



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: April 19, 2007
Author: Anita Ho/Meg Elliott
Phone No.: 604.257.8445
RTS No.: 6710
VanRIMS No.: 05-5000-10
Meeting Date: May 1, 2007

TO: Vancouver City Council
FROM: General Manager, Vancouver Board of Parks and Recreation
SUBJECT: 2007 Vancouver Sport Hosting Grant Allocations

RECOMMENDATION

THAT Council approve Major Sport Hosting Grants totalling \$46,000 as listed in the body of this report. Source of funds to be the 2007 Sport Hosting Grant Budget.

GENERAL MANAGER'S COMMENTS

The General Manager of the Vancouver Board of Parks and Receptions recommends approval of the foregoing.

COUNCIL POLICY

On July 13, 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 not eligible under the Hosting BC program.

Approval of grant recommendations requires eight affirmative votes.

SUMMARY

This report recommends approval of Major Sport Event Operating Grants totaling \$46,000.

BACKGROUND

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 not eligible under the HostingBC Program. While the HostingBC program is a successful and coordinated strategy for single sport events at a national or international level, it does not cover provincial level sports, multi-sport events or community level tournaments.

At the same meeting under a separate report, Council approved funding in the amount of \$300,000 over a three year period (\$100,000 in each of 2007, 2008 & 2009) to support the development of the 2009 BC World Police and Fire Games to be held in Vancouver, with the source of funds to be the newly approved Sport Hosting Program. This approval leaves \$100,000 in grants available per year for each year between 2007 and 2009 to support other Sport Hosting Grant applicants.

Principles and key strategies of the Sport Hosting Policy approved by Council include:

Leadership:	The policy will be administered by the Board of Parks and Recreation with input and advice from the FEST Committee. A Review Panel comprised of representatives from City departments/boards and key stakeholders will deliberate semi-annually and develop recommendations for Council's consideration and decision.
Governance & Accountability:	Host organizations must be registered and duly constituted as a not-for-profit Society in British Columbia and must demonstrate accountability.
Fiscal Responsibility:	Support is dependent on degree of social and economic benefits accrued by the City. Grants recommendations will reflect events which stand the best chance of providing significant benefits, fit best with City priorities and best fulfill the assessment criteria.
Partnership:	The City of Vancouver generally would not be the sole supporter of an event

Three types of grants were designed to support sport hosting:

- **Major Sport Event Operating Grant** - Funding for direct operating costs only to a maximum of 10% of total gross operating budget, to a maximum of \$100,000. This grant cannot be used for capital projects, prize money, to advance a profit venture or to advance the activities of the host. Funding to be provided in two stages, with the second amount following review of financial statement and payment of any City services.
- **Major Sport Event City Service Offset Grant** - Funding to offset direct City services provided by departments or boards such as Police, Engineering, or Park Board. Maximum grant of 50% of City service costs to a maximum of \$10,000; not to be applied to deposits or any expenses except direct City services and no cheque will be produced by the City for deposit by event organizers.

- **Community Sport Event City Service Offset Grant** - Funding to offset direct City services as above. Maximum grant of 50% of City service costs to a maximum of \$1,000.

Recommendations will be based on a thorough analysis by the Vancouver Sport Hosting Review Panel using specific assessment guidelines which were also outlined in the Council report.

DISCUSSION

Review Panel Process

Based on Council's direction, a Review Panel of eight members was formed and included representatives with a range of expertise in sport hosting from the Park Board, the City's FEST Committee and key stakeholders in the sport hosting community. The Review Panel members for the 2007 Sport Hosting grants are:

Anita Ho, Review Panel Chair, Director of Corporate Services, Park Board

Daisy Chin, Recreation Services Coordinator-Special Events and Filming/FEST Committee, Park Board

Meg Elliott, Senior Business Analyst, Park Board

Greg Eng, Manager of Recreation Services, Stanley District, Park Board

Doug Taylor, Recreation Services Coordinator-Sports Facilities, Park Board

Janis Cookson, Program Manager, City Operations, VANOC

Mike Fox, Manager, Sport Tourism Sales, Tourism Vancouver

Pete Quevillon, Director, KidSport Development, SportBC

The Review Panel defined the program's intake periods, formalized assessment guidelines and created an application form. Application documents were made available on the Park Board's web site to provide easy access to interested groups. Copies of the form and guidelines are included in Appendix A.

To ensure organizations were informed about the program, members of the Review Panel communicated program details and deadlines to their various clients, stakeholders and appropriate groups. Panel members also followed up with groups which might have events falling within the current timeframe.

All panel members were sent full application packages to review in advance of the review meeting date. The Panel met at the end of March to discuss the grant applications from the first intake and arrive at a consensus over recommendations, which are then finalized and forwarded to Council for consideration and approval.

In looking at the applications received for the first intake, it was observed that no applications were made for either the Major or Community City Service Offset grants. While this is the first submission period for the program's development, panel members were disappointed not to receive any of these types of applications and discussed approaches for encouraging their submission. Additional effort will be made to target community groups which incur higher City service costs for the next intake period, in an attempt to increase

applications for these types of grants. If this encouragement proves insufficient, changes to the program's guidelines may need to be made to encourage these types of applicants.

Of the four grant applications received for the Major Sport Event Operating Grant, the Panel was generally impressed with the quality of the applications.

Summary of Review Panel Recommendations

The Review Panel applied the evaluative criteria outlined in the assessment guidelines carefully, noting that Council required certain criteria to be met while others were to be considered enhancements to an application. Not all organizations met the required criteria and therefore some applications could not be recommended for support.

The table below outlines the organizations and events which applied for grants, and the requested & recommended grants.

Table 1

Organization	Event	Grant Requested	Grant Recommended
2007 CPISRA Boccia World Cup Society	2007 Boccia World Cup	\$80,000	\$40,000
Vancouver Giants Hockey Club	2007 Memorial Cup	\$50,000	\$0
Volleyball BC	BC Youth & Adult Beach Volleyball Provincial Championships	\$6,000	\$6,000
Metropolitan Vancouver Basketball Association	KitsFest	\$45,000	\$0
Total	4 events	\$181,000	\$46,000

FINANCIAL IMPLICATIONS

As listed above, the Review Panel is recommending support for 2 Major Sport Operating grants for a total amount of \$46,000. The total request amount, number of applicants, total recommended amount and number of recipients are indicated in Table 1. Approval of these recommendations leaves an unallocated balance of \$54,000 in the 2007 Sport Event Hosting Grant budget reserved for the second deadline in June 2007.

CONCLUSION

This report outlines the first recommendations on 2007 Vancouver Sport Hosting Grants. A report recommending allocation of remaining Sport Hosting Grants to projects from the second intake will be presented to City Council later in the year.

The recommendations reflect a careful and considered process of the Review Panel members, against the policy and guidelines provided by Council.

* * * * *



Appendix A City of Vancouver Sport Hosting Grant Application

Submission Date: _____

Deadlines: February 28, 2007 & June 30, 2007

IMPORTANT: Please refer to the Vancouver Sport Hosting Grant (VSHG) Guidelines before completing this application. Please type or print clearly, and ensure all applicable questions are answered and any required additional information is attached to the application.

Information collected will be used solely to evaluate your eligibility under the Vancouver Sport Hosting Grant.

Please Note: Vancouver Sport Hosting Grants are not retroactive. Applications received after the event has taken place are not eligible for funding.

1. General Information

Name of Organization: _____

Contact Person: _____

Position Title: _____

Phone (Daytime): _____

Phone (Secondary): _____

Fax: _____

Email: _____

Mailing Address: _____

Has your organization been in existence for at least 1 year: Yes No

Note that organizers are eligible to apply for **only one type of grant**. Please indicate below which grant is being applied for:

Major Sport Event Operating Grant

(10% of event operating budget to maximum of \$100,000)

Major Sport Event City Service Offset Grant

(50% of City of Vancouver service costs to maximum of \$10,000)

Community Sport Event City Service Offset Grant

(50% of City of Vancouver service costs to maximum of \$1,000)

Amount of Vancouver Sport Hosting Grant requested: _____

For Major Sport Event Operating Grants only:

Vancouver Sport Hosting Grant funds must be used for operational expenses. Please describe the specific purpose within the operational budget for which the funds will be used:

For Major Sport Event Operating Grant only:

Please provide a copy of the Business plan for the event

.....

2. Event Host Organization

Please provide your organization's BC Society Act information.

Name of Organization: _____

Registration Number: _____

Date of Registration: _____

Contact Person who will be responsible for organizing this event:

Please attach a copy of the Certificate of Incorporation

Please attach a copy of Society's Financial Statements

Please attach a detail outline of the skills and experience that qualify the organization to carry out the event. This should include past hosting efforts.

.....

3. Event Details

Proposed Date(s) of Event: _____

Set-up date(s): _____

Take-down date(s): _____

Brief Event Description:

Does your event have a body which must sanction this event? Yes No
(If yes, please attach documentation providing proof of sanctioning.)

Proposed Facility(s)/Location(s): _____
 (Please provide detailed route maps for races; a map of proposed site layout with set-up/takedown requirements)

Address of Facility(s): _____

Have you applied for use of facility(s)/location(s) listed above?

- Yes - site confirmed
- Yes - application pending
- No

.....

4. Event Administration and Financial information

Please provide the name of the primary contact responsible for financial aspects of organizing this event: _____

Please attach an event budget showing revenues and expenditures for the event.

Please outline what City support services are needed (such as special event permits, licenses, street closures, etc.):

Note: If permits or licenses have already been secured please provide copies.

Note: Proof of insurance coverage is required as a condition of being granted permission to hold a special event on a City Park and/or use of City property. Please refer to City of Vancouver Special Event insurance requirements.

Please provide information about your requests for government support:

Department	Contact & Phone	Amount Requested	Amount Confirmed
Federal		\$	\$
		\$	\$
Provincial (other than the Hosting BC program)		\$	\$
		\$	\$
Regional		\$	\$
		\$	\$
Municipal		\$	\$
		\$	\$
Other (i.e. VANOC)		\$	\$
		\$	\$

Department	Contact & Phone	Amount Requested	Amount Confirmed
TOTAL		\$	\$

If table space is insufficient, please attach additional detail.

For major operating grants, please outline how VSHG funds will be used and how the event will proceed if no funds from this program are available:

5. Corporate Support for the Event

What portion of your overall revenue within your event budget will come from corporate sponsorship?

What is the potential for corporate support from local businesses for this event?

Please provide details of corporate sponsorship agreements:

(Please refer to the Guide to Special Events in Vancouver Parks for applicable regulations on signage, product sampling and sales -

<http://vancouver.ca/parks/events/pdf/specguide.pdf>)

Sponsor (local/national)	Value of support		Aspects of sponsorship agreement which may affect City Services
	Cash	In-kind	

If table space is insufficient, please attach additional detail.

Please describe your plan to acknowledge support from the City of Vancouver:

5. Event Impact

Will the event be televised? Yes No

If yes, please include all coverage anticipated:

Local Provincial National North America International

What are the anticipated demographics for this event?

Please complete the following table:

	Athletes	Spectators	Volunteers
Total Number			
Age Breakdown (estimated %): Child Youth Adults Seniors			
Gender Breakdown (estimated %): Male Female			
People's Originating Location (est. %): Local Regional (i.e. lower mainland) Provincial Western Canadian National North America International			

Please describe how this event will contribute to any of the following that apply:

Sport Development (e.g. equipment legacy, coaching clinics)

Economic Development (e.g. anticipated hotel room nights, media coverage, local business impact)

Social/Community/Cultural Development (e.g. volunteer opportunities, access to events, demonstration sport opportunities)

Environmental Benefits (e.g. recycling, reduced garbage)

Community Legacies (e.g. coaching development, equipment)

For Major Sport Event Grants Only:

Influence on National/International Sport (e.g. qualifying times, athletic development)

6. Certification and Signatures

I certify that: To the best of my knowledge all the information contained in this application is true and complete. If this application is successful, I certify that:

A detailed report outlining the results of the event will be sent to the City of Vancouver Sport Event Hosting Committee within 90 days of the completion of the event.

The financial records of this event will be made available for audit and on site inspection by any person whom the Committee authorizes in writing.

The City of Vancouver will be given appropriate recognition as a funding partner as per the Guidelines that will be provided.

City of Vancouver signage, which recognizes or announces to the public its participation as a funding partner, will be displayed as provided and in location(s) acceptable to the City of Vancouver. Signage installation and removal costs are the responsibility of the organizing committee.

I will provide proof of adequate and appropriate insurance coverage as required by the City of Vancouver and the Vancouver Sport Hosting Grant.

Two authorized members of the organization must sign the application. Unsigned applications will not be considered.

Name (please print): _____

Position: _____

Date: _____

Signature: _____

Name (please print): _____

Position: _____

Date: _____

Signature: _____

Before you send this, have you

- Completed all relevant section of the application?
- Had the form signed by two authorized members of the organization?

Important Enclosures

Please attach the following (please ensure all attachments are clearly labeled and stapled to the application):

- Certificate of Incorporation
- Financial statements from your organization
- An outline of skills/experience that qualify your organization to carry out the event
- Race routes &/or site layout maps
- Documentation from your event sanctioning body (if applicable)
- A complete event budget showing revenues and expenditures
- Copies of any permits or licenses which have been secured
- Any additional supporting material you feel are necessary

For Major Events (both Operating and Service offset):

- A copy of your event business plan

For Major Operating Grants only:

- A plan for how the VSHG funds will be used
- Sample promotional materials

- Have you made and kept a copy of your application?

Next Steps:

You must send a printed and signed copy of this document along with the attachments specified above to:

Vancouver Sport Hosting Grant Program
2099 Beach Avenue
Vancouver, BC V6G 1Z4

You may send a copy this document and any attachments via email to sporthostinggrant@vancouver.ca

You will receive confirmation when the emailed application has been received, and when the printed and signed copy has been received. Applications will not be considered until a complete printed and signed copy is received. Please ensure you keep copies of all documents submitted.

If you have questions regarding this application please contact Anita Ho at 604-257-8446 or Meg Elliott at 604-257-8445.

Links to this form, the VSHG Guidelines, other related sites and e-mail contacts can be found at www.vancouver.ca/sporthostinggrant

Applications will be reviewed by the Sport Hosting Grant Panel in March-April 2007. Based on the Assessment Criteria (listed on the Application Assessment Guidelines), recommendation will be made to the Park Board and Vancouver Council in May, 2007. Applicants will be notified as soon as possible after approval.



Appendix A 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. On July 13, 2006, Vancouver City Council approved annual funding of \$100,000 for 2 years effective 2007 to support hosting of sport events.

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.

Major Sport Event Operating Grant - Funding for direct operating costs only to a maximum of 10% 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.

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.

Community Sport Event City Service Offset Grant - Funding to offset direct city services such as police, engineering, parks. Maximum request of 50% of an event's city services costs to a maximum of \$1,000.

Procedures / Criteria:

Application Procedure

Applications must be submitted on the official application form (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.

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. In no case should a host initiate a formal invitation without prior City approval. The Vancouver FEST Committee should be the first point of contact for any organization seeking City support for a major sporting event (vancouver.ca/engsvcs/filmandevents/index.htm). Organizers of community level sport events within Vancouver should contact the Park Board Special Events Office (vancouver.ca/parks/events/index.htm).

Groups may be contacted for further information and may be requested to attend a meeting with staff for the purposes of reviewing the submission. Deadlines for submissions of completed and signed forms are the last day of February and June in 2007 & 2008. Incomplete forms will not be considered. Late forms will be considered in the next intake period.

Assessment Criteria

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 event and annual budget. Events 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.
- **Eligibility under HostingBC** - events eligible for funding under the HostingBC Program (a grant program for organizations interested in staging international and national sport events in British Columbia) will not be considered for the Vancouver Sport Hosting Grant. They will be referred to apply to the Provincial HostingBC Program (www.tourismvancouver.com/meetings/sport_tourism/sport_services) of which the City has been a founding supporter.

- **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.
- **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 City of Vancouver.
- **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 addressing 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.

Applications best meeting the above criteria will be recommended to the Park Board and City Council for funding. The total approved funding for 2007 and 2008 is \$100,000 per year.