



Inspiring the future.

REPORT FROM THE CHAIR

Kamloops 2024 Annual Summit for the BC Sports Hall of Fame

As we wind down the 2023-'24 Board term, I wanted to thank you for your work over the past year as Trustees and Committee Members of the BC Sports Hall of Fame. I also wanted to acknowledge CEO Michelle Kitchen, Curator Jason Beck and our management team and staff for their passionate dedication to the BC Sports Hall, week-in, week-out.

It is a 2023-'24 Board term that was guided by the continuing governance pathways found in our Inspiration 2026 Strategic Plan and highlighted by:

- **Completion of the Digital Indigenous Sport Gallery** project in partnership with Canadian Heritage (April of 2024).
- **Active consultation with key stakeholders – both existing, new and prospective** – especially in the area of gallery planning for the next two to four years (April of 2024), all part of our best efforts to expand and extend the brand and operational footprint of the BC Sports Hall of Fame.
- **Continued alignment with the BC Sports Hall of Fame Foundation under the leadership of Chair Blair Horn (Honoured Member)**, most notably in the area of planned giving (led by Al Tynan of the Foundation Board and supported by CEO Michelle Kitchen and our team) – we are appreciative of the Foundation's support of the BC Sports Hall Network project (see below).
- Led by Co-Chairs Alison Noble (BC Games Society) and David Soul (Canadian Lacrosse Hall of Fame), **the BC Sports Hall Network semi-annual meeting** (April of 2024) – staff changes and capacity issues prevented us from achieving everything that we had planned for the period of calendar 2024, but we continue to advance the initiative, one that is central to information-sharing and collaboration and collective clout of the network of more than 40 local, regional and sport-specific halls, museums, galleries, exhibits and displays.

- **The Class of 2024 Banquet of Champions** (May of 2024), another artistic success at the Fairmont Hote Vancouver. For a variety of reasons – including some out of our control – the Banquet of Champions did not match the previous year’s record-setting fund-raising haul and fell short of budget projections and expectations. Our goal, of course, as a Board and as a management team, is to make up for any lost ground therein in the fall of 2024 and winter of 2025. NOTE: The Class of 2025 Banquet of Champions will be held Wednesday, June 4th, 2025, again at the Fairmont Hotel Vancouver.
- **The Kamloops 2024 Annual Summit planning for September 19-21, 2024.** We have high expectations for Kamloops 2024 and are appreciative of the local organizing committee efforts of Trustee Carolynn Boomer and Kamloops Sports Hall of Fame Executive Director Duncan Olthius. (If you haven’t yet registered for the Annual Summit, please do so at your earliest convenience online at bcsportshall.com.)

PLEASE NOTE: Abbotsford will co-host of the Abbotsford 2025 Annual Summit of the BC Sports Hall of Fame. This is the recommendation of the Annual Summit Committee and has been approved by Executive Committee and the Board of Trustees.

- **Strong support from the Government of British Columbia** and, in particular, the Ministry of Tourism, Arts, Culture & Sports led by the Honourable Minister Lana Popham, and the Sports Branch under the direction of Amy Schneider and David Currie, including additional year-end funding AND a seed grant towards the Canada Basketball/Basketball BC project (virtual hall and The West Wing).

Please find below a brief summary of our governance goals and objectives for the 2023-'24 Board of Trustees term. And thanks again for your contributions – individual and collective – without which we would not have had the impact we’ve had in another year of growth for the BC Sports Hall of Fame. We are on or ahead of target on more than 80% of our strategic governance priorities and goals for 2023-'24, thanks to your efforts and those of our management team.

GOVERNANCE PRIORITIES & GOALS

OVERALL

Maximize HMs attendance at Induction Reception & Banquet

Fiscal 2025 Quarter 1

Target > 80 Honoured Members

ACHIEVED

Meet and exceed corporate sponsorship budget (cash)

Fiscal 2024 Quarter 4

>\$58K

NOT YET ACHIEVED

Sell out Induction Week and meet and exceed targets

Fiscal 2025 Quarter 1

600 tickets+++

NOT ACHIEVED

Raise \$150K in revenues for Digital Indigenous Sport Gallery

ACHIEVED - Fiscal 2024 Quarter 4

Ravens 2.0/GofBC/Corporate

Launch Digital Indigenous Sport Gallery as best in class

ACHIEVED -- Fiscal 2025 Quarter 1

April 2024 TBA

CELEBRATING HONOURED MEMBERS & FAMILIES

Optimize engagement in Hero in You outreach (and media)

IN DEVELOPMENT Year-round, especially Fiscal 2024 Quarter 4

***Introduction of Hero in You to Kamloops as part of Annual Summit*

Maximize attendance by HMs at Induction Reception and Banquet

ACHIEVED Fiscal 2025 Q1 Target > 80 Honoured Members

Facilitate participation in Kamloops 2024 Annual Summit

IN PLAY F25 Q2 Target > 20 Honoured Members*

**Abbotsford as host of 2025 Annual Summit*

Enlist Honoured Members in Planned Giving campaign

IN PLAY/MATERIALS ACHIEVED F24 Q3 Feedback from >30 HMs

Deliver Public Speaking & Media Training workshop

DEFERRED F25 Q4 Pilot project > 24 HMs

CULTIVATING SUSTAINABLE PARTNERSHIPS

Meet and exceed corporate sponsorship budget (cash)

IN PLAY F24 Q4 >\$58K

Sell out Induction Week and meet and exceed targets

Fiscal 2025 Quarter 1 600 tickets+++

NOT ACHIEVED

Raise \$150K in revenues for Digital Indigenous Sport Gallery

ACHIEVED F24 Q4 Ravens 2.0/
Government of BC/Corporate

Increase general donations

IN PLAY Year-round, esp. seasonal

Garner seed funding for Digital Canadian Basketball HOF

50% ACHIEVED F25 Q1 (\$137.5K) \$250K GofBC

INVOKING INSPIRATIONAL EXPERIENCES & EDUCATION

Optimize engagement in Hero in You outreach

IN PLAY Year-round

*INTRODUCTION TO KAMLOOPS AS PART OF ANNUAL SUMMIT

Continue to expand reach of “This Day in BC Sport History”

IN PLAY Year-round Target > 250 posts/Stretch>365 posts

Facilitate next steps in Terry Fox learning module(s)

IN PLAY F25 Q2 Target new funding and featured HMs

Develop plans for Audrey Williams “Kid Zone”

PLANNING ON SCHEDULE F25 Q2 As part of overall gallery plan

Launch Digital Indigenous Sport Gallery as best in class

ACHIEVED Fiscal 2025 Quarter 1 April 2024

Additional workload for staff team related to relocation of storage required by FIFA 2026 World Cup and ongoing development of BC Sports Hall Network.