

NO: R148

COUNCIL DATE: July 13, 2015

REGULAR COUNCIL

TO: Mayor & Council **DATE: June 23, 2015**

FROM: General Manager, Parks, Recreation and Culture **FILE: 1850-01**
General Manager, Finance and Technology **8000-50**

SUBJECT: Funding Request - Water Polo National - Regular Season Tournament
December 2015

RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department, recommend that Council approve funding in the amount of \$5,000 from the Council Initiatives Fund. This will help offset the facility rental costs for the Water Polo National Championships Regular Season Tournament being held December 3 to 6, 2015.

INTENT

The purpose of this report is to receive approval for financial support from Council Initiative Funds for the Water Polo National Championships Regular Season Tournament being held December 3 to 6, 2015.

BACKGROUND

Sport tourism is a \$3.6 billion per year segment of Canada's tourism industry and is Canada's fastest growing tourism segment. It is recognized as a stabilizing force within the \$78 billion Canadian tourism industry. The Sport Tourism Strategy launch in February 2013 was designed to advance the City as a leader in the industry and a premier destination for regional and international sporting events.

Surrey has hosted many sports events over the years including provincial, national and international events. As an example, in 2012 the City was the host to the BC Summer Games. These Games allowed the City to showcase its ability to host a major sporting event with a view to attract additional events of a similar stature in the future.

The Build Surrey Program supported the development of two new 50-metre pools. The Guildford Aquatic Centre opened in March 2015 and the Grandview Heights Aquatic Centre has an expected completion in December 2015. These facilities, combined with our existing Surrey Sport and Leisure Complex, will be capable of hosting national, provincial and regional level events. Such events are consistent with the Surrey Sport Tourism Strategy and will benefit the local economy.

In May 2014, staff submitted a bid for the Water Polo 2016 National Championships based on the Council approved Surrey Sport Tourism Strategy. The Water Polo National organization implemented a new structure to spread the National events between partner Cities in western and eastern Canada. Hosting the Western National event provides a prime opportunity to build Surrey's national hosting experience.

At the Regular Council meeting on April 27, 2015, Council approved a Sport Tourism Grant Program, attached as **Appendix I**. Funding for the Sport Tourism Grants will be included in the 2016 budget. For the remainder of 2015, Council Initiatives continues to be the funding source for sport tourism requests. The level of support proposed for this event is consistent with the approved Sport Tourism Grant Program criteria, i.e., 100% support for national events to a maximum of \$5,000. The status of the Council Initiative Fund is attached as **Appendix II**.

DISCUSSION

Surrey was chosen as a National Championship Host City and was also provided the opportunity to host four National Regular Season Tournaments that determine who competes in the Championship finals. These events are smaller scale and gave Surrey the opportunity to host Western Canadian teams within our facilities and build our hosting portfolio. Surrey hosted the first Regular Season event in December 2014 and the second in February 2015. Financial support was provided in the amount of \$14,500 to cover the facility rental costs for these events. Both events were deemed highly successful and resulted in 174 room nights; hosting National Regular Season Tournaments has developed Surrey's sport hosting experience and positioned the City to host larger events in the future.

The remaining event for 2015 is the 16 and under Boys and 19 and under Women's Western Canada regular season weekend December 3 to 6, 2015. Estimated pool rental costs for the tournament are anticipated to be \$7,000. The final event is planned for February 2016.

To continue our successful partnership with Water Polo Canada and to establish Surrey on the National hosting circuit, staff recommends that the City of Surrey provide Council Initiatives funding in the amount of \$5,000 for regular season event being held on December 3 to 6, 2015.

These events will be open to spectators and will also provide an opportunity to engage numerous volunteers.

SUSTAINABILITY CONSIDERATIONS

The recommendations of this report are consistent with the objectives of the City's Sustainability Charter; more particularly, the following action items of the Charter:

EC2: The City will support and encourage community economic development;

SC12: The City will encourage and facilitate volunteerism and participation in community activities.

CONCLUSION

Based on the above discussion the Parks, Recreation and Culture Department and the Finance and Technology Department recommend that Council approve financial support to Water Polo Canada in the amount of \$5,000 from the Council Initiatives Fund. This will help offset facility rental costs for the Water Polo National Championships Regular Season Tournament being held December 3 to 6, 2015 as generally described in this report.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Vivienne Wilke, CPA, CGA
General Manager
Finance and Technology

Appendix I – Program for Sport Tourism Grants
Appendix II – Status of the Council Initiatives Fund

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PROGRAM FOR SPORT TOURISM GRANTS

1. Funding will be considered to support Sport Tourism events being held in the City of Surrey. Events must take place within City of Surrey with participants staying in local accommodation.
2. Grants are intended to offset the cost of Facility rentals for the purposes of the Sport Tourism event. Grants will not be provided to cover deficits or on-going operating costs. Funds for events/tournaments will be funded within the following guidelines:

	% of Rental fee or Request	Maximum amount
Provincial	25%	\$3,000
Western Canada	50%	\$4,000
National	100%	\$5,000
International	100%	\$5,000

Where a grant is awarded, 80% of the grant amount will be forwarded to the applicant once Council has approved the grant. The remaining 20% will be forwarded to the applicant upon receipt by the City of a final report from the applicant that demonstrates that the initiative for which the grant was awarded has been fully and properly completed.

Major National and International events with a significant bid/funding commitment and economic impact will be presented to Council for consideration through the annual operating budget, i.e., BC Summer Games, 55+ Games, Swim Canada Nationals etc.

3. Requests for grants will be considered two times per year, in January and June. The completed application must be submitted no later than January 31 or June 30th. Requests received in between these times may be considered for funding if the requirement for the grant was not reasonably foreseeable prior to January 31 or June 30th and the requirement for funding is critical to the implementation of the organization's event.
4. Criteria for Grant Eligibility:
 - (a) The Sporting Event must be sanctioned by the governing body of the sport;
 - (b) Sport Event must be at the provincial, western Canadian, national or international level;
 - (c) Event must be within the City of Surrey and be sponsored by local organizations, or having direct local economic impact, e.g., Surrey room night counts;
 - (d) Completed application form including budget information;
 - (e) More favorable consideration may be given to sport events that are outside main tourism season and are held mid- week. Events for one day will be considered, however, events taking place over two or more consecutive days will be given higher priority;
 - (f) Request must be made in advance of the event (no retro-active requests);

- (g) The organization shall show evidence that it has fully explored all other viable sources of financial support;
- (h) The organization must submit an evaluation of the use of the grant within 30 days of event completion, this will initiate the final payment of the grants funds;
- (i) The organization must not view the grant as an automatic ongoing source of funding.

GUIDELINES FOR GRANT PRIORITIES

The following factors will be used to determine priorities for allocating grants to eligible applicants:

1. The magnitude of event: how many days, number of room nights, what age group, type of sport, number of out of town visitors, cost of facility rental, level of competition etc.
2. Does the event advance Surrey's profile as a Sport Hosting City or diversify the hosting portfolio?
 - What is the level of the event?
 - Has the event been held before?
 - Are there similar events happening this year?
 - Does the event showcase existing City of Surrey facilities?
 - Is there media exposure?
3. How will Surrey residents be impacted by the hosting of this event?
 - Is there community support?
 - How much facility use/schedule disruption?
 - Are there spectator opportunities for Surrey residents?
 - Are there volunteer opportunities for Surrey residents?
4. The quality and history of the organization's administration and management:
 - Is the organization well-known to Surrey residents for their service?
 - What are the overall financial conditions of the event?
 - Will the lack of City funding result in the cancellation of the event?
 - Have all other funding options been investigated?
5. The appropriateness, effectiveness, and quality of delivery of the event:
 - How well will it be organized?
 - Will there be coordination with other organizations, which might be interested or affected?
 - Has the organization previously demonstrated success with a similar undertaking?

PROCEDURE FOR PROCESSING GRANT REQUESTS

1. Applicants must submit a grant application to the City Clerk on the prescribed form, not later than 4:30 p.m., January 31st or June 30th in order to be considered for funding.
2. A Sport Tourism Grant Committee, consisting of a staff representative from Finance & Technology, Parks Recreation and Culture, Economic Development and Sport Surrey, will review all grant applications to ensure completeness and to ensure grant eligibility as specified by the program.
3. The Sport Tourism Grant Committee will (after consultation as they deem necessary with the grant applicants) submit to the Finance Committee of Council, a list of all grant applications along with recommended grant amounts.
4. The Finance Committee of Council will review the recommendations of the Sport Tourism Grant Committee, and may request additional information or request to hear delegations. The Finance Committee will then submit a list of recommended grant amounts to Council for their review and for the necessary approval. The approved grants shall be subject to final confirmation by Council after all appeals have been dealt with.
5. The Manager of Support Services shall notify all applicants, of Council's initial decision, and shall advise them of the Appeal Procedure. Applicants shall be advised that grant amounts are subject to final confirmation by Council after all appeals have been dealt with.
6. The Sport Tourism Grant Committee shall be responsible for ensuring that all organizations that are approved for a grant, submit an evaluation report on the use of the grant funds prior to remaining 20% of funds being released.

PROCEDURE FOR GRANT APPEALS

Appeals of Council's decisions will be considered only in instances where additional grant funds are required to prevent unforeseen circumstances which could result in employee lay-offs or threaten the financial well-being or implementation of the organization's event, or where significant new information will be presented which was not available during the grants review process.

Organizations must notify the City Clerk in writing, within 14 days from the date that the grant notifications were mailed, that they wish to appeal Council's decision. The grant applicants must give a clear explanation of why they feel they qualify for an appeal. The appeal request will be presented to Council for a decision on whether the appeal will be considered, and the applicant shall be notified accordingly.

If the appeal is not successful, that organization may not reapply for funding of the same service in the same funding year.

PROCEDURE FOR PROCESSING LATE GRANT APPLICATIONS

Grant applications received between the two intakes (January and June) will be referred to the Sport Tourism Grant Committee for the following action:

- (a) If the requirement for grant funds was not reasonably foreseeable prior to January 31st or June 30th, and if the requirement for immediate funding is critical to the implementation of the organization's event, then the Sport Tourism Grant Committee may refer the application to Council along with a recommended grant amount.
- (b) If the Sport Tourism Grant Committee believes that the grant application does not qualify for consideration, then the Committee shall advise the grant applicant in writing that they do not qualify for consideration, but that they may reapply by January 31st or June 30th the following year. The applicant shall be advised that they may appeal this action of the Committee by requesting the City Clerk in writing to refer their application directly to Council, and by explaining why they should receive special late consideration for a grant. The appeal will be forwarded to Council for consideration, along with a recommendation from the Sport Tourism Grant Committee.

PROCEDURE FOR SETTING A GLOBAL GRANTS BUDGET

Prior to September 30th of each year, the Sport Tourism Grant Committee shall review the present year's budget, consult with larger ongoing grant recipients as necessary, and then submit a recommended global grants budget to the City Manager. The City Manager shall review the recommendation, and include a Global Grants Budget amount in the preparation of the Annual Financial Plan.



**2015 FINANCIAL PLAN
COUNCIL INITIATIVES**

Description	Amount	Allocation to date
Carried Forward from Prior Year	0	
2015 Approved Budget	<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		10,000
SANSU Addictions Education Series		2,400
Surrey Knights Swim Club		3,000
2015 CBHA Western Challenge Cup		3,500
2015 BC Hockey Pee Wee Championship		2,000
Elleven Management SX Cup 2015		4,000
Surrey Steps Up: Youth Engagement Campaign		10,000
Evolution of Communities Forum		10,000
SASSY Awards 2015		7,500
15th Women's World Softball Championship		25,000
Yo-Bro Youth Initiatives Proposal		10,000
Newton Pop-up Arts Space Project		11,350
2015 Pulling Together Canoe Journey		5,000
Canada Cup Field Hockey Event		3,500
2015 Mayor's Charity Ball		3,500
Red FM Walk & Run 2015		5,000
2015 Water Polo Tournament (Proposed)		5,000
100 Year Journey Gala Sponsorship (Proposed)		5,000
Allocations for 2015		<u>\$ 200,750</u>