

## Group 1

Audience Mapping Summary:

- Regional politics (need to serve citizens across Canada)
- Federal mandate to support both elite sport AND broadbased participation
- Context of changes in the sport system, safe sport crisis, calls for accountability.

Key Messages

- Need to integrate different priorities and how they will be judged
- Examples of public-private partnership/community outcomes.

Recommendations:

- Policy change needs to reflect different goals/objectives of sport at the national level
- Need evidence of strategic direction/alignment between municipality and province
- Develop KPI's for investment.
- Distribute funds equitably across communities.
- Demonstrate attempts to engage with many communities.

## Group 2

Audience Mapping Summary:

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Gatekeeper, who does the Minister rely on for advice?

Mandate letters

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Recommendations:

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- Want them to remember that it is an evidence informed recommendation. Deeply inefficient use of funds. It would be fiscally responsible to allocate funds in another way.

Positionality of the message - who is creating the brief

## Group 3

Audience Mapping Summary:

- what value does this give to the city of TO
  - diversity of use - will it only be for Canadian games versus other sports
  - cost - \$50 million not available to something else
  - need data + justification for why not to do it
  - social cost/benefit
  - economic consideration
  - alternative funding sources
  - political implications
- influence/interest/metrics

Key Messages

- don't do it!
- limited benefit by investing to community
- there are better ways to support participation
- costs outweigh benefits (i.e. transit)
- pandemic has changed the way we think about value for money (health spending more important)

Recommendations:

- this isn't a priority area for spending right now: maybe later but not right now
- if alternative funding is available maybe
- building infrastructure as support (transit) but not funding the stadium (refocus on work of city)
- Blue Jays could come up with their own funding (crowd-funding/ticket sales subsidize, 50/50 lottery at games)

## Group 4

Audience Mapping Summary:

- everyone in Canada
- media is caveat for public
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Key Messages

- Don't support this decision
- Tax implications
- Awareness of funding
- Research behind minimal pay off for cities who subsidize facilities (data on publically funded stadiums)

Recommendations:

- Advance knowledge of non-sport fans
- Voting in DMs