

NO: R182

COUNCIL DATE: September 27, 2021

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **September 22, 2021**

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

SUBJECT: **Second Biannual Intake of Sport Tourism Grants - 2021**

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 2021, 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 2021 and to update the Sport Tourism Grant Guidelines to improve the efficiency and effectiveness of Surrey's grant administration process for both the grant administrators and for sport organizations

BACKGROUND

In April 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, (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.

COVID-19 Impacts

The COVID-19 pandemic and related Public Health Order restrictions have impacted sport organization’s ability to host activities and events. In response, the Sport Tourism Grant Program is supporting virtual sport event hosting during this unprecedented time where in person events have not always been possible. These virtual events and in-person events continue to support the City’s sport tourism goals and objectives, to attract, develop and support a wide variety of world-class sporting events 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 September 30, 2020 for events taking place between January 1, 2021 and June 30, 2021 and the second round of applications was due on March 31, 2021 for events between July 1, 2021 and December 31, 2021.

Sport Tourism Grant Funding

The Program is designed to support community groups and aid 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

The Sport Tourism Grant Program receives an annual funding of \$50,000 from the City Grants Budget. Appendix “I” outlines the remaining balance for 2021 Sport Tourism Grant Program based on an assumption that Council will approve the recommendation of this report.

Sport Tourism Grants Evaluation Process

The deadline for submission for the second intake of Sport Tourism Grants was March 31, 2021; four applications were received requesting a grant totaling \$17,000 (attached as Appendix “I”). The total expenditure budget of these events is \$100,444, 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 event will have on local businesses. Following is a summary of the four sport tourism grant applications received:

SX International Cup

The SX International Cup hosted by Eneven Management team was hosted from September 4-6, 2021 at Cloverdale Athletic Park, Newton Athletic Park and South Surrey Athletic Park. The event featured over

6,000 participants from all across Canada and had generated roughly 2,500 room nights for accommodation in the City. In addition to the economic impact and the hosting of the largest soccer tournament in Canada, the event allowed the City to showcase its facilities and provided a flagship event to local and travelling teams. Within the submitted application, event organizers are requesting \$5,000 in support of the hosting this international level event.

Surrey United SC – Youth Nations Cup 2021

The Youth Nations Cup will be hosted at Cloverdale Athletic Park from October 8-10, 2021. This U16-U18 youth soccer tournament will give 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 Tournament Organizing Committee is intended to ultimately lead to the Youth Nations Cup Tournament players' participation in the Adult Nations Cup Tournament into their adult years. The intention of this tournament is to bring the community together, using the platform of soccer, to celebrate diversity, inclusion, and culture. The event organizers will be working to include drop-in adaptive soccer sessions and creating cultural education and awareness through a variety of platforms at the park throughout the event. Within the submitted application, event organizers are requesting \$2,000 in support of the hosting this provincial level event.

Vancouver Goalball Club – Goalball Grand Slam 2022

The 2022 VGC Goalball Grand Slam is the 6th annual international goalball competition bringing top teams from around the world to compete in the only tournament offering prize money to the winning teams in each division (men's & women's). The event is set to be hosted at the Guildford Recreation Centre from March 11-13, 2022 and feature over 175 participants. The event organizers have successfully hosted this three-day tournament for the past 5 years (except 2021) with attending teams from Puerto Rico, USA, Israel, Finland, Japan, and from across Canada. Within the submitted application, event organizers are requesting \$5,000 in support of the hosting this international level event.

World Round-Up – Online Showdown 2021

The World Round Up – Online Showdown 2021 was hosted virtually from July 11-17, 2021. Each year, the four-day International Freestyle Skateboarding Contest is held on the May long weekend at the Cloverdale Rodeo & Country Fair. In its eight-year history it has become the most celebrated freestyle contest in the world. Many skaters even plan their vacations around the dates of the Cloverdale Rodeo & Country Fair. The 2021 Online Showdown was a huge success featuring 110 skaters' videos representing 22 countries from around the world. Each day of the broadcast featured a different division, starting with the Rookies and Women's divisions and ending the week with the Top 10 Professional's and Amateur's division. The five online broadcasts were shown on the Braille Skateboarding YouTube Channel. Braille has the largest skateboard Youtube channel in the world, with over 5.5 million subscribers. Within the submitted application, event organizers are requesting \$5,000 in support of the hosting this international level event.

An evaluation committee, composed of City staff and one representative from Discover Surrey, reviewed the application ensuring consistency with the Program Guidelines attached as Appendix "II", 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 four grants totaling \$17,000 as shown in Appendix "I".

Distribution of Grant Funding

In accordance with the Program Guidelines and subject to approval of grants by Council, the applicant 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 Grant 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.

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 "III" outlines the proposed changes to the Program which would take effect in January 2022. The proposed updates clarify the grant application process with the major updates being the following:

- Remove the current deadlines for intakes of the grant;
- Allow organizations to apply beyond three years of concurrent hosting of the event within the City; and
- Allow all organizations to apply for the grant up to two months prior to the hosting of their event.

The proposed changes included in Appendix "II" will ensure better utilization of funds, and do not require new or additional funding for the 2022 grant program.

The closure of sporting facilities and events due to COVID-19 protocols has resulted in organizations postponing their 2020 projects to occur later in 2021 or 2022. It is anticipated that the demand on the 2022 Sport Tourism Program will be satisfied by funding reflected in this report and includes the carry-forward amount of unspent funds from 2021.

Next Steps

Subject to Council approval of the recommendations of this report, staff will:

- Update the Sport Tourism Grants webpage with links to the 2022 Guidelines; and
- Send updates directly to Sport Tourism Grant Programs past recipients, through social media channels and through the external Sport Surrey website.

SUSTAINABILITY CONSIDERATIONS

The work of this Program supports the objectives of the City's Sustainability Charter 2.0. 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 2021 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": 2021 Financial Plan – Sport Tourism Grants

Appendix "II": Sport Tourism Grant Program Guidelines – Update – September 2021

Appendix "III": Corporate Report R061; 2015 Sport Tourism Grant Program

APPENDIX "I"



2021 FINANCIAL PLAN SPORT TOURISM GRANTS

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	\$ 91,900		
2021 Adopted Budget	\$ 50,000		\$ 141,900
Vancouver Canucks Alumni Association		\$ 5,000	
SX International Cup Soccer Tournament (Proposed)		\$ 5,000	
Surrey United Soccer Club - Youth National Cup (Proposed)		\$ 2,000	
Vancouver Goalball Club - Goalball Grand Slam (Proposed)		\$ 5,000	
World Round-Up Online Showdown (Proposed)		\$ 5,000	
2021 Allocated Funds		\$ 22,000	\$ 119,900

Sport Tourism Grant Program Guidelines

Updated ~~October 2019~~ 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 no later than two months prior to the actual event date 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. ~~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 the 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 [serviceservice?](#)
 - 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 on the prescribed form, not later ~~two months prior to the actual event date 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 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 100% of funds being released.~~ 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 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 two months prior to the actual event date~~ ~~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. 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~~ ~~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 COUNCILTO: **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 II - Sport Tourism Strategy

(appendices available upon request)