

NO: **R214**

COUNCIL DATE: **November 4, 2019**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **October 30, 2019**

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

FILE: **1855-01**

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

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 second biannual intake for 2019 Sport Tourism Grant applications as documented in Appendix “I”, in accordance with the City’s Sport Tourism Grant Program; and
3. Authorize staff to update the Sport Tourism Grant Guidelines as outlined in 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 second biannual intake in 2019. The secondary purpose of this report is to seek Council authorization for staff to update the Sport Tourism Grant Guidelines to efficiently distribute grant funding in full once an event has occurred and the final report is completed.

BACKGROUND

In April 2015, Council adopted the City of Surrey’s Sport Tourism Grant Program (Corporate Report No Ro61; 2015, attached as Appendix “III”). 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 kilometres 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 was due on March 31, 2019 for events taking place between July 1, 2019 and December 31, 2019 and the second round of applications were 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 second intake of Sport Tourism Grants was September 30, 2019; - nine applications were received requesting grants totaling \$39,000 (attached as Appendix “I”). The total expenditure budgets of these events that were received through the applications were \$146,155.50, 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 “II”, 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 nine separate grants totaling \$24,000 as shown in Appendix "I".

Sport Tourism Grant Program Updates

The Program was originally implemented in 2015, updated in 2017, and is now in need of updating to improve the administration of the program. Appendix "II" outlines the proposed changes to the Program which would take effect in January 2020. The proposed updates clarify the grant application process with the major update being that organizations receive 100% of the grant amount once Council has approved the grant, and the event and final report have been completed. The report must demonstrate that the sporting event for which the grant was awarded has been fully and properly completed. The suggested change will provide a streamlined process where all the following items will be completed before a cheque is issued: Grant application, booking of the facility/park, Sport Surrey recognition and the final report which indicates the economic impact of the event. The proposed changes will ensure that all successful grant applicants complete a final report and that their event takes place before receiving the funding in full. Issuing one cheque in the full amount will ensure that all successful grant applicants receive their funding in a timely manner. Final reports will be beneficial in the planning of future sporting events in the City of Surrey.

Distribution of Grant Funding

Upon Council approval of the nine grants and in accordance with the Program Guidelines, one hundred percent (100%) of the grant amount will be distributed to the applicant once Council has approved the grant and the event and final report have been completed. The report must demonstrate that the sporting event for which the grant was awarded has been fully and properly completed.

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 2019 Sport Tourism Grant applications as documented in Appendix “I” and authorize staff to update the Sport Tourism Grant Guidelines to improve the grant distribution process as outlined in Appendix “II” of this report.

Laurie Cavan
General Manager
Parks, Recreation & Culture

Kam Grewal, CPA, CMA
General Manager
Finance

Appendix “I”: September 2019 Sport Hosting Grant Applications
Appendix “II”: Sport Tourism Grant Program Guidelines
Appendix “III”: Corporate Report R061; 2015 Sport Tourism Grant Program



**2019 FINANCIAL PLAN
SPORT TOURISM GRANTS**

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	\$ 42,600		
2019 Adopted Budget	\$ 50,000		\$ 92,600
BC Amateur Synchronized Swimming Association		\$ 1,200	
Wickenheiser Female World Hockey Festival		\$ 4,000	
SUPA Surfs Up for Autism Society		\$ 400	
Surrey Gymnastics Society		\$ 800	
Semiahmoo Secondary School		\$ 400	
Water Polo Canada		\$ 4,000	
Vancouver Whitecaps FC		\$ 5,000	
Water Polo Canada		\$ 1,000	
Semiahmoo Secondary School		\$ 100	
Coastal FC (Umbro Challenge Cup)		\$ 3,000	
Ocean Athletics Track and Field Club		\$ 3,000	
Coastal FC (BC Soccer Provincial A Cup)		\$ 3,000	
Cloverdale Minor Baseball Association		\$ 4,000	
Canada Skateboard		\$ 4,000	
Canadian Amateur Sports Society		\$ 20,000	
Triunity Industries Inc.		\$ 1,000	
**2021 Special Olympics		\$ 25,000	
Vancouver Whitecaps FC (Proposed)		\$ 5,000	
BC School Sports (Proposed)		\$ 500	
White Rock Wave Swim Team (Proposed)		\$ 3,000	
Canucks Autism Network (Proposed)		\$ 3,000	
BC Amateur Synchronized Swimming Association (Proposed)		\$ 1,500	
BC Diving (Proposed)		\$ 2,500	
Sportability (Proposed)		\$ 500	
Water Polo Canada (U-14) (Proposed)		\$ 4,000	
Water Polo Canada (U-16) (Proposed)		\$ 4,000	
**To be allocated in 2020 (approved via R193; 2019)		\$ (25,000)	
2019 Allocated Funds		\$ 78,900	\$ 13,700

Sport Tourism Grant Program Guidelines

Updated November 2017/October 2019

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.

~~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 no later than 4:30 pm on the following dates:

Event Dates	Application Due
Between January 1 and June 30	September 30
Between July 1 and December 31	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.

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 info@sportsurrey.com ~~info@sportsurrey.com~~ sportsurrey@surrey.com on the prescribed form, not later than 4:30 p.m., March 31st or September 30th in order 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 prior to ~~remaining 20~~ 100% of funds being released.

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 the two intakes (September and March) will be referred to the Sport Tourism Grant Committee for the following action:

- (a) If the requirement for grant funds was not reasonably foreseeable prior to September 30th or March 31st, 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 bi-annual report to Council. (b) 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 by March 31st or September 30th 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*

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**

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)