

NO: F011

COUNCIL DATE: **FEBRUARY 23, 2015**

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**FINANCE COMMITTEE**

**TO: Mayor & Council** **DATE: February 9, 2015**

**FROM: General Manager, Parks, Recreation and Culture** **FILE: 1850-01**  
**General Manager, Finance and Technology** **8200-01**

**SUBJECT: Eneven Management – Request for Funds to Support the SX Cup Soccer  
Tournament to be held on the 2015 Labour Day Long Weekend**

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**RECOMMENDATION**

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that the Finance Committee recommend that Council:

1. Receive this report as information; and
2. Approve financial support to Eneven Management in the amount of \$4,000 from the Council Initiatives Fund. This will assist with offsetting the facility operating costs at Newton Athletic Park and Cloverdale Athletic Park, associated with hosting the SX Cup Soccer Tournament during the 2015 Labour Day long weekend, September 5<sup>th</sup> – 7<sup>th</sup>, 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 the facility operations associated with this major soccer tournament to be held over the Labour Day weekend, September 5<sup>th</sup>, 6<sup>th</sup>, and 7<sup>th</sup>, at both Newton Athletic Park (NAP) and Cloverdale Athletic Park (CAP).

**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 its launch in February 2012, Sport Surrey has built a positive working relationship with 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

In 2009, the Surrey Sport Tourism Strategy was adopted by the Parks, Recreation and Sport Tourism Committee with the intent to generate local economic benefits and sport development opportunities for residents and businesses within the City of Surrey through major sport tourism initiatives. To complement that strategy, the Build Surrey Program is providing the required recreation facilities that allow the City to compete with other local jurisdictions in hosting major tournaments under the umbrella of sport tourism.

The SX Cup as proposed by Eneven Management, now in its second year, is now considered an annual soccer tournament for the City of Surrey that will be held on the Labour Day weekend each year at NAP and CAP. Discussions are already underway with various soccer clubs from across Canada and the United States with respect to their 2015 commitment to this event. Tentative commitments have been received from teams as far south as California and as far east as Quebec. It is anticipated that 130 to 140 teams will travel to Surrey to be part of this premier soccer event. Field capacity is available at the NAP during the Labour Day weekend. In only its second year of operation, the SX Cup has now become a signature soccer event in the City of Surrey. Eneven Management is well positioned to plan, organize and deliver the event.

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 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 working with the event organizers in regards to hotel and local restaurant promotions and other sport hosting opportunities.

By way of a letter dated February 9, 2015, a copy of which is attached to this report as **Appendix I**, Eneven Management has requested financial assistance from the City to cover the following in-kind City services and fees:

- Field/facility permits and rentals
- Daily washroom attendant at NAP and CAP
- Additional garbage pick up
- Waiver on Event Trailer rental
- Labour and supplies for field preparation e.g. Field painting, goal transport, net installation.

The estimated costs associated with the fee waivers are approximately \$4,000. A copy of the budget for the tournament is attached to this report as **Appendix II**. 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 III** 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 Annual SX Cup over the Labour Day weekend in 2015 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**

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. This will assist with offsetting the facility operating costs at Newton Athletic Park and Cloverdale Athletic Park, associated with hosting the SX Cup Soccer Tournament during the 2015 Labour Day long weekend, as generally described in this report.

Laurie Cavan  
General Manager  
Parks, Recreation and Culture

Vivienne Wilke, CGA  
General Manager  
Finance and Technology

**Appendix I** – Correspondence, dated February 9, 2015, from Eneven Management

**Appendix II** – SX Cup Tournament Budget for 2015

**Appendix III** – Status of the Council Initiatives Fund

Correspondence Elleven Management



February 9, 2015

City of Surrey – Parks, Recreation, & Culture  
Carleen McDowell  
Manager Support Services  
Email: CMcDowell@surrey.ca

Re: Request for Counsel Initiatives support (2015 SX Cup)

Dear Ms. McDowell;

Elleven Management Inc. is once again respectfully requesting the City of Surrey's support, as an event partner, in the annual SX International Cup.

*2014 Event Review*

The inaugural SX International Cup attracted close to 130 teams (30 more than targeted) from the United States and Canada. 40 of these teams were out of town guests, who stayed a minimum of 3 nights in Surrey hotels. In total more than 1,000 room nights were picked up in properties across the City.

*2015 Forecast*

The success of the first year has introduced some new opportunities for 2015.

We have established new partnerships with two of the top clubs in BC; Coquitlam Metro Ford and Surrey United. As part of the partnership, we will be delivering the tournament in three host venues (Newton Athletic Park, Cloverdale Athletic Park, and Town Centre).

Soccer Express and Adidas have increased their commitment and support of the tournament in 2015 and beyond.

We will be offering virtually all ages and levels of play, truly making this the largest tournament in BC and possibly Canada. In 2015 we are targeting 250-300 teams.

Our strong focus continues to be on clubs/teams who drive sports tourism and currently we have commitments from teams as far as New York State.



*Request for Support*

To successfully deliver an event of this scale requires a significant investment of resources (time and financial).

We are requesting that the City of Surrey provides financial support in an amount equal to the facility cost of delivering this tournament in Surrey. This would ideally include:

- Field/facility permits and rentals
- Daily washroom attendant at NAP and CAP
- Additional garbage cans and pick up
- Event trailer (rental, moving, etc...)

In addition to the financial support, we are also requesting some staff and in kind assistance. Specially in the following areas:

- Field marking/painting
- Goal placement
- Net hanging

In exchange for this support, we would identify Surrey as an event partner and could discuss a communication and activation strategy to ensure that the City's recognition and promotional needs are met.

We are committed to growing what is quickly becoming Canada's preeminent soccer tournament. We are truly hopeful that the City of Surrey will see the value in such a partnership.

Thank you in advance for your consideration. We look forward to hearing back from you. Of course, if you have any questions, please contact me directly at 1+778-866-0977. More information can also be found on our websites: [www.sxcup.ca](http://www.sxcup.ca) or [www.e11evenmanagement.com](http://www.e11evenmanagement.com).

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  
E11even Management

**Appendix II**

Budget for 2015 Surrey SX Cup Tournament

Income

	Quantity	Rate	Total
Team Registrations			
U9	8	\$395.00	\$3,160.00
U10	20	\$395.00	\$7,900.00
U11	20	\$395.00	\$7,900.00
U12	34	\$395.00	\$13,430.00
U13 Gold	12	\$495.00	\$5,940.00
U14 Gold	12	\$495.00	\$5,940.00
U15 Gold	10	\$495.00	\$4,950.00
U16 Gold	10	\$495.00	\$4,950.00
U13 MSL	14	\$495.00	\$6,930.00
U14 MSL	14	\$495.00	\$6,930.00
U15 MSL	14	\$495.00	\$6,930.00
U16 MSL	14	\$495.00	\$6,930.00
U18 MSL	14	\$495.00	\$6,930.00
U13 Premier	14	\$575.00	\$8,050.00
U14 Premier	14	\$575.00	\$8,050.00
U15 Premier	14	\$575.00	\$8,050.00
U16 Premier	12	\$575.00	<u>\$6,900.00</u>
Registration Income	250		\$119,870.00
Late Fees	10	\$75.00	\$750.00
	20	\$25.00	\$500.00
Hotels 1		\$15,000.00	\$15,000.00
City of Surrey	1	TBD	\$-
Sport Surrey	1	TBD	\$-
			<u>\$16,250.00</u>
Total Income			<b>\$136,120.00</b>

Expenses

	Quantity	Rate	Total
Facilities'			
Fields	1	\$7,500.00	\$7,500.00
Washrooms (cleaning)	1	\$2,000.00	\$2,000.00
Garbage	1	\$1,500.00	<u>\$1,500.00</u>
			\$11,000.00
Refs			
U9	8	\$15.00	\$240.00
U10	20	\$15.00	\$600.00
U11	20	\$20.00	\$800.00
U12	34	\$20.00	\$1,360.00
U13 Gold	12	\$60.00	\$1,440.00
U14 Gold	12	\$60.00	\$1,440.00

U15 Gold	10	\$80.00	\$1,600.00
U16 Gold	10	\$80.00	\$1,600.00
U13 MSL	14	\$60.00	\$1,680.00
U14 MSL	14	\$60.00	\$1,680.00
U15 MSL	14	\$80.00	\$2,240.00
U16 MSL	14	\$80.00	\$2,240.00
U18 MSL	14	\$80.00	\$2,240.00
U13 Premier	14	\$80.00	\$2,240.00
U14 Premier	14	\$80.00	\$2,240.00
U15 Premier	14	\$80.00	\$2,240.00
U16 Premier	12	\$80.00	<u>\$1,920.00</u>
			\$27,800.00
Staff			
First Aid	4	\$600.00	\$2,400.00
Head Referee	1	\$1,500.00	\$1,500.00
Game Scheduling	1	\$500.00	\$500.00
Site Manager	3	\$750.00	\$2,250.00
Ops Staff	11	\$600.00	\$6,600.00
Field Marshals	1	\$2,000.00	\$2,000.00
Floater Referee	2	\$300.00	<u>\$600.00</u>
			\$15,850.00
Administration			
Insurance	1	\$1,500.00	\$1,500.00
Accounting	1	\$1,000.00	\$1,000.00
Legal	1	\$500.00	\$500.00
Travel/Sales	1	\$2,000.00	\$2,000.00
Website	1	\$1,000.00	\$1,000.00
Registration Fee	250	\$5.00	\$1,250.00
Advertising	1	\$1,800.00	\$1,800.00
Banners/Media Boards	1	\$1,500.00	\$1,500.00
PayPal	1	\$3,596.10	\$3,596.10
Radios	30	\$25.00	\$750.00
GST	1	5%	<u>\$6,806.00</u>
			\$21,702.10
Club Incentives			
OOT Discounts	1	\$2,500.00	\$2,500.00
CMF Club	1	\$11,000.00	<u>\$11,000.00</u>
			\$13,500.00
Awards/Promotions			
T-shirts	3,500	\$7.50	\$26,250.00
Trophies	1	\$750.00	\$750.00
1st Place Medals	260	\$5.00	\$1,300.00
Runner Up Medals	260	\$5.00	<u>\$1,300.00</u>
			\$29,600.00

Equipment/Apparel			
Apparel and Balls	1	\$6,000.00	\$6,000.00
Shelters/benches	1	\$5,000.00	\$5,000.00
Tents and Flags 1		\$6,000.00	<u>\$6,000.00</u>
			\$17,000.00
Revenue			\$136,120.00
Expenses			<u>\$136,452.10</u>
Net Income			\$(332.10)



Appendix III



2015 FINANCIAL PLAN  
COUNCIL INITIATIVES

Description	Amount	Allocation to date
Carried Forward from Prior Year	0	
<b>2015 Approved Budget</b>	<u>250,000</u>	
My Neighbourhood, My futures Initiative (year 3 of 5)		40,000
2015 Façade Enhancement Program		25,000
Surrey Poet Laureate (Year 1 of 3)		10,000
2015 Sponsor Appreciation Event (Proposed)		10,000
SANSU Addictions Education Series (Proposed)		2,400
Surrey Knights Swim Club (Proposed)		3,000
2015 CBHA Western Challenge Cup (Proposed)		3,500
2015 BC Hockey Pee Wee Championship (Proposed)		2,000
Elleven Management SX Cup 2015 (Proposed)		4,000
Surrey Steps Up: Youth Engagement Campaign (Proposed)		10,000
Policing Costs for Community Events (Proposed)		55,000
<b>Allocations for 2015</b>		<u>\$ 164,900</u>