



COUNCIL REPORT

Report Date: December 3, 2025
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Meeting Date: December 10, 2025
[Submit comments to Council](#)

TO: Standing Committee on City Finance and Services
FROM: Chief of External Relations
SUBJECT: Cultural Tourism and Community Sport Hosting Grants 2025 Year End

Recommendations

- A. THAT Council support the City's continued participation in the Cultural Tourism Events Fund initiative with Destination Vancouver, Vancouver Hotel Destination Association, and B.C. Pavilion Corporation in 2026.
- B. THAT, upon approval of Recommendation A, Council approve a grant of \$150,000 from the City's 2025 Cultural Grant Operating Budget to the Cultural Tourism Events Fund payable to Destination Vancouver.
- C. THAT Council approve six Community Sport Champions Grants totalling \$30,000 from the 2025 Vancouver Community Sport Hosting Program budget to the organizations listed in Table 4 of this Report under column entitled "Organization" and for the amount set out in the column entitled "Grant Recommended".
- D. THAT Council approve a Vancouver Community Sport Hosting Event Grant totalling \$5,000 from the 2025 Community Sport Hosting Program Budget to the Canadian Dolphin Swim Club for the Swim BC Island and Coastal Vancouver Winter Divisional Championships on February 20-22, 2026.
- E. THAT Council delegate its authority to execute grant agreements that include terms and conditions that are consistent with this report, that satisfy the City's Director of Legal Services, and that disburse the grants described in this report to the City's Chief of External Relations (or their designate).
- F. THAT pursuant to Section 206(1)(j) of the *Vancouver Charter*, Council deems any organization that is to receive a grant pursuant to the above Recommendations and that is not otherwise a registered charity with Canada Revenue Agency to be contributing to the beautification, culture, health and welfare of the City.

- G. THAT no legal rights or obligations are created by the approval of the above unless and until all legal documentation has been executed and delivered by the respective parties.

Recommendations B, C, and D require 2/3 affirmative votes of all Council members under Section 206(1) of the Vancouver Charter.

Purpose and Executive Summary

This report is a cumulative year-end grant report for Tourism and Sport Hosting recommending a total of \$185,000 in grants across three grant streams that support cultural tourism events, community sport hosting and accessible Indigenous sport initiatives.

Specifically, this report seeks Council direction to extend its support of the City's continued participation in the Cultural Tourism Event Fund (CTEF) partnership through 2026 with Destination Vancouver, the Vancouver Hotel Destination Association and B.C. Pavilion Corporation. The objective of the CTEF is to give continued support to existing and new cultural events and festivals with a strategic focus on events that take place in the shoulder tourism seasons of October through April. The City of Vancouver's investment in the CTEF would permit the extended marketing support from Destination Vancouver for locally-led smaller-scale events that have the potential to grow and develop into cultural tourism impact events. If approved, a \$150,000 grant would be funded by the City's 2025 Cultural Grant Operating Budget to Destination Vancouver and staff will report back on overall progress, outcomes and next steps on the second term of the pilot cultural tourism event initiative at the end of 2026.

This report also recommends the approval of 7 grants at \$5,000 each to local non-profit sport organizations and local First Nations band councils to complete the budget allocation of the 2025 Community Sport Hosting Grant program.

Council Authority/Previous

An overview of previous Council decisions related to the Cultural Tourism Event Fund Partnership and the Community Sport Hosting Program are contained in Appendix A.

City Manager's Comments

The City Manager concurs with the foregoing recommendations.

Context and Background

Cultural Tourism Events Fund Partnership Background

In 2024, following the success of the Sport Tourism Partnership between the City of Vancouver, Destination Vancouver and the Vancouver Hotel Destination Association, the City was approached from the partners to consider an adapted model that would leverage collective investment and harmonize private and public strategic support for cultural event tourism. The CTEF partnership was formed and a strategic framework elevating Vancouver's profile as a destination for cultural events was developed, supporting the growth of existing events and attraction of new events with a primary focus on events that take place in the tourism shoulder season of October to April. The framework includes three strategic areas 1) Impact Investment, 2) Product Development, and 3) Marketing Development.

Staff's assessment was that participation in the partnership's contributions and funding determinations is a strategic way to advance Council priorities related to cultural vibrancy and destination events, as well as align with existing City strategies related to culture and special events. Staff recommended joining the CTEF partnership with an initial contribution of \$150,000, as a grant to the fund that was augmented by additional cash contributions from the tourism partners for a total of \$1,875,000 in 2024 as noted in Table 1 below.

**TABLE 1.
COMMITTED CONTRIBUTIONS TO THE 2024 CTEF PARTNERSHIP**

Partner	2024 CTEF Contributions
Destination Vancouver	\$500,000
Vancouver Hotel Destination Association	\$1,200,000
B.C. Pavilion Corporation	\$25,000
City of Vancouver	\$150,000
Total	\$1,875,000

As the fund supports events and Destination Vancouver analyzes post event reports to determine economic tourism impacts, the City could consider, with the approval of Council, funding for subsequent years based on demonstrated tourism and economic impacts.

2025 Community Sport Champions Grants Background

This report also recommends the approval of 6 Community Sport Champions Grants of \$5,000 each, that align with the Council approved 2025 theme of recognizing local non-profit organizations and local First Nations who deliver sport and physical activity in Vancouver or on the traditional land of the Musqueam, Squamish and Tsleil-Waututh Nations.

This grant is provided to advance the efforts and accomplishments of organizations making sport accessible in the City of Vancouver and to 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 equality, reconciliation, and affordability. Awards are directed to a certain theme or interest based on City Council priorities and initiatives within that given budget cycle.

2025 Community Sport Hosting Grant Background

This report also recommends the approval of 1 Community Sport Event Hosting grant that was not included in the last intake report presented to Council in November 2025 ([RTS# 18148](#)). Due to recent venue closures at the Vancouver Aquatic Centre, at the time of the Council report the Canadian Dolphin Swim Club was not confirmed to host the Swim BC Island Coastal Vancouver Winter Divisional Championships February 20-22, 2026. However, the venue has now been repaired and confirmed safety reports would permit a swimming competition to take place in February 2026.

Discussion

Cultural Tourism Events Fund Partnership Progress Update – 2024-2025

In 2024-2025, the CTEF secured and supported a portfolio of 18 unique cultural tourism events including:

- 8 **NEW** future cultural events secured
- 6 **EXISTING** annual cultural tourism events
 - hosted in low season to enhance their marketing reach to potential visitors
- 4 **DEVELOPMENT** cultural tourism events identified
 - to grow and scale to be potential tourism impact events

The CTEF invested \$3,114,167 toward the 2024-2025 events portfolio, yielding on average \$32 in economic impact per every \$1 dollar spent to support Vancouver's event ecosystem for a total estimated economic impact of \$101,238,240.

Collectively these events hosted an estimated 125,027 unique out-of-town attendees, contracting an estimated 18,604 room nights while injecting significant spending into the local economy supporting attractions, restaurants, transportation services, and small businesses, while also generating tax revenue and supporting Vancouver's vibrancy for both visitors and locals.

The City's grant support of \$150,000 was strategically invested into 8 annual local cultural events and 1 major (Juno Awards) to support their ability to scale and market outside of the region, increasing their event visibility and ability to attract out-of-town attendees.

TABLE 2.
2024-2025 LOCAL AND ANNUAL EVENTS FUNDED BY THE
CTEF TO SUPPORT TOURISM GROWTH AND DEVELOPMENT

Event Name	Event Type	Seasonality
1. Polar Bear Swim	Development Event	Low
2. Push International Performing Arts Festival	Existing Event	Low
3. Just for Laughs (JFL) Vancouver	Existing Event	Low
4. 2025 Junos	New Major Event (one-time)	Low
5. Vancouver International Wine Festival	Existing Event	Low
6. Vancouver Cherry Blossom Festival	Development Event	Low
7. Light up Chinatown	Development Event	High
8. Vancouver International Film Festival (VIFF)	Existing Event	Shoulder
9. Lumiere Festival	Development Event	Low

2026 Goals and Objectives of the CTEF Partnership:

- **ATTRACT:** 3 new major cultural and/or special events to Vancouver
- **GROW:** 10 annual events by 10% incremental visitor attendees hosted in low season
- **DEVELOP:** 4 local events with potential to become annual tourism impact events

CTEF Next Steps Recommendation:

Staff recommend that Council authorize the City's continued participation in the CTEF

partnership for a second term and approve a grant of \$150,000 to Destination Vancouver to continue the support and marketing expertise that is being provided to the annual and local cultural events to continue their growth and development as cultural tourism product in the 2026 destination events calendar.

The balance of funds in the CTEF contributed by Destination Vancouver and the Vancouver Hotel Destination Association are targeted to support the large scale cultural and special events that are out of scope to the City's cultural priorities but compliment the overall destination events portfolio goals and objectives of attracting visitor and economic impact to the City of Vancouver.

TABLE 3.
COMMITTED CONTRIBUTIONS TO THE 2025 CTEF PARTNERSHIP

Partner	2025 CTEF Contributions
Destination Vancouver	\$500,000
Vancouver Hotel Destination Association	\$1,500,000
B.C. Pavilion Corporation	\$25,000
City of Vancouver <i>*if approved</i>	<i>\$150,000</i>
Total	\$2,175,000*

2025 Vancouver Community Sport Champions Grant Recommendations

The Community Sport Champions Recognition Grant recognizes and celebrates citizens who are making sport accessible in our community. For 2025 Council approved the theme of Indigenous sport participation, with a focus on non-profit organizations and local First Nations who are delivering accessible indigenous led sport programs in Vancouver and/or on the traditional land of the Musqueam, Squamish and Tsleil-Waututh Nations.

Staff recommend 6 Sport Champions Recognition Grants totaling \$30,000 to non-profit organizations and local First Nations listed in **Table 4** below. Grant recipients will self identify the Community Sport Champion to be recognized by their organization or community, and staff will report back to Council in Q1 of 2026 with an embargoed report of the nominated individuals and a summary of the work they do in the community along with a communication plan to celebrate their achievements in a coordinated public announcement.

TABLE 4.
RECOMMENDED COMMUNITY SPORT CHAMPIONS
GRANT RECIPIENTS, WINTER 2025

Organization	Grant Recommended
1. Musqueam Indian Band	\$5,000
2. SKwxwu7Mesh Uxxwumixw Squamish Nation	\$5,000
3. Tsleil-Waututh Nation	\$5,000
4. Urban Native Youth Association	\$5,000
5. The Britannia Community Services Centre	\$5,000
6. ISPARC Sport, Physical Activity & Recreation Society	\$5,000
TOTAL	\$30,000

2025 Vancouver Community Sport Hosting Grant – Year End Recommendation:

Staff recommend that Council consider the approval of 1 new \$5,000 Community Sport Event Grant to the Canadian Dolphin Swim Club. There was a postponed recommendation of their application in the original Fall 2025 Council grant report this past November due to the uncertain availability of the Vancouver Aquatic Centre that was under repairs. The venue has now confirmed its availability which permits the Canadian Dolphin Swim Club to host a competition in February 2026 and staff confirm there are available funds in the 2025 Community Sport Hosting Grant budget to support this grant application.

The Swim BC Winter Divisional Championship is a competition for youth aged 8 to 18. The meet allows a high level of competition among swimmers from Vancouver and the lower mainland to prepare for provincials, reducing the cost of travel, and making training competitions more accessible to local athletes.

Financial Implications

This report is a cumulative year end grant report for Cultural Tourism and Sport Hosting recommending a total of \$185,000 in grants from three grant streams.

Table 5 below outlines the source and available funding to support the recommended eight (8) grants in this report:

1. 2025 Cultural Tourism Events Fund Partnership grant (1)
2. 2025 Community Sport Event Hosting Grant (1)
3. 2025 Community Sport Champions Recognition Grants (6)

**TABLE 5.
CULTURAL TOURISM AND COMMUNITY SPORT HOSTING GRANTS FINANCIAL OVERVIEW**

Program Budget	2025 Budget	Previously Approved Grants	Current Report Recommended Grants	2025 Budget Remaining
2025 Cultural Grant Operating Budget	\$150,000	\$0	\$150,000	\$0
2025 Community Sport Hosting Grant Program	\$244,995	\$197,100	\$ 35,000	\$ 12,895
Total	\$394,995	\$197,100	\$ 185,000	\$12,895

Legal Implications

There are no legal implications associated with the report's recommendations

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APPENDIX A

COUNCIL AUTHORITY/PREVIOUS DECISIONS

This appendix provides an overview of the previous Council decisions related to the Cultural Tourism Events Fund Partnership and the Community Sport Hosting Program:

Cultural Tourism Events Fund Partnership:

In 2019, Council adopted a new Special Event Policy Framework to better support special events, reduce barriers, and improve processes with a focus on free public outdoor events on City streets and some City-owned plazas.

In 2019, Council adopted a new culture plan, Culture|Shift: Blanketing the City in Arts & Culture, to better support arts and culture in culturally vibrant city-building.

In 2022, Council directed staff to present options for a more streamlined Festivals and Events permitting process and convene an Advisory Task Force to help identify key challenges and opportunities with the current festivals and events permitting processes, through the motion Making it Easier to Host Outdoor Festivals & Events in Vancouver.

On July 25, 2023, Council approved the 2024 Arts and Culture Grants Program Framework to support ongoing and emerging needs in the local arts and culture sector. In this meeting, Council directed staff to 'explore and report back on options for a Destination Festivals and Special Events Fund and Program'.

On May 29, 2024, Council approved the City's participation in the Cultural Tourism Events Fund Partnership and provided a grant of \$150,000 to Destination Vancouver and directed staff to report back in 2025 on progress, outcomes and next steps for the partnership

Community Sport Hosting Program:

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.