

DATE: November 15, 2019

TO: MAYOR AND COUNCIL

NAME AND TITLE: Adam Davey, Associate Director of Community Services

SUBJECT: 2020 Canadian Native Fastball Championship

ATTACHMENT(S): None

RECOMMENDATION(S):

That Council:

1. APPROVES financial support of the 2020 Canadian Native Fastball Championship of up to \$26,300 to cover City of Prince George facility rental and services costs and that the funds come from the Major Events Reserve;
2. APPROVES financial support of the 2020 Canadian Native Fastball Championship of up to \$21,833 to cover the one-time purchase costs of a Portable Backstop and Fencing required to adapt ball fields to meet specific standards for major event hosting and that the funds come from the Major Events Reserve.

PURPOSE:

The Spruce City Men's Fastball Association has received the hosting rights to the 2020 Canadian Native Fastball Championships. The local nonprofit organization is seeking City of Prince George support to host the 2020 Canadian Native Fastball Championships on July 31 – August 2, 2020.

STRATEGIC PRIORITIES:

As per the 2019 Work Plan, the following myPG Goals are supported: Social Health and Well-Being – 'Clear Identity and Pride,' 'Health and Wellness' and 'Supportive and Engaged Community;' and City government and Infrastructure – 'Sustainable Fiscal Management.'

BACKGROUND:

In 2016, the Canadian Native Fastball Championship was successfully hosted in Prince George. For the 2016 event, Council approved funding for in-kind support towards Parks rentals and operational costs and private contractor costs related to additional garbage/recycling bins, and portable toilets. The local host organization, at their cost, rented portable backstops and fencing as a requirement to ensure the playing fields were to the appropriate national standard for adult fastball.

With support through Tourism Prince George, the Spruce City Men's Fastball Association recently successfully bid on, and received the hosting rights to the 2020 Canadian Native Fastball Championships.

The local hosting organization is seeking financial support from the City to host the 2020 Canadian Native Fastball Championships.

FINANCIAL CONSIDERATION:

The 2020 Canadian Native Fastball Championship is estimated to provide a local economic impact of over \$3.4 million. This level of economic impact, coupled with the scope of the event make it eligible for consideration outside of the City's regular SportPG Hosting program. As per the report approved by Council on March 6, 2017, on occasion, hosting opportunities exist for large-scale single sport events whereby the level of staff and or financial resources required exceeds the ability of the SportPG Hosting Program and would require consideration and approval by Council on an event-by-event basis. With this in mind, Administration has developed a "Major Sport Event Program," which will be presented to Council during the December 2, 2019 Council Meeting as well. This program will assist eligible sporting events, which are of a larger size and scope that draw tourists to Prince George, attract significant media exposure, and profile Prince George at a high level.

The City of Prince George owns the ball facilities identified for the 2020 Canadian Native Fastball Championships and sets fees and charges accordingly under the CPG Consolidated Fees and Charges Bylaw No. 7557, 2004. A "Special Events" clause in each Agreement to Rent City Property provides the City with access to use these ball diamonds for major community events.

The City does not own the other event related items such as temporary fencing, portable backstop, additional garbage and recycling and portable toilet services but for the purpose of this report has obtained contractor estimates for garbage and recycling and porta-potties as was the case for the 2016 event. Spruce City Men's Association provided contractor estimates for a portable backstop and temporary fencing. The backstop and fencing is required to adapt existing diamonds to meet national fastball standards. By purchasing these rather than continuing to rent, the City gains new assets that will further assist in sport event hosting opportunities moving forward.

The fees and charges for 2020 are pending approval by Council; however, funding for up to \$48,133 to assist with both the parks related operational costs and private contractor costs for this event is within an acceptable range under the "Major Sport Event Program" matrix.

As per the City's "Guidelines for Acknowledging Financial Assistance" acknowledgement of the City's financial assistance shall 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

SUMMARY AND CONCLUSION:

The City of Prince George and Tourism Prince George provided staff resources to assist the Spruce City Men's Fastball Association Host Organizing Committee to determine some of the operational costs at the ball fields to host this event.

Spruce City Men's Fastball Association has requested, and Administration recommends, that Council approve financial support of up to \$26,300 to cover the City of Prince George fees and charges and up to \$21,833 to cover the one time purchase of a portable backstop and fencing as part of hosting the 2020 Canadian Native Fastball Championships.

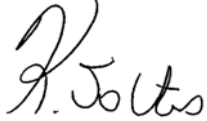
RESPECTFULLY SUBMITTED:



Adam Davey, Associate Director Community Services

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

APPROVED:



Kathleen Soltis, City Manager
Meeting date: December 2, 2019