
CITY OF KELOWNA

MEMORANDUM

Date: January 31, 2006
File No.: 1854-20

To: City Manager

From: Sport & Recreation Manager

Subject: Sport Event Development Grant Policy No. 298 Update

RECOMMENDATION:

THAT City Council endorses the updated Sport Event Development Grant Policy No. 298 as attached to the report from the Sport & Recreation Manager dated January 31, 2006.

BACKGROUND:

The Sport Event Development Grant program was established in late 2001 as an incentive and financial support avenue for local sport organization in hosting new and/or expanding existing sport events. \$35,000 is budgeted annually with unspent funds from one year carried over and added to the next year's available allotment.

Since the launch of the program there has been an annual increase in organizations hosting new events and accessing this grant program. In 2002, 13 organizations received funding (total grants of \$21,267) in hosting 13 new events. The 2005 base budget for this program was \$60,884 which included \$25,884 carryover from 2004. During 2005, \$40,058 has been approved through this program and has supported 22 different local sport organizations that have hosted 24 new events. The economic impact from these 24 events is estimated at \$5,454,999.

Since the launch of the program a number of operational changes have been included to both streamline and clarify the application and evaluation process. These have been reviewed on an ongoing basis with the Parks and Facilities Committee. With the Parks and Facilities Committee no longer an active Council Committee a more formal update of the Policy is required.

DISCUSSION:

The significant changes and updates from the original SED Grant Policy include:

1. The original policy only supported the development of new events. The updated policy recognizes the need to support existing events that may be experiencing financial difficulty. The intent of this opportunity would be to assist with these events on a short term basis (maximum of 3 years) and provide financial assistance with the expectation that the event regains its financial stability and continues.
2. There has been increased clarity in the Policy around events that cannot be hosted in Kelowna due to any appropriate venue or available facility space. In these situations the onus is on the organization to clearly demonstrate the benefit back to Kelowna. This

could be done through host hotels being located in Kelowna, banquet locations in Kelowna, etc.

3. A funding formula has been established that is based on a per head registration from out of town participants with a ceiling amount based on the level of event. The event categories consist of Invitational/Regional, Provincial, Western Canadian, National and World. Guidelines for funding levels are as follows:
 - Invitational/Regional Events @ \$5/participant up to \$1,000
 - Provincial Championships @ \$10/participant up to \$2,000
 - Western Canadian Championships @ \$15/participant up to \$3,000
 - National Championships @ \$20/participant up to \$4,000
 - World Championships will be evaluated on its own merit (up to \$5,000)
4. The current approval process for SED Grants allow staff to approve requests under \$1,000, under \$5,000 approvals are made by the Parks and Facilities Committee and over \$5,000 approvals are made by City Council. With the Parks and Facilities Committee no longer operating funding approvals are required by City Council for any request over \$1,000. The recommended change is that staff approve applications up to \$3,000 and requests over \$3,000 would be approved by City Council.

The changes and updates to the Policy are presented on behalf of the SEDG Review Team.

Jim Gabriel
Sport & Recreation Manager

Attachment

Cc: Director of Recreation, Parks and Cultural Services



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POLICY: 298
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COUNCIL POLICY MANUAL

APPROVAL DATE: 2001/06/18
RESOLUTION #:
REPLACING #: R494/01/06/18
DATE OF LAST REVIEW: January 2006

SUBJECT: SPORTS EVENT DEVELOPMENT GRANT

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.

The Sports Event Development Grant provides financial support to local community sporting organizations hosting a sporting event in Kelowna. It is intended that this fund will provide the stimulus and seed money to assist non-profit organizations to bid, host, create, market and administer new sports-based events.

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

- A recognized sporting event that takes place over more than one day;
- That incorporates an intensive level of activity into those days; and
- Offers participants a unique sporting experience.

While recognizing that events occur throughout the calendar year, more emphasis may be given to:

- Sporting events that occur outside our main tourism season of the 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.

In the event the City's total annual 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 sport 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 sport event must be a special one-time event, or an inaugural event, or an existing event demonstrating expansion and growth.

For the purposes of this Grant, “event growth” is defined as :

- An increase in the number of event days (i.e. event growing from 2 event days to 3 event days); and/or
- A 25% increase in registered participants or teams.

4. Annual events that are experiencing financial difficulty may apply for support from this program. The maximum support for annual events that are experiencing financial difficulty would be three years.

Note: This grant is not intended to be an annual grant to the same organization for the same event.



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5. The sport event must be Invitational/Regional, Provincial, Western Canadian, National or World in scope.
6. The sport event must attract spectators/participants from both in and out-of-town.
7. The sport organization must not be in a deficit financial situation or have an outstanding receivable with the City of Kelowna. The event cannot be the cause of the financial difficulty for the organization.
8. The sporting event must be based within Kelowna. An event outside of Kelowna will only be considered if no facilities are available to host the event and if the organization can clearly demonstrate that the majority of services are being provided by Kelowna businesses. This includes items such as host hotel and food services.
9. Requests for financial assistance must originate from organizations and not from individuals.
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 Annual General Meetings.



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FUNDING LEVELS:

1. Invitational/Regional Events at \$5/participant up to \$1,500
2. Provincial Championships at \$10/participant up to \$2,000
3. Western Canadian Championships at \$15/participant up to \$3,000
4. National Championships at \$20/participant up to \$4,000
5. World Championships will be evaluated on its own merit (up to \$5,000)

For the purposes of this grant "Participants" are defined as athletes, coaches and officials that travel for the purpose of the event for a distance greater than 80km.

Note: Multi sport games are seen to be outside this grant program as their typical level of funding requirement exceeds the ability of the grant program.

APPLICATION PROCESS:

1. **The initial contact should be through the Sport & Recreation Division (469-8504) to review application eligibility, venue availability and other pertinent items.**
2. Completion of the Sports Event Development Grant application including projected budget information. The application should be submitted at a minimum of two (2) months prior to the commencement of the event or bid submission deadline.
3. Submit application form (attached as Appendix A to this policy) to the Sport & Recreation Division for review and processing. Applications should be sent to Sport Kelowna Centre, 645 Dodd Road, Kelowna, B.C., V1X 5H1.

APPROVAL PROCESS:

1. All applications will be initially reviewed by a "SEDG Review Team" with representation from Sport & Recreation, Tourism Kelowna and PacificSport-Okanagan. 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 \$3,000:
 - The SEDG Review Team will evaluate and make the final decision.
 - b) For applications \$3,000 and over:
 - The SEDG Review Team will evaluate and forward a recommendation to City Council.
2. Once the application is complete, the organization will be contacted with a final decision as follows:
 - a) Up to \$3,000 – within 15 days
 - b) Over \$3,000 – within 30 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.



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APPROVAL PROCESS: (CON'T)

4. This policy recognizes that each event is unique and brings unique opportunities and challenges. From time to time, an event may present itself that this policy does not properly apply, and in these circumstance staff may vary from the policy.
5. Upon grant application being approved at the appropriate level, a cheque requisition will be processed and funds provided to applicant.

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 Sport & Recreation Division 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	