

Biography



Wayne Long
Events Development Officer
City of Charlottetown

Wayne Long is the Events Development Officer for the City of Charlottetown and has held this position since its creation on January 1, 2003. Wayne's primary focuses are to stimulate tourism, economic, and community growth through the attraction of sport, culture, and meeting events; while working on special projects for the Mayor's office. Wayne has enjoyed much success to date in his position with the City.

Wayne is a graduate of Loyalist College - Recreation Management Program and is an alumnus of the Olympic Academy of Canada. His career with the City of Charlottetown began in 1994 with the Parks & Recreation Department. Since then he has held various positions with the City, including; Program & Event Coordinator with the Parks & Recreation Department and Operations & Events Manager with the Charlottetown Civic Centre.

In 2002, Wayne convinced the municipality to create a full time event staff position – Events Development Officer - dedicated to event attraction. In this new role, he embarked on the development of Charlottetown as an event hosting destination. His vision also led to the development of a sport tourism brand for the City titled *SCORE – Sport Charlottetown*.

In addition to his professional career with the City of Charlottetown, Wayne currently serves as a Member of the Charlottetown Economic Development, Tourism & Event Attraction Committee, Board Member of Tourism Charlottetown, Board Member of the Prince Edward Island Convention Partnership, Board Member of the Special Events Reserve Fund and national Board Member of the Canadian Sport Tourism Alliance. He has also served as a board member in such capacities as President of Festivals & Events PEI, President of the Prince Edward Island Recreation & Facilities Association, Member of the Tourism Industry Association of PEI, and serving member of the Canadian Recreation Facilities Council.

Wayne actively participates on panels and best practices missions relating to event hosting and attraction. He serves as a liaising officer on behalf of the City of Charlottetown with many organizations and groups. He serves as a member of multiple major event committees, while playing an overall integral role in his community. He also delivers presentations to service groups, post-secondary institutions, various levels of government, sport organizations, and at symposiums and conferences, educating and spreading the word about the events industry and its many benefits.

Wayne's hard work has resulted in a very vibrant and sustainable event hosting destination, leading to the attraction of a multitude of high-profile regional, national and international events over the years. The impact of these events is substantial to a destination the size of Charlottetown, stimulating extensive economic, tourism and community growth.

His contribution to the events industry has left nothing but legacies, including; a stronger event hosting destination, new and renovated infrastructure, enhanced economic and tourism stimulation, further development of events, and community spirit and growth.

Wayne was the recipient of the Canadian Sport Tourism Alliance award for *Canadian Sport Tourism Industry Builder of the Year* in 2009.

His most memorable event experience was serving as part of the event management team for the 2002 Papal visit to Canada – Toronto, Ontario.