



ADMINISTRATIVE REPORT

Report Date: June 1, 2016
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Meeting Date: June 14, 2016

TO: Vancouver City Council
FROM: Manager of Sport Hosting
SUBJECT: Vancouver Community Sport Hosting Grants - 2016 Spring Intake

RECOMMENDATION

THAT Council approve Community Sport Hosting Grants totalling \$37,500 as outlined in the body of this report. The funding source will be the 2016 Vancouver Community Sport Hosting Grant Program Budget.

REPORT SUMMARY

This reports recommends approval of Community Sport Operating Grants totalling \$37,500.

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.

2016: Council approved revisions to the 'Vancouver Community Sport Hosting Grant Program', expanding the type of events that are eligible for funding at a community level, including Local or Regional Sport Tournaments, New Sport Event Initiatives, and Annual Sport Events.

Approval of grant recommendations requires eight affirmative votes.

SPORT HOSTING MANAGER COMMENTS

The Sport Hosting Manager recommends approval of the foregoing. The Vancouver Community Sport Hosting Grant program reflects the local focus on sport events and the community it serves. These events prioritize sport development and increase local sport hosting capacity and effectively support a wider variety of events hosted by local non-profit 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.

REPORT

Background/Context

On July 13, 2006, as part of a report on the development of a comprehensive Vancouver Sport Strategy, Council approved a Sport Hosting Grant Program with annual funding of \$200,000 to support a range of sporting events.

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.

The Sport Tourism Development Fund has replaced the Major Sport Event Operating Grants that the Vancouver Sport Hosting Grant Program supported. As a result of these changes, the Vancouver Sport Hosting Grant program is now referred to as the 'Vancouver Community Sport Hosting Grant Program' focused on community events held by our local sport organizations.

The Vancouver Community Sport Hosting Grant guidelines (Appendix A) have been revised and approved by Council to support the following events:

1. Local or Regional Sport Tournament
2. New Sport Event Initiative
3. Annual Sport Event

DISCUSSION

All Sport Hosting Grant applications are reviewed by a panel comprised of representatives from the Park Board, City of Vancouver and other key stakeholders in the sport hosting community.

This report recommends grants that were applied for in Spring 2016, under the approved 2016 guidelines, and will reflect the new category of Annual Sport Event Grants.

Annual Sport Event Grants will be approved up to 3 years of funding, but must submit a letter of intent and budget with each calendar year to receive their approved funding amount. At the end of a 3 year cycle, the event must reapply for future funding. Only one Annual Sport Event Grant will be awarded per local sport organization.

The panel received 3 Regional Sport Tournament and 4 Annual Sport Event applications. Due to timing of the revisions made to the Grant Program, and learning of the BMO Marathon hosting BC Half Marathon Championships held in conjunction with the BMO Vancouver Half Marathon, it was out of the control of the event organizers to submit a grant application 9 weeks prior to the hosting of the event specifically for the BC Half Marathon Championships. This report does include one retroactive grant request for the Vancouver International Marathon Society. The BMO Vancouver Half Marathon still honoured City recognition at the event for all the support and services that the COV provided.

Summary of Review Panel Recommendations

The review panel carefully considered and applied the new criteria outlined in the assessment guidelines (Appendix A). Increasing the eligibility of the type of events that can apply for a community sport hosting grant, permits the City of Vancouver to support sustainable sport events and support local events that showcase Vancouver Park Board facilities and City of Vancouver hosting spaces/venues.

All of the event applications have over a 5 year history in Vancouver and highlight our active lifestyle that support the City's Healthy Living Agenda. All the events have open registration with no qualifications and are non-ticketed to spectate, giving greatest access to the local public to participate.

2016 marked the 45th Anniversary of the Vancouver International Marathon, and the host society layered in a new event within the event by hosting the 2016 BC Athletics Half Marathon Championships.

The annual Stanley Park Open also celebrates its 85th year, and will increase the junior division to an ITF Grade 3 standard by hosting the Silex Canadian International Tennis Federation (ITF) Junior Championships within the Open. This will invite 75 international participants increasing opportunities for local sport development. The hosting of an ITF event will expand our hosting resume and build a stronger reputation and relationship with the ITF to host more international events.

Volleyball BC will host 2 great events that will showcase our iconic beaches of Kits and Spanish Banks. 2016 marks the 25th anniversary of the Vancouver Open that has been an instrumental development tournament for many of our national beach volleyball athletes in Canada. The animation and energy that the beach tournaments bring to Vancouver are a highlight every summer attracting over 20,000 spectators in a given weekend.

The organizations which applied for grants, the amounts requested, and the review panel's grant recommendations are summarized in the table below.

Organization	Event	Location/Venue	Date	Grant Requested	Grant Recommended	Notes
Local or Regional Tournament						
Vancouver International Marathon Society	2016 BC Half Marathon Championships	City and Park Board Streets and Venues	1-May-16	\$5,000	\$5,000	**retroactive grant due to changes of grant program eligibility - Sport Hosting Manager approved to still be considered eligible for hosting of the BC Half Marathon Championships
Volleyball BC	Big West VolleyFest	Spanish Banks	July 30 - August 1, 2016	\$10,000	\$5,000	Combination of Adult and Youth Provincial Championships hosted every year on Vancouver beaches.
Tennis BC	2016 Silex Canadian ITF Junior Championships	Stanley Park	July 16-20, 2016	\$10,000	\$10,000	2016 is the 85th anniversary of the Stanley Park Open - one of Vancouver's longest standing sport tournaments
Local or Regional Tournament Sub TOTAL				\$25,000	\$20,000	
Annual Sport Event						
Canada One Athletic Foundation	KitsFest	Kits Beach	August 5-7, 2016	\$5,000	\$5,000	1200 local participants, a sport and healthy living festival featuring 3 competitive tournaments in 1, with several non-competitive activities (yoga, spin, zumba).
Volleyball BC	Vancouver Open	Kits Beach	July 15-17, 2016	\$5,000	\$5,000	25th anniversary of the tournament, includes a youth open for U14 and U16, and adult divisions. High
Vancouver Wrestling Club	Vancouver International Wrestling Festival	Robson Square	20-Aug-16	\$2,500	\$2,500	120 youth and college competitors from across BC and the USA.
One Team United Soccer for Development and Peace Society	Vancouver International Soccer Festival	Empire Fields	July 8-10, 2016	\$5,000	\$5,000	A multi-cultural soccer tournament, including local, Vancouver street soccer, First Nations and multi-ethnic teams. Tournament is sanctioned by the BC Soccer Association.
Annual Sport Events Sub TOTAL				\$17,500	\$17,500	
Total Proposed Grant Funding				\$42,500	\$37,500	

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

This report seeks approval of Community Sport Hosting Grants totalling \$37,500. The funding source will be the 2016 Vancouver Community Sport Hosting Grant Program Budget.

The table below outlines the available funding for the Vancouver Community Sport Hosting Grant Program.

2016 Annual Sport Hosting Grant Funding		\$200,000
Less: Recommendations contained in this report:		
o Three (3) Regional Sport Tournament Grants	\$20,000	
o Four (4) Annual Sport Grants	\$17,500	(\$37,500)
Fall 2016 Funding Available for Allocation		\$162,500

CONCLUSION

The Sport Hosting Grant Program review panel recommends that Council approve grants totaling \$37,500 as outlined in the body of this report. The recommendations are the product of a comprehensive and thoughtful review process consistent with the policy and guidelines approved by Council.

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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.
- 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.
- Only one (1) Annual Sport Event Grant will be awarded per local sport organization.

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 assessment 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, Sport Hosting from the City Manager's Office
- A Park Board staff - Manager, Business Development

The Sport Hosting Review Panel report recommendations of grants 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 the members of the and 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 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:

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An application workshop/seminar will be hosted once a year for all eligible applicants.