



## ADMINISTRATIVE REPORT

Report Date: November 13, 2012  
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Meeting Date: November 27, 2012

TO: Vancouver City Council  
FROM: General Manager of Parks and Recreation  
SUBJECT: Sport Hosting Grants

### *RECOMMENDATION*

THAT Council approve a Sport Hosting Grant totalling \$100,000 to support hosting of the Davis Cup 2013 international tennis event, with the source of funds to be the 2012 and 2013 Sport Hosting Grant Budgets.

### *REPORT SUMMARY*

This report recommends approval of a Major Sport Hosting Grant totaling \$100,000.

### *COUNCIL AUTHORITY/PREVIOUS DECISIONS*

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.

Approval of grant recommendations requires eight affirmative votes.

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

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

## *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. 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 30% of total gross operating budget to a maximum of \$100,000;

**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;

**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.

### *Strategic Analysis*

This report relates to one grant application that has an impending deadline for approval. The event was originally scheduled to be hosted in Spain, but the opportunity for a Canadian city to host has recently been made available. A report detailing all other applications and associated recommendations for sport hosting grants from the fall 2012 intake will be presented at a future meeting.

The Davis Cup event is a highly-regarded international tennis tournament, hosted by Canada in 2012 at Doug Mitchell Olympic Arena on the UBC campus. The 2013 event will take place the week of January 28 and will showcase a number of the best players in the world, in a Canada versus Spain contest. The competition is expected to draw close to 19,000 spectators, including 2,500 from out of region and another one million in Canada via national TV coverage over three days of competition.

The Canada versus France event held in February 2012 was a major success with 15,000 in attendance and another 600,000 watching on national TV. These were impressive results for the first such competition held on Canadian soil in eight years. The 2013 version is expected to be even more successful as nearly 2,000 extra seats have been added to the UBC venue and domestic French language TV coverage will be strengthened to reach a wider audience.

In addition to seeking the support of the City of Vancouver, the organizers are also reaching out to the Province of BC and private organizations.

Tennis Canada will also profile the best junior talent from Vancouver on the official Davis Cup courts throughout the week of competition. This will be an experience for the young players - providing them with hands on experience as they prepare to eventually compete for their nation. Tennis Canada and BC Tennis will also leverage

the Vancouver Davis Cup in an attempt to raise \$100,000 from ancillary fund raising activities to invest in the national junior high performance development program, formed in 2011.

In 2012, BC Tennis and Tennis Canada donated new tennis equipment to Vancouver's Moresports program and offered viewing opportunities for school-aged youth during the competition. The organizations have committed to ongoing support through the Park Board to assist with providing access to sport programs for children and youth throughout the city.

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

#### *Financial*

The annual funding available through the Sport Hosting grant program is \$200,000. Staff recommend that this Major Sport Hosting Grant totalling \$100,000 be funded from the 2012 and 2013 Sport Hosting Grant budgets.

The 2012 grant allocation currently holds \$93,000 and is insufficient to deliver the entire amount requested for the Davis Cup event. Therefore, staff recommend that the amount requested be divided into two portions; \$40,000 from the 2012 budget allocation and \$60,000 from the 2013 budget allocation. Pending the 2013 operating budget approval process, sufficient funds exist within the Sport Hosting Grant program to allow for the distribution of funds described above and will allow funds for other applicants as well. This multi-year approach has been use in previous years to support major events including the World Police and Fire Games and FIFIA 2015 Women's World Cup.

### *CONCLUSION*

This report outlines the recommendation for Vancouver Sport Hosting Grants. The recommendations reflect a careful and considered process within the policy and guidelines provided by Council.

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