



## MISSISSAUGA SPORTS COUNCIL

*Dedicated to the promotion and development of sports in Mississauga*

May 10, 2021

Dear Mayor Crombie and City Council,

Re: MSC support of MSSAC's Request for City Council to direct staff to evaluate their 50m pool proposal and provide a corporate report back to Council with recommendations by Sept. 2021.

Sport and recreation are key building blocks in the development of physical and mental health. From the early benefits of emotional and physical literacy, sport builds capacity and unites our community by engaging youth, families, and neighbours; sport promotes inclusion, by enabling the advancement and celebration of diversity in ethnicity, age, ability, and gender; sport teaches life skills (including - discipline, teamwork, goal setting, confidence, resiliency); sport provides significant economic benefits through jobs, volunteering, event hosting and tourism; sport raises profile, and builds community collaboration and civic pride.

Mississauga is a city that can be proud of its neighbourhoods and the community centres and 25m pools that are a launch pad for our citizens to connect and stay safe, healthy, and active for life. From lifesaving "learn to swim" programs and training for youth as lifeguards (for many, their first jobs); through diverse opportunities for the community to enjoy recreational aquatic benefits, lane swims, competitions, aquafit programs for older adults, etc. - our 25m community pools have a significant impact on the engagement of residents and development of sport in our city.

We're proud to have 10 members of the Mississauga Sports Hall of Fame related to aquatics, from swimming, synchro swimming to masters swimming. Over the years MSC has presented over 30 aquatic recognition awards to our swimmers, coaches, officials, and sport builders including volunteers, high school athletes, female & male amateur competitors, national record setters, Olympians, and masters, world record setting, swimmers. A legacy to be proud of. These exceptional accomplishments started in our 25m pools – but for those striving to reach their full potential, to train at a high-performance level, they had to leave Mississauga to excel in a 50m pool.

With the devastating impact of Covid-19, rebuilding our community is a time for reflection and foresight. The time is right to evaluate MSSAC's feasibility study, to engage community members in a



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common goal through - collaboration, dedication, focus, inspiration, and vision. A vision for what our city can look like as we rebuild. The kind of vision that includes consideration of a 50m multi-purpose pool as part of its infrastructure and a direction that calls on, and develops, leadership and community capacity, reforging our great city on a foundation of equity, diversity, and inclusion.

The sport market is one of the largest economic impact drivers for event space; and sport tourism is a key pillar in attracting visitors to Mississauga. A 50m multi-purpose pool and the ability to host provincial, national, and international training and competitions, enhances the projected growth related to sport tourism and the post pandemic return of our economy, putting Mississauga where it belongs, as a prime destination.

Our sports legacy is remarkable. As we prepare to host the 2022 Ontario Parasport Games and Ontario Summer Games, let's embrace MSSAC's leadership and their investment in funding the 50m pool feasibility study, and work together to gather the facts and momentum that position Mississauga for sport and economic recovery and development deserving of Canada's 6<sup>th</sup> largest city, deserving of a sports landscape and legacy that enables current and future generations.

After many decades of deliberating, including for the 2015 Pan Am Games, the opportunity to evaluate this long-term investment is primed; times have changed and like Celebration Square, a 50m multi-purpose pool can have a significant contribution to our city's growth. Imagine the possibilities, as we rebuild our world-class city and community infrastructure, in a way that engages citizens, celebrates achievements, fosters health, well-being, socio-economic benefits and Mississauga as a preferred "GTA West/World Aquatic destination."

MSC supports MSSAC's request - that council direct staff to work with them, evaluate their 50m pool proposal and provide a corporate report back to Council with recommendations by Sept. 2021.

On behalf of the Board of Directors, thank you for your consideration.

Jim Holmes  
President  
Mississauga Sports Council



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