



**Summary notes presented by Lisen Moore, Manager,
Intercollegiate Sports, McGill University, in support of Elite Sport
Partnership with the City of Montreal (October 31, 2007)**

Montreal has solid experience in the organization of national, regional, and international sports events

- Partnered projects will provide for very high quality installations and accommodations.
- Partnered projects will provide for very high quality leadership, training, and coaching.
- Partnered projects will provide for facilities that are linked closely together in both the “location” and with the sharing of information.

University Sport

- On our campuses sport is constantly evolving.
- In the past 5-years university sport regionally, nationally, and internationally has produced exciting times. Expert Driven.
 - i.e. In 2006 FISU was the most productive of all times in university sport history – twenty eight championships were held throughout the world.
- Within university sport we provide a support system that would be complimentary to that of the City of Montreal, Provincial and National Training Centres.
 - Partnership at the city and provincial level would recruit a high quality of student-athlete, coach, trainer, and support team.
 - Provide Athletic Financial Award to recruit the elite student-athletes to our universities.
- Produces high level of role models.

National & Provincial High Performance Centers

- New initiatives and proposals must be presented in order to foster future growth and development in sport. Expert Driven.
- We will remain the beneficiaries of the heritage that joint initiatives will foster.
- There will be considerable benefit for the student, student-athlete, and amateur athlete.

Conclusion - Sport and the City

- Sport is doing more for the city's development than almost any other cultural sector.
- Sport is fast becoming a metaphor par excellence for any city's development.
- Sport is a powerful motivational ingredient for a city's economic growth.
- Sport plays a key role developing cultural and economic sectors in the city by facilitating the mutual exchange of sporting activities with social and business interests.
 - Sport expands business interests in the city by maturing relationships that exist between sport, sport companies, sport agents and advertising companies.
- Sport is expanding marketing potential opportunities for the sponsorship of amateur organizations.
- With strong leadership in place on the side of the City of Montreal, McGill University is confident that the challenges of partnership can be navigated with successful outcomes in the area of elite sport development.

Let's Cooperate. Let's Evolve. Let's Compete

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