
CITY OF KELOWNA

MEMORANDUM

Date: December 13, 2005
File No.: 1851-20
To: City Manager
From: Sport & Recreation Manager
Subject: Kelowna Apple Triathlon Funding Request

RECOMMENDATION:

THAT City Council considers a grant of \$5,576.15 for the Kelowna Apple Triathlon Society in hosting the 2005 Kelowna Apple Triathlon.

BACKGROUND:

The Kelowna Apple Triathlon has been a marquee sport event in Kelowna for the past 22 years.

Added to the annual event for 2004 and 2005 was the Canadian National Triathlon Championships. Due to excessive rain, lightning in the area and related safety concerns to the participants, the 2004 event was cancelled the morning of the event. The Society was provided and accepted the opportunity to add the International Triathlon Union (ITU) Continental Cup Race to the 2005 event.

As a base budget item the City provides an annual grant of \$4,000 towards hosting the Apple Triathlon. With hosting the Canadian National Triathlon Championships and ITU Continental Cup Race in 2005 the Society also received a Sport Event Development Grant of \$4,700. The total invoice from the City for the 2005 event was \$15,059.55 and covers City associated costs with the event.

DISCUSSION:

As outlined in the attached letter from the Kelowna Apple Triathlon Society, the 2005 event left a shortfall for the Society of approximately \$30,000. This was a result of a number of factors:

- Decreased registration and sponsorship revenues as a result of the rained out 2004 event.
- Additional expenses associated with hosting the ITU Continental Cup Race.
- A keen interest from the organizing committee to put on an exceptional event and erase the negative memory from the cancelled 2004 event led to unexpected increased costs.

In response to this shortfall the Society has

- Continued to strengthen the organizing Committee (now up to 42 members).

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- Enhance the marketing plan to continue to increase participation (new Promotions Director position established).
 - Increased focus on sponsorship and sponsorship packages.

The Society is requesting relief for the outstanding balance to the City of \$5,576.15. The balance of the shortfall of approximately \$24,400 will be covered by the Society by way of a bank loan guaranteed by some of the Directors.

Within our base budget there are no specific areas to address this funding request. Should City Council decide to support this request one funding option could be from Council Contingency.

Should City Council support this request the following resolution would be required:

THAT City Council approve a grant for \$5,576.15 for the Kelowna Apple Triathlon in hosting the 2005 Kelowna Apple Triathlon.

AND THAT the grant be funded from Council Contingency.

Jim Gabriel
Sport & Recreation Manager

Attachments

Cc: Director of Recreation, Parks and Cultural Services