

DATE: November 28, 2019

TO: MAYOR AND COUNCIL

NAME AND TITLE: Adam Davey, Director of Community Services & Public Safety

SUBJECT: SportPG – Sport Hosting Grant Update for 2019

ATTACHMENT(S): Attachment 1 - SportPG – 2019 Allocation Chart
Attachment 2 – SportPG Hosting Grant Program

RECOMMENDATION(S):

That Council RECEIVES FOR INFORMATION the report dated November 28, 2019 from the Director of Community Services & Public Safety titled “SportPG – Sport Hosting Grant Update for 2019.”

PURPOSE:

The purpose of this report is to provide Council with an update for 2019 with regards to:

- 2019 sporting events hosted in Prince George that received City of Prince George funding through the SportPG – Hosting Grant;
- Level of economic impact of each event to the local community

BACKGROUND:

On January 23, 2017, Council approved the Prince George 10-Year Sport Tourism Strategy. An additional Council Resolution authorized Administration to develop a Sport Hosting Grant Program in partnership with Tourism Prince George with funds for this purpose to come from the Major Events Reserve. On March 6, 2017 Council approved up to seventy-five thousand dollars (\$75,000) per year for this new program, titled, “SportPG – Hosting Grant Program” with funds allocated from the Major Events Reserve.

STRATEGIC PRIORITIES:

The process for accessing the Major Events Reserve for hosting sporting events supports many of the myPG Goals. Goal areas include: establish partnerships and support initiatives to encourage and enable physical activity, clear identity and pride, cultural richness, health and wellness, supportive and engaged community, support and promote active living, collaboration with partners to enhance the quality of life for residents, and enhancing our attractiveness to visitors.

FINANCIAL CONSIDERATIONS AND RESOURCES:

By allocating funds from the Major Events Reserve in partnership with Tourism Prince George, the City’s Events Group is able to support and coordinate this initiative. The SportPG – Sport Hosting Grant is a separate program to a new grant program entitled “Major Sport Event Program” which will be introduced to Council in a separate report, on December 16, 2019.

SportPG

The purpose of the grant program is to financially support local non-profit organizations hosting sporting events that will attract participants and visitors to Prince George. The program is based on participant numbers and whether the event's scope is Regional, Provincial, Western-Canadian, National or International. Although the city is experiencing an uptick in major national and international sport events, the majority of sporting events held in Prince George are of a modest size and scope, and have a level of economic impact to the local community that fits within this funding program. Based upon current trends, it is anticipated that the city may host 1 - 5 major sport events per year, and over a dozen (or more) smaller events that typically fall under the "provincial" level.

For the funding allocations below, participants will include athletes, coaches and field of play officials:

- Regional (50% or more of participants located outside of city limits) \$7/participant
- Provincial (65% or more participants located over 235 km from City) \$9/participant
- Western Canada (WC status event - participants from BC, AB, SK and MB) \$10/participant
- National (75% or more participants out of province) \$11/participant
- International (75% or more participants outside of Canada) \$13/participant

As an example, a local sport organization plans to host a provincial level tournament in Prince George. There is one local team and the remaining teams are from out of town. In total the organizers expect 175 participants. Based on the above formula, the event would be eligible for SportPG funding in the amount of \$1,575 (175 x \$9).

SUMMARY AND CONCLUSION:

The SportPG Hosting Grant provides funding assistance to local sport organizations for hosting qualified regional, provincial, national and international sport events. For 2019, the grant program has funded \$44,218 to twenty one (21) sport events to date. Sixteen (16) of these were at the provincial level in scope. The estimated local economic impact from hosting the first eighteen (18) events is \$4,982,890. This economic impact total does not yet include the final three (3) sport events on the grant programs 2019 radar as the final reports on the events are pending from the various local host societies.

The SportPG Hosting grant continues to set out a framework from which to build an equitable sport event hosting system in Prince George that supports and displays the city as a sporting host destination.

RESPECTFULLY SUBMITTED:



Adam Davey, Director, Community Services & Public Safety

PREPARED BY: Brad Beckett, Senior Manager, Prince George Events Group

APPROVED:



Kathleen Soltis, City Manager
Meeting date: December 16, 2019