

NO: R014

COUNCIL DATE: January 29, 2024

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **January 22, 2024**

FROM: **General Manager, Parks, Recreation & Culture** FILE: **1855-01**
General Manager, Finance

SUBJECT: **Sports Tourism Grant Program – 2023 Year-end Reporting**

RECOMMENDATION

The Parks, Recreation & Culture Department and the Finance Department recommend that Council receive this report for information.

INTENT

The purpose of this report is to provide Council with an overview of the Sports Tourism Grant Program (“the Program”), and to provide information on the 18 grants awarded for the first intake and nine grants awarded for the second intake.

BACKGROUND

In 2015 Council adopted the Program, which is intended to incentivize and support sport organizations by offsetting facility rental costs. The Program outlines that funding is considered for sport tourism events taking place in Surrey.

On May 1, 2023, Council endorsed updates to the Sports Tourism Grant Program (Corporate Report No R054; 2023, attached as Appendix “I”). These program updates were implemented to improve the efficiency and effectiveness of the City’s grant administration process for sport organizations. The program adjustments included authorization for the General Manager of Parks, Recreation & Culture, and the General Manager of Finance to approve grants up to the award maximum of \$5,000 effective May 2, 2023. Annual reporting of the approved grants to Council will continue to provide accountability for the grant process.

The Grant Selection Committee (“the committee”), which includes staff from the Parks, Recreation & Culture Department, Finance Department, and one representative from Discover Surrey is responsible for assessing grant applications that are received under the Program using the grant criteria outlined in the Program Guidelines (attached as Appendix “II”). If supported, grants applications are approved by the General Manager, Finance and the General Manager Parks, Recreation & Culture.

DISCUSSION

Sport Tourism Grants Awarded in 2023

The Program held two intake periods in 2023 with 32 applications resulting in 27 grants awarded, totaling \$92,700. Three grant applications did not meet the criteria as per the Program Guidelines and were not approved for funding. Additionally, two applications were incomplete and were deferred to be reviewed in intake one of 2024.

Submissions for the first intake were reviewed by the committee on March 30, 2023. In this intake 20 applications were received, and 18 applications were approved, totaling \$64,700 (attached as Appendix “III”). These grant applications were approved by Council on May 1, 2023 (Corporate Report No R054; 2023) along with the overall modifications to the grant program.

Submissions for the second intake were reviewed on September 26, 2023, by the committee. In this intake 12 applications were received, and nine applications were approved, totaling \$28,000 (attached as Appendix “IV”).

In addition to the two Sport Tourism Grant program intakes, Council approved a proposal on September 26, 2023, to provide one time funding for Play On! Canada for \$60,000 (Corporate Report No R149; 2023, attached as Appendix “V”). The funding was allocated by Council from the Sports Tourism Grant Program.

FUNDING

Funding for the Sports Tourism Grant Program is provided through an annual allocation of \$50,000 from the City Grants Program. Most sport tourism events were cancelled or deferred during the COVID-19 Pandemic which allowed the City to roll over unused funds from those years. In 2023, the Sport Tourism Grant fund had an opening balance of \$191,400. The remaining \$38,700 in the Sport Tourism Grant fund at the end of 2023 has been carried forward for new sports tourism grant opportunities in 2024.

CONCLUSION

The Parks, Recreation & Culture Department and the Finance Department recommend that Council receive this report as information for the 27 Sport Tourism Grants awarded totaling \$92,700. Sport tourism events not only foster a healthy and engaged community but also provide a significant positive economic impact to the City of Surrey.

Laurie Cavan
General Manager
Parks, Recreation & Culture

Kam Grewal, CPA, CMA
General Manager
Finance

Appendix “I”: Corporate Report No R054; 2023

Appendix “II”: Amended Sport Tourism Grant Program Guidelines (updated March 2023)

Appendix “III”: 2023 Sport Tourism Grant Program Funding Intake #1

Appendix “IV”: 2023 Sport Tourism Grant Program Funding Intake #2

Appendix “V”: Corporate Report No R149; 2023



CORPORATE REPORT

NO: *R054*

COUNCIL DATE: *May 1, 2023*

REGULAR COUNCIL

TO: Mayor & Council DATE: April 25, 2023
FROM: General Manager, Parks, Recreation & Culture FILE: 1855-01
General Manager, Finance
SUBJECT: 2023 Sport Tourism Grant Program Recommendations and Process Update

RECOMMENDATION

The Parks, Recreation & Culture Department and the Finance Department recommend that Council:

1. Receive this report for information;
2. Approve 18 Sport Tourism Grants totaling \$64,700, in accordance with the City's Sport Tourism Grant Program Guidelines (attached as Appendix "I"); and
3. Authorize the General Manager of Parks, Recreation & Culture and the General Manager of Finance to approve all Sport Tourism grants up to the award maximum of \$5,000 effective May 2, 2023; and
4. Direct staff to report annually on the previous year's approved Sport Tourism Program grants to Council beginning in 2024; and
5. Approve updates to the Sport Tourism Grant Program Guidelines as amended in the attached Appendix "II".

INTENT

The purpose of this report is to obtain Council's approval for the issuance of grants under the Sport Tourism Grant Program for the first biannual intake in 2023 and to obtain Council approval to authorize the General Manager Parks, Recreation & Culture and General Manager Finance, to approve future Sport Tourism grants and annually report the previous year's grant allocations to Council.

BACKGROUND

On April 27, 2015, Council adopted the City of Surrey's Sport Tourism Grant Program (Corporate Report No R061; 2015, attached as Appendix "III"). The Sport Tourism Grant Program supports the goals established in the Sport Tourism Strategy endorsed by Council in 2013.

DISCUSSION

Submissions for the first intake of Sport Tourism Grants were reviewed on March 30, 2023; 20 applications were received (attached as Appendix "IV"). The total combined expenditure budget of these events is \$2,859,668.32, which demonstrates the investments local sport organizations are making towards hosting events in Surrey. An evaluation committee, composed of City staff from the Parks, Recreation & Culture Department and Finance Department as well as one representative from Discover Surrey, reviewed the applications ensuring consistency with the Program Guidelines. The Evaluation Committee recommends awarding 18 grants totaling \$64,700. Two grant applicants did not meet the criteria as per the Sport Tourism Grant Program Guidelines (outlined in Appendix "IV").

Sport Tourism Grant Program Updates

The Program originally implemented in 2015, was updated in 2017 and 2021, and further updates to improve the administration of the program are proposed in the amended Program Guidelines (attached as Appendix "II"). The proposed updates include removing the current bi-annual deadlines for intakes of the grant, moving to an ongoing intake model to be reviewed as received by staff and allowing applicants to apply for grants up to two months prior to event hosting.

Given the timing of grant applications and sport hosting events, staff recommend that Council delegate the authority to approve grants to the General Manager of Parks, Recreation & Culture and the General Manager of Finance up to the award maximum of \$5,000 effective May 2, 2023. The delegation of the grant approval process will improve the efficiency and effectiveness of the City's grant administration process for sport organizations. Annual reporting of the approved grants to Council will continue to provide accountability for the grant process.

FUNDING

Appendix "IV" attached to this report documents the balance in the Sport Tourism Grant Program based on an assumption that Council will approve the recommendations of this report.

CONCLUSION

The Parks, Recreation & Culture Department and the Finance Department recommend that Council approve 18 Sport Tourism Grants totaling \$64,700 and the recommended Program improvements to improve efficiencies regarding the process to award grant funding to organizations to support event hosting in Surrey.



Laurie Cavan
General Manager
Parks, Recreation & Culture



Kam Grewal, CPA, CMA
General Manager
Finance

- Appendix "I": Sport Tourism Grant Program Guidelines (updated September 2021)
- Appendix "II": Amended Sport Tourism Grant Program Guidelines (updated March 2023)
- Appendix "III": Corporate Report No Ro61; 2015
- Appendix "IV": 2023 Sport Tourism Grant Program Funding Recommendations

Appendices available upon request

Sport Tourism Grant Program Guidelines

Updated March 30, 2023

General Information

1. Funding is intended to support sporting events being held in the City of Surrey with participants staying in local accommodation.
2. Grants are intended to offset the cost of facility rentals for the purpose of the sporting event only and will not be provided to cover deficits or on-going operating costs.
3. Grants will be distributed within the following guidelines:

Event Location	Maximum Value
Provincial	\$3,000
Western Canada	\$4,000
National	\$5,000
International	\$5,000

4. Where a grant is awarded, 100% of the grant amount will be forwarded to the applicant once the General Manager of Parks, Recreation & Culture and the General Manager of Finance has approved the grant and once the event and final report are completed.
5. Major national and international events with a significant bid/funding commitment and economic impact will be presented to Council for consideration through the annual operating budget, i.e., BC Summer Games, 55+ Games, Swim Canada Nationals etc.
6. Applicants must submit their application to Sport Surrey at sportsurrey@surrey.ca no later than two months prior to the actual event date.
7. Requests for grants will be considered on an ongoing basis. Requests received outside these intake periods may be considered for funding if:
 - a. The requirement for the grant was not reasonably foreseeable prior to the deadline; and
 - b. The requirement for funding is critical to the implementation of the organization's event.

Criteria for Grant Eligibility

1. The Sporting Event must be sanctioned by the appropriate, recognized organization (PSO, NSO, International Federation (IF), etc. if applicable).
2. Sport Event must be at the provincial, western Canadian, national, international, or invitational level.
3. Events must take place within the City of Surrey and be sponsored by local organizations and have direct local economic impact, e.g., Surrey room night counts.
4. Grant applications for the same event multiple years in a row must demonstrate significant growth of the event. Priority will be given to new events in their initial years to help them become established.
5. Grants for annual recurring events in the same location each year may be considered for funding.
6. Applicants must submit a completed application form including all requested additional supporting documents and information.
7. More favorable consideration may be given to sport events that are outside the main tourism season and are held mid-week. Events for one day will be considered, however, events taking place over two or more consecutive days will be given higher priority.
8. Requests must be made in advance of the event (no retroactive requests).

9. The organization shall show evidence that it has fully explored all other viable sources of financial support.
10. The organization must submit an evaluation of the use of the grant and feedback on the event hosting experience within 30 days of event completion, this will initiate the payment of the grant's funds.
11. The organization must not view the grant as an automatic ongoing source of funding.
12. Previous grant recipients must have submitted final reports from past events to be eligible for future grants.
13. Grant applications will only be considered if the organization has cleared all outstanding balances from previous events.
14. In the case of event cancellation, repayment of the grant will be required.

Guidelines for Grant Priorities

The following factors will be used to determine priorities for allocating grants to eligible applicants:

1. The magnitude of event:
 - a. Number many days
 - b. Number of room nights
 - c. What age group
 - d. Type of sport
 - e. Number of out-of-town visitors
 - f. Cost of facility rental
 - g. Level of competition etc.
2. Does the event advance Surrey's profile as a Sport Hosting City or diversify the hosting portfolio?
 - a. What is the level of the event?
 - b. Does the event showcase existing City of Surrey facilities?
 - c. Is there media exposure?
3. How will Surrey residents be impacted by the hosting of this event?
 - a. Is there community support?
 - b. How much facility use/schedule disruption?
 - c. Are there spectator opportunities for Surrey residents?
 - d. Are there volunteer opportunities for Surrey residents?
4. The quality and history of the organization's administration and management:
 - a. Is the organization well known to Surrey residents for their service?
 - b. What are the overall financial conditions of the event?
 - c. Will the lack of City funding result in the cancellation of the event?
 - d. Have all other funding options been investigated?
5. The appropriateness, effectiveness, and quality of delivery of the event:
 - a. How well will it be organized?
 - b. Will there be coordination with other organizations, which might be interested or affected?
 - c. Has the organization previously demonstrated success with a similar undertaking?

Procedure for Processing Grant Requests

1. Applicants must submit a grant application to sportsurrey@surrey.com on the prescribed form, not later than two months prior to the actual event date to be considered for funding.
2. A Sport Tourism Grant Committee, consisting of one staff representative from each of the following: Finance, Parks Recreation and Culture, and Discover Surrey, will review all grant applications to ensure completeness and to ensure grant eligibility as specified by the program.

3. The Sport Tourism Grant Committee will review the request and make recommendations to GM of PRC and Finance; GM of PRC and Finance will sign off on requests if supported, and an annual information report will be shared with Council.
4. Sport Surrey shall notify all applicants of the Sport Tourism Grant Committee's initial decision and shall advise them of the Appeal Procedure. Applicants shall be advised that grant amounts are subject to final approval by Council after all appeals have been reviewed.
5. The Sport Tourism Grant Committee shall be responsible for ensuring that all organizations that are approved for a grant submit an evaluation report on the use of the grant funds upon completion of the event.

Procedure for Grant Appeals

1. Appeals of Council's decisions will be considered only in instances where additional grant funds are required to prevent unforeseen circumstances which could result in employee lay-offs or threaten the financial well-being or implementation of the organization's event, or where significant new information will be presented which was not available during the grants review process.
2. Organizations must notify the City Clerk in writing, within 14 days from the date that the grant notifications were e-mailed, that they wish to appeal Council's decision. The grant applicants must give a clear explanation of why they feel they qualify for an appeal. The appeal request will be presented to Council for a decision on whether the appeal will be considered, and the applicant shall be notified accordingly. If the appeal is not successful, that organization may not reapply for funding of the same service in the same funding year.

Procedure for Processing Late Grant Applications

Grant applications received outside of the intake periods will be referred to the Sport Tourism Grant Committee for the following action:

1. If the requirement for grant funds was not reasonably foreseeable two months prior to the actual event date, and if the requirement for immediate funding is critical to the implementation of the organization's event, then the Sport Tourism Grant Committee may review the grant application.
2. The Sport Tourism Grant Committee may only approve grants up to \$5000. If a grant is approved, it will be reflected in the next report to Council. If the Sport Tourism Grant Committee believes that the grant application does not qualify for consideration, then the Committee shall advise the grant applicant in writing that they do not qualify for consideration, but that they may reapply the following year. The applicant shall be advised that they may appeal against this action of the Committee by requesting the City Clerk in writing to refer their application directly to Council, and by explaining why they should receive special late consideration for a grant. The appeal will be forwarded to Council for consideration, along with a recommendation from the Sport Tourism Grant Committee.

APPENDIX “III”

2023 Sport Tourism Grant Program Funding Intake #1

Grant Funding Available:

2023 Approved Budget	\$50,000
Eligible Grant Funding carried over from 2022	\$141,400
Total Available Grant Funding	\$191,400

Total Grants Approved for Intake #1 (Corporate Report No R054; 2023) \$64,700

Unallocated Grant Funding Balance after Intake# 1: \$124,700

	Organization/Event	Funding Amount	About the Event
1.	BC School Sports – 2023 BC School Sports ‘A’ Girls Soccer Provincial Championship	\$1,100	This event will take place May 31 – June 2, 2023, bringing the top 16 girls' soccer team and approx. 375 athletes to Surrey over 3 days where the teams will compete in an elimination draw tournament to determine the provincial school champion.
2.	BC School Sports – AA-AAA Ultimate Provincial Championship 2023	\$1,100	This event brings two ultimate tournaments on the same field of play from May 25-26, 2023. Each tournament will feature 16 teams (approx. 625 athletes) who will compete in a knockout tournament for the Top AA and Top AAA Championship.
3.	British Columbia Rugby Union – BC Rugby Senior Club Finals 2023	\$3,000	This event took place on April 29, 2023, at South Surrey Athletic Park. Approx. 2000 participants and their teams competed in a knockout competition leading into the finals where one team was crowned as the league champion.
4.	Canadian Amateur Sport Society – Canada Cup	\$5,000	This event will be held at Softball City in South Surrey from July 7-16, 2023. With over 105 teams (approx. 2000 athletes) participating from outside of the province and outside of the country, there will be a significant increase in tourism in Surrey and the Lower Mainland.
5.	Canadian Amateur Sport Society – Men's and Master Men's Canadian Championships	\$5,000	This event will take place at Softball City in South Surrey from August 30 – September 3, 2023, and will showcase the top Men's teams (approx. 250 athletes) from across Canada and will bring in an influx of athletes and their families travelling to Surrey for this tournament.
6.	Climbing Escalade Canada – Youth Boulder Regionals (Western)	\$3,000	This event was held at the Hive, an indoor climbing gym from April 22-23, 2023, and drew approx. 250 athletes coming from as far as Saskatchewan for this regional event.
7.	Cloverdale Minor Hockey Association – BC Hockey U13 Tier 1 Championship	\$3,000	This event was held March 17-22, 2023, at Surrey Sport and Leisure Complex which attracted approx. 130 athletes who represented the district winners of each division and category in British Columbia.

8	Heavy Dinkers Pickleball Club – Super Senior Slam Pickleball Tournament	\$2,500	This tournament will be held from August 4-6, 2023, at South Surrey Athletic Park and will bring approx. 500 athletes out along with avid pickleball spectators to witness this growing sport.
9.	Ocean Athletics Track & Field Canada – BC Cross Country Championships	\$2,000	This event will be held on October 21, 2023, at Crescent Park and will bring out approximately 600 athletes with 90% coming from outside of Surrey and more than 200 travelling from outside of the Lower Mainland.
10.	Surrey Orcas Water Polo Club – 15U Western Championships	\$4,000	This event will take place from May 3-6, 2024, at the Guildford Recreation Centre and will draw approximately 400 athletes to the facility including teams from across Western Canada from provinces such as Manitoba, Saskatchewan, Alberta, and BC.
11.	Surrey Orcas Water Polo Club – West Coast Invitational	\$4,000	This event is held November 17-19, 2023, at Guildford Recreation Centre and will attract about 200 athletes from BC, Alberta, and Washington.
12.	World Round-Up Productions – The World Freestyle Round-Up Skateboarding Championships	\$5,000	This event will be held May 19-22, 2023, at the Cloverdale Curling Rink during the Cloverdale Rodeo & Country Fair with approx. 50 to 65 athletes participating who are the world's top Professional and Amateur freestyle skateboarders. The event will also have the capacity for international participation via their live stream participation category.
13.	Vancouver Goalball Club – 2023 VGC Surrey Goalball Grand Slam	\$5,000	This event was held from March 10-12, 2023, at the Pacific Academy. Approximately 80 athletes came out to play this paralympic sport and stayed at the Guildford Sheraton Hotel. Blind athletes showcased their talent, their determination, and their drive. As a result, the City of Surrey is continuing to have increased recognition as being a leader in Para-Sport and disability initiatives.
14.	Eneeven Management – 2023 Premier Spring Showcase	\$5,000	This event was held from April 7-9, 2023, at South Surrey Athletic Park where approximately 3000 soccer players participated in this annual soccer tournament. This is part of one of the largest tournament/event series in Canada for soccer and brings Surrey significant business revenue and sport tourism initiatives.
15.	Eneeven Management – Premier Spring Cup	\$3,000	This event will be held June 17-18, 2023, at South Surrey Athletic Park, Newton Athletic Park, Cloverdale Athletic Park, and Hjorth Road Park and will bring out approximately 3000 soccer players with many teams travelling from out of town. The tournament will bring a high level of competition focusing on the sport and tourism/travel opportunities for Surrey.
16.	Eneeven Management – Premier International Cup	\$5,000	This event will be held from September 1-2, 2023, at South Surrey Athletic Park, Newton Athletic Park, Cloverdale Athletic Park, and Hjorth Road Park with approximately 12,000 soccer players competing, making this the biggest tournament/event series in Canada for soccer. This tournament will bring Surrey significant business revenue and sport tourism initiatives.

17.	Eleven Management – Premier Cup	\$5,000	This event is taking place over Thanksgiving weekend on October 6-9, 2023, at South Surrey Athletic Park, Newton Athletic Park, and Cloverdale Athletic Park with approximately 3000 soccer players of various ages participating in one of the largest tournament/event series in Canada for soccer which will bring Surrey significant business revenue and sport tourism initiatives.
18.	Eleven Management – Coastal Spring Classic	\$3,000	This event will be held May 20-22, 2023, at South Surrey Athletic Park, Newton Athletic Park, Cloverdale Athletic Park, and Hjorth Road Park with approximately 4000 athletes ranging from ages 8-18 participating in this multi-day tournament which will bring multiple teams from out of town who will stay in Surrey's hotels, eat at local restaurants, and shop in Surrey.
	Total	\$64,700	

Not Recommended for Funding:

Funding declined because a) proposed activities are ineligible under the Sport Tourism Grant Guidelines, b) proposed initiative offers limited community benefit to merit funding; and/or c) proposed initiative lacks feasibility.

1. Last Man Stands Canada DEI Foundation
2. Cloverdale Skating Club

APPENDIX “IV”

2023 Sports Tourism Grant Program Funding Intake #2

Grant Funding Available:

2023 Approved Budget	\$50,000
Total unused funds rolled over from 2022	<u>\$141,400</u>
Opening balance of Sport Tourism Grant Fund in 2023	\$191,400
Total grant funding approved in intake #1 (Corporate Report No R054; 2023)	\$64,700
Play On! funding approval by Council (Corporate Report No R149; 2023)	<u>\$60,000</u>
Total grants allocation in intake #2:	<u>\$28,000</u>
Remaining unallocated grant funding balance to roll over to 2024:	\$38,700

**Unallocated funding is retained to support future events.*

	Organization/Event	Funding Amount	About the Event
1.	BC School Sports – BC Cross Country Provincials	\$3,000	This event took place August 4 – 6, 2023, at Crescent Park and brought 1500 athletes to Surrey over 3 days. Athletes competed in multiple races to determine the provincial school champion.
2.	BC Ultimate Society – Junior & Senior Canadian Ultimate Championships	\$3,500	This event took place August 12 - 20, 2023, at Newton Athletic Park. 2,000 athletes between the ages of 15 and 30. This event was categorized into two divisions, Junior (ages 15-18) and Senior (ages 19-35). The City of Surrey bid for this event and was successful. This event acquired 1,500 room nights.
3.	Canadian Pickleball Series – Surrey Cup	\$1,500	This event took place September 15 – 17, 2023, at South Surrey Athletic Park. 200 participants from 18 to 65 compete for a chance to be crowned the Surrey Cup Champions. This event acquired 100 room nights.
4.	Canucks Autism Network – Pro Am	\$3,000	This event took place November 3 – 4, 2023, and celebrated its fifth year in a row at the North Surrey Sport & Ice Complex. The ProAm hosted over 300 individuals throughout the event and incorporated NHL Alumni into each game.
5.	Cloverdale Baseball Association – U13 AA Provincials	\$2,600	This event took place July 26 – 30, 2023, at Cloverdale Baseball Park. Athletes from all over the province attended to be crowned provincial champions. This event acquired 120 room nights.
6.	Deaf Pickleball Club BC – Canada Deaf Pickleball Tournament	\$1,400	This event took place between August 4 –6, 2023, at Greenway Pickleball Courts and hosted 47 teams throughout the region. The event catered specifically to deaf or hard of hearing individuals collaborating with BC Deaf Sports. This event acquired 40 room nights.

7.	Field Hockey Canada – Junior Pan American Championships	\$5,000	This event is set to take place June 26 – July 12, 2024, at Tamanawis Park and will host over 400 athletes representing their countries from around the world. This event is set to generate 6,000 room nights. This tournament was previously hosted in Canada in 2016, in Toronto. This is the second time that Canada will play host in the history of the event.
8.	Skate Canada BC Coast Region – Jingle Blades	\$3,000	This event took place November 24 – 26, 2023 at the North Surrey Ice Complex and hosted 750 athletes. Jingle Blades Competition is an annual figure skating competition for skaters participating in the STARSkate stream of development, as well as Special Olympics and Adult competitors. This event acquired 175 room nights.
9.	Swimming Canada – Ken Demchuk International Invitational	\$5,000	This event took place December 2 – 4, 2023, at the Guildford Recreation Centre. This international para swimming event saw over 300 participants and acquired 200 room nights. The Ken Demchuk International Invitational brought para swimmers from across the country for the only Paralympic Program event offered in Canada. This long course, 3-day competition had some of Canada’s best para swimmers and attracted international federations.
	Total	\$28,000	

Not Recommended for Funding:

The grant review committee is recommending not to approving the following event on the grounds that a) proposed activities are ineligible under the Sport Tourism Grant Guidelines, b) proposed activities lack sufficient financial details related to their grant application and event.

1. John Main Tournament – Cloverdale Baseball Association

Applications relocated to next intake period:

The grant review committee is recommending reviewing the following grant applications at the 2024 intake #1 due to a) insufficient supporting documentation on grant applications, b) lack of details and information to make funding recommendations for proposed activities.

1. Surrey FC – Mayors Cup
2. Surrey FC – Canada Soccer Toyota National Championships

**CORPORATE REPORT**NO: *R149*COUNCIL DATE: *September 25, 2023*

REGULAR COUNCIL

TO: Mayor & Council DATE: September 21, 2023

FROM: General Manager, Parks, Recreation & Culture FILE: 0550-20
General Manager, Finance

SUBJECT: Request for Funding in Support of Play On! Canada's 2024 Event

RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council:

1. Receive this report for information; and
2. Approve \$60,000 one-time allocation from the Sport Tourism Grant Program in support of Play On! Canada's proposed 2024 event.

INTENT

The purpose of this report is to obtain Council's endorsement for providing \$60,000 in funding to Play On! Canada in support of their 2024 Play On! Canada event. Play On! Canada's funding request is attached as Appendix "I".

BACKGROUND

Play On! Canada is a non-profit, inclusive, national mass participation street hockey event positioned to reconnect and unify Canadians, promote health, sport participation, physical activity, and economic recovery. The event has a festival atmosphere with divisions for all ages and skill levels. Play On! is Canada's largest sports festival with 2.5 million Canadians in 37 communities participating since 2003. Drawing on the power of street hockey, Play On! Canada brings sports fans and communities together. Each festival sees thousands of players and spectators converge on host cities providing a boost to the local economy.

In 2022 Play On! Canada hosted an event in downtown Cloverdale on September 23-25, 2022, that attracted approximately 100 teams and received a Sport Tourism Grant of \$3,000 to support the event.

DISCUSSION

Play On! Canada has approached the City of Surrey with a proposal to host another event in Surrey in 2024. Play On Canada! hosted their 2022 Surrey event from September 23-25, 2022. This event had 98 teams registered for all ages, which resulted in 772 athletes participating and roughly 1770 community members spectating over the weekend long tournament. A Sports Tourism Economic Assessment Model ("STEAM") was completed based on Play On! Canada's 2022 survey which indicated that Surrey's local economic impact for their event was \$748,306 to the communities across Surrey. The 2024 event is planned to take place on June 7-9, 2024 at both the Cloverdale Fairgrounds and within the Cloverdale community, and will be larger in scale than the 2022 event. Play On! Canada is hoping to attract more than 200 teams to play in both downtown Cloverdale and at the Cloverdale Fairgrounds in 2024.

Play On! Canada utilizes street hockey to unify local communities through its national level resources as an organization. This event will have long-lasting economic impact on the city and offer a unique opportunity to build sport tourism in the City of Surrey through the low barrier and accessible sport of street hockey.

Play On! Canada anticipates the 2024 event will attract up to 4,000 players and up to 10,000 spectators to the event bringing up to \$3.3 million dollars in economic benefit and will garner national level coverage through TV, social media and radio. The media coverage will showcase Surrey as a premier sport tourism destination.

FUNDING

Sport Tourism Grant Program Funding

The Sports Tourism Grant Program is intended to cover facility related costs for sporting events that are hosted in the City of Surrey. The Sport Tourism Grant guidelines allow for a maximum grant allocation of \$5,000; this level of funding would not be sufficient to support the 2024 Play On! Canada event. For significant sport tourism events, additional City funding has been approved by Council in the past to secure events.

With the projected increase of 100 teams for the 2024 Surrey event, Play On! Canada is forecasting increased operational expenses that will be necessary to ensure a safe and effectively operated event in the City of Surrey for the magnitude of this size of sporting event. Due to the increase of athlete participation, Play On! Canada will require double their floor hockey rinks for their 2024 event and anticipate increased costs for equipment, staffing, marketing, traffic management and technology.

Most sport tourism events were cancelled or deferred during the COVID-19 Pandemic, as such fewer grants were allocated resulting in sufficient funding to support this one-time Play On! Canada grant request. Appendix "II" attached to this report documents the balance in the Sport Tourism Grant Program based on an assumption that Council will approve the recommendations of this report.

Additional Funding Information

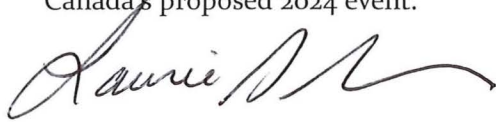
Play On! Canada has requested and received similar funding levels from other municipalities across Canada for their past events. Previously, Play On! Canada has received more substantial

funding from other levels of government, however Federal funding (COVID recovery funding) that was previously available for this program is not currently available. In addition to municipal funding requests, Play On! Canada is also actively seeking funding through local grant opportunities such as Discover Surrey's Tourism Event Marketing Grant and through the Surrey Hotel and Motel Association. Play On! Canada has confirmed they have also received similar levels of funding commitments from Lethbridge, Calgary, Saskatoon, Nanaimo, and Dawson Creek to host this event.

Due to the time required for planning of this national tour, staff are bringing Play On! Canada's funding request forward for Council's consideration at this time.

CONCLUSION

The Parks, Recreation and Culture and Finance Department recommends that Council approve \$60,000 one-time allocation from the Sport Tourism Grant Program in support of Play On! Canada's proposed 2024 event.



Laurie Cavan
General Manager,
Parks, Recreation & Culture



Kam Grewal, CPA, CMA
General Manager,
Finance

Appendix "I": Play On! Canada's Funding Request

Appendix "II": Sport Tourism Grant Program

Appendices available upon request

<https://surreybc.sharepoint.com/sites/prcadmistration/corporate-reports-regular/2023/play-on!-surrey-event-funding.docx>
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