



ADMINISTRATIVE REPORT

Report Date: March 16, 2017
Contact: Michelle Collens
Contact No.: 604.871.6491
RTS No.: 11999
VanRIMS No.: 08-2000-20
Meeting Date: March 28, 2017

TO: Vancouver City Council
FROM: Senior Manager of Sport Hosting
SUBJECT: Vancouver Community Sport Hosting Grant - Spring 2017 Intake

RECOMMENDATION

- A. THAT Council approve four (4) new Community Sport Hosting Grants totalling \$19,000 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 Senior Manager, Sport Hosting and the 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 the Recommendations A through C above unless and until the grant agreement letter is executive and delivered by the grant recipient.

Recommendation A 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 \$19,000. Applications received include 1 long-standing cultural sport event integrating more activity, and 4 community club driven events (badminton, swimming, multi-sport, and table tennis). The current balance of the 2017 Vancouver Sport Hosting budget is \$168,742.

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.

2016: June 14, 2016 (RTS 011480) Council approved four (4) "Annual Sport Events" totalling \$17,500. This is the first instalment of 3 years funding.

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 Spring 2017, under the approved 2016 guidelines (Appendix A).

Summary of Review Panel Recommendations

In total the Community Sport Review Panel received five (5) applications, of which three (3) are annual sport events building hosting capacity and diversity in the city's portfolio and two (2) are local or regional sport tournaments featuring badminton and a multi-sport competition for the Francophone youth of our province.

Summary of events being recommended:

The Mel Zajac Jr International Swim Meet will take place in the new UBC Aquatic Centre and will welcome over 450 athletes to compete over 3 days. This is a long-

standing event which expects a surge in registrations due to the new venue. The Vancouver Pacific Swim Club hosts this great event which sees over half of the competitors travel in from out-of-town to participate.

The British Columbia Table Tennis Association is bringing the 2017 Vancouver Open back to Vancouver. Previously hosted in Richmond, this community sport hosting grant will allow them to host this 2-start 100 participant competition at John Oliver Secondary.

The Latincover Cultural & Business Society has a long-standing reputation in our community for their Latincover Festival which includes a mini-world cup soccer tournament. This year they are diversifying their hosting portfolio, launching a volleyball tournament and sports plaza that will feature healthy active living sessions like Zumba.

The BC Francophone Games will be celebrating its 25th anniversary as the largest francophone youth gathering in the province. Hosted at three schools in Vancouver, this event brings 140 students from around BC into Vancouver for social events, cultural and arts curriculum and a multi-sport competition featuring soccer, volleyball, basketball and ultimate Frisbee.

Badminton BC is at the forefront of para-badminton and has been chosen as the para-badminton hub for Badminton Canada moving towards the Tokyo 2020 Olympics. In 2020, para-badminton will debut as an Olympic Sport. Hosting the 2017 BC Para Badminton Provincial Championships serves as a test event for the 2017 Nationals later this year, building Badminton BC's hosting portfolio.

As previously approved by Council, this report includes four (4) "Annual Sport Event" grants that will receive their second instalment of the 3-year commitment, totalling \$17,500. See **Appendix B** for "Annual Sport Events" overview.

The organizations which applied for grants in the Spring 2017 intake, 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						
Conseil jeunesse francophone de la Colombie Britannique (BC Francophone Youth Council)	British Columbia's Francophone Games	Jules-Verne School, Rose-des-Vents School and Eric Hamber	May 19-22, 2017	\$5,000	\$5,000	The BC Francophone games are the biggest Francophone youth gathering in the province. They aim to develop the skills of French-speaking youth through high quality programming, including sports competitions
Badminton BC	2017 BC Para Badminton Provincial Championships	Vancouver Lawn Tennis and Badminton Club	June 2-4, 2017	\$5,000	\$5,000	This event is a new initiative for Badminton BC - introducing the sport of para badminton. Para Badminton is a new Paralympic Sport and will make its debut in Tokyo 2020. This is an inaugural event and will be a test for the 2017 Nationals to take place later this year.
Local or Regional Tournament Sub TOTAL				\$10,000	\$10,000	
NEW SPORT EVENT INITIATIVE						
<i>No applications</i>						
New Sport Event Initiatives Sub TOTAL				\$0	\$0	
ANNUAL SPORT EVENT						
Latincover Cultural & Business Society	Latincover Mini World-Cup Soccer and Volleyball Tournaments and Latincover Sports Plaza	Concord Pacific Place	July 8-9, 2017	\$5,000	\$2,000	Nine yrs running this cultural celebration using sport to bring people together while promote healthy active living. Mini World Cup Soccer and Volleyball tournaments. This will be the first year integrating the volleyball competition.
British Columbia Table Tennis Association	2017 Vancouver Open	John Oliver Secondary School (Large Gym)	April 22-23, 2017	\$3,000	\$3,000	Previously hosted in Richmond, the Vancouver Open is requesting the sport hosting grant to bring this 2-star table tennis back to Vancouver
Vancouver Pacific Swim Club	Mel Zajac Jr International Swim Meet	UBC Aquatic Centre	May 26-29, 2017	\$4,000	\$4,000	This long standing international swim meet will be hosted at the new UBC Aquatic Centre. Over 450 athletes will compete with over half travelling into town for the competition
Annual Sport Events Sub TOTAL				\$12,000	\$9,000	
Total Proposed Grant Funding				\$22,000	\$19,000	

Implications/Related Issues/Risk (if applicable)

Financial

This report recommends approval of four (4) Community Sport Hosting Grants totalling \$19,000. The source of funding is the 2017 Vancouver Community Sport Hosting Grant Program Budget.

The current balance of the 2017 Vancouver Community Sport Hosting budget is \$168,742.

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

2017 Community Sport Hosting Grant Budget	\$212,242
<i>Less: Five (5) Winter 2016/17 Grants Committed</i>	<i>(\$26,000)</i>
<i>Less: Four (4) Previously Approved Annual Event Grant Allocations (see Appendix B)</i>	<i>(\$17,500)</i>
Available 2017 Sport Hosting Grant Funding	\$168,742
<i>Less Five (5) Spring 2017 Grants (For approval in this report)</i>	<i>(\$19,000)</i>
Total 2017 Grant Balance Remaining	\$149,742

After approval of these grants, the remaining balance of the 2017 Vancouver Community Sport Hosting grants budget will be \$149,742.

CONCLUSION

The Sport Hosting Grant Program review panel recommends that Council approve grants totaling \$19,000 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.

Pending Council approval of this report, the Community Sport Hosting Grant program is on track to support 30 community sport events in 2017. In Q1, the sport hosting staff has connected with 14 community events to date.

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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
604-871-6491

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

Annual Sport Events

As previously approved by Council, the “Annual Sport Events” category for the Vancouver Community Sport Hosting Grants is for recurring annual community sport events that demonstrate sustainable sport.

Annual Sport Event Criteria:

- 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 per event.
- Only 1 annual sport grant will be awarded per organization in a given 3-year term.

June 14, 2016 (RTS 011480) Council approved four (4) “Annual Sport Events” totalling \$17,500.

Annual sport events are required to submit final reports and letters of confirmation as an event in good standing to be eligible for their second and third year funding.

The following annual sport events have met their requirements under the guidelines and are eligible for their second instalment.

Annual Event Funding Allocation - 2017 Fiscal

Cycle	Organization	Event	Amount
2017-Year 2 of 3	Volleyball BC	Vancouver Open Pro Beach Volleyball Tournament	\$5,000
2017-Year 2 of 3	Canada One Athletic Foundation	KitsFest	\$5,000
2017-Year 2 of 3	One Team United for Peace and Development	Vancouver International Soccer Festival	\$5,000
2017-Year 2 of 3	Vancouver Wrestling Club	Vancouver International Wrestling Festival	\$2,500
TOTAL			\$17,500