



## REPORT

Report Date: March 12, 2022  
Contact: Michelle Collens  
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VanRIMS No.: 08-2000-20  
Meeting Date: March 30, 2022  
[Submit comments to Council](#)

TO: Standing Committee on City Finance and Services  
FROM: Senior Manager, Sport Hosting Vancouver  
SUBJECT: Vancouver Community Sport Hosting Grants – Spring 2022 Intake

### **RECOMMENDATION**

- A. THAT Council approves eight new Vancouver Community Sport Event Grants totaling \$42,450 as outlined in the body of this report to each organization listed in Table 1 under the column entitled “Organization” and for the amount set out beside their name in the column entitled “Grant Recommended”; source of funding is the 2022 Vancouver Community Sport Hosting Program Budget.
- B. THAT Council approve the allocation of \$35,000 from the 2022 Sport Hosting Program Budget to support the Community Sport Champions Recognition Grants. The 2022 theme will be to support the recognition of local Indigenous Sport Champions. Funds will be used to promote and raise awareness of the theme, develop content and award grants to support sport and recreation programs being delivered by Musqueam, Squamish and Tsleil-Waututh Nations and the Urban Native Youth Association with all actual grants being subject to further report back and approval by Council.
- C. THAT the grants in Recommendation A 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 Vancouver and the City Solicitor.
- D. THAT no legal rights or obligations are created by the approval of the Recommendations A and C above unless and until the grant agreement letter is executed and delivered by the grant recipient.
- E. THAT, pursuant to Section 206(1)(j) of the *Vancouver Charter*, the organizations listed in Table 1 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**

For the past 2 years, public safety has taken precedence over community events. No matter the cultural or community importance, health measures came first. Now that community events have guidance from the Public Health Officer to return to full capacity, local not-for-profit organizations are cautiously preparing for a return of community sport events in 2022.

Community Sport events drive diversity, culture, recreation and economic development in our city. The COVID19 global pandemic has had a momentous impact on these activities. In order to support the recovery of this important events sector, the City of Vancouver's Community Sport Hosting Grant program will encourage their return by offsetting additional costs as a result of COVID19 and continue to build and inspire our community through vibrant experiences bringing people and visitors together again safely.

This report recommends approval of eight Vancouver Community Sport Event Grant applications totalling \$42,450. The balance of the 2022 Vancouver Community Sport Event Grant budget, prior to funding these recommended grants, is \$132,374.

This report also recommends that the theme of the 2022 Community Sport Champions Recognition Grants be to celebrate and honour Indigenous Sport Champions from Musqueam, Squamish and Tsleil-Waututh Nations (MST) and the Urban Native Youth Association (UNYA). The recommended allocation of \$35,000 from the 2022 Sport Hosting Program budget will support the development of content and video storytelling of the nominees as selected by MST and UNYA and provide four \$5,000 grants to support sport and recreation programming with each of the three MST Nations and UNYA.

### **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.

2019: Council approved the recommendations for the City Participation in Women Deliver 2019 Conference (RTS 12946) including approval of the allocation of \$35,000 from the 2019 Sport Hosting Program budget to launch the new program stream of "Community Sport Champions Recognition" that will align with the themed Women Deliver objectives. Each year, the theme of the recognition program will change.

Approval of grant recommendations requires eight affirmative votes.

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

The City Manager recommends approval of the foregoing.

### ***REPORT***

#### ***Background/Context***

The Vancouver Community Sport Hosting Program has 2 streams of grants supporting non-profit community sport organizations in the City of Vancouver.

#### **1. Community Sport Event Grants**

Community Sport Event Grants provide financial support for sporting events that have the potential to bring direct or indirect economic, social, health and community development benefits to the City of Vancouver. Approximately \$200,000 is distributed annually to support local, regional, and new sport event initiatives. Application intake and eligibility guidelines can be found here:

<https://vancouver.ca/people-programs/sporting-event-grants.aspx>

March 17, 2020, the government of BC declared a state of emergency to support the province wide response to the novel COVID-19 pandemic. At that time, all events and public gatherings were cancelled, and the City of Vancouver paused the intake of applications and the distribution of Community Sport Event Grants. In 2021, the threats of the pandemic continued causing financial constraints and pressures on the City's operational budget. To balance the 2022 Operating Budget short-term financial challenges, the 2022 budget for the Community Sport Events Grants was reduced for non-permanent saving reduction of \$99,960 with a remaining balance of \$132,374 to support the return of community sport events in 2022.

## **2. Community Sport Champions Recognition Grants**

Community Sport Champions Recognition Grants recognize and celebrate the non-profit organizations and their representatives who are making sport accessible in the City of Vancouver. This stream offers grants to advance the efforts and accomplishments of organizations and recognize the people behind those organizations who deliver sport and physical activity to make a positive impact in our community, while aligning with City Council's key priority areas, including but not limited to, gender equity, reconciliation and affordability. This annual recognition program budget is \$35,000, and grant awards will be directed to a certain theme or interest based on City Council priorities and initiatives within that cycle. More information and list of past recipients can be found here:

<https://vancouver.ca/people-programs/community-sport-champions-recognition-program.aspx>

The 2022 budget for the Community Sport Champions Grants was maintained at \$35,000, and in 2022 the theme will recognize local Indigenous Sport Champions from Musqueam, Squamish and Tsleil-Waututh Nations and the Urban Native Youth Association.

### ***Discussion***

All Community Sport Event 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 eight Community Sport Event Grants for which applications were received in Spring 2022, under the approved 2016 guidelines (Appendix A).

This report also recommends approval of the 2022 Community Sport Recognition Grants theme to celebrate and honour Indigenous Sport Champions who provide sport and recreation opportunities with Musqueam, Squamish and Tsleil-Waututh Nations and the Urban Native Youth Association.

### ***Recommended Grant Allocations***

This report recommends approval of eight Vancouver Community Sport Event Grant applications totalling \$42,450, as outlined in Table 1 below. These recommendations are consistent with the Review Panel recommendations. The current balance of the 2022 Vancouver Community Sport Event Grant budget, prior to funding these recommended grants, is \$132,374.

**Table 1. Recommended Vancouver Community Sport Event Grant Allocations**

Organization	Event	Date	Location	# of participants	Amount Requested	Amount Rec'd
1. British Columbia Amateur Hockey Association	Female Minor Recreational Tournament	October 7-10, 2022	Various Vancouver Park Board Arenas	950	\$10,000	\$10,000
2. Canadian Dolphin Swim Club	CDSC May Masters Meet	May 7, 2022	Vancouver Aquatic Centre	150	\$2,100	\$2,100
3. Phoenix Gymnastics Club	Luau Cup	May 13-15, 2022	Millennium Sports Facility	400	\$5,000	\$5,000
4. Tennis - British Columbia	Leith Wheeler Stanley Park open J4 ITF	July 9-16, 2022	Stanley Park Tennis Courts	150	\$10,000	\$10,000
5. Vancouver Falcons Athletic Club Society	Summerfast Running Race	July 16, 2022	Stanley Park Seawall	500	\$2,100	\$2,100
6. Vancouver Strathcona Basketball Club	VSBC 3x3 Unity Jam	May 20-22, 2022	Britannia Community Centre	300	\$5,000	\$5,000
7. Vancouver Secondary Schools Athletic Association	2022 BCSS 'AA' Tennis Provincials	May 26-28, 2022	Queen Elizabeth Park	200	\$3,250	\$3,250
8. Vancouver Pacific Swim Club	57 <sup>th</sup> Annual mel Zajac Jr. International Swim Meet	June 3-5, 2022	UBC Aquatic Centre	900	\$5,000	\$5,000
<b>TOTAL</b>					<b>\$42,450</b>	<b>\$42,450</b>

### Local and Regional Sport Tournaments

Overview of the recommended events are listed below:

1. British Columbia Amateur Hockey Association – Female Minor Recreational Tournament: 60 team tournament, U13 to U15, with a possibility of adding U18 if capacity at arenas permit. BC Hockey will also support female coaching and officiating clinics during the event.
2. Canadian Dolphin Swim Club – CDSC May Masters Meet: This competition is for master participants aged 19-96 years. The meet will draw approximately 150 swimmers, their coaches and supporters from swim clubs all over the lower mainland.

3. Phoenix Gymnastics Club – Luau Cup: An annual event since the 1990s, the Luau Cup provides athletes ages 6 to 17, as well as adults, the opportunity to participate in a positive, fun, inclusive and memorable weekend of events. Held at the Millennium Sports Facility, within the Hillcrest Recreation Complex, athletes travel from across BC and the Lower Mainland to participate.
4. Tennis – British Columbia – Leith Wheeler Stanley Park Open: The largest grassroots tennis tournament in North America celebrating its 90<sup>th</sup> anniversary in 2022.
5. Vancouver Falcons Athletic Club Society – Summerfast Running Race: An annual event on the Stanley Park Seawall attracting 400 to 600 racers/joggers/walkers as part of the BC Super Series of road running events sanctioned by BC Athletics.
6. Vancouver Strathcona Basketball Club – VSBC 3x3 Unity Jam: The event will celebrate the return of sport and competitions post-COVID and unite together nations and cultural groups from all over BC and Canada. Any funds raised from this event will support local athlete participation in the 2023 North American Chinese Basketball Championships in Orlando, Florida.
7. Vancouver Secondary Schools Athletic Association – 2022 BCSS ‘AA’ Provincial Championships: A rare opportunity for an East Vancouver school to host a tennis provincial championship on home courts, encouraging student athlete participation and raising funds to support equipment purchases and specialized training for the competition.
8. Vancouver Pacific Swim Club - 57<sup>th</sup> Annual Mel Zajac Jr International Swim Meet: The 2022 event marks a return to elite competition for many up-and-coming swimmers and an opportunity for current Olympians from Canada and the United States to race in one of the most recognizable swim meets in North America. 700 swimmers, 120 coaches, 30 officials and 50 volunteers.

### **Annual Sport Events**

No new applications were accepted in this Spring 2022 intake.

### **Community Sport Champions Recognition Grants**

The Community Sport Champions Recognition Program recognizes and celebrates the non-profit organizations and their representatives who are making sport accessible in our community.

Staff recommend the approval of the 2022 Community Sport Recognition Grants theme to celebrate and honour Indigenous Sport Champions who provide sport and recreation opportunities with Musqueam, Squamish and Tsleil-Waututh Nations and the Urban Native Youth Association (UNYA).

Staff will work with each of the three Nations and UNYA to identify individuals who have been leaders in their community delivering sport and recreation. The recommended recipients will be presented to Council in May 2022, so that all communication and award of the grants can align with a public announcement the week June 21, 2022 commemorating National Indigenous People Day. The allocation of \$35,000 from the 2022 Sport Hosting Program budget will support the development of social content and video storytelling of the nominees and provide four \$5000 grants to support sport and recreation programming with each of the three Nations and UNYA.

**Financial**

The recommended Community Sport Hosting Event Grants will be funded from within the existing approved 2022 Operating Budget as detailed below.

**Table 2. Community Sport Hosting Event Grants, Financial Overview @ March 2022**

<b>Program Stream</b>	<b>2022 Budget</b>	<b>Previous Decisions Approved</b>	<b>Rec'd in this Report</b>	<b>2022 Balance Remaining</b>
Community Sport Hosting Grant Program	\$132,374	\$0	\$(42,450)	\$89,924
Community Sport Champions Program	\$35,000	\$0	\$0	\$35,000
<b>Total</b>	<b>\$167,374</b>	<b>\$0</b>	<b>\$(42,450)</b>	<b>\$124,924</b>

**CONCLUSION**

The Vancouver Community Sport Event Grant review panel recommends that Council approve grants totalling \$42,450 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. This is the first of two application intakes for 2022.

This report also recommends the 2022 Community Sport Recognition Grants theme to celebrate and honour Indigenous Sport Champions who provide sport and recreation opportunities with Musqueam, Squamish and Tsleil-Waututh Nations (MST) and the Urban Native Youth Association (UNYA). The allocation of \$35,000 from the 2022 Sport Hosting Program budget will support the development of content and video storytelling of the nominees and provide four \$5,000 grants to support sport and recreation programing with each of the three Nations and UNYA.

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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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