

NO: **F012**

COUNCIL DATE: **February 6, 2012**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **February 1, 2012**

FROM: **General Manager, Parks, Recreation and Culture
General Manager, Finance and Technology**

FILE: **1850-01
8000-50/S**

SUBJECT: **2012 BC AAA Short Course Swimming Championships**

RECOMMENDATION

The Parks, Recreation and Culture Department and Finance and Technology Department recommends that Finance Committee recommend Council approval of funding in the amount of \$3,000 from the Council Initiatives Fund to offset some of facility rental costs for the 2012 BC AAA Short Course Swimming Championships being held at the Surrey Sport and Leisure Complex (SSLC) from March 1 to March 4, 2012.

INTENT

The purpose of this report is to provide information in relation to a request from the Surrey Knights Swim Club's for funding to offset some of the costs associated with hosting the 2012 BC AAA Short Course Swimming Championship at the Surrey Sports and Leisure Complex and to seek Council approval for funding to offset the costs of facility rentals related to hosting the event.

BACKGROUND

The Surrey Knights Swim Club (SKSC) has been based in Surrey since 1974. The SKSC uses as their home pools the Surrey Sport and Leisure Complex (SSLC) and the North Surrey Indoor Pool (NSIP). They are a non-profit organization with a volunteer board of directors. The Club offers programs for all swimmers including the disabled.

The Surrey Knights Swim Club has been successful in its application to host the 2012 BC AAA Short Course Swimming Championships at the Surrey Sport and Leisure Complex from March 1 to March 4. This event attracts over 650 swimmers from swimming clubs across the entire Province. Typically the event attracts approximately 2,000 visitors to the community within which the event is held. This acts as a boost to the local economy (restaurants, hotels, etc.). This event will also act to enhance the profile of Surrey's "Ahead of the Game" Sport Tourism initiative and will profile Surrey's competitive swimming community.

DISCUSSION

Some of the athletes that swim at this event will move on to national and international competitive stages. Athletes competing this year include many who will represent our Province at next summer's Canada Games and this year's Olympic Trials.

The City of Surrey has an excellent reputation for hosting major sporting events. This event will positively impact the local economy and profile the Surrey Community to thousands of people.

The SKSC has advised that the budget for the event amounts to \$39,325 with approximately \$19,000 going towards pool rental fees. The (SKSC) has further advised that it is seeking partners to assist with covering the costs of the event and in this regard by way of a letter dated January 25, 2012 (copy attached as Appendix "A") has requested that the City consider providing financial assistance.

Staff has reviewed the request and has concluded that a financial subsidy of \$3,000 from the Council Initiatives Fund would be reasonable in the context of similar requests that the City has received from other organizations involved in hosting similar events and to which the City has responded with financial assistance. It is noted that the City's Fee Waiver Policy does not apply to facility rentals.

Status of the Council Initiatives Fund

Appendix B documents the balance in the Council Initiatives Fund on an assumption that Council will approve the recommendation of this report.

SUSTAINABILITY CONSIDERATIONS

The recommendations of this report in support of the Swimming Championship being held in Surrey support the objectives of the City's Sustainability Charter; more particularly, the following action items of the Charter:

SC6 – The City will support the equitable distribution of services and amenities for Surrey residents by providing support for local service organizations, whether governmental or in the non-profit sector for actions that are within the City's mandated responsibilities; and

SC12: - Encourage and facilitate volunteerism and participation in community activities by persons of all ages, abilities and cultural communities.

CONCLUSION

Based on the above discussion, it is recommended that Finance Committee recommend Council approval of funding in the amount of \$3,000 from the Council Initiatives Fund to offset some of facility rental costs for the 2012 BC AAA Short Course Swimming Championships being held at the Surrey Sport and Leisure Complex (SSLC) from March 1 to March 4, 2012.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Vivienne Wilke
General Manager
Finance and Technology

Appendix A – Letter, dated January 25, 2012, from the Surrey Knights Swim Club

Appendix B – 2012 Financial Plan Council Initiatives



January 25, 2012

City of Surrey,
Office of the City Clerk
14245-56th Avenue
Surrey, BC V3X 3A2

Dear Sir/Madam:

**RE: FUNDING REQUEST FOR SURREY KNIGHTS HOSTING THE 2012 TEAM AQUATIC SUPPLIES BC
PROVINCIAL SHORT COURSE SWIMMING CHAMPIONSHIPS**

The Surrey Knights Swim Club has been an integral part of our community since 1974. The club is a community based non-profit organization which is run by a volunteer board of directors and professionally coached. Our team consists of over 120 swimmers and we offer programs for both able bodied and disabled swimmers.

The Surrey Knights Swim Club (SKSC) are honored to host the 2012 Team Aquatics Supply Swim BC AAA Short Course Championships; a province wide swimming competition for over 650 swimmers, which translates into approximately 2,000 people impacting Surrey's economy. Families travelling to Surrey contribute to the economy through accommodations, restaurants, entertainment, etc.

We also recruit 250 volunteers for this 4 day event. Volunteer hours for the weekend are 3000 hours and the preparation time prior to the event is approximately 500 hours. This is an important meet for swimmers as it is the highest level of provincial competition available. Many of the athletes that have swum at this meet moved on to both national and international competition. Athletes competing this year include many who will represent our province at next summer's Canada Games, this year's Olympic Trials and beyond.

Surrey has developed an excellent reputation for hosting major sporting events. This event will help to fuel the local economy and profile the Surrey Community to thousands of people.

Attached is the budget of revenue and expenses for the event. One of our largest costs for this event is the pool rental fees. In 2011, this meet was held in Victoria with the total pool fees for the 4 days being \$7,041. For the Surrey Sports and Leisure Pool rental for the 4 days of the lane area only, the fees are \$19,000. This is nearly three times the rental fee for Victoria. The leisure pool will still be open to the public so the entire facility isn't closed due to the event.

Below is a table outlining the economic impact for the City of Surrey. With the meet commencing on a Thursday and ending late Sunday, families will need to arrive one day earlier and leave one day later (6 days).

ECONOMIC IMPACT	Estimated # of Families Travelling	Estimated # of local Families	Qty	Average Cost	Total Cost
Accommodations	200	400	5	\$500	\$100,000
Meals	1200 @ 3	800 @ 2	17,400	\$10	\$170,400
Entertainment	1200 @ 2	800 @ 1	3	\$10	\$32,000
ESTIMATED TOTAL ECONOMIC IMPACT OVER 5 DAYS					\$302,400

We are seeking grant funding to assist with the costs of this event. The event budget is \$39,325, with \$21,000 being pool rental fees. This is our club's largest fundraiser for the year and we are hoping that the City of Surrey will support us in our efforts to profile our Community with the families travelling to attend the event and the involvement of over 3,500 volunteer hours that are required to make this event successful.

Thank you in advance for your consideration and should you need additional information, please let us know.

Sincerely,



Michelle Harrison
President,
Surrey Knights Swim Club

Appendix A – Meet Budget

2012 Swim BC AAA Provincial Championships - Short Course

Revenue		
	2011 - Actual	2012 - Projected
Meet Fee Income	\$38,700	\$38,000
Program sales	\$3,065	\$500
Sponsors	\$1,700	\$2,000
Silent Auction	\$0	\$1,000
Total Revenue	\$43,465	\$41,500

Expenses		
	2011 - Actual	2012 - Projected
Splash Fees	\$2,408	\$2,600
Pool Rental	\$4,031	\$19,000
SCP surcharge*	\$3,010	\$0
Announcers	\$1,200	\$1,400
Announcer expenses	\$210	\$250
Food	\$1,000	\$4,000
Supplies	\$1,300	\$1,400
Printer	\$530	\$575
Med scratches	\$160	\$500
Website Streaming Fee	\$205	\$250
Awards	\$4,150	\$5,000
Volunteers prizes	\$350	\$350
Curtain rental		\$1,000
Equipment Rental		\$500
Bleachers		\$2,500
Total Expenses	\$18,554.00	\$39,325.00

Total Income	\$24,911.00	\$2,175.00
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* Saanich Commonwealth Pool Surcharge - will not apply to Surrey Pool



**2012 FINANCIAL PLAN
COUNCIL INITIATIVES**

Appendix B

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	280,741		
2012 Approved Budget	<u>250,000</u>		\$ 530,741
Arts Umbrella Surrey (2nd year of 3-year program)	25,000		
Arts Umbrella re: Tenant Improvements	50,000		
Sophie's Place	25,800		
Sponsor Appreciation Event	10,000		
2012 BC AAA Short Course Championship	3,000		
Allocations for 2012		<u>\$ 113,800</u>	<u>\$ 416,941</u>