

NO:

COUNCIL DATE:

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **July 16, 2018**

FROM: **General Manager, Parks, Recreation & Culture
General Manager, Finance**

FILE: **1850-01**

SUBJECT: **1st Biannual Intake of Sport Tourism Grants - 2018**

RECOMMENDATION

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

1. Receive this report for information; and
2. Approve staff recommendations for the 1st biannual intake for 2018 Sport Tourism Grant applications as documented in Appendix "I", in accordance with the City's Sport Tourism Grant Program.

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 2018.

BACKGROUND

In April 2015, Council adopted Corporate Report No. R061; 2015, titled 'Sport Tourism Grant Program' (Appendix "II"). The Sport Tourism Grant Program, (the "Program") supports the goals established in the *Sport Tourism Strategy* approved by Council in 2013.

"Sport Tourism Events" are classified as events to which participants and spectators are travelling more than 80 kms to an event and staying overnight. There are numerous economic benefits experienced by local businesses when groups travel and use accommodations in Surrey.

DISCUSSION

Application Process

The City of Surrey and Discover Surrey (part of the 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; the first round of applications was due on March 31, 2018 for events taking place between July 1 and December 31, 2018, and the second round of applications are due on September 30, 2018 for events between January 1 and June 30, 2019.

Sport Tourism Grant Funding

The Program was designed to support community groups and provide assistance with covering facility rental and marketing 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	% of Rental fee or Request	Maximum
Provincial	25%	\$3,000
Western Canada	50%	\$4,000
National	100%	\$5,000
International	100%	\$5,000

\$50,000 is annually allocated to the Sport Tourism Grant Program.

Sport Tourism Grants Evaluation Process

The deadline for submission for the first intake of 2018 grants was March 31, 2018; Eight (8) applications were received requesting grants totalling \$47,500. The total expenditure budgets of these events that were received through the applications were \$412,322, 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 each of the applications ensuring consistency with the Program Guidelines attached as Appendix "III", including:

- The magnitude of the event and potential economic impact;
- The events 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;
- The appropriateness, effectiveness and quality of delivery of the event; and
- The not-for-profit status of the organization.

Based on the above guidelines, The Sport Tourism Grant Committee is recommending the award of eight (8) separate grants totaling \$26,500 as shown in Appendix "I".

Distribution of Grant Funding

Upon Council approval of the eight (8) grants and in accordance with the Program Guidelines, eighty percent (80%) of each approved grant will be distributed to the respective groups. Upon receipt and acceptance by staff of a final report from the grant recipient, the remaining twenty percent (20%) of each grant will be distributed. The report must demonstrate that the event was hosted and funds used from the grant that was awarded have been used appropriately.

SUSTAINABILITY CONSIDERATIONS

The 1st Biannual Intake of Sport Tourism Grants – 2018, support the objectives of the City's Sustainability Charter 2.0. In particular, the recommendations relate to the themes of Inclusion and Economy. Specifically, the acquisition 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.
- Economy DO12: The City is a destination for visitors, which generates tourism revenue.

CONCLUSION

Based on the discussions in this report, the Parks, Recreation & Culture and the Finance Departments recommend that Council approve staff recommendations for the 1st biannual intake for 2018 Sport Tourism Grant applications as documented in Appendix "I", in accordance with the City's Sport Tourism Grant Program.

Laurie Cavan
General Manager
Parks, Recreation & Culture

Kam Grewal, CPA, CMA
General Manager
Finance

Appendix "I": 1st Biannual Intakes for 2018 Sport Tourism Grant Applications

Appendix "II": Corporate Report Ro61; 2015 Sport Tourism Grant Program

Appendix "III": Sport Tourism Grant Program Guidelines

APPENDIX "I"

2018 Sport Hosting Grant Applications
March 2018 Intake

INTERNATIONAL
NATIONAL
PROVINCIAL

Organization	Event	Event Dates (2018)	Expenditure Budget	Hotel Room Nights	Number of Participants	Requested Amount	Recommended Grant
Synchro Canada	International	May29 - June 3	107,877	1500	380	4,000.00	4,000.00
Vancouver Goalball Club	International	Mar 8- 10	65,400	130	130	10,000.00	5,000.00
Renegades Sports Association	National	Aug 5- 12	48,965	2700	360	5,000.00	5,000.00
BC Ultimate Society	National	Aug 23- 26	60,850	600	480	5,000.00	5,000.00
BC Summer Swimming Association	Provincial	Aug 13- 19	74,500	8	2000	4,000.00	3,000.00
Cloverdale Minor Baseball	Provincial	Aug 2- 6	16,310	150	120	4,000.00	1,000.00
Surrey Lacrosse Association	Provincial	July 12- 15	24,750	3	150	15,000.00	3,000.00
BC School Sports	Provincial	May 24- 25	13,680	30	400	500.00	500.00
		Totals	\$412,332			\$47,500.00	\$26,500.00

NO: *R061*

COUNCIL DATE: *April 27, 2015*

REGULAR COUNCIL

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

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 \$29,048 in Federal, Provincial and Municipal taxes and \$962,874 in industry output.

APPENDIX "III"

Sport Tourism Grant Program Guidelines

1. Funding will be considered to support Sport Tourism events being held in the City of Surrey. Events must take place within City of Surrey with participants staying in local accommodation.
2. Grants are intended to offset the cost of Facility rentals for the purposes of the Sport Tourism event. Grants will not be provided to cover deficits or on-going operating costs. Funds will be Events/tournaments will be funded within the following guidelines.

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

Where a grant is awarded, 80% of the grant amount will be forwarded to the applicant once Council has approved the grant. The remaining 20% will be forwarded to the applicant upon receipt by the City of a final report from the applicant that demonstrates that the initiative 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. Requests for grants will be considered two times per year, in January and June. The completed application must be submitted no later than January 31 or June 30th. Requests received in between these times may be considered for funding if the requirement for the grant was not reasonably foreseeable prior to January 31 or June 30th 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 governing body of the sport;
 - (b) Sport Event must be at the provincial, western Canadian, national or international level;
 - (c) Event must be within the City of Surrey and be sponsored by local organizations, or having direct local economic impact, e.g., Surrey room night counts;
 - (d) Completed application form including budget information;
 - (e) More favorable consideration may be given to sport events that are outside 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;
 - (f) Request must be made in advance of the event (no retro-active requests);
 - (g) The organization shall show evidence that it has fully explored all other viable sources of financial support;