



## ADMINISTRATIVE REPORT

Report Date: October 3, 2016  
Contact: Michelle Collens  
Contact No.: 604.871.6491  
RTS No.: 11688  
VanRIMS No.: 08-2000-20  
Meeting Date: October 18, 2016

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

### ***RECOMMENDATION***

THAT Council approve four (4) Community Sport Hosting Grants totalling \$50,000 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 report recommends approval of 4 Community Sport Operating Grants totalling \$50,000. Applications received include Grandview Skating Club, BC Rugby, Tennis BC and BC Wheelchair Sports Association. The current balance of the 2016 Vancouver Community Sport Hosting budget is \$162,500. Upon approval and payment of these four grants, the remaining balance will be \$112,500 to be allocated during the Winter 2016 intake of Sport Hosting applications.

### ***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.

### ***CITY MANAGER'S/GENERAL MANAGER'S 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 Fall 2016, under the approved 2016 guidelines (Appendix A).

For Fall 2016, the panel received 4 Regional Sport Tournament applications.

### ***Summary of Review Panel Recommendations***

The Community Sport Review Panel received 4 applications that have a foundation of junior sport development and inclusion, aligning with the Vancouver Sport Strategy.

BC Wheelchair Sports Association is hosting the Birmingham National Wheelchair Tennis Championships for the second year in the UBC Tennis Centre. This event brings the best wheelchair tennis players to Vancouver. This year will feature a wheelchair tennis demo and educational session with the members of the UBC Tennis Club.

The Grandview Skating Club is celebrating its 50<sup>th</sup> Anniversary and concluding the year of events is the Jingle Blades meet. A true model of community sport, all Vancouver skating clubs participate in this event bringing their members to compete at a central location at the Trout Lake Community Centre.

The 2017 U14 Indoor Rogers Junior Nationals is the only Tennis Canada National Championship hosted on the west coast, all other age category competitions are hosted in Ontario and Quebec. A local national level competition offers our BC athletes the chance to compete at a high level without the cost and participation barrier of travel. This competition also aligns with the annual Stanley Park Open and its objectives to drive junior participation and development in amateur sport.

2017 will mark the second year for the Vancouver Rugby Festival which creates a complement to the Canada Sevens Series (takes place in BC Place), offering community inclusion and women's participation. This coming March will feature powerhouse women's elite teams Australia (Rio Summer Olympics Gold Medallists) and Team Canada (Rio Summer Games Olympic Bronze Medallists). Hosting at multiple venues around the City will drive inclusion and community engagement.

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
<b>LOCAL OR REGIONAL SPORT TOURNAMENT</b>						
BC Wheelchair Sports Association	Birmingham National Wheelchair Tennis Championships	UBC Tennis Centre	October 27-30, 2016	15,000	10,000	Second year hosting at UBC Tennis Centre - will offer a wheelchair tennis demo for UBC Tennis Club members in advance of competition.
Grandview Skating Club	Jingle Blades	Trout Lake Community Centre	November 25-27, 2016	5,000	5,000	Grandview Skating Club is celebrating its 50th anniversary - all Vancouver Skating clubs participate in Jingle Blades
Tennis BC	2017 U14 Indoor Rogers Junior Nationals	UBC Tennis Centre	April 2-8, 2017	10,000	10,000	Only Tennis Canada National Championship hosted on the west coast – all other age category competitions are hosted in Ontario and Quebec. A local national level competition offers our BC athletes the chance to compete at a high level without the barriers of travel.
BC Rugby	Vancouver Rugby Festival	UBC, Trillium, Empire Fields, Cannought	March 9-10, 2017	\$25,000	\$25,000	Festival created to complement the Canada 7s Rugby Tournament (2nd year) - an elite invitational tournament that will feature Rio medallists Australia (Gold) and Canada (Bronze).
Local or Regional Tournament Sub TOTAL				\$55,000	\$50,000	
<b>NEW SPORT EVENT INITIATIVE</b>						
New Sport Event Initiatives Sub TOTAL				\$0	\$0	
<b>ANNUAL SPORT EVENT</b>						
Annual Sport Events Sub TOTAL				\$0	\$0	
Total Proposed Grant Funding				\$55,000	\$50,000	

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

This report recommends approval of four (4) Community Sport Hosting Grants totalling \$50,000. The source of funding is the 2016 Vancouver Community Sport Hosting Grant Program Budget.

The current balance of the 2016 Vancouver Community Sport Hosting budget is \$162,500. Upon approval and payment of these four grants, the remaining balance will be \$112,500.

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

2016 Annual Sport Hosting Grant Funding	<b>\$200,000</b>
<i>Spring 2016 Funding Allocated</i>	<i>\$37,500</i>
<b>Less Four (4) Local or Regional Sport Tournament Grants</b>	<b>\$50,000</b>
Winter 2016 Funding Available for Allocation	<b>\$112,500</b>

***CONCLUSION***

The Sport Hosting Grant Program review panel recommends that Council approve grants totaling \$50,000 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

### 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.

## 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:

Michelle Collens  
Manager, 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.*