
CITY OF KELOWNA

MEMORANDUM

Date: June 6, 2001
File No.: 1850-20
To: City Manager
From: Acting Recreation Manager
Subject: Sports Event Development Grant

RECOMMENDATION:

THAT draft Council Policy No. 298 (Sports Event Development Grant) be approved as attached to the June 6, 2001 report from the Acting Recreation Manager;

AND THAT Council Policy No. 58 be amended to remove Hosting Provincial, Regional or National Events from the Hosting Grant-In-Aid Program and future requests be processed as part of the Sports Event Development Grant Program;

AND THAT City Council approve an amendment to the financial plan that moves \$5,000 from the Grant-In-Aid Program (Council Contingency) to the Sports Event Development Grant Program.

BACKGROUND:

The Sports Event Development Grant has been designed to provide a formal process to financially support local community event sporting organizers with varying costs associated with hosting a sporting event in Kelowna. The goal of the program is to act as a stimulus and assist non-profit organizations to create, market and administer sports-based events. The benefit of this is added opportunities for sport development and growth, increased support for sport tourism initiatives and increased facility use.

Organizations hosting Provincial, Regional or National Events have been able to access financial support through the Grant-In-Aid Program. This program provides a maximum of \$500 for Regional and Provincial events and \$1,000 for National events with the program administered through the Mayor's office. Applications have been considered on an individual basis with due regard for the benefit received by the community as a result of hosting these events. Over the last few years there has been an annual allotment of approximately \$5,000 through Council's Contingency as financial support of hosting events.

The Sports Event Development Grant is designed to replace the Grant-In-Aid Program previously administered by Mayors office. The intent is to remove the hosting section from the Grant-In-Aid Program, with future sport hosting initiatives being processed through the Sports Event Development Grant.

The attached Sports Event Development Grant Program is developed through Policy Guidelines as follows:

- A. General: Identifies eligibility criteria of both host organizations and parameters around sporting events that will be considered.
- B. Items Qualifying for Funding: Outlines the type of requests and support that would be considered for funding.
- C. Application Process: Outlines the initial process and contacts for making the application.
- D. Approval Process: Outlines the review process, funding levels and follow up requirements.

Additional information and detail on each area of the Guidelines will be provided during the Council meeting.

Funding for the program has been established through the 2001 budget process where City Council has committed to funding this initiative as follows: \$10,000 for 2001, \$20,000 for 2002 and \$30,000 for 2003. In addition to, it has been agreed to transfer \$5,000 on an ongoing basis from the Grant-in-Aid program to support the Sports Event Development Grant. As well as, funds that are not allocated in any given year will be carried forward to the next budget year and remain funding available for the current year.

The Sports Event Development Grant Program has been reviewed and endorsed by the Sports Tourism Committee and the Parks and Facilities Committee.

The Okanagan Sun have expressed an interest in accessing this grant through hosting the 2000 Canada Bowl. In anticipation of the policy being approved their request will be channeled through the appropriate process for consideration.

Jim Gabriel
Acting Recreation Manager

cc. Director of Parks and Leisure Services
Recreation Manager
Financial Planning and Systems Manager



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COUNCIL POLICY MANUAL

POLICY: 298
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 REPLACING #: @
 DATE OF LAST REVIEW: June 2001

SUBJECT: SPORTS EVENT DEVELOPMENT GRANT

THE SPORTS DEVELOPMENT GRANT was created to provide support to local community event sporting organizers, with the costs associated with hosting a sporting event in Kelowna. It is intended that this fund will provide the stimulus and seed money to assist non-profit organizers to create, market and administer sports-based events. The real benefit of the program lies in the fact that the City recognizes the efforts of the sport groups and offers support and assistance.

The City of Kelowna is committed to developing a strong “Sports Tourism” infrastructure that will support and enhance community activity and create a strong sports tourism sector.

For the purpose of this program, a Sporting Event is defined as;

- a recognized sporting event which should take place over more than one day;
- that incorporates an intensive level of activity into those days; and
- offers participants a unique sporting experience.

Its goal is to maintain and enhance organizers' event-hosting capabilities. These events are almost entirely generated by the volunteer sector and contribute significantly to the local economy.

The Grant program is administered by the City of Kelowna Parks & Leisure Services Department, Parks and Facilities Committee and City Council, with consultation with the Sports Tourism Committee.

City Council has committed funding for three years as follows:

- 2001 - \$15,000
- 2002 - \$25,000
- 2003 - \$35,000

In the event the City's total grant fund allocation is not fully allocated in any given budget year, the remaining funds shall be carried forward to the next budget year.

POLICY GUIDELINES

GENERAL:

1. Applicants must be a non-profit local organization (charitable status not required).
Or
A commercial enterprise can propose a partnership agreement with a local non-profit organization.
2. The sports event must be sanctioned by their sport governing body (i.e. P.S.O., N.S.O).
Or
Resolution of the Board of Directors if no sanctioning body is available.
3. The sports event must be a special one-time event
or

an Inaugural event

or

An existing event demonstrating expansion and growth.



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4. The sports event must be provincial, national or international in scope, or be a significant invitational event.
5. The sport event must attract spectators/participants from both in and out-of-town.
6. The organization must not be in a deficit financial situation.
7. The organization must be based within Kelowna and Central Okanagan Regional District and provide the majority of services within the proximity of Kelowna.
8. Requests for financial assistance must originate from organizations and not from individuals.
9. Greater consideration may be given to:
 - Sporting events that occur outside our main tourism sport season. (May long weekend through to Labour Day)
 - Sporting events that are held mid-week (Monday – Thursday) any time.
 - Sporting events that are Western Canadian, National or International in status.
10. Viable business plan – by virtue of a viable business plan detailing the sporting event's objectives, action plan, volunteer and organizational structure, timelines and budget (including projected earned and unearned revenues), the sporting event will be deemed a sound investment for the City.

ITEMS QUALIFYING FOR FUNDING:

1. Expenses related to event bid preparation and presentation, (eg. travel - airfare, mileage, ground transportation), preparation and printing of bid documents, or bid fees.
2. Bond or holding fees required to secure an event once a bid has been won. Funding to be returned to the City on completion of event and placed back in the Sports Event Development Grant.
3. Start-up costs for organizing committees to begin the process of planning, sponsorship campaigns, volunteer recruitment & training or marketing campaigns prior to revenue generation.
4. Facility and equipment items that can be utilized for future events.
5. Costs associated with operating expenses of the event such as the contract of professional services, the lease of office equipment and facility related costs.
6. To lever for additional/matching funding from other sources i.e. public or private sectors.

7. Costs associated with hosting provincial and higher Sporting Annual General Meetings.



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APPLICATION PROCESS:

1. **The initial contact should be through the Facilities and Stadiums Supervisor (860-3938) to review application eligibility, venue availability and other pertinent items.**
2. Carefully read the Sports Event Development Grant package information and complete the application form including projected budget information. The application should be submitted at a minimum of three (3) months prior to the commencement of the event or bid submission deadline.
3. Enclose letters of intent or support, board resolution, and/or letters of confirmation from governing body.
4. Submit application form (attached as Appendix A to this policy) to the Facilities & Stadium Supervisor

APPROVAL PROCESS:

1. All applications will be initially be reviewed by a "Staff Review Team" with representation from Parks & Leisure Services and Sports Tourism. The purpose of this review is to ensure all appropriate information is gathered and there is a clear understanding of the impact of the event.
 - a) For applications of up to \$1,000:
 - The Staff Review Team will evaluate and make the final decision.
 - b) For applications between \$1,001 and \$5,000:
 - The Staff Review Team will evaluate and make recommendations to the Parks and Facilities Committee of Council.
 - c) For applications \$5,000 and over:
 - The Parks and Facilities Committee will make recommendations to City Council.
2. Once the application is complete, the organization will be contacted with a final decision as follows:
 - a) Up to \$1,000 – within 15 days
 - b) \$1,001 to \$5,000 – within 30 days
 - c) Over \$5,000 – within 60 days
3. If the organization is successful in receiving grant monies, then applicants must submit a post-project "Actual Budget" report complete with copies of receipts for any monies distributed within 60 days of the completion of the project.
4. Since funds are limited, each grant allocation will be decided on its own merit.
5. Upon grant application being approved at the appropriate level, a cheque requisition will be processed and funds provided to applicant.

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DATE OF LAST REVIEW: June 2001

SUBJECT: SPORTS EVENT DEVELOPMENT GRANT

NOTE: PAGES 5 TO 8 INCLUSIVE OF THIS POLICY ARE AN APPENDIX

REASON FOR POLICY: To establish a policy for handling sports event development grant requests.

LEGISLATIVE AUTHORITY: *Local Government Act, Sec. 176*

PROCEDURE FOR IMPLEMENTATION: Applications for grants-in-aid are received by the Facilities & Stadium Supervisor who ensures the application meets with the policy criteria before processing it for approval.

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Sports Event Development Grant Application Form

Date: _____

Name of Organization: _____

Contact Name: _____

Position: _____

Mailing Address: _____

Contact numbers: Phone (W): _____ Phone (H): _____

Fax: _____

E-Mail: _____

Registered Society? Yes ☐ No ☐ (if no, please describe organization's Non-Profit status.)

Date Organization was established: _____

Total \$ Revenue projected for event: _____

Total \$ Expenses projected for event: _____

Grant \$'s requested: _____

NAME AND POSITION OF PERSON FILLING OUT THIS APPLICATION:

Name: _____

Signature:

NAME, ADDRESS AND SIGNATURE OF TWO (2) BOARD MEMBER OF THE ORGANIZATION:

Name: _____ Name: _____

Address: _____ Address: _____

Signature: Signature:

EVENT DETAILS:

Name of Event: _____

Date of Event: _____

Location of Event: _____

Event Description:
(50 to 100 words) _____

1. If applying for bid support, what is deadline date of the bid submission?

2. Has the event been secured/confirmed? Yes ☐ No ☐

3. This event is:

Invitational ☐

Provincial ☐

National ☐

International ☐

PARTICIPANT DEFINITION INCLUDES :

4. What is the expected total number of local participants? (coaches, officials, players)

5. What is the expected total number of out-of-town participants travelling from over 80 km away? (coaches, officials, players)

6. What is the number of nights participants will be staying in Kelowna?

7. Describe general media coverage expected for this event.

Radio ☐

Newspaper ☐

TV ☐

Other ☐

Explain: _____

8. How will the community of Kelowna benefit from this exposure?

9. What is your current volunteer base and describe how this event will be managed?

10. What is the intended use of the Event Development Grant?

- | | | |
|-----|----------------------------------|--------------------------|
| (a) | Bid preparation and presentation | <input type="checkbox"/> |
| (b) | Bond or holding fees | <input type="checkbox"/> |
| (c) | Start-up costs | <input type="checkbox"/> |
| (d) | Facility & equipment legacy | <input type="checkbox"/> |
| (e) | Operating expenses | <input type="checkbox"/> |
| (f) | Matching funding | <input type="checkbox"/> |
| (g) | Hosting AGM | <input type="checkbox"/> |

Other

:

11. What other sources of funding/revenue are you pursuing?

12. If you are successful in receiving support from the Sports Event Development Grant, how will your organization recognize the City of Kelowna in promotional materials/efforts?

13. Describe the potential the sport or tournament might realize in subsequent years of operation, if applicable.

14. In the event this sports event realized a financial surplus, describe how that surplus could be used to benefit the community?

BUDGET:

Projected	Revenue Item	Actual
	Earned Revenue	
	Registration fees	
	Concession Sales	
	Fundraising (gross)	
	Donations	
	Other	
	a)	
	b)	
	c)	
	Grants	
	Event Development funds	
	Provincial funds	
	Federal funds	
	Other	
	a)	
	b)	
	Total Revenue Line A	
Projected	Expense Item	Actual
	Salaries	
	Rent	
	Insurance	
	Accounting	
	Office Supplies/Equipment	
	Postage/Freight	
	Telephone	
	Other	
	a)	
	Officials	
	a) Fees	
	b) Travel	
	Venue Rental	
	Venue Preparation	
	Publicity/Promotion	
	Fundraising Expense	
	Concession – cost of sales	
	Security	
	Traffic Control	
	Honoraria	
	Other	
	a)	
	b)	
	Total Expenses Line B	
	Difference Between Revenue & Expenses	
	Grant Application Amount	



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APPROVAL DATE: 1998/11/02
RESOLUTION #: R871/98/11/02
REPLACING #: R438/1997/06/16
S1053/1992/09/14
R1202/1989/10/10
DATE OF LAST REVIEW: December 2000

SUBJECT: GRANT-IN-AID FUNDING REQUESTS

THAT Kelowna City Council remove the social component from the Grant-In-Aid Program and establish a Community Social Development Grant Program.

THAT grants to local arts organizations for ongoing operational funding be determined by the Kelowna Arts Foundation within the budget approved by City Council.

GENERAL

If the City provides the facility, generally no grant request will be considered. Extraordinary requests for grants must be accompanied by details of efforts made by the organization to obtain funding through other means.

If the City does not provide the facility, grant requests may be considered for rebate of taxes and for other purposes. The organization must submit details of efforts made to obtain funding through other means.

All requests must indicate whether requests for grants for the current year have been submitted to other organizations.

All requests for grants for the current calendar year must be submitted to the City of Kelowna by February 28.

All requests must be accompanied by a current financial statement and a proposed budget. In specific instances Council may require that the organization's records be audited.

Only non-profit organizations are eligible for Grants-in-Aid.

Funding for "Student Exchange Purposes" will not be considered by Council as eligible for a Grant-in-Aid.

GRANTS FOR REGIONAL FUNCTIONS

Requests for grants by organizations whose function is basically regional in nature will not be approved.

FUNDING FOR OTHER ORGANIZATIONS

Applications for grants will not be eligible if the organization proposes to, in turn, grant a portion of the grant received to other organizations.



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 DATE OF LAST REVIEW: December 2000

SUBJECT: GRANT-IN-AID FUNDING REQUESTS (Cont'd)

GRANTS FOR RENTAL OF FACILITIES

Requests for grants for payment of rental charges will not be considered unless the organization can demonstrate that they are unable to raise funds to pay for rentals, and the use of the facility by the applicant serves a community need or purpose.

Requests for grants to pay for rental of community facilities will not be approved when the intent is to raise funds for a particular purpose and it can be reasonably assumed that the project can meet its expenses and will be profitable.

Requests for financial assistance for rental waivers will not be considered until after the event has taken place.

Requests for financial assistance for rental waivers must then be accompanied by a financial accounting, which demonstrates a need, and forwarded to the Financial Services Department. Staff will prepare a recommendation for Council based on information provided.

Council may approve ongoing rental waivers for non-profit community events such as Folkfest or Triathlon as a part of the annual budget process.

PARTICIPATION IN PROVINCIAL OR NATIONAL CHAMPIONSHIPS

Occasional requests for financial assistance from sports, arts and cultural organizations participating in Regional (i.e.: Western Canada) or National Championship events which require out-of-town travel will be considered on a specific basis.

These funds are available to those winning Provincial or Regional Championships in Sports, Arts or Cultural activities.

Policy provides for a maximum of \$1,500 per team or group and a maximum of \$500 per individual for travel assistance. Requests must be accompanied by a budget outlining revenues and expenditures for proposed trip.

The Mayor is granted authority by Council to administer this program.

HOSTING PROVINCIAL, REGIONAL OR NATIONAL EVENTS

Requests for assistance from local organizations hosting events of a Provincial, Regional or National nature, in Kelowna, will be considered on a specific basis with due regard for the benefit received by the community as a result of hosting these events.



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SUBJECT: GRANT-IN-AID FUNDING REQUESTS (Cont'd)

Policy provides a maximum of \$500 for Regional and Provincial events and \$1,000 for National events.

The Mayor is granted authority by Council to administer this program.

TAX EXEMPTIONS

Granting of Tax Exemptions will be limited to the Municipal portion of taxes due.

ACCOUNTABILITY

Organizations receiving grants from the City shall provide an accounting of the event or purpose for which the grant was approved as follows:

Within 45 days of the date of the event where the grant or rental waiver is for a specific one-time event, or

Within 60 days of the end of the organization's fiscal year where the grant or rental waiver is for a program.

Non-compliance with accountability guidelines will result in removal of organization from the grant-in-aid process.

REASON FOR POLICY: To establish a policy for handling grant-in-aid funding requests.

LEGISLATIVE AUTHORITY: *Local Government Act*, Sec. 176

PROCEDURE FOR IMPLEMENTATION: Applications for grants-in-aid are received by the Communications Assistant who

ensures the request meets with the policy criteria before passing it to the Director of Parks & Leisure Services for review prior to it being forwarded to the Mayor for approval.