

PROCEDURE NAME: MAJOR SPORT EVENT PROGRAM

CATEGORY: CITY GOVERNMENT – EFFECTIVE GOVERNANCE
APPROVED BY CITY MANAGER: 2020/02/03
DEPARTMENT RESPONSIBLE: COMMUNITY SERVICES AND PUBLIC SAFETY

PURPOSE:

The Major Sport Event Program (MSEP) is designed to create a framework from which to build an equitable and sustainable sport hosting system in Prince George.

OVERVIEW:

The City of Prince George and Tourism Prince George will review requests from sport organizations, groups and facilities that are seeking the opportunity to host sporting events in Prince George.

The City currently has a SportPG Hosting Grant that assists eligible organizations hosting a sporting event that attracts participants to Prince George and generates a low to moderate economic impact. Funding is based on a per participant model and serves the majority of regional and provincial events.

Organizations that are considering hosting a major event beyond the scope of the SportPG Hosting Grant may be eligible for Major Sport Event support. These events could be considered for recommendation to City Council under the MSEP.

Eligible sporting events must be of sufficient size and scope to draw tourists to Prince George, attract significant media exposure, and profile Prince George at a high level.

This program is designed to be used as a tool that can provide a fair and transparent system to determine a financially viable and sustainable long-term major sporting events strategy throughout the bidding and/or hosting stages. Recommendations can only be considered if the application(s) is within the financial capacity of the Major Events Reserve Fund.

The MSEP is utilized to assist organizations in accessing City of Prince George funds and in-kind support. Total support can be a combination of cash or in-kind support (staff etc.)

SCOPE:

The City of Prince George:

- Encourages organizations to host sporting events that support the framework of the 10-Year Sport Tourism Strategy Goals and Objectives (2017);
- Advises organizations to initiate discussions jointly with Tourism Prince George and the Prince George Events Group Division when first considering a bid to host; and recommends sporting events that are to be hosted in Prince George and delivered by Prince George-based organizations that are registered non-profit societies or charities.

Important Note

An application that demonstrates a collaboration of two or more organizations working together on a project is permitted when at least one of the organizations is deemed eligible. The eligible organization in the collaboration shall be the lead applicant, and accept all responsibilities and obligations for any approved funding and be the signatory on all funding agreements.

1. Eligibility

- 1.1. The City of Prince George (CPG) will not assume any deficit guarantees or environmental liability. Additionally, the CPG will not underwrite other contingent liabilities, such as a revenue guarantee, or a loan unless otherwise agreed upon.
- 1.2. Applicant(s) must be a registered non-profit society or charity in good standing and:
 - a. organization is in good financial standing with the CPG. Organizations with outstanding receivables owed to the CPG may be ineligible;
 - b. previous funding provided by the CPG will be taken into consideration;
 - c. establish that it has the organizational, technical and financial experience and capacity to successfully host the event for which the funding is being requested; and
 - d. demonstrate there is a financial need.
- 1.3. To be eligible for funding the event must:
 - a. be at a national or international level;
 - b. request funding in excess of the SportPG Hosting grant allocations;
 - c. have a local organizing committee and submit a proposed event budget of \$100,000+ that has been endorsed by their Board of Directors. Volunteer hours are not an eligible revenue or expense budget item. In-kind contributions such as equipment are eligible;
 - d. secure the venue(s) for the event;
 - e. be in compliance with all CPG divisional conditions that are required to host this event;
 - f. provide Tourism Prince George (TPG) with the event budget and details to produce a Sport Tourism Economic Assessment Model (STEAM) report. The STEAM report results need to have a significant or major economic impact;
 - g. demonstrate other sources of funding, which may include grants, sponsorships, partnerships and donations etc. Organizations are encouraged to work with TPG for information about other funding opportunities; and
 - h. be accessible for the public and/or have portions of the event open for the public to attend as spectators.
- 1.4. Exceptions can be considered in circumstances where the event shows a substantial economic impact and/or the event significantly showcases Prince George at a high level.

2. Expenses

- 2.1. Funding may be applied to programming, operating, marketing and promotional expenses.

- 2.2. Funding cannot be used for expenses related to the following unless otherwise agreed upon in writing:
 - a. capital projects and expenditures – any construction, upgrading, maintenance, or operating costs for facilities to stage sporting events;
 - b. time and labour provided towards preparation of funding applications, committee planning meetings, fundraising and similar activities not related directly to the delivery of the event;
 - c. endowments, charitable donations, fundraising campaigns, developing a business case or proposal for funding, donor recognition/walls, gifts (volunteer recognition);
 - d. expenditures for which other grant dollars have been allocated;
 - e. any costs for gifts, gratuities, honoraria, or other items of personal benefit;
 - f. prize monies;
 - g. alcohol; and
 - h. other expenses deemed ineligible as per MSEP.

3. General Provisions

- 3.1. Retroactive funding will not be awarded.

4. Application Evaluations

- 4.1. The following criteria will be used to evaluate funding requests:
 - a. overall community impact based on an established event classification rating. The key outcomes are the size, profile and economic impact of the event;
 - b. the MSEP Funding Matrix;
 - c. Sport Tourism Strategy and the Ten Year Major Sport Event Calendar;
 - d. enhanced visibility to Prince George as a tourist and business destination;
 - e. number of consecutive, multiple day visits from tourists;
 - f. financial viability;
 - g. reasonableness of the budget assumptions have been verified;
 - h. funding sources and partnership opportunities;
 - i. organizational capacity;
 - j. financial alignment with other major sporting events that have been funded by the CPG; and
 - k. Major Events Reserve funding availability.

5. Application Review Process

- 5.1. CPG staff, together with TPG staff, will assess funding requests for Council's consideration.
- 5.2. Events hosted within CPG facilities or those that require multiple CPG resources will require an interdepartmental review.

- 5.3. Applicants will be notified promptly once staff recommendations are completed.
- 5.4. Final approval of all requests for funding, and the amount thereof, is a decision of Council in its sole discretion.
- 5.5. Due to limited funds, not all eligible requests may receive funding.

6. Conditions of Approval and Payment Terms

- 6.1. Successful recipients are required to sign a Major Sport Event Agreement. Funds will not be released prior to the Major Sport Event Agreement being signed.
- 6.2. Council may approve financial support for events “up to” a certain amount to cover event related costs. These funds would be provided to the applicant once the final financial statements have been provided to the CPG, unless otherwise agreed upon. The funding allocation will only cover the approved expenses.
- 6.3. Major Sport Event Agreements may contain the following terms:
 - a. details regarding reporting, indemnity, accountability, insurance, permits and disclosure of conflict;
 - b. recipients are required to acknowledge the CPG wherever possible and appropriate. Sponsorship acknowledgement, credits, promotion and publicity (written, electronic and verbal) requirements will be outlined in the written agreement in accordance with the City’s *Guidelines for Acknowledging Financial Assistance*, attached as Annex A;
 - c. in the case of an event cancellation, repayment of the entire amount of funding issued by the CPG will be required within thirty (30) days of announced event cancellation;
 - d. funds must only be used for the event and purpose approved in the original request. The CPG may cancel funding in cases where the event/activity, venue or date changes without consultation with City staff. Changes must be submitted in writing and allow the CPG thirty (30) days’ notice of the change;
 - e. up to eighty percent (80%) of approved funding can be provided initially with twenty percent (20%) or more of approved funding held back and released upon receipt of the final report and financial statements. Initial funding can be issued up to twenty-four (24) months in advance and an earlier release can be negotiated; and
 - f. funding not used or accounted for in accordance with the approved eligible expenses shall be repayable by the funding recipient to the CPG. Program staff should be contacted for instructions.
- 6.4. A final report must be submitted within one hundred and twenty (120) days of the completed event unless otherwise agreed and include the following materials:
 - a. description of the event, the result and/or outcomes of the event including any legacies;

- b. the final event financial statement that is endorsed by the Board of Directors or the Treasurer;
 - c. proof of recognition to the CPG and the MSEP in all promotional pieces; and
 - d. statistics required by TPG to create a post event STEAM report.
- 6.5. Funding recipients are required to provide a post-event presentation to Council following the completion of the final report.

Annex A:

Recognizing and Acknowledging a Grant from the City of Prince George

The City of Prince George provides direct financial support to community organizations through a variety of grant programs. These include the myPG Community Grant, the Community Enhancement Grant, the Celebrate Prince George Community Grant, and grants for attracting conferences/conventions and tournaments/competitions. These funding programs support community groups in making Prince George a better place to live and visit.

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. These graphics are provided on a white/clear background or blue background:

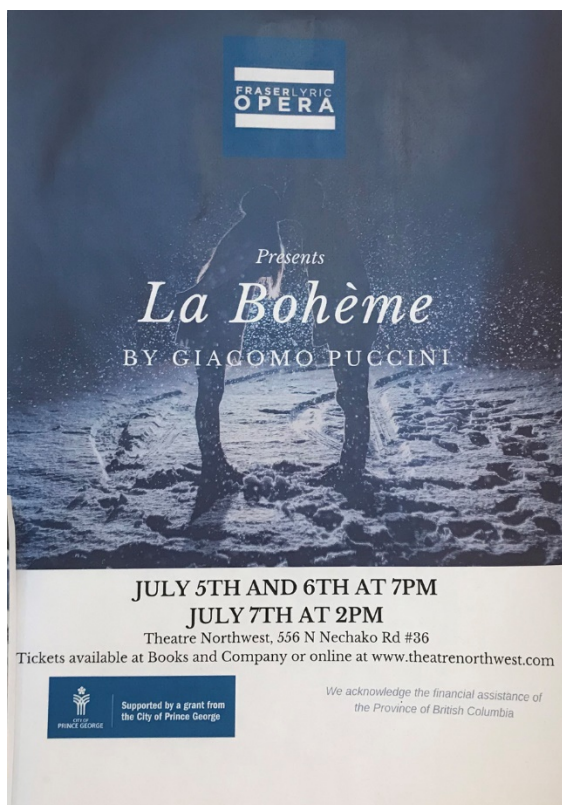


The logo and accompanying acknowledgement text must be presented as a single graphic (see above, and the example below, on the left). It should be displayed with space around it, and not on a visually distracting background nor as part of a headline, phrase, or sentence.

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.

Normally, the City logo is not to be used without the accompanying acknowledgement text though an exception can be made when the City is one of a number of funding organizations (see the example below on the right).

Some examples of promotional posters that recognize the City's financial contribution:



Additional Opportunities for Acknowledgement

Mayor and Council appreciate the opportunity to attend and participate in community events and activities that are funded by a grant from the City. Please contact Council via the Mayor's office at mayoradmin@princegeorge.ca or 250-561-7609. Where the Mayor is unable to attend, a member of Council may attend on the Mayor's behalf.

The City may publicize events and activities that have been funded by grants. In such cases, the organizer of events/activities will provide information in a timely fashion upon a request by the City.

Organizations are encouraged to consider options for City acknowledgement and are welcome to propose ideas to the City.

Contact information

If you have questions, or require graphics, contact the City's External Relations department at externalrelations@princegeorge.ca or 250-561-7727.