

DATE: November 29, 2019

TO: MAYOR AND COUNCIL

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

SUBJECT: Major Sport Event Program

ATTACHMENT(S): None

RECOMMENDATION(S):

That Council RECEIVES FOR INFORMATION the report dated November 29, 2019 from the Director of Community Services and Public Safety titled “Major Sport Event Program.”

PURPOSE:

The purpose of this report is to provide Council with information in regards to the development and implementation of a new sport hosting grant program and procedure entitled the “Major Sport Event Program” (MSEP).

BACKGROUND:

On January 23, 2017, Council approved the Prince George 10-Year Sport Tourism Strategy. On March 6, 2017, an additional Council resolution approved the general process for accessing the Major Events Reserve for major event hosting. Two specific event areas were approved, including up to seventy-five thousand dollars (\$75,000) per year for a “SportPG – Hosting Grant Program” and the ability to access the same reserve for “Major Event Hosting Opportunities.”

The Major Sport Event Program has been developed through a variety of means including:

- extensive research of other municipal sport hosting grant programs;
- extensive review of previous Council awards to large-scale sporting events in Prince George; and
- internal reviews from Financial Services, Administrative Services, Parks and Solid Waste, and External Relations

STRATEGIC PRIORITIES:

The process for accessing the Major Events Reserve to host sporting events achieves 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 City annually allocates \$200,000 of its Gaming Income to its Major Events Reserve. This serves as a sustainable funding source for major events that require considerable funds for hosting.

Accessing Major Events Reserve – Major Event Hosting Opportunities

On occasion, hosting opportunities exist for large-scale single sport events or multi-sport games whereby a considerable Hosting Rights Fee, a Municipal Financial Guarantee or Municipal Bid is required as part of the host site consideration process. In these cases, the level of staff and or financial resources required by the City exceeds the ability of the SportPG Hosting Grant and would require consideration and approval by City Council on an event-by-event basis. The funding for these major sport event opportunities comes from the Major Events Reserve.

Recognition and acknowledgement

Sport organizations that receive financial assistance are required to acknowledge it when publicizing the programs, events, or activities financially supported by the City. This acknowledgement is not intended to be onerous or difficult; these guidelines are intended to provide clarity and allow for design flexibility.

Guidelines for Acknowledging Financial Assistance

Acknowledgement of the City's financial assistance should appear in relevant materials produced by the organization, such as the following:

- Articles and news releases
- Advertisements in print, on radio and television, and on digital channels such as websites and social media
- Public displays, signage, posters, and banners
- Reports, programs, brochures, guides, and newsletters
- Websites and social media pages

Using City Graphics

The City provides graphics that include the City logo and appropriate acknowledgement text. The City graphic can appear with the logos of other supporters, funders, and sponsors. The visual prominence of the City shall not be less than any other funder/sponsor providing an equivalent value of financial support.

SUMMARY AND CONCLUSION:

The Major Sport Event Program picks up where the SportPG Hosting Grant leaves off. It supports the 1-5 sport events per year that have large budgets and equally large potential for significant economic impact to Prince George. The majority of events that would fall under this program would be of a Western Canadian to International level. Examples for 2020 include: World Women's Curling Championships, Canadian Native Fastball Championships, and Western Canadian Ringette Championships. As part of the City's support through this program, the sport event organization provides recognition in accordance with the City's 'Guidelines for Acknowledging Financial Assistance.'

RESPECTFULLY SUBMITTED:



Adam Davey, Director, Community Services and Public Safety

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

APPROVED:



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