



ADMINISTRATIVE REPORT

Report Date: April 9, 2018
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VanRIMS No.: 08-2000-20
Meeting Date: April 18, 2018

TO: Standing Committee on Policy and Strategic Priorities
FROM: Manager, Sport Hosting Vancouver
SUBJECT: Vancouver Community Sport Hosting Grants - Spring 2018 Intake

RECOMMENDATION

- A. THAT Council approve four (4) new Community Sport Hosting Grants totalling \$14,600 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.

Recommendation A requires 2/3 affirmative votes of Council members per *Vancouver Charter* S. 206(1).

REPORT SUMMARY

This report recommends approval of Community Sport Operating Grants totalling \$14,600. Applications received include two unique local events bringing track and field and equestrian to the downtown core, an annual ultimate tournament coinciding with Pride weekend and a series of skateboarding events around the city this summer. The current balance of the 2018 Vancouver Sport Hosting budget is \$214,529.

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 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 for which applications were received in Spring 2018, under the approved 2016 guidelines (Appendix A).

Summary of Review Panel Recommendations

In total, the Community Sport Review Panel received four (4) applications; of which two (2) are annual sport events building hosting capacity and diversity in the city's sport portfolio, one (1) is a local/regional tournament supporting a unique track and field event downtown and one (1) is a new sport initiative application.

Summary of events being recommended:

1) Local or Regional Sport Tournaments

The Vancouver Sun Harry Jerome Track Classic is traditionally staged at Swangard Stadium in Burnaby. With a portable track and equipment available, the event will bring the Pole Vault competition from Burnaby to downtown Vancouver at the Vancouver Art Gallery Plaza. The remaining events will take place in Burnaby, but this focal point for Vancouver will bring a unique sport competition to a unique space in downtown, animating our city and bringing people out of their office towers for a lunch hour event on a Monday in June.

2) New Sport Initiatives

The Vancouver Grand Prix will be the inaugural equestrian show jumping event in downtown Vancouver. Planned to take place at Larwill Park, this event will showcase the sport, allow local amateur riders the opportunity to compete in a unique venue and provide a truly unique local initiative. This event will allow Vancouver residents to experience professional and amateur equestrian show jumping at its finest, right downtown.

3) Annual Sport Events

Two annual sport events are recommended this intake. The Vancouver Skateboard Coalition, through Canada Skateboard, are planning a Youth Week Skateboard Event and Summer Circuit. This circuit will begin with the 11th annual Youth Week event in May, and build through the summer with additional stops each month at different skate parks around the city. Canada Skateboard recently began the process to become a National Sport Organization with Sport Canada as Skateboarding is an Olympic sport in Tokyo 2020.

The Rain City Ultimate Club is hosting their second annual Pride Tournament this August to coincide with Pride Week in Vancouver. The Rain City Ultimate Club is a community organization dedicated to promoting ultimate to LGBT2Q+ individuals and allies by providing a supportive and fun atmosphere to develop as athletes and people. The second annual Pride Tournament has already received great interest and is sure to grow year after year with our support.

A table summary of the review panel's recommendations can be found below.

Organization	Event	Location/Venue	Date	Grant Requested	Grant Recommended	Notes
LOCAL OR REGIONAL SPORT TOURNAMENT						
Achilles International Track and Field Society	Vancouver Sun Harry Jerome Track Classic	Vancouver Art Gallery Plaza	25-Jun-18	\$5,000	\$5,000	The Vancouver Sun Harry Jerome Track Classic is traditionally staged at Swangard Stadium in Burnaby. With a portable track and equipment available, the event will bring the Pole Vault competition from Burnaby to downtown Vancouver at the Vancouver Art Gallery Plaza. The remaining events will take place in Burnaby.
Local or Regional Tournament Sub TOTAL				\$5,000	\$5,000	
NEW SPORT EVENT INITIATIVE						
The George and Diane Tidball Legacy Fund	The Vancouver Grand Prix	Larwill Park	20-May-18	\$5,000	\$5,000	The Vancouver Grand Prix will be the inaugural equestrian show jumping event in downtown Vancouver. Planned to take place at Larwill Park, this event will showcase the sport, allow local amateur riders the opportunity to compete in a unique venue and provide a truly unique local initiative. This event will allow Vancouver residents to experience professional and amateur equestrian show jumping at its finest, right downtown.
New Sport Event Initiatives Sub TOTAL				\$5,000	\$5,000	
ANNUAL SPORT EVENT						
Canada Skateboard (and the Vancouver Skateboard Coalition)	Youth Week Skateboard Event and Circuit	Downtown Skateboard Plaza, Quilchena Park, Mt Pleasant Park, Kensington Park	May - August	\$4,000	\$4,000	The Vancouver Skateboard Coalition, through Canada Skateboard, are planning a Youth Week Skateboard Event and Summer Circuit. This circuit will begin with the 11th annual Youth Week event in May, and build through the summer with additional stops each month at different skate parks around the city. Canada Skateboard has recently began its process to become a National Sport Organization with Sport Canada as Skateboarding is an Olympic sport in Tokyo 2020.
Rain City Ultimate Club	Annual Pride Tournament	Andy Livingstone Fields	4-Aug-18	\$595	\$600	The Rain City Ultimate Club is hosting their second annual Pride Tournament this August to coincide with Pride Week in Vancouver. The Rain City Ultimate Club is a community organization dedicated to promoting ultimate to LGBTQ2+ individuals and allies by providing a supportive and fun atmosphere to develop as athletes and people. The second annual Pride Tournament has already received great interest and is sure to grow year after year with our support.
Annual Sport Events Sub TOTAL				\$4,595	\$4,600	
TOTAL				\$14,595	\$14,600	

Implications/Related Issues/Risk (if applicable)

Financial

This report recommends approval of four (4) Community Sport Hosting Grants totalling \$14,600. 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 \$214,529. Upon approval of this report, the remaining balance will be \$199,929.

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

Total 2018 Community Sport Hosting Grant Budget	\$244,729
<i>Less: Five (5) Winter 2017/2018 Grants – RTS12127</i>	<u><i>(\$30,200)</i></u>
Total 2018 Grant Balance Available	\$214,529
<i>Less: Four (4) Spring 2018 Grants – included in this report</i>	<i>(\$14,600)</i>
TOTAL 2018 Balance Remaining	\$199,929

CONCLUSION

The Sport Hosting Grant Program review panel recommends that Council approve grants totalling \$14,600 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.

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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
- 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:

Michelle Collens
Manager, Sport Hosting Vancouver
City of Vancouver
Michelle.Collens@vancouver.ca
604-871-64

ANNUAL SPORT EVENTS

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

Annual Sport Event Criteria

- For recurring annual community sport events
- Sport events that reach, encourage and draw community-wide participation
- Annual grant will not exceed 30% of total gross operating budget in a given year
- Up to 3 years funding – funding will not normally exceed \$15,000 over the 3 years per event
- Only 1 annual sport grant will be awarded per organization over the given 3-year term

On June 14, 2016 (RTS 11480) Council approved the first four (4) 'Annual Sport Events' totaling \$17,500.

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

The following annual sport events have met their requirements under the guidelines and are eligible for their next installments as referenced.

Annual Event Funding Allocation – 2018 Fiscal

Cycle	Organization	Event	Amount
3 rd year	Canada One Athletic Foundation	KitsFest	\$5,000
3 rd year	Volleyball BC	Vancouver Open	\$5,000
3 rd year	Vancouver International Soccer Festival	Vancouver International Soccer Festival	\$5,000
2 nd year	Latincouver Cultural Society	Latincouver Mini World Cup Soccer and Volleyball Tournament	\$2,000
2 nd year	Vancouver Pacific Swim Club	Mel Zajac Jr International Swim Meet	\$4,000
2 nd year	MoreSports	Soccer Jam	\$5,000
2 nd year	Special Olympics BC – Vancouver	Jon Baillie Hockey Tournament	\$2,000
1 st year	Strathcona Community Centre Association	SASC Can-Am Jamboree	\$2,700
1 st year	Free Kick Foundation	Equal Play Girls Leadership Tournament	\$2,500
1 st year	False Creek Rowing Club	Head up the Creek Regatta	\$2,000
1 st year	Canadian Dolphin Swim Club	New Year's Invitational Meet	\$2,000