



# City of Richmond

## Report to Committee

**To:** General Purposes Committee  
**From:** Cathryn Volkering Carlile  
General Manager - Community Services  
**Date:** December 2, 2011  
**File:**  
**Re:** **Process for Evaluating and Approving requests for Financial Support for Major Sporting Events**

### Staff Recommendation

The recommendations 1 through 3 as outlined in the attached report "Process for Evaluating and Approving Requests for Financial Support for Major Sporting Events" from the General Manager, Richmond Olympic Oval, be approved.

Cathryn Volkering Carlile  
General Manager - Community Services  
(604-276-4068)

Att.

FOR ORIGINATING DEPARTMENT USE ONLY				
<b>ROUTED TO</b>	<b>YES</b>	<b>NO</b>	<b>CONCURRENCE OF GENERAL MANAGER</b>	
PARKS AND RECREATION	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
<b>REVIEWED BY TAG</b>	<b>YES</b>	<b>NO</b>	<b>REVIEWED BY CAO</b>	<b>YES</b> <b>NO</b>
	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/> <input type="checkbox"/>

## **Staff Report**

### **Origin**

On June 27, 2011, the General Purpose Committee made the following referral:

*That staff report back within six months on the development of a formal process for evaluating and approving requests for financial support for Major Sporting Events that exceed the capacity and guidelines of the City's Sport Hosting Incentive Grant Policy.*

This report and the attached report from the General Manager, Richmond Olympic Oval, addresses this referral.

### **Analysis**

The attached report from the General Manager, Richmond Olympic Oval (Attachment 1), recommends a process and criteria to deal with requests from organizations for financial support for sport events that are outside of the City's approved Sport Hosting Incentive Grant process.

These types of requests are relatively infrequent and can be assessed by the Sport Hosting Task Force that meets routinely throughout the year. Their Terms of Reference already gives the Task Force the authority to review and decide on the allocation of sport hosting grants to organizations. An amendment to also assess, approve and recommend funding to these larger impact events would enable this authority.

The Task Force has met and is in agreement with the criteria, the process and the increased authority.

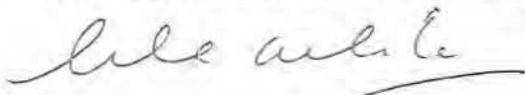
Once approved, the financial support will be drawn from the Sport Hosting Budget and not impact the \$100,000 set aside for the Sport Hosting Incentive Grant Program.

### **Financial Impact**

There is no financial impact approving this recommendation, as the existing funding within the Sport Hosting budget will not be exceeded.

### **Conclusion**

Having large sport events in Richmond are a vital component of the Sport Hosting Program. These events are of great benefit to Richmond, our local tourism businesses and the Richmond Olympic Oval. They continue to advance our objectives for increased exposure and do help position Richmond as the preferred location and premier sport host for events. The existing Sport Hosting Task Force structure with amended Terms of Reference can easily include these types of events into their review and assessment process.



Cathryn Volkering Carlile  
General Manager - Community Services  
(604-276-4068)

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**To:** Cathy Volkering Carlile, General Manager  
Community Services

**Date:** December 9, 2011

**From:** John Mills  
General Manager, Richmond Olympic Oval

**File:**

**Re:** **Process for evaluating and approving requests for financial support for Major Sport Events**

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**Recommendation**

1. That the following criteria:
  - Total number of participants, spectators, support workers and the estimate of potential spending per day
  - Total number of room nights
  - Overall reputational impacts such as broadcast rights, other media positively advancing the brand of the City
  - Community engagement such as volunteerism, civic pride, community access to the event, access to sport expertise locally and access to athletes and sponsor activation;as outlined in this report from the Manager Sport Hosting, Mike Romas, be used to assess and evaluate requests for financial support for Major Sporting Events;
2. That any requests for funding up to \$25,000 for Major Sport Events be reviewed and approved by the Sport Hosting Task Force on the understanding that the Sport Hosting Task Force may approve such a grant up to a maximum of three major events during a single calendar year;
3. That requests for funding for sports events over \$25,000 for a single Major Sport Event be reviewed by the Sport Hosting Task Force and then be recommended to General Purpose Committee through staff for final approval; and
4. That the Terms of Reference of the Sport Hosting Task Force be amended as outlined in Attachment 1 of this report from the Manager Sport Hosting Mike Romas dated Dec 7, 2011.



John Mills  
General Manager, Richmond Olympic Oval  
778-296-1423

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<b>ROUTED TO:</b>		<b>CONCURRENCE</b>		<b>CONCURRENCE OF GENERAL MANAGER</b>	
Economic Development		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
Parks, Recreation & Cultural Services		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
<b>REVIEWED BY TAG</b>		YES		NO	
		<input type="checkbox"/>		<input type="checkbox"/>	
<b>REVIEWED BY CAO</b>				YES	NO
				<input type="checkbox"/>	<input type="checkbox"/>

## **Staff Report**

### **Origin**

On June 27, 2011, General Purposes Committee made the following referral:

- (1) *that staff report back within six months on the development of a formal process for evaluating and approving requests for financial support for Major Sporting Events that exceed the capacity and guidelines of the City's Sport Hosting Incentive Grant Policy.*

This report is provided to Council in response to the above referral.

### **Analysis**

Sport Hosting in Richmond is currently funded by an annual \$500,000 contribution from Tourism Richmond through the 2% Additional Hotel Room Tax (AHRT) and is governed by the Agreement between Tourism Richmond and the City.

On February 8, 2010, City Council adopted the Sport Hosting Strategy Implementation Plan with the following four objectives.

1. To position Richmond as the preferred location and premier sport host for existing events and targeted regional, provincial, national and international events.
2. To increase Richmond's capacity to host Sport events, meetings and conferences.
3. To work closely with our community partners to be an advocate for the development of sport hosting in the City of Richmond.
4. To leverage and maximize media/marketing exposure from being a venue City for the 2010 Olympic Winter Games.

The mandate and responsibilities of the Richmond Sport Hosting Office include a number of tactics to pursue these objectives including (among other initiatives):

- To attract major provincial, national and international Sport events to Richmond
- To work with Local Sport Organizations to identify, assess and secure Sport Hosting opportunities

## **Current Process for Evaluating and Approving Financial Requests**

### Sport Hosting Incentive Grant Program:

Currently, grants are issued up to the maximums noted below based on the number of hotel room nights generated by the event. The Sport Hosting Task Force reviews applications from event organizers. The \$500,000 annual Richmond Sport Hosting Office budget contains \$100,000 expressly for the Sport Hosting Incentive Grant Program. The source of funding for Major Sport Events will be from funds other than the \$100,000 dedicated to the Sport Hosting Incentive Grant Program.



Scope of Event	Maximum Grant Allocation
Meetings/Conferences	\$1,000
Regional Invitational	\$3,500
Provincial	\$3,000
Western Canada	\$3,500
National	\$5,000
International	\$7,000

In Vancouver, Major Sport Event Operating Grant Funding for direct operating costs only to a maximum of 30% of total gross operating budget to a maximum of \$100,000. The grant cannot be used for capital projects, prize money, to advance a profit venture or advance the activities of the host.

#### **Recommended Process for Evaluating and Approving Financial Requests**

From time-to-time, an event opportunity arises with an extremely large impact that includes: national or international broadcast rights, more than 1,000 total room nights, or a large number of event participants. To acquire these Major Sport Events, the Richmond Sport Hosting Office seeks the flexibility to provide the appropriate financial support to compete with other international bid cities.

#### A Major Sport Event Definition:

A Major Sport Event can be defined in various ways; one example is the 2010 World Wheelchair Rugby Championship, a weeklong international event that produced \$3 million in economic impact for the City of Richmond. Another example is a Davis Cup Tennis Event. While the Davis Cup does not require a large number of room nights, it does bring international broadcast rights. These are two very different events that both generate desirable but different results.

#### Major Sport Event Eligibility Guidelines

- Up to 3 Major Sport Events will be considered during a single calendar year
- Sport organizations or event organizers will submit a proposal outlining the sport event and address each of the assessment criteria.
- The funding may not be used for capital projects, prize money or to advance a commercial venture.

#### Major Sport Events Assessment Criteria:

Major sport event proposals will be assessed based on the following criteria:

- Total number of participants, spectators, support workers, and the estimate of potential spending per day
- Total number of room nights

- Overall reputational impact such as broadcast rights, other media positively advancing the brand of the City
- Community engagement such as volunteerism, civic pride, community access to the event, access to sport expertise locally, access to athletes, sponsor activation

This report presents two options for consideration. The Task Force has reviewed both options and is unanimous in its agreement to implement whichever option is approved.

#### Option 1

Requests for all funding for Major Sport Events will be reviewed and approved by the Sport Hosting Task Force in a manner similar to the current Incentive Grants.

#### Option 2 (Recommended)

Requests for funding up to \$25,000 for Major Sport Events be reviewed and approved by the Sport Hosting Task Force on the understanding that the Sport Hosting Task Force may approve such a grant up to a maximum of three major events during a single calendar year.

Requests for funding for sports events over \$25,000 for a single Major Sport Event be reviewed by the Sport Hosting Task Force and then be recommended to General Purpose Committee through staff for final approval.

#### Changes to the Task Force Terms of Reference

In order to give the Task Force the authority to review and approve these requests an amendment is required to the "Purpose" and "Objectives & Expectations" sections of the Terms of Reference. The Sport Hosting Task Force will be authorized to: *Review and decide on the allocation of funding of up to \$25,000 for major sport events where financial support is either more than the current hosting incentive grant limits or the event is outside the hosting incentive grant program criteria* (Attachment 1).

#### **Financial Impact**

No financial impact to the City of Richmond. Funding for Major Sport Events will be supported by existing Sport Hosting budget, as supplied by AHRT funding and allocated to sport hosting initiatives as described in the agreement between the City of Richmond and Tourism Richmond.

#### **Conclusion**

Large sport events in Richmond are a vital component of the Sport Hosting Program. These events are of great benefit to Richmond and our local tourism businesses. They generate national and international exposure and position Richmond as a preferred location and premier sport host. The existing Sport Hosting Task Force structure with amended Terms of Reference can include Major Sport Events in its review and decision process, and, when warranted by the scale of the event, bring requests over \$25,000 to the General Purposes Committee.

December 9, 2011

- 6 -

A handwritten signature in black ink, appearing to read 'Mike Romas', with a long horizontal flourish extending to the right.

Mike Romas  
Manager, Sport Hosting  
778-296-1406

cc:

Attachment #1 – Amended Sport Hosting Task Force Terms of Reference



**CITY OF RICHMOND  
SPORT HOSTING TASK FORCE**

**AMENDED TERMS OF REFERENCE**

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**Vision**

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The vision for the City of Richmond's Sport Hosting Strategy is to be the premier sport hosting community in Canada for provincial, national and international events while growing and integrating our local sport community.

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**Purpose**

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The Task Force is intended to be a small working group contributing to the success of the Richmond Sport Hosting Program. The purpose of the Sport Hosting Task Force is:

- to provide advice and guidance to the Richmond Sport Hosting Office.
- to review and decide on sport hosting incentive grant funding.
- to review and decide on the allocation of funding up to \$25,000 for major sport events where financial support is either more than the current hosting incentive grant limits or the event is outside the hosting incentive grant program criteria.

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**Membership**

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The Richmond Sport Council, Richmond Olympic Oval Corporation, Tourism Richmond and the City of Richmond will be represented on this Task Force.

The Manager, Sport Hosting and Manager, Sports & Community Events will represent the City of Richmond. The City will invite each of the partners to submit names of a representative and an alternate (in case of illness to representative) to serve on the Task Force.

Members are expected to attend all meetings. If a member is unable to attend a meeting, an alternate is required.

The Sport Hosting Task Force has the authority to create sub committees to work on a variety of initiatives. Sub committees may include members from outside the Task Force.

The City of Richmond's Manager Sport Hosting, will chair the Task Force.

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**Term**

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The term of the Richmond Sport Hosting Task Force is directly aligned with the term of the Agreement between the City of Richmond and Tourism Richmond or earlier, if Council chooses.

The Sport Hosting Task Force members will have a three-year term, effective from their appointment.

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### Objectives and Expectations

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The Sport Hosting Task Force will:

Seek staff, stakeholder and public input and feedback throughout the process.

Advise the City on building a unified vision and plan for sport hosting initiatives beyond 2010.

Offer the City ongoing advice to ensure the community of Richmond capitalizes on and receives the maximum benefits and legacies from future sport events hosted in Richmond.

Advise and identify opportunities that add value, dimension and benefit to the community.

Advise on opportunities to ensure the vision of the Sport Hosting Strategy is promoted and adhered to - *To be the premier sport hosting community in Canada for regional, provincial, national and international events while growing and integrating our local sport community.*

Advise on how to position Richmond as the preferred location and premier sport host for existing events and targeted regional, provincial, national and international events.

Offer ongoing advice to increase Richmond's capacity to host sporting events and conferences.

Review and decide on the allocation of sport hosting grants to eligible sport organizations.

Review and decide on the allocation of funding up to \$25,000 for major sport events where financial support is either more than the current hosting incentive grant limits or the event is outside the hosting incentive grant program criteria.

Advise about ongoing initiatives to promote community involvement in sport hosting initiatives through local arts & culture and volunteerism.

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### Procedures

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The Sport Hosting Task Force decision process is to be consensus based on most matters.

On funding decisions on the Richmond Sport Hosting Incentive Funds, a vote will be taken and the majority votes will determine the outcome. If there is a tie vote, the funding request is defeated.

If some members disagree with the Task Force's recommendations or activities, decisions will be recorded in the meeting records.

The Sport Hosting Task Force will receive administrative staff support services from the City for the preparation of agendas and recording of meetings.

Communications from the Sport Hosting Task Force to Council will be coordinated and managed through the Manager, Sport Hosting.

Council may amend these terms of reference at its discretion.

Copies of the agenda and minutes of the meetings will be circulated to the members of the Sport Hosting Task Force in advance.

The meetings will follow the City guidelines for open and closed meetings.

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### **Meetings**

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The Sport Hosting Task Force will establish the meeting schedule annually and will be no less than four (4) meeting per year.

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### **Experts, Guests and Delegations**

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The Sport Hosting Task Force may from time to time require experts or other representatives to attend meetings as presenters, advisors or observers because of their knowledge of the subject or as part of another project or consultation mechanism. The Chair will agree to such invitations in advance.

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### **Code of Conduct**

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The Sport Hosting Task Force members are expected to be respectful towards each other and work cooperatively to achieve the common goals of the Sport Hosting strategy.

The Sport Hosting Task Force is drawn from a spectrum of community interests. The expectation is that each member will conduct themselves in the best interest of the community and sport in the City.

If there is a conflict of interest, it will be up to the member to remove himself or herself from the decision making process. When a grant application is considered by the Task Force, the member will have to remove themselves from the review and decision, if an application is from their organization.