in Canada  
financially supports a  
free confidence club for  
girls 9 to 13.

# SPORTING EVENTS FOR CANADIANS COAST TO COAST TO COAST

There are thousands of endurance sports events across Canada each year. Canadian Endurance Sport Alliance Members represent a diverse group of event hosts, organizers, vendors and stakeholders who are involved in making these races happen.



# 2300+

**CESA MEMBER EVENTS**

CESA members host over 2,300 sporting events with more than 1 million Canadians participating annually. Across the wider endurance industry, there are 6,000+ events that over 2 million Canadians enjoy annually. CESA members employ more than 3,000 people and raise hundreds of millions of dollars for Canadian charities each year. The CESA membership is growing each week.

## THE INDUSTRY





## IMPACT OF COVID-19

The financial crisis felt by the suspension of events includes not only event organizers but contractors such as photographers, caterers, digital service providers, rental companies, charities, and entire municipalities.

With restrictions on mass gatherings across the country, our industry was one of the first to be affected, and it will be one of the last to recover. Unlike traditional brick and mortar businesses, endurance events rely on mass gatherings that will be restricted for the foreseeable future. The negative effects will linger on for an estimated three years for those who are able to recover. Currently, many event organizers are on the verge of permanent closure as they cannot continue operations or shoulder the burden of early-season costs with no revenue.

Without financial assistance and the resumption of mass participation events:

- 65% of Endurance Events are likely to disappear
- 65% of Endurance Event Companies are likely to shut down
- Over 4,000 jobs lost, not including contractors and vendors
- Over \$500 million in charitable donations and fundraising will be lost
- A massive blow to Canadians who look forward to the physical and mental health benefits of joining in friendly competitions



## WHAT WE NEED

Endurance events need both financial assistance and stability in order to survive through 2020 and 2021



In light of the fact we do not foresee being able to operate at full capacity until at least 2022, we are requesting that the government of Canada provide CESA members the funding required to ensure viability. While this might vary from member to member, we estimate that this will range from a few hundred dollars per month for our smaller members to \$200,000 per month for a few major race organizers and the companies that enable events. Most will require approximately \$25,000/month to survive. Without this support, an estimated 65% of CESA members will be forced to permanently close their doors. This funding will directly support salaries for our workers currently ineligible for CEWS and rent to members whose landlords did not apply to the rent subsidy program.



## By The Numbers

### **6000+ Events**

These events employ 6000 Canadians full-time and another 10,000 part-time.

### **2 Million Participants**

In running, cycling, triathlon, mountain biking, obstacle and experience races.

### **\$1 Billion Impact**

The estimated economic impact of endurance sport racing in Canada is over a billion dollars.


### **\$500 Billion To Charity**

Half a trillion dollars in donations and a million volunteer hours.



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