



## ADMINISTRATIVE REPORT

Report Date: February 12, 2016  
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Meeting Date: March 9, 2016

TO: Standing Committee on City Finance and Services  
FROM: Michelle Collens, Manager, Sport Hosting Vancouver  
SUBJECT: Vancouver Community Sport Hosting Grant - Recommended Revisions

### **RECOMMENDATION**

- A. THAT Council adopt, as policy, the revised Vancouver Community Sport Hosting Grant Program, including the approval of 3 new grants categories (1. Local or Regional Sport Tournament, 2. New Sport Event Initiative, 3. Annual Sport Event) as outlined in Appendix A.
- B. THAT Council increase the number of application intakes from biannual to quarterly.

### **REPORT SUMMARY**

This report recommends revisions to the 'Vancouver Community Sport Hosting Grant Program' that will expand the eligibility of the type of sport events which it supports.

With the recent approval of the Sport Tourism Development Fund for major sport events, the recommended revisions to the Vancouver Community Sport Hosting Grant Program will re-focus this program on sport events that have a greater impact at a local and regional level.

### **COUNCIL AUTHORITY/PREVIOUS DECISIONS**

2004: Council approved a policy statement in support of celebrations, sporting events and special events: "Council welcomes celebrations and special events for their contribution in making Vancouver a vibrant City, in reflecting our cultural diversity and neighbourhood character, and for economic, cultural and recreational benefits they bring to the City. Council supports the facilitation of these events by staff, encourages mitigation of short-term disruptions in neighbourhoods and encourages cities to welcome these activities and to participate in them."

2006: Council approved a Sport Hosting Policy and Sport Hosting Grant Program effective January 1, 2007, with annual funding of \$200,000 to support a range of sporting events.

2008: Council adopted the Vancouver Sport Strategy as a guide to the City's future initiatives and engagement with sport programs, facilities and events.

2011: Council approved revisions to the Sport Hosting Grant Program guidelines to improve the effectiveness of the grant and better serve local sport organizations.

2015: Council adopted the Sport Hosting Vancouver Action Plan, and approved the creation of the Sport Tourism Development Fund with funding of \$1.0 million over 2 years as the City's commitment to this Fund which will support MAJOR sport events that advance the Sport Hosting Vancouver Action Plan goals. In that same decision, Council approved the change of name from the City's current 'Sport Hosting Grant Program' to the 'Vancouver Community Sport Hosting Grant Program', and directed staff to review the program and provide recommendations for any changes necessary to enhance the grant program. This grant program has an ongoing annual Operating Budget funding of \$200,000.

### ***CITY MANAGER'S/GENERAL MANAGER'S COMMENTS***

The Acting City Manager recommends approval of the foregoing.

### ***REPORT***

#### ***Background/Context***

City Council formally established the Vancouver Sport Hosting Grant Program in 2007 as part of larger sport strategy for Vancouver in the lead up to the hosting of the 2010 Olympic and Paralympic Winter Games.

At the creation of the program, staff recommended three options for grant funding to support the sport hosting policy:

1. Major Sport Event Operating Grant
2. Major Sport Event City Service Offset Grant
3. Community Sport Event Operating Grant

In 2011, revisions to the grant program were approved and the current grant guidelines and assessment criteria are described in Appendix B.

On December 10, 2015, City Council adopted an updated sport hosting strategy for Vancouver titled the 'Sport Hosting Vancouver Action Plan' and approved for the City to enter into a Sport Hosting Vancouver partnership with the Vancouver Hotel Destination Association (VHDA), Tourism Vancouver, BC Pavilion Corporation (PavCo) and the University of British Columbia (UBC). As part of this Action Plan, a 'Sport Tourism Development Fund' was created with investments from the partners to support and attract major sport events hosted in Vancouver. For the purpose of this report, major sport events will be defined as sport events that attract a large number of out-of-town participants or spectators and generate significant economic benefits.

The Sport Tourism Development Fund will replace the Major Sport Event Operating Grant and Major Sport Event City Service Offset Grant as offered by the Vancouver Sport Hosting Grant Program. As a result of these changes, the Vancouver Sport Hosting Grant Program will now be referred to as the 'Vancouver Community Sport Hosting Grant Program' to reflect the local focus on sport events and the community it serves. For the purpose of this report, local sport events will be defined as sport events that prioritize sport development and increase local sport hosting capacity and typically have a higher social impact than economic impact.

### ***Proposed Revisions***

The City of Vancouver aims to fund local sport events that will help to achieve the City's priorities related to the Healthy City Strategy and the Vancouver Sport Strategy, those priorities include:

- Increase accessibility to sport and recreation activities and resources;
- Support community initiatives that address the recreation aspirations of our diverse community; and
- Promote active and healthy lifestyles among our citizens.

After consultation with local sport organizations and members of the Vancouver Sport Hosting Grant Review Panel, it was determined that revisions are needed for the Community Sport Hosting Grant Program to be relevant and responsive to local sport hosting needs. Expanding the type of events that are eligible for funding and permitting funding for annual events will lead to more impactful allocations and build local sport hosting capacity. The changes are also intended to clarify and simplify the grant application and review process.

The following revisions to the Vancouver Community Sport Hosting Grant Program are recommended:

- The establishment of three grant categories to support local community sport events:
  1. **Local or Regional Sport Tournament** (organized play - sport development)
    - For community-based events that have a smaller operating budget.
    - For sanctioned provincial or regional championships.
    - Funds a maximum of 30% of total gross operating budget.
    - Grant covers operating costs only.
    - Funding will not normally exceed \$10,000.
  2. **New Sport Event Initiative** (capacity building)
    - New ideas and first time projects that further sport hosting objectives including volunteer development, community engagement, and sport development.
    - The proposed sport event should serve the mission and objectives of the Vancouver Sport Strategy.
    - One time grant funding.
    - Funds a maximum of 50% of total gross operating budget.
    - Funding will not normally exceed \$5,000.

### 3. Annual Sport Event (sustainable sport)

- For recurring annual community sport events.
  - Sport events that reach, encourage, and draw community-wide participation.
  - Annual grant will not exceed 30% of total gross operating budget in a given year.
  - Up to 3 years funding - funding will not normally exceed \$15,000 over 3 years.
- Increase the number of intake periods of applications for sport event grants from 2 times a year to **4 times a year**. Applications must be received at least 3 months (90 days) prior to the date of the event or commencement of the project. Exceptions to this requirement will be made only with the approval of the Manager, of Sport Hosting Vancouver.
- Suggested intake deadlines (once per quarter):
    - March 1
    - June 1
    - September 1
    - December 1

The detailed revised Vancouver Community Sport Hosting Grant program and criteria are outlined in Appendix A.

If Council approves the recommended revisions, a sport hosting grant workshop will be conducted to inform local sport organizations of the changes and review the eligibility of grants available.

### *Implications/Related Issues/Risk (if applicable)*

#### *Financial*

There are no financial implications. The Vancouver Community Sport Hosting Grant program has an ongoing annual Operating Budget funding of \$200,000.

### **CONCLUSION**

This report outlines recommended revisions to the Vancouver Community Sport Hosting Grant Program. It is anticipated that these changes will increase the number of applications and more effectively support a wider variety of events hosted by non-profit local sport organizations.

The hosting of quality and sustainable sport events will promote physical health and wellness, nurture life and leadership skills, promote volunteerism and foster both civic pride and participation.

\* \* \* \* \*

## Vancouver Community Sport Hosting Grant Program

**\*\*updated fiscal 2016**

### About

The Vancouver Community Sport Hosting Grant Program assists sporting, community and event organizations to deliver sport events in Vancouver. The program through the Local and Regional Sport Tournament Grant, New Sport Event Initiative Grant and the Annual Sport Event Grant categories, provides funding support for events that are local or regional level and are supported or sanctioned by a recognized BC Provincial Sport Organization.

The City's role is to *provide support and facilitate sport events*, rather than directly produce or host events, except in the most exceptional circumstances.

### Why is the City of Vancouver funding these grants?

The Vancouver Community Sport Hosting Grant program is designed to encourage:

- the development and retention of local sport events and tournaments in Vancouver that enhance the priorities of the Healthy City Strategy, the Vancouver Sport Strategy and the Sport Hosting Vancouver Action Plan;
- local sport organizations to provide quality sport events to their members;
- local sport organizations to build their event hosting capacity, increasing opportunities to host an attract larger major or international events in future years;
- participant attendance from outside Vancouver which contributes to the city's economic prosperity;
- opportunities for Vancouver teams and individuals to compete on home soil;
- participation at the community level for a range of sports and abilities;
- volunteer development in hosting quality events in Vancouver.

### Who can apply?

Basic eligibility:

- local and provincial not-for profit organizations in existence for more than 1 year
- must be in good standing with the City of Vancouver and the Vancouver Park Board
- sport event must take place in Vancouver

What is not eligible:

- professional events hosted by for-profit organizations
- sport events hosted outside of the City of Vancouver
- funding for playoffs and leagues games are not eligible for funding
- sport events that are organized for the primary purpose of fundraising
- sport events that have already been hosted

- sport events that receive funding from the Sport Hosting Vancouver - Sport Tourism Development Fund

### What type of local sport events will be funded?

#### Grant types

This program includes three grant categories. Grants are for operating costs only, and cannot be used for capital projects, prize money, to advance a profit venture or advance activities of the host.

#### 1. Local or Regional Sport Tournament Grant (organized sport competitions)

- For community-based events that have a smaller operating budget.
- For sanctioned provincial or regional championships.
- Funds a maximum of 30% of total gross operating budget.
- Grant covers operating costs only.
- Funding will not normally exceed \$10,000.

#### 2. New Sport Event Initiative Grant (capacity building)

- New ideas and first time projects that further sport hosting objectives including volunteer development, community engagement, and sport development.
- The proposed sport event should serve the mission and objectives of the Vancouver Sport Strategy and align with the Healthy City Strategy.
- One time grant funding.
- Funds a maximum of 50% of total gross operating budget of the event.
- Funding will not normally exceed \$5,000.

#### 3. Annual Sport Event (sustainable sport)

- For recurring annual community sport events.
- Sport events that reach, encourage, and draw community-wide participation.
- Annual grant will not exceed 30% of total gross operating budget in a given year.
- Up to 3 years funding -funding will not normally exceed \$15,000 over 3 years.

### What costs will NOT be funded?

For all grant categories, the following costs will NOT be funded:

- staff wages and administration costs
- appearance fees and prize money
- private or commercial adventures
- sport events that are organized for the primary purpose of fundraising (ie. charity run for a cause)
- capital costs (ie. purchase of office equipment)

## Procedure

### How to apply?

Applications must be submitted using the official applications forms (electronic versions). Please submit main application using the Word Doc, do not PDF the application.

You can submit supporting documentation as PDFs.

Organizations are not encouraged to spend funds on the design and production of elaborate presentation material.

### When to apply?

Applications can be made 4 times a year. Please note that applications need to be made at least 3 months (90 days) prior to the date of the sport event or commencement of the sport event initiative. Exceptions to this requirement will be made only with the approval of the Manager of Sport Hosting Vancouver.

## Assessment Process

### Who reviews the applications?

To award community sport hosting grants, the City uses a blended approach to assess grant applications. Applications are assessed by a Sport Hosting Review Panel:

- local sport peers, who are members of the assessment committee
  - 1 Provincial Sport Organization representative
  - 1 Major sport event organization representative
  - 1 representative that has extensive experience in sport marketing and sponsorship
  - 1 representative from the sport tourism industry
- A City staff - Manager of Sport Hosting Vancouver from the City Manager's Office
- A Park Board staff - Manager of Business Development

The Sport Hosting Review Panel advances grant recommendations to City Council for a final decision.

## Assessment Guidelines

### What we look for:

- community support
- accessibility of the event
- potential to build a stronger, healthier and engaged community
- free or affordable event participation
- strong event planning, management and evaluation
- approved licenses and permits

- the extent to which the sport event is open to the public as opposed to limited or restricted to members of the affiliated groups is an important consideration
- the extent to which the sport event contributes to or supports City Council's priorities
- sound financial plan (business plan) including details on all other secured and unsecured revenue sources, type and extent of short and long term economic impact
- best practices of environmental sustainability are integrated into the event and degree of environmental enhancement

### **City of Vancouver Recognition**

Organizations that receive funding will be required to acknowledge the City's support in all of their information materials, including publications and programs related to the funded activities. If the logos of other funders are used in an acknowledgement, the City Emblem and Park Board logo (if the event takes place in a Park Board facility) should similarly be represented. The logo use guidelines will be sent to the main contact of the organization upon receipt of a sport hosting grant.

### **Post Event Report**

A post event report is required within 60 days of the completed sport event. The report should outline the evidence of use of funds according to the initial request. A final report template will be provided to the main contact of the organization upon receipt of a sport hosting grant. Failure to provide this report will result in denial of future funding support from this grant program. The City of Vancouver reserves the right to withhold or reclaim funds and to decline any subsequent application for funding through the Vancouver Community Sport Hosting Grant program. Any unused portions of the local sport event grants must be returned to the City of Vancouver, not later than the date of submission of the post event report.

### **Consultation - Who to Speak with Regarding a Grant?**

Prior consultation with City Staff is encouraged. Eligibility for support cannot be assured if the City is not consulted before a bid is launched or an event is secured.

For questions regarding the Vancouver Community Sport Hosting Grant Program please contact:

Michelle Collens  
Manager of Sport Hosting Vancouver  
City of Vancouver  
[Michelle.Collens@vancouver.ca](mailto:Michelle.Collens@vancouver.ca)  
604-871-6491

An application workshop/seminar will be hosted once a year for all eligible applicants. (2016 date to be confirmed - pending City Council approval on the revisions)



(Current Sport Hosting Grant Guidelines)

## **2015 Vancouver Sport Hosting Grant Application Assessment Guidelines**

The City's role is to provide support and facilitate sport events, rather than directly produce or host events, except in the most exceptional circumstances.

### **Sport Hosting Policy Statement**

The City of Vancouver will consider opportunities to support sporting events that have the potential to bring significant direct and/or indirect economic, social, health and community development benefits to Vancouver, advance civic priorities and/or ensure needed legacies.

### **Type of Events / Support**

There are three options for grant funding through this program which are detailed below. Event Organizers are eligible to apply for only one grant, as best suited to their individual needs and the nature of their event.

#### **1. Major Sport Event Operating Grant**

Funding for direct operating costs only to a maximum of 30% of total gross operating budget to a maximum of \$100,000. Typical grant approvals are expected to be in the range of \$10,000. This grant cannot be used for capital projects, prize money, to advance a profit venture or advance the activities of the host. Funding is provided in two stages, an initial amount of 75% of the grant and a final payment following review of financial statements and payment of any city services. For multiyear funding submissions, approval will be based on a pro-rated formula over the term of the grant with the final allotment granted upon receipt and acceptance of final financial statements and payment for any city services.

#### **2. Major Sport Event City Service Offset Grant**

Funding to offset direct city services such as police, engineering, parks. Maximum request of up to 50% of an event's city service costs to a maximum of \$10,000. Approval is granted prior to the event and the support is realized as an offset against the invoice for city services. The grant cannot be applied against deposits or other expenses other than direct city services. No cheque is produced by the City for deposit by the event organizers. Any outstanding balance on the approved grant which is not required to cover the costs of city services remains in the grant program to be used by other sport events.

#### **3. Community Sport Event Operating Grant**

Funding for direct operating costs only to a maximum of 30% of total gross operating budget to a maximum of \$5,000. This grant cannot be used for capital projects, prize

money, to advance a profit venture or advance the activities of the host. Funding is provided in two stages, an initial amount of 75% of the grant and a final payment following review of financial statements and payment of any city services.

### **Procedures / Guidelines:**

#### ***Application Procedure***

Applications must be submitted on one of the official application forms (electronic versions will be accepted but must be followed by a signed paper copy). Host groups are not encouraged to spend funds on the design and production of elaborate presentation materials.

#### ***Assessment Guidelines***

The Assessment Guidelines below will be used as the basis to assess applications.

- **Cultural Benefits** - extent to which arts and cultural programs are associated with the event and potential to promote Vancouver's identity.
- **Demonstration of Financial Need** - organizers must provide financial statements including a balance sheet and a complete project and annual budget. Projects will be assessed by City staff to determine financial need and revenue generation capacity of the organization including consideration of fund raising, sponsorship strategies, ticketed events as well as the sale of goods and services. The organizers must outline how support from the City of Vancouver would be applied and how the event would proceed without civic support.
- **Development of Sport** - extent to which the event will encourage participation in sport and provide direct or indirect opportunities for Vancouver sport stakeholders.
- **Economic considerations** - sound financial plan including details on all other secured and unsecured revenue sources, type and extent of short and long term economic impact. Extent to which direct or indirect economic benefits can be realized for the City of Vancouver and for Vancouver taxpayers.
- **Endorsement** - evidence of sanctioning organization support from the relevant governing body of sport (if applicable) and any other relevant endorsements.
- **Environmental Benefits** - extent to which principles and best practices of environmental sustainability are integrated into the event and degree of environmental enhancement.
- **Event Administration/Governance** - the event must be operated on a not-for-profit basis by a registered BC Not-For-Profit Society in existence for more than one year prior to submission date. Governance model reflects the scope of the event with appropriate committees and controls. Board members must act in a voluntary capacity and may not receive remuneration. Major events require paid professional administration. The City will not provide administrative support or play a governing role as part of the host organization; however city representatives may provide advice at various stages of the planning process.

- **Influence in National or International Sport** (For Major Events only) - extent to which this event will lay the ground work for future events.
- **Location** - event must take place at least partially in the City of Vancouver, with appropriate site selection, site and service requirements including city support services, permits and licenses secured.
- **One-off Events** - annual or on-going events will only be eligible for funding once, except for new events that require financial support over a 2-year period.
- **Partnership** - The City of Vancouver would not usually be the sole supporter of an event.
- **Public Benefit** - size of audience and/or media coverage.
- **Recognition** - strategies to acknowledge support from the City of Vancouver. Please see the Recognition Guidelines for more information.
- **Safety and Security** - evidence of a plan and resources to address all health and safety issues for participants, volunteers and spectators, equipment and property including satisfying risk management requirements, emergency planning and specifically address insurance and indemnity requirements.
- **Social Benefits** - extent of opportunities for young people, volunteer development and evidence of community public support.
- **Technical Quality** - extent to which organizers have organizational and technical capacity to stage a successful event. A documented Business Plan is fundamental to this assessment for Major Events.
- **Timing of Event** - the event must take place after each application submission deadline. Retro-active funding is not considered at this time.

Applications best meeting the above criteria will be recommended to City Council for funding.

Prior Consultation with City Staff is encouraged - eligibility for support cannot be assured if the City is not consulted before a bid is launched or an event secured. The City of Vancouver Film and Special Events Office should be the first point of contact for any organization seeking City support for a major sporting event. Organizers of community level sport events within Vancouver should contact the Park Board Special Events Office. Groups may be contacted for further information and may be requested to attend a meeting with staff for the purposes of reviewing the submission. The 2015 deadlines for submission of completed and signed forms are the last days of March and October. Incomplete forms will not be considered. Late forms will be considered in the next intake period