



ADMINISTRATIVE REPORT

Report Date: January 5, 2017
Contact: Michelle Collens
Contact No.: 604.871.6491
RTS No.: 11791
VanRIMS No.: 08-2000-20
Meeting Date: January 24, 2017

TO: Vancouver City Council
FROM: Manager of Sport Hosting
SUBJECT: Vancouver Community Sport Hosting Grants - 2016/2017 Winter Intake

RECOMMENDATION

- A. THAT Council approve 5 Community Sport Hosting Grants totalling \$26,000 as outlined in the body of this report.
- B. THAT the grant be subject to each grant recipient agreeing to the terms and conditions of the community sport hosting grant program as generally outlined in this report and otherwise satisfactory to the Manager, Sport Hosting and City Solicitor.
- C. THAT the grants be funded from the 2017 Vancouver Community Sport Hosting Grant Program Budget.
- D. THAT no legal rights or obligations are created by the approval of Recommendations A through C above unless and until the grant agreement letter is executed and delivered by the grant recipient.

Approval of Recommendations A and B constitutes a grant and therefore requires an affirmative vote of at least two-thirds of all of Council pursuant to Section 206(1) of the Vancouver Charter.

REPORT SUMMARY

This report recommends approval of Community Sport Operating Grants totalling \$26,000. Applications received include 3 international level events (sailing, indigenous basketball, wheelchair tennis), 1 provincial high school championship and 1 youth development soccer initiative. The current approved 2017 Vancouver Sport Hosting budget is \$212,242.

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 approx. \$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 City 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 Winter 2016/2017, under the approved 2016 guidelines (Appendix A).

Summary of Review Panel Recommendations

In total the Community Sport Review Panel received seven (7) applications, in which five (5) applications have been recommended for a grant and two (2) applications did not meet the program requirements as they were deemed 'professionally run' events by for-profit organizations.

Summary of events being recommended:

The International 6 Metre Class World Championship is taking place in Vancouver this September. Hosted at the Royal Vancouver Yacht Club in English Bay, this event offers 7-days of sailboat racing. Sport Hosting Vancouver is excited to be working closely with the organizers of the 6M2017 on youth engagement initiatives and other demo opportunities before, after and during the competition.

The 2017 World Indigenous Basketball Challenge will be hosted in Vancouver this August at UBC. 16 teams have committed to participate including several Aboriginal team from across Canada and the international indigenous teams from New Zealand, Australia, South Sudan and Zambia. This event will be a great addition to our hosting portfolio in 2017 as we celebrate Canada 150+ and promote aboriginal tourism activities.

BC Wheelchair Sports Association is hosting 2017 ITF3 Vancouver International Wheelchair Tennis Tournament at the Kitsilano Beach Park Tennis Courts. This four-day event includes four divisions of competition and is an international tournament; attracting players from several nations while also providing high-level competition for our British Columbian and Canadian athletes.

Working with the Vancouver School Board and the Vancouver School Athletic Association, Britannia is seeking the rights to host the Grade 9 High School Basketball Provincials in Vancouver. The hosting of this event guarantees an automatic berth into the tournament and eliminates the stress of a Vancouver team having to 'qualify'.

One new sport event initiative continues the legacy of the Women's World Cup in Vancouver; the Girls Leadership Soccer Project provides training and a competitive mini tournament for female youth in our community.

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

Organization	Event	Location/Venue	Date	Grant Requested	Grant Recommended	Notes
LOCAL OR REGIONAL SPORT TOURNAMENT						
International 6 Metre Class World Championship - Vancouver 2017 Organizing Committee (6M2017 Organizing Committee)	6M World Championship Vancouver 2017	Royal Vancouver Yacht Club (south side of English Bay)	September 15-21, 2017	10,000	7,500	7-days of sailboat racing taking place in English Bay - event includes the World Cup
Skidegate Saints Basketball Club	2017 World Indigenous Basketball Challenge	UBC	August 9-12, 2017	10,000	7,500	2017 is the Canada 150 celebration with a focus on aboriginal tourism - this event already has 16 teams committed, most of which are from out of town
Canucks for Kids Fund	Freedom 55 Financial Open - PGA Tour Canada	Point Grey Golf and Country Club	May 29-June 4, 2017	75,000	0	Organizer of the tournament is not a registered BC-Not Profit, the charity benefactor is not eligible to apply for the grant on their behalf. The event is outside the scope of the revised 'community' sport eligibility, this is a professional event.
Canada Student Law Games Society	Canadian Student Law Games	UBC	January 2-6, 2017	10,000	0	Not hosted by a recognized Vancouver community sport organization or have 'community' sport teams participating. This is a professional run event and have hired CanTrav professional services.
Vancouver School Board - Athletic Association	Grade 9 Basketball Provincials	Britannia	March 3-7, 2017	5,000	5,000	Grade 9 Basketball Provincials - Girls
Local or Regional Tournament						
				\$110,000	\$20,000	
NEW SPORT EVENT INITIATIVE						
EqualPlay FC	Girls Leadership Soccer Project	Vancouver Elementary Schools	March-April 2017	\$2,500	\$2,500	Provides training and a jamboree for female youth development in sport and leadership
New Sport Event Initiatives				\$2,500	\$2,500	
ANNUAL SPORT EVENT						
BC Wheelchair Sports Association	2017 ITF3 Vancouver International Wheelchair Tennis Tournament	Kitsilano Beach Park Tennis Courts	July 13-16, 2017	\$5,000	\$3,500	International event attracting participants from around the world -hosted locally to offer our BC athletes the chance to compete at the highest level without the barriers of travel.
Annual Sport Events				\$5,000	\$3,500	
Total Proposed Grant Funding				\$117,500	\$26,000	

Financial

This report recommends approval of five (5) Community Sport Hosting Grants totalling \$26,000. The source of funding is the 2017 Vancouver Community Sport Hosting Grant Program Budget.

The approved 2017 Vancouver Community Sport Hosting budget is \$212,242.

The remaining balance of the 2016 Vancouver Community Sport Hosting budget is \$181,000, with \$19,000 committed to fulfil the remaining 25% of grants allocated pending receipt of final report.

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

2016 Community Sport Hosting Grant – Remaining Budget	\$181,192
<i>Less 2016 funds committed</i>	<i>-\$19,000</i>
2016 Community Sport Hosting Grant (to be carried forward)*	<u>\$162,192</u>
2017 Community Sport Hosting Grant Budget	\$212,242
<i>Less Five (5) Winter 2016/2017 Grants</i>	<i>-\$26,000</i>
2017 Community Sport Hosting Grant	<u>\$186,242</u>
Total 2017 Grant balance remaining *	<u>\$348,434</u>

**Pending 2016 budget carry forward approval. Carry forward funding is required due to approved/committed events which are not yet completed, as well as pending payment of 25% of remaining grants allocated, which are payable once final reports are received. In addition Vancouver Athletic Commission funds were allocated to the Community Sport Hosting Grant budget and are to be considered for future sanctioned combative sport events.*

CONCLUSION

The Sport Hosting Grant Program review panel recommends that Council approve grants totaling \$26,000 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.

A marketing and communications plan is in place for Q1 and Q2 of 2017 to work with local sport organizations to promote the Community Sport Hosting Grant Program and support an increase of 12 more community sport events to a total of 30 as part of the Vancouver Sport Strategy and Canada 150+ celebrations.

* * * * *

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
604-871-6491

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