



## ADMINISTRATIVE REPORT

Report Date: October 10, 2018  
Contact: Michelle Collens  
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Meeting Date: November 13, 2018

TO: Vancouver City Council  
FROM: Michelle Collens, Senior Manager, Sport Hosting  
SUBJECT: Vancouver Community Sport Hosting Grants – Fall 2018 Intake

### **RECOMMENDATION**

- A. THAT Council approves ten (10) new Community Sport Hosting Grants totaling \$44,800 as outlined in the body of this report; source of funding is the 2018 Vancouver Community Sport Hosting Grant Program Budget.
- 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 no legal rights or obligations are created by the approval of the Recommendations A through B above unless and until the grant agreement letter is executed and delivered by the grant recipient.
- D. THAT, pursuant to Section 206(1)(j) of the *Vancouver Charter*, organizations in Recommendations A through C above which are not otherwise a registered charity with Canada Revenue Agency are deemed by Council to be an organization contributing to the culture, beautification, health, or welfare of the City.

Approval of 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 ten (10) new Community Sport Hosting Grants applications totaling \$44,800. Applications received include five (5) local and regional sport tournaments, one (1) new sport initiative application and four (4) new annual events. The current balance of the 2018 Vancouver Community Sport Hosting Budget is \$119,129.

## **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 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 high-quality, 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 the City's participation in 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 Community 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 for which applications were received in Fall 2018, under the approved 2016 guidelines (Appendix A).

Staff have recommended that the Vancouver Community Sport Hosting Grant application intakes be adjusted to fit the fiscal year, and have recommended 3 intakes instead of 4 that will align with Council Meeting dates for review and approval of grants within the same fiscal year. As such, the 2018 application dates were adjusted to April, July and October. Notices and information were sent to all applicants, but the messaging to volunteer non-profit organizations is an ongoing process, as there are different seasons in which each sport has capacity and is in full operation.

## **Summary of Review Panel Recommendations**

In total, the Community Sport Review Panel received ten (10) applications; of which, five (5) were local and regional sport tournaments, one (1) is a new sport initiative and four (4) are new annual sport events.

Summary of events being recommended:

### 1) Local and Regional Sport Tournaments

The University of British Columbia has been awarded the rights to host the 2019 U Sports Swimming National Championships taking place February 20-23, 2019 at the new UBC Aquatic Centre. This competition will see the best swimmers from across Canada join to compete on the west coast. This national championship also draws on the local swim community to support in operational roles, therefore building local hosting capacity.

The All My Relations 2<sup>nd</sup> Annual Tournament will take place at Britannia Secondary School from January 4 to 6, 2019. The All My Relations women's basketball team has been active for 14 years located on the DTES. The organization has hosted three basketball tournaments successfully and also coached countless youth basketball clinics. The vision is to provide quality care and support networks that promote and sustain a vibrant and healthy lifestyle, while also preserving the rich indigenous cultural heritage and strengthening the bonds people through ongoing advocacy.

The Vancouver Secondary Schools Athletic Association will host two major basketball tournaments this winter. The sport development platform will allow for athletes in our secondary schools to progress through the programs and play in great competitions here at home in Vancouver. The Blue Demons and Eagles Invitational Tournament hosts Grade 9 Boys and takes place at Kitsilano Secondary December 12 to 14, 2019. The Bruins Invitational Basketball Tournament runs January 17 to 19, 2019 and is the event for eight senior boys and eight senior girls' basketball teams. This tournament draws the best of the best from Metro Vancouver.

Hastings Community Little League has hosted a summer tournament for 9 & 10yr olds Minor All-Star teams since 1989. In 1991 the tournament was named in honour of a long-time friend and member of our league - Fred Ritchie. Since then, the tournament has been known as the Fred Ritchie Memorial Tournament. Over the last 2 years this tournament has fallen by the wayside and Hastings Little League are vying to restore it to its former glory albeit it in a slightly different capacity. The new framework launching in 2019 will bring it back as a dual tournament for both the 9 & 10 age group and the 7 & 8 age group.

### 2) New Sport Initiatives

Canada Snowboard has requested funding to support the Canada Snowboard System Alignment Meeting and AGM. This grant would be instrumental in bringing together Provincial/Territorial members that run each respective sport organization across the country. Ensuring representation from as many as possible will create an aligned vision and strategy for continuing to develop snowboarding at every level of

the sport. These funds will directly support travel, accommodation and meal costs for hosting the forum in Vancouver.

### 3) Annual Sport Events

The Vancouver Police Department Basketball Club hosts the annual McDonalds VPD Winter Invitational in December. This basketball tournament for senior boys teams takes place at King George and Windermere Secondary Schools. The 16 schools will be a mix of Public and Private schools covering the entire City of Vancouver (in addition, there will be one school from Campbell River). To ensure this tournament remains accessible, team entry fees have remained the same since 2010.

The Volleyball BC Vancouver Open Pro Beach Volleyball Tournament has cemented its place as one of the premier beach volleyball events in Canada on the annual calendar. In addition to the main draw Adult Pro Tournament, a youth tournament was also created to provide youth ages 12-16 an opportunity to place alongside the pros.

The Canada One Athletic Foundation has hosted the annual KitsFest for 10 years at Kitsilano Beach Park. This annual event joins sports competitions and healthy lifestyle activities on the beach. This event welcomes people of all ages whether it's youth, teenagers or adults. The event is a staple on local summer calendars, and this has all grown organically with no marketing push or advertising spend. It is a true community celebration.

The Vancouver Thunderbirds Track Club hosts an annual Longest Day Road Race, taking place every June on the longest day of the year. This event has taken place for 15 years, and occurs on the roads in and around UBC. Annual participation has grown to over 1,500.

A table summary of the review panel's recommendations can be found on the next page.

Organization	Event	Location/Venue	Date	Grant Requested	Grant Recommended	Notes
<b>LOCAL OR REGIONAL SPORT TOURNAMENT</b>						
University of British Columbia	2019 U Sports Swimming National Championships	UBC Aquatic Centre	Feb 20-23, 2019	\$10,000	\$10,000	The 2019 U Sports National Championship will bring competitive athletes from across Canada. This event also draws on the local swim community to support the operations, therefore building local capacity.
All My Relations	All My Relations 2nd Annual Tournament	Britannia Secondary School	Jan 4-6, 2019	\$14,600	\$5,500	All My Relations women's basketball team has been active for 14 years, located on the DTES. The vision is to provide quality care and support networks that promote and sustain a vibrant and healthy lifestyle, while also preserving the rich cultural heritage, and strengthening the bonds people through ongoing advocacy.
Vancouver Secondary Schools Athletic Association (VSSAA)	Blue Demons and Eagles Invitational Basketball Tournament (Grade 9 boys)	Kitsilano Secondary and St. John's School	Dec 12-14, 2018	\$2,000	\$2,000	Funding applied for will assist organizers in organizing new replacement activities for displaced gym classes at the venue schools.
Hastings Community Little League	The Fred Ritchie Memorial Tournament	Richard Saunders Field at Hastings Park	May 17-20, 2019	\$5,000	\$5,000	Working with Hastings LL to revitalize this tournament after the successful national championships in 2016 would be a great community impact and legacy.
Vancouver Secondary Schools Athletic Association (VSSAA)	Bruins Invitational Basketball Tournament (Sr Boys and Sr Girls)	Britannia Secondary School	Jan 17-19, 2019	\$3,500	\$3,500	Funding applied for will assist in providing the gym services (OT on weekends). This will be a 16 team tournament (8 sr boys and 8 sr girls).
<b>TOTAL</b>				\$35,100	\$26,000	
<b>NEW SPORT EVENT INITIATIVE</b>						
Canada Snowboard	Canada Snowboard System Alignment Meeting and AGM	708-333 Terminal Ave, Vancouver	Nov 17-19, 2018	\$3,500	\$3,500	This event will serve as the foundation for building the sport of snowboarding in Canada for the next four years leading into the next Olympics. Ensuring all key stakeholders are working together on an aligned vision will be the key to success nationwide.
<b>TOTAL</b>				\$3,500	\$3,500	
<b>ANNUAL SPORT EVENT</b>						
Vancouver Police Basketball Club - Vancouver Police Department	2018 McDonalds VPD Winter Invitational	King George Secondary School and Windermere Secondary School	Dec 18-20, 2018	\$2,800	\$2,800	Each year, a large effort is made to ensure East side schools such as Britannia, Templeton, and Vancouver Technical participate. Team entrance fees have been frozen since 2010 at \$250 per team to ensure all schools have the opportunity to participate.
Volleyball BC	Vancouver Open Pro Beach Volleyball Tournament	Kitsilano Beach Park	July 12-14, 2019	\$5,000	\$5,000	The former Volleyball BC annual grant cycle has concluded. This is the first re-application into the annual grant program.
Vancouver Thunderbirds Track Club	Longest Day Road Race	UBC	June 14, 2019	\$5,000	\$2,500	Applied in 2016 and was awarded - no funding was provided to the club standing with the city.
Canada One Athletic Foundation	KitsFest	Kitsilano Beach Park	Aug 9-11, 2019	\$5,000	\$5,000	The former KitsFest annual grant cycle has concluded. This is the first re-application into the annual grant program.
<b>TOTAL</b>				\$17,800	\$15,300	
<b>FALL INTAKE TOTAL</b>				\$56,400	\$44,800	

**Implications/Related Issues/Risk****Financial**

This report recommends approval of ten (10) Community Sport Hosting Grants totaling \$44,800. The source of funding is the 2018 Vancouver Community Sport Hosting Grant Program Budget.

The available balance of the 2018 Vancouver Community Sport Hosting budget is \$163,929. Upon approval of this report, the remaining balance will be \$119,129.

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

<b>Total 2018 Community Sport Hosting Grant Budget</b>	<b>\$244,729</b>
<i>Less: Five (5) Winter 2017/2018 Grants RTS12331</i>	<i>(\$30,200)</i>
<i>Less: Four (4) Spring 2018 Grants RTS12373</i>	<i>(\$14,600)</i>
<i>Add: Cancelled Event from Spring 2018 Intake (as referenced in RTS12374)</i>	<i>\$5,000</i>
<i>Less: Six (6) Summer 2018 Grants RTS12374</i>	<i>(\$41,000)</i>
<b>Total 2018 Grant Budget Available</b>	<b>\$163,929</b>
<i>Less: Ten (10) Fall 2018 Grants – included in this report</i>	<i>(\$44,800)</i>
<b>TOTAL 2018 Balance Remaining</b>	<b>\$119,129</b>

**CONCLUSION**

The Sport Hosting Grant Program review panel recommends that Council approve grants totaling \$44,800 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.

Following the approval of these recommendations, the Community Sport Hosting Grant program will have supported a total of 30 community sport events in 2018.

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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\* (*unless otherwise discussed with the Manager, Sport Hosting in advance of hosting the event – unforeseen circumstances to application intake dates will be reviewed*)
- 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
- City staff – Manager, Sport Hosting from the City Manager’s Office
- 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: [Sporthosting.grant@vancouver.ca](mailto:Sporthosting.grant@vancouver.ca)