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# CITY OF KELOWNA

## MEMORANDUM

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**Date:** April 29, 2004  
**File No.:** 1850-01  
**To:** City Manager  
**From:** Director of Parks and Leisure Services  
**Subject:** Kelowna Memorial Cup 2004 Society Grant Request

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**Recommendation:**

THAT City Council consider a grant of \$15,000 to the Kelowna Memorial Cup Society;

AND THAT the grant funds be directed toward the costs of City services associated with hosting the Memorial Cup in Kelowna;

AND THAT in the event of a surplus after the payment of the costs of operating the Memorial Cup, surplus funds are used for a legacy to benefit the citizens of our community;

AND THAT the Society is asked to report to the City its legacy contribution or its financial results after the event;

AND FURTHER THAT FUNDS for the grant come from the Council Contingency fund.

**Background:**

The Memorial Cup is the most significant sport and spectator event in Kelowna's history. The Society estimates an economic impact in the range of \$15-17Million, not including the benefits of extensive positive international media exposure for Kelowna and the Okanagan. Hosting an event of this magnitude has required community support at many levels. Many businesses and the media have contributed significantly by providing services to the event at no cost. The City has been a partner from the beginning by assisting with the bid preparation and by developing the cultural festival surrounding the Memorial Cup.

The Society's grant request is to offset the costs associated with facility rentals and other services provided to the event. Should the Society experience a surplus, they intend to provide the funds to a community legacy to benefit Kelowna citizens however; this is subject to CHL and WHL approval. If the event generates a surplus after covering all of its financial obligations (including license fees to the CHL and WHL) but the Society does not contribute to an appropriate legacy, then the City would require payment for those services.

The Society has already made some commitments to assist an important local cause. Together with Kelowna Minor Hockey, the Society has committed all proceeds from the 50/50 draws conducted during

all Memorial Cup games go toward the KGH Adolescent Psychiatric Ward. In addition, proceeds from the sale of game tickets returned to the Society from out of town sponsors and teams will go to the Ward.

A grant toward this event further confirms the City of Kelowna's position as one of many community partners in making the Memorial Cup 2004 possible in Kelowna.

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David Graham  
Director of Parks and Leisure Services

Attachment

Cc: Director of Financial Services