



## ADMINISTRATIVE REPORT

Report Date: September 25, 2017  
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Meeting Date: October 18, 2017

TO: Standing Committee on City Finance and Services  
FROM: Manager, Sport Hosting Vancouver  
SUBJECT: Vancouver Community Sport Hosting Grants - Fall 2017 Intake

### **RECOMMENDATION**

- A. THAT Council approve twelve (12) new Community Sport Hosting Grants totalling \$83,500 as outlined in 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.

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

### **REPORT SUMMARY**

This report recommends approval of Community Sport Operating Grants totaling \$83,500. Applications received support a variety of community sport events and initiatives including two sanctioned national championships, three provincial championships, four local club sport development events and two new initiatives focused on youth sport development and the celebration of women in sport. The current balance of the 2017 Vancouver Community Sport Hosting budget is \$111,742.

### ***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.

Approval of grant recommendations requires two-thirds affirmative votes of all Council members.

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

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

In total the Community Sport Review Panel received twelve (12) applications, of which four (4) are annual sport events building hosting capacity and diversity in the city's sport portfolio, two (2) are new sport initiatives and six (6) are regional/provincial and national tournaments supporting both adult and youth sport.

Summary of events being recommended:

1) Local or Regional Sport Tournaments

Tennis BC is hosting the 2018 U14 Rogers Indoor Junior Nationals once again in 2018 at the UBC Tennis Centre. Tennis BC believes hosting this event drives junior tennis development and is poised to continue to build this event. 2017 was the first year the Junior Nationals were hosted on the West Coast, and the desire is to keep it here as long as possible. The requested funding was \$10,000, but the recommendation is for support of \$7,500 in a decrease from year 1 funding. The sliding scale is supportive of 'seeding' the event to establish itself in Vancouver, but will be reviewed as an 'annual event' moving forward if Vancouver was to be awarded the event again.

The Vancouver Secondary Schools Athletic Association was awarded the Grade 9 Girls Basketball Provincial Championships for two years (2018 will be second year). This event allows local teams from Britannia Secondary to represent the city at home in their own school and drives girls basketball development with 32 games over 3 days in February.

The Vancouver Female Ice Hockey Association has been awarded the rights to host the BC Hockey Bantam A Female Tier 1 Provincial Hockey Championships in 2018. This is the Associations' first time hosting a sanctioned Provincial Championship and Vancouver Female Hockey Association's own Bantam A team will automatically receive a berth for hosting. Over 120 players will come from across the province (ages 13-14) to compete in March at three arenas in Vancouver.

The Vancouver Rugby Festival is back for its third year, and it is continually growing and developing alongside the HSBC Canada Sevens. Developed to offer a community side to the in-stadium BC Place event, the Vancouver Rugby Festival expects over 1,000 participants in the 2018 edition.

Golf Canada is bringing a National Championship to Vancouver in 2018 - the 105<sup>th</sup> Canadian Women's Amateur Championship will be hosted at Marine Drive Golf Club in July. This event will see over 80 percent of the competitors come from outside BC. The Club is planning to leverage the competition and drive interest in the community of youth female golfers; allowing young girls the opportunity to be a part of the event in meaningful ways through volunteering, shadowing athletes and being on the course during the Nationals.

2) New Sport Initiatives

The Little Mountain Little League is planning to launch a Vancouver International Baseball Challenge and Challenger Jamboree in April of 2018. This tournament will play off a model in California where international little league teams from Japan and Mexico travel to play - hosting in Vancouver the week following the event in California, the club hopes teams will continue their journey to Vancouver to compete here. Also integrating the Challenger Jamboree, the Club will utilize the new Challenger Diamond at Hillcrest and run the events simultaneously to offer maximum exposure and inclusivity, as well as the impact on both competitor groups.

Promotion Plus is a non-profit organization promoting opportunities for girls and women in physical activity and sport throughout British Columbia. The organization is requesting funds to support a new initiative of expanding the In Her Footsteps annual recognition program by updating the digital learning modules on the stories of honourees. The Community Sport Hosting Grant will support local school visits, new education material and support recognition at the Athlete of the Year awards. Moving forward, the Community Sport Hosting Advisory board will review annual support for recognition events that document and support a variety of demographics (ie. Women, Aboriginal, Disability, Volunteers, etc.) and determine if there is a new category or type of grant to be eligible when not a new initiative. Staff will report back to Council with any changes in early 2018.

### 3) Annual Sport Events

The Canadian Dolphin Swim Club host a New Year's Invitational Meet every January. This event has been hosted at the Vancouver Aquatic Centre for the past 10 years. With over 480 local community participants, this event is a great fit for our annual sport event funding.

2018 will mark the 8<sup>th</sup> annual Head Up the Creek Regatta hosted by the False Creek Rowing Club. This event takes place in March, before memberships are renewed at many clubs and it provides a reason to get back on the water after winter. The timing in March bridges the winter off water training and the spring/summer heavy season.

The Vancouver Hawks Field Hockey Club host a Junior Season Opening Celebration each year to kick start the Junior Season in April. This year, the desire is that the event will welcome new and returning players, their familiars and friends to the spring league. Teams gather again for the first time in April, expecting over 800 participants in 2018.

Special Olympics BC Vancouver Chapter have hosted the Jon Baillie Floor Hockey Tournament for over 20 years. This annual floor hockey tournament in 2017 this be the Regional Qualifier for teams to qualify for the 2018 Special Olympics BC Provincial Winter Games.

The organizations which applied for grants in the Fall 2017 intake, the amounts requested, and the review panel's grant recommendation are summarized in the following table.

## Local or Regional Sport Tournaments

Organization	Event	Location/Venue	Date	Grant Requested	Grant Recommended	Notes
<b>LOCAL OR REGIONAL SPORT TOURNAMENT</b>						
Tennis BC	2018 U14 Rogers Indoor Junior Nationals	UBC	April 1-7, 2018	\$10,000	<b>\$7,500</b>	The event will be used as an opportunity to train officials as well as coaches. Coaches will be exposed to the best. up to 48 boys and 48 girls from across the country.
Vancouver Secondary Schools Athletic Association	Grade 9 Girls Basketball Provincial Championships	Britannia Secondary	February 22-24, 2018	\$5,000	<b>\$5,000</b>	Second year in Vancouver - hosted by the Britannia Bruins - top 16 teams from across BC compete in 32 games over 3 days in the city.
Squamish Nation Youth Centre	2018 Junior All-Native Basketball Tournament	Britannia, Gladstone, Templeton, Vancouver Technical, Chief Joe Mathias Centre, Tsleil-Waututh Gymnasium and Capilano University	March 18-23, 2018	\$15,000	<b>\$15,000</b>	Provincial Tournament - Anticipated 80 teams, 800+ participants, ages 10-17 (boys and girls). Co-hosted by the North Shore Wolves of Squamish Nation and Vancity Sons All Native Youth Basketball programs.
Vancouver Female Ice Hockey Association	BC Hockey Bantam A Female Tier 1 Provincial Hockey Championships	Multiple - Hillcrest, Trout Lake and Killarney	March 21-25, 2018	\$10,000	<b>\$7,500</b>	This Tournament will bring the best Female Bantam (ages 13-14) players in the Province to Vancouver to crown one team as the BC Hockey Provincial Champion for 2018. Vancouver Female Hockey Association's own Bantam A team will automatically be included as the host for this Tournament.
BC Rugby Union	Vancouver Rugby Festival	Multiple - UBC, Connaught Park, Trillium Park	March 4 and March 8-10, 2018	\$25,000	<b>\$20,000</b>	Inaugural Vancouver Rugby Festival occurred in 2016 and continued success into year 2. The number of teams, players and spectators grew, including particularly a large increase in the number of international teams coming to the festival. 2018 - year 3
Golf Canada	105th Canadian Women's Amateur Championship	Marine Drive Golf Club	July 23-27, 2018	\$10,000	<b>\$10,000</b>	The Canadian Women's Amateur Championship is open to the public, with no admission charge. 80% of the athletes will be from outside of BC.
Local or Regional Tournament Sub TOTAL				\$75,000	<b>\$65,000</b>	

## New Sport Initiatives

NEW SPORT EVENT INITIATIVE						
ProMOTION Plus Girls and Women in Physical Activity and Sport Society	ProMOTION Plus In Her Footsteps Recognition Program	BC Sports Hall of Fame	Jan 1-Aug 1, 2018	\$5,000	<b>\$3,500</b>	Support a new initiative of expanding the In Her Footsteps annual recognition program by updating the digital learning modules on the stories of honourees
Little Mountain Little League	Vancouver International Baseball Challenge & Challenger Jamboree	Dunbar Memorial Park West, Elm Park Diamond, Jericho Park and finals at Hillcrest Park (also potentially Hastings LL and Trout Lake LL)	April 12-17, 2018	\$5,000	<b>\$5,000</b>	The funds from the Vancouver sport hosting Grant will be used to pay for all the operational costs of the Vancouver International Baseball Challenge. We want to include associations rather than to limit participation due to costs. In order to attract teams from other countries we want to waive any entrance fees
New Sport Event Initiatives Sub TOTAL				\$10,000	<b>\$8,500</b>	

## Annual Sport Events

ANNUAL SPORT EVENT						
Canadian Dolphin Swim Club	Canadian Dolphin Swim Club New Year's Invitational Meet 2018	Vancouver Aquatic Centre	January 19-21, 2018	\$5,000	<b>\$2,000</b>	The CDSC New Year's Invitational Meet has been held at the Vancouver Aquatic Centre annually for the past 10 years. This meet is our major invitational meet and our signature event that draws approximately 500 swimmers, their coaches and supporters from swim clubs all over the Lower Mainland as well as some clubs from other parts of BC. The event is run by parent volunteers and volunteer officials.
False Creek Rowing Club	Head Up the Creek Regatta	Vanier Park / False Creek	4-Mar-18	\$2,500	<b>\$2,000</b>	8th annual event. This event takes place in March, before memberships are renewed at many clubs (March 31) and provides a reason to get back on the water and continue with the sport. In terms of coaching development, this event bridges off water (winter) training with on water (spring, summer, fall) activity.
Vancouver Hawks Field Hockey Club	Junior Season Opening Celebration	Hamber Field	8-Apr-18	\$5,000	<b>\$4,000</b>	A gathering event to celebrate the start of the Junior season. The event welcomes new and returning players, their families and their friends to the spring league. Teams gather for the first time in a fun, family oriented atmosphere with games and other entertaining activities.
Special Olympics BC - Vancouver	Jon Baillie Floor Hockey Tournament	Notre Dame Regional Secondary School	2-Dec-17	\$1,500	<b>\$2,000</b>	SOBC Vancouver has hosted the Jon Baillie Tournament for over 20 years. SOBC Vancouver has a core team of individuals who are well experience in hosting tournaments and successfully host many tournament every year in the 20 SO sports offered. Annual floor hockey tournament and in 2017 Regional Qualifier for teams looking to qualify for the 2018 SOBC Provincial Winter Games.
Annual Sport Events Sub TOTAL				\$14,000	<b>\$10,000</b>	
<b>TOTAL</b>				\$99,000	<b>\$83,500</b>	



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

**Financial**

This report recommends approval of twelve (12) Community Sport Hosting Grants totaling \$83,500. 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 \$111,742.

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

<b>2017 Community Sport Hosting Grant Budget</b>	<b>\$212,242</b>
<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>
<i>Less: Five (5) Spring 2017 Grants</i>	<i>(\$19,000)</i>
<i>Less: Seven (7) Summer 2017 Grants</i>	<i>(\$38,000)</i>
<b>Available 2017 Sport Hosting Grant Funding</b>	<b>\$111,742</b>
<i>Less: Twelve (12) Fall 2017 Grants (included in this report)</i>	<i>\$83,500</i>
<b>Total 2017 Grant Balance Remaining</b>	<b>\$28,242</b>

After approval of these grants, the remaining balance of the 2017 Vancouver Community Sport Hosting grants budget will be \$28,242. There will be one (1) final intake for fiscal 2017, which would allocate the remaining funds available.

**CONCLUSION**

The Sport Hosting Grant Program review panel recommends that Council approve grants totaling \$83,500 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 will have supported 28 events and initiatives, surpassing the goal of supporting 25 community sport events in 2017.

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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:

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City of Vancouver  
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604-871-6491

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