



# Communiqué

Canadian Association for Sport Heritage

January 2021

## Inside this issue:

Survey Results & Induction Ad Subsidy	2
CASH Award of Excellence	3
Saskatchewan Sports Hall of Fame	5
BC Sports Hall of Fame	6
Manitoba Sports Hall of Fame	7
Peterborough & District Sports Hall of Fame	8
Canada's Sports Hall of Fame	9
Alberta Sports Hall of Fame	10
Canadian Golf Hall of Fame	11
Canada Soccer Hall of Fame	11
News from CASH Executive	12

## FREE MEMBERSHIP IN 2021

One of CASH's priorities is to serve as a resource for its' member organizations. We understand all too well the financial strain that has been placed on sports halls and museums this year with facility closures, cancelled fundraising and induction events, and shrinking visitor admissions.

As such, **we would like to extend your 2020 CASH membership for another year through to the end of 2021.** In order to help support your recovery efforts as we move closer to a return to some resemblance of a new 'normal', the CASH executive committee felt this is one way we can assist our

members and provide continued guidance as we all navigate this.

We will also be offering free CASH membership to new organizations not currently members of CASH as another way to support Canadian sports halls and museums and also to increase the support network that we're all a part of.

Thank you for all you do for Canadian Sport Heritage. We look forward to working with you over the coming year.

For questions about membership or to refer a new member, contact Jason Beck, VP Membership at [jason@bcsportshall.com](mailto:jason@bcsportshall.com).

## CASH/ISHA EDUCATION SESSION

Date: February 18 at 11AM MST

Where: Webex Meeting (link to be circulated through list-serve)

Join us for a joint CASH/ISHA education session with **Janice Smith, Vice President and COO of Canada's Sports Hall of Fame**. Janice will be discussing three digital activation projects undertaken by Canada's Sports Hall of Fame:

*Social media campaigns*

*New virtual education programs*

*Partnership with our community*

Thank you to Janice for agreeing to present this session. We're excited to learn more about digital activation and hope the members find it beneficial!



# Communiqué

Canadian Association for Sport Heritage

January 2021

## CASH SURVEY RESULTS

Attached are the results from our recent survey. This year has been difficult for all of our organizations. The results of the survey are intended to help our CASH executive with future direction and show the members that our organizations may be different in some ways, but very similar in many other ways.

We had 21 responses from 20 different institutions.

Here are a few basic observations:

- Most of our institutions are closed but many are still open which was a pleasant surprise!
- Fundraising and revenue generation have been an area that has hit our organizations hard this past year.
- Our membership is very diverse in regards to staffing, volunteers and operating budgets.
- Overall members seem to be happy to be part of CASH.

There is a lot of other great information found in the survey results so please take the time to review. During these difficult times it's nice to know that we have such a great support system in place and we believe CASH and its members can be very important to all of us as we navigate through 2021.

Let's leave the year that sports stopped in the past and focus on the future of Sport Heritage in 2021!

[Find the full survey results on our website.](#)

## INDUCTION CEREMONY ADVERTISING SUBSIDY PROGRAM

This initiative was established as a benefit of membership in CASH and as a way in which to promote your affiliation with our national association. For those CASH members who produce a publication in conjunction with their Induction Ceremonies, you are eligible to receive a \$50 subsidy towards an advertisement in your publication. In order to access these funds you must send a letter of request to the Treasurer in advance of your publication date. There are a limited number of these grants available, so get your request in as early as possible.

**CONTACT: Diane Imrie, CASH Treasurer**

c/o Northwestern Ontario Sports Hall of Fame 219 May St S

Thunder Bay ON

P7E 1B5

Phone (807) 622-2852 \ fax (807) 622-2736

Email: [nwosport@tbaytel.net](mailto:nwosport@tbaytel.net)



# Communiqué

Canadian Association for Sport Heritage

January 2021

## CASH AWARD OF EXCELLENCE

The Canadian Association for Sport Heritage has established an Award of Excellence to recognize and celebrate the achievements of our members.

### *What projects are eligible?*

There are four broad categories for the CASH Award of Excellence: Museum, Events, Communication and Collection.

Any organizational member of CASH can submit one entry in each of the four categories. For the inaugural year in 2021 one overall award across all four categories will be given out with the possibility of expanding the number of awards in future years. Eligible projects must have been completed between January 1, 2019 and December 31, 2020. **The submission deadline is May 1, 2021.**

Examples of projects that would fall under each category are listed below.

### **Museum/Facility:**

- Programming
- Exhibits

### **Events:**

- Fundraising Events
- Community Engagement

### **Communication:**

- Marketing materials or campaigns
- Social media
- Newsletters
- Induction programs or booklets
- Publications of any kind
- Website design
- Printed or digital

### **Collection:**

- Preservation projects
- Re-housing
- Digitization projects



# Communiqué

Canadian Association for Sport Heritage

January 2021

## CASH AWARD OF EXCELLENCE CONT'D

*How often will the Award of Excellence be given out?*

The Award of Excellence will be recognized annually at the AGM or conference.

*What do the winners receive/why should I apply?*

Winners will receive an award to display at their Hall as a tangible representation of your achievement. Winners will be highlighted in the CASH newsletter, website, and social media. Winning an award is a great reason to contact your local media outlets and share your successes with your community. They can be useful for future grant applications to demonstrate your track record of excellent work as well as raise awareness about your Hall of Fame.

*Who decides which project will receive an award?*

Submissions for the CASH Award of Excellence will be evaluated by the Awards Committee using a point system. The Committee will be formed of interested CASH members and led by a member of the CASH Board of Directors.

*How do I submit a project for consideration?*

To submit your project for consideration, please fill out an application form and submit supplementary materials (ex. photos, videos, a virtual tour of an exhibit, sample documents, projects plans or any other materials you feel showcase your project.) via email to [cansportheritage@gmail.com](mailto:cansportheritage@gmail.com). The Awards Committee prefers that all applications and supporting materials be received in one PDF document, if possible.

Please email any enquiries or questions to [cansportheritage@gmail.com](mailto:cansportheritage@gmail.com).

**[Application Forms can be downloaded from our website here.](#)**



# Communiqué

Canadian Association for Sport Heritage

January 2021

## SASKATCHEWAN SPORTS HALL OF FAME



The Saskatchewan Sports Hall of Fame (SSHF) rang in the New Year by unveiling our newest virtual tour. *Prairie Pride: A History of Saskatchewan Football*

debuted in September and now our newest featured exhibit is also available online.

The exhibit is supplemented with additional videos, stories, and links for the immersive virtual tour. This is the second virtual tour that the SSHF has created with the expertise of local partners White Rabbit VR. With a recent spike in COVID-19 cases in the province, the SSHF decided to close to the public indefinitely. This virtual tour allows us to share our new exhibit virtually and will endure after the exhibit closes.

Upon re-opening our doors in the fall, not only did the SSHF have a new exhibit on display, but our renovations had also been



completed. Along with new carpeting and a fresh coat of paint, our third gallery is now our Hall of Fame Inductee Gallery and features depictions of each of our 527 inducted athletes, builders, and teams grouped by year of induction. Our new STEM Interactive Gallery sponsored by SaskTel brings the relationship between STEM (science, technology, engineering, and math) and sport to life through interactive displays.



While the pandemic has not allowed for typical programming, our Education Coordinator Vickie Krauss has begun hosting “virtual field trips” where she tours a classroom through the Hall of Fame. This has allowed Vickie to do tours with multiple classes at the same time and supports the educational programming and curriculum that is on our web site. Experiments related to our new STEM Gallery have also been added to the education page on our web site.

The SSHF also debuted our first virtual Women in Sport panel discussion video of the year featuring SSHF inductee and Canadian Olympian Catriona Le May Doan.





# Communiqué

Canadian Association for Sport Heritage

January 2021

## BC SPORTS HALL OF FAME

### **BC Sports Hall of Fame and Dragon Boat BC Partner on New Special Exhibition 'Paddles Up!'**

As it was for most, 2020 was a difficult year for the BC Sports Hall of Fame, but one of the highlights arrived unexpectedly in the fall. If you had suggested early in the Covid-19 pandemic that a new exhibition would be developed this year, we'd have thought you were crazy. But that's exactly what was pulled off.

For several months Dragon Boat BC had been working on an exhibition on dragon boat racing, but needed a location. We first met in October and soon had a plan for installation of the



exhibition in the BC Sports Hall of Fame's Special Exhibition space to be completed by early December. It was an aggressive timeline, but Dragon Boat BC and BC Sports Hall of Fame staff worked in tandem following health and safety protocols to open to the public Paddles Up: The Canadian International Dragon Boat Festival Exhibit.

Paddles Up traces the rich history of dragon boat racing in Chinese culture and also in Vancouver, dating back to Expo '86 when the first Dragon Boat festival outside of China took place in Vancouver's False Creek waterfront area. The exhibit allows visitors to get a close look at two full-size 40-foot dragon boats, as well as four different dragon heads that have adorned dragon boats at various times over the past 35 years. Visitors can also see posters, medals, trophies, and other souvenirs from the past three decades of racing. Videos feature participants of all ages and backgrounds discussing their involvement in dragon boat racing and what the sport means to them. The exhibition is scheduled to run until fall 2021.



# Communiqué

Canadian Association for Sport Heritage

January 2021

## MANITOBA SPORTS HALL OF FAME

We have taken the opportunity to refresh all of our Decade Galleries during the COVID closure. Curator Andrea Reichert and her student Angela May are working with Gallery Coordinator Rich Harzing to expand and refresh our Decade Galleries in the Manitoba Sports Hall of Fame. When we opened at this location in 2011, we had the outer walls dedicated to decades from the late 1800s, through the 20s, 30s, 40s, etc. all the way up to a final Gallery dedicated to 2000+ that didn't necessarily feature Honoured Members.



Since that time we are now two decades into the 2000s and many of those featured have since been inducted. So the new refresh gives us an opportunity to include these athletes,



builders and teams and to revisit the previous Decade Galleries with a focus on diversity whenever possible. So the BIPOC, Paralympic and LGBTQ communities are more prevalent and celebrated. We have also taken the time to create another 60 images for the hallways of Sport Manitoba's 6 floors (see photos) to go with the original 60 installed 8 years ago. Again more diversity in our focus and recent inducted members were selected. These 30" x 40" black and white photos are both interesting and act as way finders in our building (first left after Clara Hughes

photo).





# Communiqué

Canadian Association for Sport Heritage

January 2021

## PETERBOROUGH & DISTRICT SPORTS HALL OF FAME

The **Peterborough & District Sports Hall of Fame** has been closed to the public since March 12, 2020 due to COVID 19. All planned activities for 2020 were cancelled, in particular, the Induction Dinner, our annual Golf Tournament and 2021 Car Draw (two major fundraisers). We have not formally recognized our 2020 inductees and 2021 induction is on hold. Local media have been very supportive as we engage with

them to profile the Hall of Fame. Cogeco YOURTV has been producing a series of interviews with Hall of Fame Inductees called "Sports Legends of Peterborough". These have been broadcasted on Cogeco TV, Cogeco YouTube channel and available on the Peterborough & District Sports Hall of Fame website and Facebook. We increased the number of Bursary Awards presented to local graduating high school students from 4 to 6, recognizing the hardship created by the pandemic. Each student received an award of \$2,000. We produced and posted a Remembrance Video to pay tribute to our veterans. In July, the City of Peterborough allowed our volunteers to access the Hall of Fame. We were able to implement a number of upgrades to the Hall during this time. We installed four new custom built display cases. We lost a number of iconic sports figures this year, one being Lefty Reid, who was the Curator of the Hockey Hall of Fame and Canada Sports Hall of Fame when these facilities were at the CNE site. Lefty played a major role in the development of the PDSHOF. As of mid December 2020, the Hall of Fame has again been closed. We do not know what 2021 holds for us, but we do know we need to expand our use of social media and we need to explore our options for virtual presentation.



Mike Fisher dropped by the Peterborough & District Sports Hall of Fame while in town for Peterborough Petes Faith Night





# Communiqué

Canadian Association for Sport Heritage

January 2021

## CANADA'S SPORTS HALL OF FAME

Dear CASH Members,

Canada's Sports Hall of Fame (CSHoF) is looking at Covid-19 as an opportunity to widen our digital activations in order to stay connected with our community.

Our Education Department has developed three NEW types of curriculum-aligned, virtual field trips! All synchronous virtual education programs are compatible with Zoom!

**Artefact Talks** – Virtual, curriculum-aligned education programs delivered in real-time! With Q&A engagement and panoramic [WebRotate 360® software](#) showcasing one-of-a-kind artefacts these inquiry-based education programs simulate an in-person field trip experience from the safety and comfort of the classroom. [Learn More >>](#)

**Beyond the Win: Hall of Famers on Tour** – The virtual adaptation connects Hall of Famers with students across Canada. During these virtual presentations, Hall of Famers share their personal stories in real-time, showcasing important values, like perseverance, ethics and resiliency, inspiring character in our youth. [Learn More >>](#)

**Innovation Exploration: Asynchronous Virtual Scavenger Hunts** - Educational recorded activities that provide students with new insights into innovations and adaptations that have transformed sports, making them a great option for teachers seeking a dynamic and flexible in-class or at-home activity. [Learn More >>](#)

Our Marketing Department has been hard at work creating new digital initiatives to allow us to stay connected to Canadians across the country!

**#MyCanadianMoment** - 15 Hall of Famers, 1 Class of 2020/21 Inductee and 33 other notable Canadian personalities shared their favourite Canadian sporting moments, stories that make them proud to be Canadian. All Canadians were encouraged to share their stories using #MyCanadianMoment. [See the videos here >>](#)

**#WeWillDoBetter** - Canada's Sports Hall of Fame is committed to "doing better" to support the current anti-racism awareness movement. In partnership with [TSN](#), we have created eight vignettes, short curated documentaries featuring Black Hall of Famers. The first vignette launched on November 25. [Learn More >>](#)

Our Curatorial Department has been working hard on a digital exhibit that shares the truths and experiences of the 14 Indigenous Hall of Famers inducted into CSHoF (the exhibit is planned to launch in May 2021).

**The Indigenous Sport Heroes Digital Exhibit** - The Indigenous Sport Heroes Education Experience will share the journeys of the 14 Indigenous Hall of Famers inducted into Canada's Sports Hall of Fame. This multi-media exhibit will be a new asynchronous virtual experience in which students have control over both what they learn and how they learn.

Our Vice President and COO, Janice Smith will be presenting a webinar to CASH and ISHA members about all these exciting digital activation projects on February 18<sup>th</sup> at 11:00 a.m. MT. Make sure to tune in!



# Communiqué

Canadian Association for Sport Heritage

January 2021

## NEW INTERACTIVES AT THE ALBERTA SPORTS HALL OF FAME

The Alberta Sports Hall of Fame is excited to announce an enhanced experience welcoming our visitors back to the Hall of Fame when we reopen.

Thanks to the success of our recent fundraising efforts, we were able to purchase new interactive experiences to thrill visitors of all ages. We recently installed these systems, which include a Hoops FX arcade basketball game, a Super Chexx Bubble Hockey Game, and an Obie Projector System in our facility.



Standing at over eight feet tall, Hoops FX will challenge our visitors' shooting skills as they try to score as many points as possible before the time runs out. Did we

mention that there is an extra challenge?

The basket and rim move throughout the game.

Super Chexx is the top tier of bubble hockey games, featuring a 5" LCD jumbotron, animated videos, live action game calls, and LED lighting. We're excited to announce that the bubble hockey game is located within the Alberta



Hockey Hall of Fame, which we host in partnership with Hockey Alberta.

Obie is an interactive playground projector geared towards our younger visitors. With no screens to touch, or items to throw, Obie is a very hygienic system – a huge plus in today's climate. Children select a game by stepping on an image projected on the floor. A variety of educational, memory, and sports games will keep our youngest visitors engaged for hours on end.

Come see what all the excitement is all about during your next visit to Alberta!



# Communiqué

Canadian Association for Sport Heritage

January 2021

## CANADIAN GOLF HALL OF FAME CELEBRATING 50TH ANNIVERSARY



Fifty years ago, our home-grown golfing legends Marlene Streit, Ada Mackenzie, George Lyon, Sandy Somerville, George Cumming, and Charles Murray were celebrated as the inaugural honoured members of the Canadian Golf Hall of Fame. Their collective accomplishments and impact on the game endures and now it is time to ensure their outstanding contributions are remembered for future generations.

To celebrate the 50th anniversary of the Canadian Golf Hall of Fame in 2021, we will

be featuring the top 50 moments in Canadian golf history. The general public will vote on their favourite 10 moments to create a top 10 moments list that will be unveiled during our gala.

## CANADA SOCCER HALL OF FAME CLASS OF 2020 GUIDE



A gala to celebrate the 50th anniversary will also take place during Hall of Fame Day, Tuesday, June 8, 2021 (whether virtually or in-person).

Canada Soccer published its Canada Soccer Hall of Fame Class of 2020 guide, its annual e-book highlighting the newest class and featuring all 194 Honoured Members. The Class of 2020 athletes Brittany Timko Baxter and Karina LeBlanc, both former members of Canada Soccer's Women's National Team, are pictured on the cover.

Since 2000, the Canada Soccer Hall of Fame has honoured 129 players, 13 coaches/

managers, 10 referees and 42 builders. Along with players LeBlanc and Timko Baxter, former Canada Soccer Vice-President Mr. Bob Sayer was recently announced as the latest inductee to the Canada Soccer Hall of Fame.



# Communiqué

Canadian Association for Sport Heritage

January 2021

## BOARD RECRUITMENT

Christina Brien, the face of our Education Nation emails, virtual education sessions and VP, Education recently accepted an exciting new position. We wish her well in her new role, although unfortunately for us, Christina is leaving the sports heritage world behind and vacating her role on the CASH Board.

In addition to VP Education, CASH will also be looking to fill the position of Treasurer. Diane Imrie has held the Treasurer position since 2000 and has been on the Board since 1988. Diane is stepping back to take some much deserved time for herself. However, Diane will assist in the transition so the new Treasurer will have a wealth of knowledge in Diane as support.

Summary of Treasurer duties: The Treasurer of CASH is responsible for handling all monies, bank accounts and bills for the Association; maintaining accurate records of all transactions; providing an annual financial statement for approval by the membership at the Annual General Meeting, along with recommendations for the appointment of an auditor and ensuring the timely filing of all necessary financial documents, including a yearly tax return.

If you, or a member of your organization are interested in learning more about the CASH Board and becoming a member, contact Past President Donna Hateley at [hateley.donna@gmail.com](mailto:hateley.donna@gmail.com). Or President Shane Mailman at [shane@nsshf.com](mailto:shane@nsshf.com).

## CASH BOARD

### **Shane Mailman, President**

Nova Scotia Sport Hall of Fame

### **Donna Hateley, Past President**

Individual Member

### **Allison Mailer, 1st Vice President**

Individual Member

### **Diane Imrie, Treasurer**

Northwestern Ontario Sports Hall of Fame

### **Caitlin Dyer, VP Communication**

Bobby Orr Hall of Fame

### **VP Education**

Vacant

### **Jason Beck, VP Membership**

BC Sports Hall of Fame

### **Helena Deng, Secretary**

Individual Member

We're on social media! Tag our accounts on posts you want us to share!



@CanSportHistory

@Cansportheritage

@CanSportHistory

Stay on top of the latest news, browse the membership directory and access resources on our website:

<https://www.canadiansportheritage.com/>