



## **SPORTS EVENT DEVELOPMENT GRANT**

**The City of Kelowna is committed to developing a strong “Sports Tourism” infrastructure that will support and enhance community activity and create a strong sports tourism sector.**

The Sports Event Development Grant provides financial support to local community sporting organizations hosting a sporting event in Kelowna. It is intended that this fund will provide the stimulus and seed money to assist non-profit organizations to bid, host, create, market and administer new sports-based events.

For the purpose of this program, a Sporting Event is defined as;

- A recognized sporting event that takes place over more than one day;
- That incorporates an intensive level of activity into those days; and
- Offers participants a unique sporting experience.

While recognizing that events occur throughout the calendar year, more emphasis may be given to:

- Sporting events that occur outside our main tourism season of the May long weekend through to Labour Day.
- Sporting events that are held mid-week (Monday – Thursday) any time.
- Sporting events that are Western Canadian, National or International in status.

In the event the City’s total annual grant fund allocation is not fully allocated in any given budget year, the remaining funds shall be carried forward to the next budget year.

### **POLICY GUIDELINES**

#### **GENERAL:**

1. Applicants must be a non-profit local organization (charitable status not required) or a commercial enterprise can propose a partnership agreement with a local non-profit organization.
2. The sport event must be sanctioned by their sport governing body (i.e. P.S.O., N.S.O ) or Resolution of the Board of Directors if no sanctioning body is available.
3. The sport event must be a special one-time event, or an inaugural event, or an existing event demonstrating expansion and growth.

For the purposes of this Grant, “event growth” is defined as :

- An increase in the number of event days (i.e. event growing from 2 event days to 3 event days); and/or
  - A 25% increase in registered participants or teams.
4. Annual events that are experiencing financial difficulty may apply for support from this program. The maximum support for annual events that are experiencing financial difficulty would be three years.

Note: This grant is not intended to be an annual grant to the same organization for the same event.

5. The sport event must be Invitational/Regional, Provincial, Western Canadian, National or World in scope.
6. The sport event must attract spectators/participants from both in and out-of-town.
7. The sport organization must not be in a deficit financial situation or have an outstanding receivable with the City of Kelowna. The event cannot be the cause of the financial difficulty for the organization.
8. The sporting event must be based within Kelowna. An event outside of Kelowna will only be considered if no facilities are available to host the event and if the organization can clearly demonstrate that the majority of services are being provided by Kelowna businesses. This includes items such as host hotel and food services.
9. Requests for financial assistance must originate from organizations and not from individuals.
10. Viable business plan – by virtue of a viable business plan detailing the sporting event's objectives, action plan, volunteer and organizational structure, timelines and budget (including projected earned and unearned revenues), the sporting event will be deemed a sound investment for the City.

#### **ITEMS QUALIFYING FOR FUNDING:**

1. Expenses related to event bid preparation and presentation, (eg. travel - airfare, mileage, ground transportation), preparation and printing of bid documents, or bid fees.
2. Bond or holding fees required to secure an event once a bid has been won. Funding to be returned to the City on completion of event and placed back in the Sports Event Development Grant.
3. Start-up costs for organizing committees to begin the process of planning, sponsorship campaigns, volunteer recruitment & training or marketing campaigns prior to revenue generation.
4. Facility and equipment items that can be utilized for future events.
5. Costs associated with operating expenses of the event such as the contract of professional services, the lease of office equipment and facility related costs.
6. To lever for additional/matching funding from other sources i.e. public or private sectors.
7. Costs associated with hosting provincial and higher Annual General Meetings.

#### **FUNDING LEVELS:**

1. Invitational/Regional Events at \$5/participant up to \$1,500
2. Provincial Championships at \$10/participant up to \$2,000
3. Western Canadian Championships at \$15/participant up to \$3,000
4. National Championships at \$20/participant up to \$4,000
5. World Championships will be evaluated on its own merit (up to \$5,000)

For the purposes of this grant "Participants" are defined as athletes, coaches and officials that travel for the purpose of the event for a distance greater than 80km.

Note: Multi sport games are seen to be outside this grant program as their typical level of funding requirement exceeds the ability of the grant program.

**APPLICATION PROCESS:**

1. **The initial contact should be through the Sport & Recreation Division (469-8504) to review application eligibility, venue availability and other pertinent items.**
2. Completion of the Sports Event Development Grant application including projected budget information. The application should be submitted at a minimum of two (2) months prior to the commencement of the event or bid submission deadline.
3. Submit application form (attached as Appendix A to this policy) to the Sport & Recreation Division for review and processing. Applications should be sent to Sport Kelowna Centre, 645 Dodd Road, Kelowna, B.C., V1X 5H1.

**APPROVAL PROCESS:**

1. All applications will be initially reviewed by a "SEDG Review Team" with representation from Sport & Recreation, Tourism Kelowna and PacificSport-Okanagan. The purpose of this review is to ensure all appropriate information is gathered and there is a clear understanding of the impact of the event.
  - a) For applications of up to \$3,000:
    - The SEDG Review Team will evaluate and make the final decision.
  - b) For applications \$3,000 and over:
    - The SEDG Review Team will evaluate and forward a recommendation to City Council.
2. Once the application is complete, the organization will be contacted with a final decision as follows:
  - a) Up to \$3,000 – within 15 days
  - b) Over \$3,000 – within 30 days
3. If the organization is successful in receiving grant monies, then applicants must submit a post-project "Actual Budget" report complete with copies of receipts for any monies distributed within 60 days of the completion of the project.

**APPROVAL PROCESS:**

4. This policy recognizes that each event is unique and brings unique opportunities and challenges. From time to time, an event may present itself that this policy does not properly apply, and in these circumstances staff may vary from the policy.
5. Upon grant application being approved at the appropriate level, a cheque requisition will be processed and funds provided to applicant.