

**DATE:** February 24, 2017

**TO:** MAYOR AND COUNCIL

**NAME AND TITLE:** Rob Whitwham, General Manger, Community Services

**SUBJECT:** “SportPG” – Sport Event Hosting Grant

**ATTACHMENT(S):** None

**RECOMMENDATION(S):**

That Council:

1. Approve the general process for accessing the Major Events Reserve as described in the report dated February 24, 2017 from the General Manager of Community Services titled “SportPG – Sport Event Hosting Grant”.
2. Approve up to \$75,000/year for a “SportPG” – Sport Event Hosting Grant Program with funds allocated from the Major Events Reserve.
3. Approve that Administration partner with Tourism Prince George for the purpose of developing criteria and adjudicating the “SportPG” Grant Program.

**PURPOSE:**

The purpose of this report is to request that Council approve the general process for accessing the Major Events Reserve for major event hosting and that Council approve annual funding for the “SportPG” Grant Program.

**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 Event Hosting Grant Program in partnership with Tourism Prince George with funds for this purpose to come from the Major Events Reserve.

**STRATEGIC PRIORITIES:**

The process for accessing the Major Events Reserve for hosting sporting events will achieve many of the Social Development Goals identified in the 2016 – 2018 Corporate Plan and an Economic Goal. 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 financial sustainability.

**FINANCIAL CONSIDERATIONS AND RESOURCES:**

The City, by accessing funds from the Major Events Reserve, by partnering with Tourism Prince George and by reallocating some internal staff resources, will be able to support the implementation of this initiative.

### 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 Sport Event Hosting Grant (see below) and would require consideration and approval by City Council on an event by event basis. The funding for these major sport event opportunities would come from the Major Events Reserve.

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.

### SportPG

The purpose of the grant program is to financially support local non-profit organizations in 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. Based on extensive market research and the number and type of sport events hosted in 2015/2016 in Prince George (as per Tourism Prince George), the recommended budget for the SportPG Hosting Grant is up to \$75,000 annually.

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

- Regional (50% or more of participants based outside of city limits) \$6/participant
- Provincial (75% or more participants based over 235 km from City) \$8/participant
- Western Canada (WC status event - participants from BC, AB, SK and MB) \$9/participant
- National (75% or more participants out of province) \$10/participant
- International (75% or more participants outside of Canada) \$12/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 \$1,400 (175 x \$8).

### SUMMARY AND CONCLUSION:

Having a process for accessing funds from the Major Events Reserve fills a current gap in event hosting services and allows for more expedient action when considering hosting specific events.

The SportPG grant will provide funding assistance to local sport organizations for hosting qualified regional, provincial, national and international sport events. This grant program sets out a framework from which to build an equitable sport event hosting system in Prince George.

### RESPECTFULLY SUBMITTED:



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Rob Whitwham, General Manager, Community Services

### APPROVED:



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Kathleen Soltis, City Manager  
Meeting date: March 6, 2017