

NO: **F048**

COUNCIL DATE: **DECEMBER 16, 2013**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **December 11, 2013**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **8200-01**
General Manager, Finance and Technology

SUBJECT: **Eneven Management – Request for Funds to Support a New Soccer
Tournament (SX Cup) to be held in August 2014**

RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that the Finance Committee recommend that Council approve financial support to Eneven Management in the amount of \$4,000 from the Council Initiatives Fund to assist with offsetting the facility costs at Newton Athletic Park associated with hosting a new soccer tournament (the “SX Cup”) in August 2014, all as generally described in this report.

INTENT

The purpose of this report is to respond to a request for financial support from Eneven Management to assist in launching a new soccer tournament to be held over the Labour Day weekend, August 30, 31 and September 1st, 2014, at the Newton Athletic Park.

BACKGROUND

Eneven Management is a soccer advisory and management company that focuses on athletes and organizations, from the grassroots level through college / university and on to the professional level.

Since the launch of Sport Surrey in February 2012, Sport Surrey has built a positive working relationship with Chris Murphy, Managing Director of the Eneven Management Team. In the past year, the group has delivered both the Men’s and Women’s Whitecaps Soccer showcase events and a number of local community soccer tournaments in Surrey. Information gathered by Sport Surrey indicates that the showcase events alone generated approximately 1,000 to 1,200 room nights for each of these weekend events.

DISCUSSION

The SX Cup as proposed by Eneven Management will be a new annual soccer tournament for the City of Surrey that is held on the Labour Day weekend each year at Newton Athletic Park. Discussions are already underway with various soccer clubs from across Canada and the United States in relation to competing at this new event. Tentative commitments have been received from teams as far south as California and as far east as Quebec. It is anticipated that 30 to 40 teams will travel to Surrey to be part of this premier soccer event. Field capacity is available at the Newton Athletic Park during the Labour Day weekend. The SX Cup could become a signature soccer event in the City of Surrey. Eneven Management is well positioned to plan, organize and deliver the event.

The Parks, Recreation and Sport Tourism Committee was formed and the Surrey Sport Tourism Strategy adopted with a view to generating the economic benefits and sport development opportunities that sport tourism provides. The Build Surrey Program is providing recreation facilities that allow the City to host various types and sizes of tournaments under the umbrella of sport tourism.

Sport Surrey is fully supportive of the proposed soccer tournament event as this is traditionally a slow period for the hotel properties. The SX Cup is expected to generate an economic boost to the community in this period. The number of room nights projected for this tournament is between 1,100 and 1,300 for the teams only with additional room-nights for parents and fans. Tourism BC estimates that such an event will generate about \$200 of economic activity per visitor per day in the local economy. Using this formula, the event could generate upwards of \$600,000 of local economic activity.

Sport Surrey is also interested in providing support to the event and is currently discussing such support with the event proponent.

By way of a letter dated November 14, 2013 a copy of which is attached to this report as Appendix "A", Eneven Management has requested assistance from the City on a one-time basis of \$4,000 to cover the facility costs related to the tournament. A copy of the budget for the inaugural tournament is attached to this report as Appendix "B". Following the inaugural year of the event (2014), Eneven Management is projecting that the tournament will be self-sustaining and will continue to contribute positively to the local Surrey economy.

Council has provided financial support through the Council Initiatives Fund for a number of sporting events over the last few years that are of a similar scale and consistent with the Sport Tourism Strategy. The hosting of tournaments such as the subject tournament will assist in enhancing Surrey's image as a destination of choice for sporting events.

Status of the Council Initiatives Fund:

The table attached to this report as Appendix "C" provides the status of funding in the Council Initiatives Fund on the assumption that Council will approve the recommendation of this report.

SUSTAINABILITY CONSIDERATIONS

Hosting the new SX Cup over the Labour Day weekend in 2014 will assist in achieving the objectives of the City's Sustainability Charter; more particularly, action item 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 the Finance Committee recommend that Council approve financial support to Eleven Management in the amount of \$4,000 from the Council Initiatives Fund to assist with offsetting the facility costs at Newton Athletic Park associated with hosting a new soccer tournament (the "SX Cup") in August 2014, all as generally described in this report.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Vivienne Wilke, CGA
General Manager
Finance and Technology

Appendix "A" – Correspondence, dated November 14, 2013, from the Eleven Management

Appendix "B" – SX Cup Tournament Budget for 2014

Appendix "C" – Status of the Council Initiatives Fund

Correspondence Elleven Management



November 14, 2013

City of Surrey – Parks, Recreation, & Culture
C/O Joanne Reston
Manager Support Services
Email: jmreston@surrey.ca

Re: Request for Counsel Initiatives support (SX Cup)

Dear Ms. Reston;

Elleven Management is planning to launch a new soccer tournament in Surrey for 2014. The SX Cup will provide an ongoing influx of sport tourism to the City on an annual basis. Our current plan is have a three (3) day event that would end on labour day weekend each year.

At the moment we have tentative commitments from teams as far South as California and as Far East as Quebec. We anticipate 30-40 teams will travel to be part of this premier soccer event.

In order for us to ensure that this soccer tournament is sustainable, we are looking for key partnerships; the City of Surrey would be one of these.

Elleven Management is requesting facility relief for the fields that will be used to host the SX Cup. The community rate for our field requirements is estimated at \$4,000. As part of the Sport Surrey/Tourism Surrey Counsel initiative, we are hoping that the City of Surrey will provide financial support for \$4,000 to offset our facility costs.

I would be happy to provide additional information or answer any questions.

I look forward to hearing back from you!

Kindest Regards,

A handwritten signature in black ink that reads "Chris Murphy". The signature is fluid and cursive, with a long, sweeping underline.

Chris Murphy
Managing Director
Elleven Management

Budget for 2014 Labour Day Tournament

Revenue

	Quantity	Rate	Total
<u>Team Registrations</u>			
U9	10	\$375.00	\$3,750.00
U10	14	\$375.00	\$5,250.00
U11	14	\$375.00	\$5,250.00
U12	14	\$375.00	\$5,250.00
U13 Premier	16	\$500.00	\$8,000.00
U14 Premier	16	\$500.00	\$8,000.00
U15 Premier	16	\$500.00	\$8,000.00
U16 Premier	16	\$500.00	\$8,000.00
	116		\$51,500.00
Concessions	1	\$500.00	\$500.00
Hotels	1	\$5,000.00	\$5,000.00
Sponsors	1		
			<u>\$57,000.00</u>

Expenses

	Quantity	Rate	Total
Fields	1	\$4,000.00	\$4,000.00
Washrooms	3	\$250.00	\$750.00
Garbage	3	\$250.00	\$750.00
Refs	112		\$14,120.00
First Aid	6	\$250.00	\$1,500.00
Ops Staff	12	\$120.00	\$1,440.00
Field Marshals	9	\$100.00	\$900.00
Referee Scheduler	1	\$750.00	\$750.00
Administration			
Insurance	1	\$1,500.00	\$1,500.00
Website	1	\$500.00	\$500.00
Advertising	1	\$500.00	\$500.00
Printing	1	\$750.00	\$750.00
PayPal	1	\$1,545.00	\$1,545.00
Miscellaneous	1	\$1,500.00	\$1,500.00

Awards/Promotions

T-shirts	1740	\$7.50	\$13,050.00
Medals	320	\$5.00	\$1,600.00
Trophies	8	\$25.00	\$200.00

Equipment/Apparel

Game Balls	40	\$40.00	\$1,600.00
Apparel 1		\$1,500.00	\$1,500.00
Shelters	14	\$350.00	\$4,900.00
Tents	4	\$1,000.00	\$4,000.00
Benches	14	\$75.00	\$1,050.00

\$58,405.00

Revenue \$57,000.00
Expenses \$58,405.00
Net Income (1,405.00)



**2013 FINANCIAL PLAN
COUNCIL INITIATIVES**

Description	Amount	Allocation	
		to date	Remaining
Carried Forward from Prior Year	253,126		
2013 Approved Budget	<u>250,000</u>		\$ 503,126
Arts Umbrella Surrey (3rd year of 3-year program)	25,000		
2013 Women's BC OPEN Water Polo Tournament	5,000		
Comedy Courage Sponsorship	5,000		
Surrey Community Summit	25,000		
Sponsorship Appreciation Event	10,000		
Clayton Heights Enhanced Programming	85,000		
Cloverdale Skating Club	5,000		
Early Childhood Development (ECD) Smarter Cities Funding	50,000		
2013 Flavours of Surrey Event	22,000		
Cities Fit for Children Summit	10,000		
Newton BIA	33,600		
Block Watch Society - RCMP Musical Ride	1,000		
Phoenix Society - Street Fair Celebrating Healthy Living	3,000		
Red FM Walk/Run	5,000		
Crescent Beach Concours d'Elegance	2,000		
Mayor's Charity Ball	3,500		
Vibrant Surrey - Let's Make THIS Happen	5,000		
SFU Surrey Diwali Dinner	2,500		
Awards for Justice & Public Safety Gala	3,500		
City of Bhangra Festival (2nd Year of 3-year Program)	15,000		
SFU Surrey Gala Dinner	5,000		
Break the Silence on Violence against Women (year 1 of 2)	5,000		
My Neighbourhood, My futures Initiative (year 1 of 5)	40,000		
Surrey Steps Up: Youth Engagement Campaign	10,000		
2014 Sponsor Appreciation Reception	10,000		
E11even Management - SX Cup Tournament	4,000		
Allocations for 2013		<u>\$ 390,100</u>	<u>\$ 113,026</u>