

NO: R178

COUNCIL DATE: October 3, 2022

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## REGULAR COUNCIL

TO: **Mayor & Council** DATE: **September 29, 2022**

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

SUBJECT: **Second Biannual Intake of Sport Tourism Grants - 2022**

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## RECOMMENDATION

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

1. Receive this report for information;
2. Approve staff recommendations for the second biannual intake for 2022 Sport Tourism Grant applications as documented in Appendix "I", in accordance with the City's Sport Tourism Grant Program Guidelines (attached as 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 (the "Program") for the second biannual intake in 2022.

## BACKGROUND

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

"Sport Tourism Events" are classified as events where participants and spectators are travelling more than 80 kilometers to an event and staying overnight. There are numerous economic benefits experienced by local businesses when groups travel and use accommodations in Surrey. Tourism-related revenue is usually the largest portion of the economic impact of related events. This includes accommodation, food and beverage, and other related spending. Direct event revenues include admission fees, sponsorships, on-site sales and, for the largest events, television rights. The current estimated economic impact based on currently scheduled sport hosting events in 2022 is \$4,090,016.00.

## DISCUSSION

### Application Process

The City and Discover Surrey (“Surrey Tourism Association”) accept applications for financial assistance for Sport Tourism Events on an ongoing basis. The goal is to channel applications biannually into two intake periods.

### Sport Tourism Grant Funding

The Program is designed to support community groups and aid with covering facility rental costs. The Program outlines that funding is considered for events taking place in Surrey and when participants are staying in local accommodation. The Program includes the following guidelines based on the level of event:

Level	Maximum
Provincial	\$3,000
Western Canada	\$4,000
National	\$5,000
International	\$5,000

The Program receives an annual funding allocation of \$50,000 from the City Grants Budget. Appendix “I” outlines the remaining balance for 2022 Sport Tourism Grant Program based on an assumption that Council will approve the recommendation of this report.

### Evaluation Process

Submissions for the second intake of Sport Tourism Grants were reviewed on September 12, 2022; six applications were received requesting grants totaling \$21,000 (attached as Appendix “I”). The total expenditure budget of these events is \$763,500 which demonstrates the investments local sport organizations are making towards hosting events in Surrey. This figure does not factor in additional benefits to the City such as the economic impact these events will have on local businesses.

An evaluation committee, composed of City staff and one representative from Discover Surrey, reviewed the applications ensuring consistency with the Program Guidelines attached as Appendix “III”, including:

- The magnitude of the event and potential economic impact;
- The event’s ability to advance Surrey’s profile as a Sport Hosting City or diversify the hosting portfolio;
- How Surrey residents will be impacted by the hosting of this event;
- The quality and history of the organization’s administration and management; and
- The appropriateness, effectiveness, and quality of delivery of the event.

Based on the above guidelines, the Sport Tourism Grant Committee is recommending the award of six grants totaling \$21,000 as shown in Appendix “I”.

Following is a summary of the six sport tourism grant applications received:

### **BCSSA Artistic Swimming Regional Championships**

The BCSSA Regional Artistic Swimming Championships is the selection event for athletes from the Fraser Valley, Fraser South, and Vancouver & Districts region that will progress to the Provincial Championships. Artistic Swimming is in a stage of development, building participation and introducing athletes to competition. Grant application was submitted to the City in April, 2022 and was submitted for 60 participants to attend the event that ran from July 27-28, 2022.

### **Eleven Management - Premier Spring Showcase**

This is Western Canada's largest soccer showcase, with 200+ teams from across Canada. The grant application was submitted to the City in April, 2022 and indicated 3,000 participants to take part. This large scale event took place during April 15-17, 2022 and helped boost the economy as more visitors will be paying for accommodations, food and exploring the City.

### **Play On! Canada**

Play On! is an 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. The grant application was submitted to the City in July 2022 and indicated that this event will expect 1,800-3,150 participants. This event will take place September 24-25, 2022 and will have a long standing economic impact by bringing in new faces to the community who might not normally venture that way to participate in this event. The participants and their families will stay in hotels, eat at restaurants, shop, and experience everything our community has to offer. Through social media posting and national coverage our area will have a spotlight shining on it contributing to economic recovery this year and for many years to come.

### **Surrey Minor Ball Hockey Association - 2022 Western Challenge Cup**

Surrey Minor Ball Hockey Association hosted the 2022 Western Challenge Cup during July 14-July 17, 2022. This event was the largest ball hockey championships in Western Canada and welcomed the best ball hockey players from British Columbia and Alberta in five age divisions: U11, U13, U15, U17 and U19. For the first time, the event also held a girls ball hockey showcase event featuring the new girls ball hockey program that was launched in the Lower Mainland in 2020. The tournament was hosted at the new North Surrey Sport & Ice Complex (two rinks). Over 750 athletes, 150 coaches and officials, and 1,500 spectators took part in this four-day tournament.

### **Surrey United Soccer Club - Youth Nations Cup 2022**

The grant application was submitted to the City in March 2022. This multi-day event took place July 8-10, 2022 and included 400 participants. The U18 youth soccer tournament gave high-performance players an opportunity to play on a team with others outside of their regular Club team and represent their personal heritage on the pitch at a younger age. The collaboration of the Adult Nations Cup Tournament organizers and the Youth Nations Cup Organizing Committee is intended to ultimately lead to the Youth Nations Cup players' participation in the Adult Nations Cup tournament into their adult years.

### **Whalley Little League – Little League Provincials 2022**

The grant application was submitted to the City in March 2022 and took place on July 23-31, 2022. Up to 105 participants took part in this multi-day event hosted by Whalley Little League for the little league baseball major Provincial championship for U13. The winner advanced to the National Championship.

### **Distribution of Grant Funding**

In accordance with the Program Guidelines and subject to approval of the grants by Council, the applicants will receive one hundred percent (100%) of the approved grant funding once the final report has been submitted to the City that demonstrates that the sporting event for which the grant was awarded has been fully and properly completed.

### **Sport Tourism Grants Program Review**

The Sport Tourism Grants Program is reviewed annually to ensure the Program continues to be relevant and impactful for all levels of sports organizations, the City's residents, and visitors, and in the City's desire to achieve its strategic goals and objectives. This process includes consultation with grant recipients, research on evolving grant-program best practices, analysis of changes in the sport sector and trends in other municipal cultural grant programs, and a desire to improve the efficiency and effectiveness of Surrey's grant administration process for both the grant administrators and for sport organizations. The guidelines were last updated in September 2021 (Appendix "II").

### **SUSTAINABILITY CONSIDERATIONS**

The work of this Program supports the objectives of the City's Sustainability Charter 2.0. In particular, this work relates to Sustainability Charter 2.0 themes of Inclusion and Economic Prosperity & Livelihoods. Specifically, this Program supports the following Strategic Direction ("SD") and Desired Outcomes ("DO"):

- Community Pride and Engagement SD18: Celebrate and build upon what makes us proud of our community;
- Community Pride and Engagement DO22: There is a high rate of volunteerism among people of all ages and abilities;
- Community Pride and Engagement DO23: Numerous active local clubs, groups and agencies contribute to the community's well-being; and
- Economy DO12: The City is a destination for visitors, which generates tourism revenue

## CONCLUSION

The Parks, Recreation & Culture Department and the Finance Department recommend that Council approve staff recommendations for the second biannual intake for 2022 Sport Tourism Grant applications as documented in Appendix “I”.

Laurie Cavan  
General Manager  
Parks, Recreation & Culture

Kam Grewal, CPA, CMA  
General Manager  
Finance

Appendix “I”: 2022 Financial Plan – Sport Tourism Grants  
Appendix “II”: Sport Tourism Grant Program Guidelines  
Appendix “III”: Corporate Report Ro61; 2015 Sport Tourism Grant Program

# APPENDIX "I"



## 2022 FINANCIAL PLAN SPORT TOURISM GRANTS

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	\$ 124,900		
2022 Adopted Budget	\$ 50,000		\$ 174,900
Autism Acceptance Celebration 2022		\$ 2,500	
CAN Pro-AM 2022		\$ 3,000	
BC Hockety U18 Tier 1 Championship		\$ 3,000	
Super Senior Slam 2022		\$ 2,400	
Jackalope - Up Next		\$ 4,000	
Grip & Rip Pickleball Tournament		\$ 1,800	
Mid-Summer Slam Tournament		\$ 1,800	
BC Masters Swimming Provincials 2022		\$ 3,000	
BCSSA Artistic Swimming Regional Championship <b>(Proposed)</b>		\$ 3,000	
E11even Management - Premier Spring Showcase <b>(Proposed)</b>		\$ 5,000	
PlayOn! Canada <b>(Proposed)</b>		\$ 3,000	
Surrey Minor Ball Hockey Association -2022 Estern Challenge Cup <b>(Proposed)</b>		\$ 4,000	
Surrey United Soccer club - Youth Nations Cup 2022 <b>(Proposed)</b>		\$ 3,000	
Whalley Little Leage - Little League Provincials 2022 <b>(Proposed)</b>		\$ 3,000	
<b>2022 Allocated Funds</b>		\$ 42,500	\$ 132,400

## Sport Tourism Grant Program Guidelines

Updated September 2021

1. Funding will be considered 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. Grants will not be provided to cover deficits or on-going operating costs. Grants will be distributed within the following guidelines.

	Maximum amount
Provincial	\$3,000
Western Canada	\$4,000
National	\$5,000
International	\$5,000

Where a grant is awarded, 100% of the grant amount will be forwarded to the applicant once Council has approved the grant and once the event and final report are completed. The report must demonstrate that the sporting event for which the grant was awarded has been fully and properly completed.

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.

3. Applicants must submit their application to the Manager of Support Services at [sportsurrey@surrey.ca](mailto:sportsurrey@surrey.ca) no later than two months prior to the actual event date

Requests for grants will be considered two times per year in March and September. Requests received between these times may be considered for funding if the requirement for the grant was not reasonably foreseeable prior to the deadline and the requirement for funding is critical to the implementation of the organization's event.

4. Criteria for Grant Eligibility:

- a) The Sporting Event must be sanctioned by the appropriate, recognized organization (PSO, NSO, International Federation (IF), etc. if applicable;
- b) Sport Event must be at the provincial, western Canadian, national, international, or invitational level;
- c) Event 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;
- d) Grant applications for the same event multiple years in a row must demonstrate significant growth of the event. Priority will be given to grants for new events in their initial years to help them become established.

- e) Grants for annual recurring events in the same location each year may be considered for funding
- f) Applicants must submit a completed application form including all requested additional supporting documents and information;
- g) 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;
- h) Request must be made in advance of the event (no retro-active requests);
- i) The organization shall show evidence that it has fully explored all other viable sources of financial support;
- j) 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 final payment of the grants funds;
- k) The organization must not view the grant as an automatic ongoing source of funding.
- l) Previous grant recipients must have submitted final reports from past events to be eligible for future grants.
- m) Grant applications will only be considered if the organization has cleared all outstanding balances from previous events.
- n) 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: how many days, number of room nights, what age group, type of sport, number of out-of-town visitors, cost of facility rental, level of competition etc.
2. Does the event advance Surrey's profile as a Sport Hosting City or diversify the hosting portfolio?
  - What is the level of the event?
  - Has the event been held before?
  - Are there similar events happening this year?
  - Does the event showcase existing City of Surrey facilities?
  - Is there media exposure?
3. How will Surrey residents be impacted by the hosting of this event?
  - Is there community support?
  - How much facility use/schedule disruption?
  - Are there spectator opportunities for Surrey residents?
  - Are there volunteer opportunities for Surrey residents?
4. The quality and history of the organization's administration and management:
  - Is the organization well-known to Surrey residents for their service?
  - What are the overall financial conditions of the event?
  - Will the lack of City funding result in the cancellation of the event?
  - Have all other funding options been investigated?
5. The appropriateness, effectiveness, and quality of delivery of the event:
  - How well will it be organized?
  - Will there be coordination with other organizations, which might be interested or affected?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](mailto:sportsurrey@surrey.com) on the prescribed form, not later two months prior to the actual event date to be considered for funding.
2. A Sport Tourism Grant Committee, consisting of a staff representative from 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 (after consultation as they deem necessary with the grant applicants) submit to Council, a list of all grant applications along with recommended grant allocations.
4. Council will review the recommendations of the Sport Tourism Grant Committee and may request additional information or request to hear delegations. The approved grants shall be subject to final confirmation by Council after all appeals have been dealt with.
5. The Manager of Support Services shall notify all applicants, of Council's initial decision, and shall advise them of the Appeal Procedure. Applicants shall be advised that grant amounts are subject to final confirmation by Council after all appeals have been dealt with.
6. 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**

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.

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 between intakes will be referred to the Sport Tourism Grant Committee for the following action:

- (a) 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.
- (b) The Sport Tourism Grant Committee may only approve grants up to \$4000 between the two intakes. If a grant is approved, it will be reflected on 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 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.

### **PROCEDURE FOR SETTING A GLOBAL GRANTS BUDGET**

Prior to September 30th of each year, the Sport Tourism Grant Committee shall review the present year's budget, consult with larger ongoing grant recipients as necessary, and then submit a recommended global grants budget to the City Manager. The City Manager shall review the recommendation and include a Global Grants Budget amount in the preparation of the Annual Financial Plan.



## CORPORATE REPORT

NO: *R061*COUNCIL DATE: *April 27, 2015*

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**REGULAR COUNCIL**TO: **Mayor & Council**DATE: **April 13, 2015**FROM: **General Manager, Parks, Recreation and Culture  
General Manager, Finance & Technology**FILE: **1850-01**SUBJECT: **Sport Tourism Grant Program**

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**RECOMMENDATION**

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that Council approve a Sport Tourism Grant Program as generally described in this report.

**INTENT**

The purpose of this report is to seek endorsement of a Sport Tourism Grant Program that will be utilized to evaluate requests from community groups for financial support for sport tourism events. The proposed Program is attached as **Appendix I**.

**BACKGROUND**

Council adopted a Sport Tourism Strategy in 2013. The Strategy was developed to advance Surrey as a leader in the Sport Tourism industry and thereby maximize both economic benefits and sport development opportunities for the residents and businesses in Surrey. The Sport Tourism Strategy is attached as **Appendix II**.

In partnership with Tourism Surrey, the City established the brand "Sport Surrey - Ahead of the Game" to advance the City's Sport Tourism Strategy. Events are considered "Sport Tourism" when participants and spectators are travelling more than 80kms to an event and are staying overnight. By having groups travel and stay in Surrey, numerous economic benefits are experienced by local business which assists in supporting the tax base within the City. In 2013, there were 16,756 room nights booked in Surrey that were directly attributed to sporting events hosted in the City.

A specific example of the economic benefits of hosting an event can be demonstrated by the CCAA Women's Soccer National Champions hosted by Kwantlen Polytechnic University (KPU) in 2013. Sport Surrey in partnership with Destination British Columbia and the Canadian Sport Tourism alliance conducted an economic evaluation of the event. The report indicated that the event generated \$219,048 in Federal, Provincial and Municipal taxes and \$962,874 in industry output.

The Council Initiatives Fund has been used to support various sport hosting initiatives. Since 2009, a total of \$162,240 has been provided to various groups for Sport Tourism related events from Council Initiatives. Each event has been brought forward for Council consideration; funds awarded have ranged from \$1,000 to \$32,500 for single events. There has been a range of 3-6 events brought forward to Council each year. As the pressure on Council Initiative Funds has increased and the City continues to advance the Sport Tourism Strategy, staff is recommending a more formalized process be adopted to evaluate and manage requests.

## DISCUSSION

The most common request from community groups is for facility rental costs for their tournaments. Staff recommends that each event be evaluated and provided a percentage of their facility rental costs or requests, based on the "Guidelines for Grant Priorities" outlined in the Program attached as **Appendix I**. The Guidelines include evaluation of the magnitude of the event, number of room nights generated, level of play in tournament, advancement of Surrey's profile, how residents will be impacted and the history of the organizations administration and management.

The Program includes the following guidelines based on the level of the event.

	% of Rental fee or Request	Maximum amount
Provincial	25%	\$3,000
Western Canada	50%	\$4,000
National	100%	\$5,000
International	100%	\$5,000

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. These bids are often submitted years in advance allowing for the opportunity to request financial commitment through the City's annual budgeting process (. i.e. BC Summer Games, 55+ Games, Swim Canada Nationals, 2016 International Softball Federation Women World Softball Championships, etc.)

Once the Program has been approved, staff will develop an application form and evaluation report to be used to collect appropriate information for each event.

## FUNDING

Staff recommends that the funding of the Sport Tourism Grants be established as part of the annual budget process. In the 2016 budget process, staff recommends that Council consider establishing a \$50,000 Sport Hosting Grant Fund.

For the remainder of 2015, requests will continue to be brought forward to the Finance Committee requesting funding support from Council Initiatives.

## SUSTAINABILITY CONSIDERATIONS

The recommendations of this report are consistent with the objectives of the City's Sustainability Charter; more particularly, the following action items of the Charter:

- EC2: The City will support and encourage community economic development;
- SC12: The City will encourage and facilitate volunteerism and participation in community activities.

## CONCLUSION

Based on the above discussion, it is recommended that Council approve the Sport Tourism Grant Program that will be utilized to evaluate requests from community groups for sport hosting grants as generally described in this report.



Laurie Cavan  
General Manager  
Parks, Recreation and Culture



Vivienne Wilke, CGA  
General Manager  
Finance and Technology

**Appendix I** – Sport Tourism Grant Program

**Appendix II** - Sport Tourism Strategy

**(appendices available upon request)**