

NO: R149

COUNCIL DATE: September 25, 2023

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **September 21, 2023**

FROM: **General Manager, Parks, Recreation & Culture**
General Manager, Finance

FILE: **0550-20**

SUBJECT: **Request for Funding in Support of Play On! Canada's 2024 Event**

RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council:

1. Receive this report for information; and
2. Approve \$60,000 one-time allocation from the Sport Tourism Grant Program in support of Play On! Canada's proposed 2024 event.

INTENT

The purpose of this report is to obtain Council's endorsement for providing \$60,000 in funding to Play On! Canada in support of their 2024 Play On! Canada event. Play On! Canada's funding request is attached as Appendix "I".

BACKGROUND

Play On! Canada is a non-profit, inclusive, national mass participation street hockey event positioned to reconnect and unify Canadians, promote health, sport participation, physical activity, and economic recovery. The event has a festival atmosphere with divisions for all ages and skill levels. Play On! is Canada's largest sports festival with 2.5 million Canadians in 37 communities participating since 2003. Drawing on the power of street hockey, Play On! Canada brings sports fans and communities together. Each festival sees thousands of players and spectators converge on host cities providing a boost to the local economy.

In 2022 Play On! Canada hosted an event in downtown Cloverdale on September 23-25, 2022, that attracted approximately 100 teams and received a Sport Tourism Grant of \$3,000 to support the event.

DISCUSSION

Play On! Canada has approached the City of Surrey with a proposal to host another event in Surrey in 2024. Play On Canada! hosted their 2022 Surrey event from September 23-25, 2022. This event had 98 teams registered for all ages, which resulted in 772 athletes participating and roughly 1770 community members spectating over the weekend long tournament. A Sports Tourism Economic Assessment Model (“STEAM”) was completed based on Play On! Canada’s 2022 survey which indicated that Surrey’s local economic impact for their event was \$748,306 to the communities across Surrey. The 2024 event is planned to take place on June 7-9, 2024 at both the Cloverdale Fairgrounds and within the Cloverdale community, and will be larger in scale than the 2022 event. Play On! Canada is hoping to attract more than 200 teams to play in both downtown Cloverdale and at the Cloverdale Fairgrounds in 2024.

Play On! Canada utilizes street hockey to unify local communities through its national level resources as an organization. This event will have long-lasting economic impact on the city and offer a unique opportunity to build sport tourism in the City of Surrey through the low barrier and accessible sport of street hockey.

Play On! Canada anticipates the 2024 event will attract up to 4,000 players and up to 10,000 spectators to the event bringing up to \$3.3 million dollars in economic benefit and will garner national level coverage through TV, social media and radio. The media coverage will showcase Surrey as a premier sport tourism destination.

FUNDING

Sport Tourism Grant Program Funding

The Sports Tourism Grant Program is intended to cover facility related costs for sporting events that are hosted in the City of Surrey. The Sport Tourism Grant guidelines allow for a maximum grant allocation of \$5,000; this level of funding would not be sufficient to support the 2024 Play On! Canada event. For significant sport tourism events, additional City funding has been approved by Council in the past to secure events.

With the projected increase of 100 teams for the 2024 Surrey event, Play On! Canada is forecasting increased operational expenses that will be necessary to ensure a safe and effectively operated event in the City of Surrey for the magnitude of this size of sporting event. Due to the increase of athlete participation, Play On! Canada will require double their floor hockey rinks for their 2024 event and anticipate increased costs for equipment, staffing, marketing, traffic management and technology.

Most sport tourism events were cancelled or deferred during the COVID-19 Pandemic, as such fewer grants were allocated resulting in sufficient funding to support this one-time Play On! Canada grant request. Appendix “II” attached to this report documents the balance in the Sport Tourism Grant Program based on an assumption that Council will approve the recommendations of this report.

Additional Funding Information

Play On! Canada has requested and received similar funding levels from other municipalities across Canada for their past events. Previously, Play On! Canada has received more substantial

funding from other levels of government, however Federal funding (COVID recovery funding) that was previously available for this program is not currently available. In addition to municipal funding requests, Play On! Canada is also actively seeking funding through local grant opportunities such as Discover Surrey's Tourism Event Marketing Grant and through the Surrey Hotel and Motel Association. Play On! Canada has confirmed they have also received similar levels of funding commitments from Lethbridge, Calgary, Saskatoon, Nanaimo, and Dawson Creek to host this event.

Due to the time required for planning of this national tour, staff are bringing Play On! Canada's funding request forward for Council's consideration at this time.

CONCLUSION

The Parks, Recreation and Culture and Finance Department recommends that Council approve \$60,000 one-time allocation from the Sport Tourism Grant Program in support of Play On! Canada's proposed 2024 event.

Laurie Cavan
General Manager,
Parks, Recreation & Culture

Kam Grewal, CPA, CMA
General Manager,
Finance

Appendix "I": Play On! Canada's Funding Request

Appendix "II": Sport Tourism Grant Program



Play On! Canada 2023 Municipal Funding Request

Applicant information

Organization Name: **Play On! Canada**
National Office Address: 110 Riverside Drive Unit 203A, London, ON N6H 4S5
BC Office Address: 4870 Sunnybrae Canoe Point Rd. Tappen, BC V0E 2X1
Incorporation Number: 963231-0
Business Number: 783382690 RC 0001
Incorporation Date: 02/2016
Primary contact: Steve Wallace, Chief Executive Officer: (416) 885-9662
Secondary contact: Scott Hill, Commissioner: (519) 933-5209

Organizational Mandate: To connect and build communities by producing and supporting events that deliver 1) economic benefits, 2) health benefits, and 3) community building opportunities for Canadians.

Organizational Background: A not-for-profit organization, Play On! Canada empowers individuals and communities with resilience through sport. The organization's management team previously led the "Play On!" program in partnership with the CBC's Hockey Night in Canada between 2003-2018, attracting an estimated 2M Canadians to the 170 events held to date and holding the Guinness World Record as the largest mass participation event of its kind in the world. Play On! operated for 15 seasons, suspended event operations in 2018, restructured as a not-for-profit organization, and safely relaunched nine events across Canada post COVID-19.

Project Vision: An economic, social, and sport recovery program to build stronger and healthier communities by enabling residents to share their love of the cultural pastime of street hockey safely

Purpose: Building Canada one game at a time

Funding Request: \$80,000

The project would fund 1 (One) Play On! event in Surrey, BC on the weekend of June 23-25, 2023. This request represents approximately 17% of the project budget. Detailed budget will be shared separately. Capital equipment and technology costs are expenditures shared equally across the National program and decrease on a per event basis as more events are held. The funding can come from Council, from Sport Surrey or Municipal Recreation Department, from an Economic Development or Tourism Association, from some other budget area, or from any combination of the foregoing.

Economic Benefit: Based on STEAM analysis conducted on a Play On! Canada event in 2022, a 100-team event will result in an ~ \$1.4M economic benefit to the community. The benefit will grow proportionally as the event increases in size over time, which should be expected with annual consistency.



2023 Project Summary: Play On! Canada will stage mass participation street hockey festivals in cities and towns across Canada annually in partnership with Federal, Provincial, and Municipal Governments and Sportsnet/CBC through 2027. Potential host locations for 2023 will be determined by approximately Jan 15, 2022. The national program is proposed to be announced Jan 21 as part of Hockey Day in Canada on CBC/Sportsnet.

2023 marks the 20th year since the first Play On! event was held in Halifax, Nova Scotia. To date, 179 Play On! events have been held. In 2013, for the program's 10th anniversary, 20 community events were held which then culminated in a 21st event, a televised national championship. The vision for 2023 is to execute that same plan again, 20 events + a national championship, making that championship event the 200th Play On! Canada event in its 20th year.

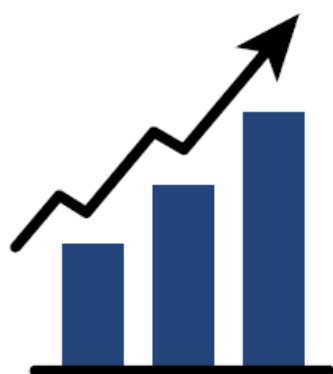
Play On! Canada provides strong Tourism Recovery and Economic Development:

The pandemic has negatively impacted small businesses in towns and cities across the country who need economic development support to generate greater revenues through activities that stimulate tourism and community economic enthusiasm. Play On! Canada has been nominated by FedDev (Federal Government's Economic Development Agency in Ontario) as a Tourism Recovery success story of 2022. Our objective is to deliver more Play On! Canada events in more communities across Canada to assist with this community revitalization and economic recovery. The Government of BC contributed \$250,000 in 2022 to support the relaunch of Play On! events in British Columbia.

PLAY ON!

2021 Economic Impact, Social Impact, and Digital Engagement Survey

Economic Impact



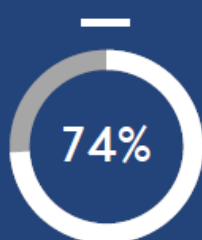
TREIM Outputs

\$3.3 Million in GDP
36 New Jobs
\$1.9 Million in Labour Income
\$1.4 Million in Total Taxes

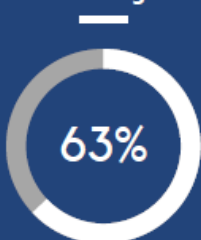
**Average Attendee of Play
On! Events Spend \$514**

Social Impact

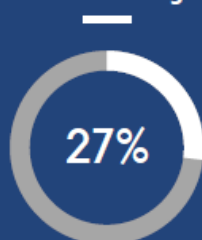
Increased Mental
Wellness



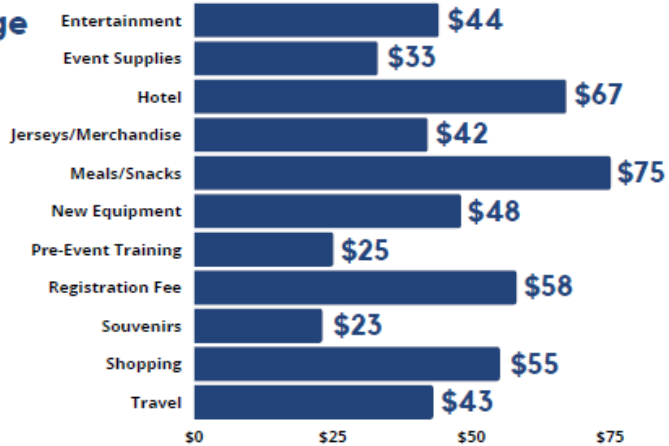
Increased Physical
Training



Increased Interest in
Volunteering



Breakdown of Average Attendee Spending



Timing is perfect- after the regular season and spring hockey - just an incredible fun family event and a great chance for kids to create uniforms and be part of something fun. The positive energy is absolutely amazing. Great for all ages and genders. I have been involved in coaching several sports and have travelled world wide and this is by far one of the best sports events ever!!

- 55-65 year old, Man

Research study completed Centre for Sport Capacity at Brock University in Association with Community Researchers based on surveys conducted amongst Play On! Canada Participants



Faculty of Applied Health Sciences
Centre for Sport Capacity

***Outputs from TREIM are based on an average event size of 4,000 participants and 18,000 spectators, with a non-resident tourist rate of 33%**

The goal of Play On! Canada will be to attract up to 4,000 players and up to 18,000 spectators to each event bringing up to \$3.3 million in economic benefit. **Please note that while many events have exceeded 4,000 players in the past, including an event held pre-COVID in Burnaby, it is unlikely a Surrey event will be this large in 2023. Multiple years of commitment will be required to grow the event to this size.**



Budget and Funding Request

Play On! Canada Average Operating Budget (Each Event):

Expense Category	Details	Total Cost per city
Programming	General programming & sport administration	\$60,000
Advertising and promotion	Radio and digital advertising (excludes \$2M national Sportsnet/CBC in kind)	\$27,500
Site services	Permits, security, police, first aid, porta-potties, handwashing, power, waste	\$29,500
Labour	Production Crew, Event Director, Referee & Volunteer Coordinators, Officials	\$93,300
Digital	Mobile app, website, digital fan engagement, tech hardware (shared across all events)	\$39,200
Equipment	Rinks, Tractors, Trailers, Event Infrastructure (shared across all events)	\$90,700
Meals & Travel	Rentals, Hotel, meals, fuel, transport, sport drink, volunteer meals	\$22,800
Overhead / Admin	Insurance, Office/Overhead, Research Studies	\$18,800
TOTAL		\$381,800

<u>Funding source</u>	<u>Amount</u>	<u>Details</u>
Federal Government	\$ 75,000	Pending Tourism Recovery, Sport, Canada Summer Jobs Funding
Provincial Government	\$ 75,000	Pending Destination Development Fund
Municipal Grants (May also include In-Kind Contributions)	\$ 80,000	This Request
Registration Fees	\$ 78,400	~1,600 participants x average \$49 registration fee
Merchandise Sales	\$ 5,500	Hats, Shirts, Equipment
Sponsorship & Foundation Contributions	\$ 67,900	Sponsorship contributions (Confirmed)
Total	\$ 381,800	

Legacy Plan:

Play On! will leave a legacy network of approximately 100 volunteers per city.



Play On! Canada Project Summary

Play On! is Canada's largest street hockey festival, operating successfully for 16 seasons between 2003 and 2022. Over 2 million Canadians have participated as a player or a fan in 39 municipalities in the 179 events held to date. Play On! is the largest mass participation event in Canada's history and we are just getting started!

The Play On! Canada project will engage Canadians coast to coast choosing up to 20 cities from Vancouver Island, BC to Newfoundland to host weekend long all-inclusive community street hockey tournaments during 12 consecutive weekends from late April – early July, 2023.

2023 marks the 20th season since the program's inception. In 2013, for the program's 10th anniversary, we delivered 20 community events culminating with a 21st event, a televised national championship. Our vision for 2023 is to once again deliver twenty community events culminating with a Sportsnet televised national championship, making that championship event the 200th event in the program's 20th season. The national championship will include divisions for women, men, mixed gender, and Indigenous Canadians.

Play On! Canada will engage communities in safe local outdoor spaces and have a lasting impact on communities across Canada especially with youth.

Community Selection:

Play On! Canada will select host communities to host each tournament from coast to coast. This selection will be made based on the following criteria:

- a) Communities where Provincial funds have already been awarded
- b) Communities that have hosted Play On! street hockey tournaments in previous years and where there has been a positive experience with that community.
- c) Letters of support obtained from communities who have expressed interest in hosting the event. Play On! Canada has secured more than 30 support letters to date with more to come. Here is the link to letters of support
<https://www.dropbox.com/sh/s2c3tkhysx9gzxj/AACylrHYGx2fOTujbw6V0j6Na?dl=0>
- d) Opportunity to have maximum positive impact of Play On! event and legacy to the community
- e) Date scheduling and site availability to be considered for selection.

Governance and Fiscal Management

Financial History

Play On! Canada (Corporation #963231-0) is a non-governmental not-for-profit organization that is incorporated Federally under the Canada Not-for-profit Corporations Act as of February 16, 2016.

The "Play On!" program operated from 2003-2017 under Brainex Canada Ltd. (an arm's length agency for the CBC/Hockey Night in Canada). The shift of NHL Broadcast Rights from CBC to Rogers eventually left "Play On!" in limbo without a media partner committed to community and nation building and, as a result, ultimately unable to sustain its existing business model.

After a short hiatus, the newly incorporated Play On! Canada began to restructure its business model and pursue alternate funding channels to ensure that future program participants would not face insurmountable cost barriers to play. Board certified financial statements from 2018-present are available from Play On! Canada.



Board of Directors

- Cassandra Samhuri, Co-Founder
- David Dorward, CA, former Member of Legislative Assembly, Province of Alberta
- Scott Hill, BSc MBA (former Deloitte Strategy Consultant, former National Director *Hockey Night in Canada's Play On!*) Chairman
- Kevin Lowe, Vice-Chairman Oilers Entertainment Group, 6-time Stanley Cup winner
- Steve Wallace, CEO, (former CMO *2015 Pan Am Games*, *2017 Invictus Games*, Alpine Canada)
- Rob Mitchell, PhD, Richard Ivey School of Business (Western University) / Colorado State University
- Susan Hallsworth, Director of Philanthropy, Toronto Blue Jays Care Foundation
- Dennis Schmidt, Former Partner @ Denton's, Chairman Edmonton Chamber of Commerce
- Chris Robb, CEO Mass Participation World (Worldwide leader in Mass participation events)

Rob Newman, CEO Sport BC, Chairman Aboriginal Sport Circle, Chairman National Sport Trust Fund is an advisor to the Board.

The Board is supported by a 10-person Academic Advisory committee (consisting of representatives from Academia across North America) and a 6-person government relations committee (consisting of former elected officials and policy influencers).

Play On! board members meet on the third Wednesday of every month at 5pm EST.

Organizational Capacity

The Play On! organization will employ approximately 90 industry professionals, including approximately 20 in British Columbia. The executive and operating staff have delivered all prior Play On! events and other large-scale events (Toronto 2015 Pan American/Parapan Games, Invictus Games Toronto 2017, World Junior Championships, Calgary Stampede) which have demonstrated extensive communications pieces spanning multiple cities and provinces; complex outreach activities, and collaboration across multiple stakeholders. Staff positions will also be created for recent university and college graduates, current students, and new members of the event industry looking to gain experience and employment.

Between them, the core team of Play On! Canada brings

- Over 50 years combined event management experience, with expertise in not-for-profits, mass participation events, culturally significant events and multi-sport Games
- 170 Play On! events held in 36 communities over 15 seasons involving over 2M Canadians including nine televised (in part or whole) national championships on CBC network television
- Management of various other high-profile events, including Toronto 2015 Pan American Games ('TO2015'), The Invictus Games 2017 (IG2017), Lake Louise Alpine Ski World Cups, Blue Mountain Ski Cross World Cup, and Olympic Games
- Invictus Games national flag tour – a 37-day cross-Canada journey that visited 22 military bases, 15 Legions and over 50 communities
- Pan Am Torch relay, a 41-day torch run from Mexico to Toronto activating in 130 communities with 3,000 torchbearers
- Management of and accountability for multi-million dollar operating budgets (Play On! - \$8.5M; TO2015 - \$50M; IG2017 - \$30M)
- Over \$32M of funding received from various levels of Government through successful grant applications



- Volunteer recruitment and oversight of tens of thousands of volunteers (Play On! – 15,000; TO2015 – 23,000; IG2017 – 1,500)
- A rolodex of industry managers and coordinators available for short term contract positions

Letters of support from more than 30 communities to date across Canada, including Surrey, demonstrate the national reach and interest in the proposed activities. Leveraging the existing Play On! Canada social media platform, with a current following of more than 100,000 on our Social Media channels, and 80,000 team captains in the email database allows us to target communities in a timely, efficient and cost-effective manner. We also have strong alumni outreach, and continue to work closely with mayors, city officials and community partners.

To date, Several Senators and Members of Parliament have expressed their support including:

- Senator Doug Black (Alberta)
- Senator Tony Loffreda (Quebec)
- Senator Chantal Petticlerc (Quebec)
- Senator Marty Deacon (Ontario)
- Senator David Wells (Newfoundland)
- MP Kate Young (London West)
- MP Darren Fisher (Dartmouth - Cole Harbour)
- MP Peter Fragiskatos (London North)
- Minister Kamal Khara (Brampton West)
- MP Ruby Sahota (Brampton Central)
- MP Maryam Monsef (Peterborough)
- Minister Carla Qualtrough (Delta, BC)
- Minister Seamus O'Regan (Newfoundland)
- MP Lloyd Longfield (Guelph)
- MP Iqra Khalid (Mississauga)
- MP Kelly McCauley (Conservative)
- MP Paul Manley (Green)
- Minister Dan Vandal (Winnipeg)
- Minister Randy Boissonnault (Edmonton)
- MP George Chahal (Calgary)
- MP Jenny Kwan (Vancouver)
- MP Don Davies (Vancouver)
- MP Jenna Sudds (Ottawa)
- MP Arielle Kayabaga (London)
- MP Chris Lewis (Windsor-Essex)
- MP John Brassard (Barrie)
- MP Richard Martel (Chicoutimi)
- MP John Nater (Wellington)

Play On! Canada has (thus far) also secured support and partnership interest from various sport, charity, tourism and corporate partners including:

- CBC
- Sportsnet (New 6-year deal includes \$2M annual promotional commitment as well as broadcast of annual national championship event beginning 2023)
- Canadian Tire
- Bauer
- Scotiabank
- Rogers Communications
- Multiple NHL teams and foundations
- Shels
- Hockey Diversity Alliance



- Aboriginal Sport Circle
- Kids Help Phone
- JVC Kenwood
- Knapper

Local Event Leadership

Each Play On! Canada event is managed by a local steering committee. Community partnerships are formed with local and Provincial sport organizations to support sport administration. Play On! Canada provides equal opportunity for existing street hockey events, local and Provincial ball hockey leagues, ice hockey leagues, and other sport associations to engage in and benefit from the legacy of the event.

Conclusion

In order to realize meaningful outcomes for the residents of the community, this event must be safe, affordable, inclusive and fun; addressing the shared and unique barriers to entry within the community, and resourced adequately to conduct appropriate community outreach.

Each Play On! Canada tournament will leave a legacy of economic development, sport engagement, technology assets, healthy lifestyle and community spirit in order to demonstrate that the community is bouncing back.

With a youth participant registration fee for a weekend of street hockey targeted at \$49 or, if possible, less, Play On! is welcoming to players of all experience levels, diversity, and background and is accessible to varying income levels. Without the proposed funding model the cost for a production of this magnitude would be \$150+ per player or require major fundraising achievements which are each cost prohibitive to the majority of the youth population. Contributions from Federal, Provincial, and Municipal stakeholders as well as from foundations, sponsors, and participants delivers a powerful message and shared funding model.

We anticipate the event will benefit communities throughout the region, attracting residents from all over the region. The end goal is economic recovery, inclusion, healthy activity, and the restoration of hope for the future through this popular and beloved Canadian sport and pastime.

Play On! is a scalable **outdoor** mass participation event always willing to test new approaches based on legislative and public health requirements at both the provincial and municipal levels, collaborating with our Provincial and Municipal partners in the planning process based on the needs of the community. The organization will comply with all provincial and municipal health and other requirements.

Details about the organization are available at www.playon.ca

It's time to get out and play again

[Sign me up](#)



7297689990_a3165ca61c_o.jpg

Hitting the streets together

Historically rooted in the Indigenous culture of the Mi'kmaq First Nation, hockey went on to become Canada's national winter sport. Now, we're taking the game off the ice and into the summer sunshine for Play On!, Canada's street hockey tournament.

The tournament includes a series of street festivals in 9 cities across the country. It's open to all ages and experience levels and no skating skills are required - just grab your sneakers and a stick and you're ready to play.

If you're in it to win it, we're thrilled to announce that for the first time ever, Play On! winners and finalists will qualify for the new National Championships to be held in the fall of 2023.



The power of team sports

We've all experienced some intense challenges over the past couple years. Now it's time to bring our friends and our communities back together to connect, to heal and to celebrate.

Whether you're playing the game or cheering from the stands, team sports motivate us to care for ourselves and one another. They're a proven catalyst for change that can have a positive impact on individual lives and shared neighbourhoods. They lift our spirits, providing a much-needed boost for our physical and mental health. Let's empower ourselves and one another and Play On! together.



Be a fan, free agent or recruit your roster.

Whether you're a returning street hockey champion or a curious newbie who wants to try it for the first time, there are division options for everyone. The tournament is for players of all ages and skill levels so you can register yourself, your child or your teen to participate. There are also lots of ways to get involved if you don't want to play but still want to be a part of the event.

You can register to be a player, team captain or referee, show your support by lending a hand as a volunteer or just dig out your pom poms and rally sticks to cheer on your favourite team as a spectator.

[Sign me up](#)



Calgary
July 30th - 31st, 2022

Powered by  Foundation

[Register Now](#)



Edmonton
Sept 10th - 11th, 2021

Powered by  EDMONTON OILERS

[Register Now](#)



Ottawa
July 20th - 21st, 2022

Powered by  CANADA

[Register Now](#)

Timing:

A response to this proposal is respectfully requested as soon as possible and not later than Jan 15, 2022.

APPENDIX “II”



2023 FINANCIAL PLAN SPORT TOURISM GRANTS

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	\$ 132,400		
2023 Adopted Budget	<u>50,000</u>		\$ 182,400
BC School Sports 'A' Girls Soccer Provincial Championship		\$ 1,100	
BC School Sports – AA-AAA Ultimate Provincial Championship 2023		1,100	
British Columbia Rugby Union – BC Rugby Senior Club Finals 2023		3,000	
Canadian Amateur Sport Society – Canada Cup		5,000	
Canadian Amateur Sport Society – Men's and Master Men's Canadian Championships		5,000	
Climbing Escalade Canada – Youth Boulder Regionals		3,000	
Cloverdale Minor Hockey Association – BC Hockey U13 Tier 1 Championship		3,000	
Heavy Dinkers Pickleball Club – Super Senior Slam Pickleball Tournament		2,500	
Ocean Athletics Track & Field Canada – BC Cross Country Championships		2,000	
Surrey Orcas Water Polo Club – 15U Western Championships		4,000	
Surrey Orcas Water Polo Club – West Coast Invitational		4,000	
World Round-Up Productions – Freestyle Skateboarding Championships		5,000	
Vancouver Goalball Club – 2023 VGC Surrey Goalball Grand Slam		5,000	
E11even Management – 2023 Premier Spring Showcase		5,000	
E11even Management – Premier Spring Cup		3,000	
E11even Management – Premier International Cup		5,000	
E11even Management – Premier Cup		5,000	
E11even Management – Coastal Spring Classic		3,000	
Play On! Canada (Proposed)		60,000	
2023 Allocated Funds		<u>\$ 124,700</u>	<u>\$ 57,700</u>