

NO: R087

COUNCIL DATE: May 13, 2019

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## REGULAR COUNCIL

TO: **Mayor & Council** DATE: **May 5, 2019**

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

SUBJECT: **First Biannual Intake of Sport Tourism Grants - 2019**

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## RECOMMENDATION

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

1. Receive this report for information; and
2. Approve staff recommendations for the first biannual intake for 2019 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 2019.

## BACKGROUND

In April 2015, Council adopted the City of Surrey's Sport Tourism Grant Program (Corporate Report No R061; 2015, attached as 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 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.

## 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. The first round of applications were due on March 31, 2019 for events taking place between July 1, 2019 and December 31, 2019 and the second round of applications will be due on September 30, 2019 for events between January 1, 2020 and June 30, 2020.

### Sport Tourism Grant Funding

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

The City annually allocates \$50,000 to this Program.

### Sport Tourism Grants Evaluation Process

The deadline for submission for the first intake of Sport Tourism Grants was March 31, 2019; six applications were received requesting grants totaling \$26,000 (attached as Appendix "I"). The total expenditure budgets of these events that were received through the applications were \$249,227, 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 six separate grants totaling \$18,000 as shown in Appendix "I".

### **Distribution of Grant Funding**

Upon Council approval of the six (6) 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 awarded have been used appropriately.

### **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 first biannual intake for 2019 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”: March 2019 Sport Hosting Grant Applications  
Appendix “II”: Corporate Report R061; 2015 Sport Tourism Grant Program  
Appendix “III”: Sport Tourism Grant Program Guidelines

**2019 Sport Hosting Grant Applications  
March 2019 Intake**

	Organization	Event	Event Dates	Requested Amount	Recommended Grant	
INTERNATIONAL	1	Triunity Industries Inc.	World Freestyle Round-up Skateboarding Championship	May 17 – 20, 2019	\$5,000	\$1,000
	2	Ocean Athletics Track and Field Club	2019 BC Junior Development Track and Field Championships	July 19 – 21, 2019	\$3,000	\$3,000
PROVINCIAL	3	Coastal FC	BC Soccer Provincial A Cup	July 4 – 7, 2019	\$5,000	\$3,000
	4	Coastal FC	Umbro Challenge Cup	May 18 – 20, 2019	\$3,000	\$3,000
WESTERN CANADA	5	Canada Skateboard	The Pacific Open	June 15, 2019	\$5,000	\$4,000
	6	Cloverdale Minor Baseball Association	U13 Canadian Western National Championship	August 14 – 19, 2019	\$5,000	\$4,000
			<b>Totals</b>	<b>\$26,000</b>	<b>\$18,000</b>	

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** FILE: **1850-01**  
**General Manager, Finance & Technology**

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 available upon request)**

**Appendix II - Sport Tourism Strategy (Appendix available upon request)**

## APPENDIX “III”

### **Sport Tourism Grant Program Guidelines**

Updated November 2017

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, 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 of the final report. 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 4:30 pm on the following dates:

**Event Dates**

Between January 1 and June 30  
Between July 1 and December 31

**Application Due**

September 30  
March 31

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 up to a maximum of three consecutive fiscal years (on a decreasing scale).
- 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.