



# City of Richmond

## Report to Committee

**To:** General Purposes Committee  
**From:** Cathryn Volkering Carlile  
General Manager – Community Services  
**Re:** Richmond Sport Hosting Grant Program

**Date:** January 18, 2010

**File:**

### Staff Recommendation

1. The City of Richmond Sport Hosting Incentive Grant Policy be approved.
2. That a provisional account for unspent sport hosting grant funds within the Sport Hosting budget be established and that unspent funds be placed in this account annually.

Cathy Volkering Carlile  
General Manager – Community Services

Att. 2

FOR ORIGINATING DEPARTMENT USE ONLY			
<b>ROUTED TO:</b>	<b>CONCURRENCE</b>	<b>CONCURRENCE OF GENERAL MANAGER</b>	
Budgets	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Sports & Events	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
<b>REVIEWED BY TAG</b>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	<b>REVIEWED BY CAO</b> DEPUTY
			YES <input checked="" type="checkbox"/>
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## **Staff Report**

### **Origin**

In January 2010 Richmond City Council considered the following:

*That the Sport Hosting Strategy and Implementation Plan, as outlined in the enclosed Staff Report from the Manager, Sport Hosting dated January 5, 2010, be endorsed.*

Objective #2 in the adopted Richmond Sport Hosting Strategy was to increase Richmond's capacity to host sporting events, meetings and conferences. To accomplish this staff identified the tactic to build a Richmond Sport Hosting Grant program that will support the growth and expansion of sport hosting capacity, while growing the City's calendar of events with additional provincial, national and international events. (Attachment 1)

This report proposes the establishment of the City of Richmond Sport Hosting Grant program.

### **Analysis**

Sport Hosting in Richmond is defined by the staging of competitive sporting events and sport related meetings that attract visitors to Richmond as spectators, officials, competitors or delegates. The City has taken the leadership responsibility for Sport Hosting in Richmond, with the support of three stakeholders: Tourism Richmond, the Richmond Olympic Oval Corporation and Richmond Sport Council.

This unique opportunity was aided by an agreement with Tourism Richmond to fund the initiative with a \$500,000 contribution annually from October 2009 until October 2014 for a total contribution of \$2.5 million.

City staff developed a budget as part of the City of Richmond 2010 Operating Budget with \$100,000 in the 2010 Sport Hosting Budget to be dedicated to the proposed sport hosting grant program. Along with the City of Vancouver, this will be the largest sport hosting grant allotment in British Columbia.

### **Sport Hosting Grant Program**

Sport hosting grant programs are tools used by communities to build local sport hosting capacity through local sport and not for profit organizations while encouraging groups and organizations to host events in the city. Typically sport hosting grant programs are designed to act as an incentive to host new and larger sporting events rather than supporting existing events. Applications for sport hosting grants are submitted by local non-profit organizations to the funding body seeking funding to support their sport event.

The benefits of sport hosting have been well documented including and not limited to participant and spectator spending, direct event revenues, regional identity, youth development, volunteer development, city branding, tourism and hospitality, increasing visitors to the City, community pride and a focus on a healthy lifestyle.



Numerous communities from around the world are currently using a successful sport hosting grant model and are becoming well known for their sport events such as Melbourne, New York, Boston, Paris. In Canada, cities across the country are seeking to get into the sport hosting market as an economic generator. In British Columbia, several communities have invested heavily in their sport hosting brand and have developed a Sport Hosting Grant program to encourage and leverage event development in their city including:

<b>City</b>	<b>Grant Program</b>	<b>Value of Grant Program</b>
Kamloops	The Tournament Capital Grant supports amateur sport organizations that host regional, provincial, western Canadian, national and invitational events by providing funding based on \$2 per participant up to a maximum amount in each event category.	\$55,000/ annually
Vancouver	The Vancouver Sport Hosting Grant provides three types of event funding: major sport event operating grant, major sport event city services offset grant and a community sport event operating grant. The operating grants are funded based on a % of direct operating expenses up to a maximum amount. The city services offset grant provides funding to offset direct city services such as police, engineering, and parks.	\$100,000/ annually
Prince George	The Event Tourism Grant supports regional (\$2 per participant), provincial (\$4 per participant), national (\$8 per participant), and international (\$8 per participant) cultural and sporting events. The funding outlined above is provided up to a maximum amount in each category.	\$40,000 - \$45,000/ annually

### Community Consultation

Extensive consultation with the Richmond Sports Council, Richmond Olympic Oval Corporation, Tourism Richmond and the City of Richmond has resulted in a grant program custom fit for our community. It is critically important that the local sport organizations and local not for profit organizations understand the program and can easily work within the grant framework.

Some common themes from community consultation included:

- a transparent grant program.
- a program that benefits not only the sport community and the community at large through volunteerism and other social benefits.
- a reflection of the true tourism impact including room nights and day visits.
- capacity building.

Consultation with other communities, in particular Vancouver and Kamloops, provided city staff with a better understanding of best practices. A simple, transparent grant program seems to be a framework that is a successful formula for both the community and the local sport organizations. Other best practices include stakeholder committee review and making decisions on grant

allocation, and ongoing grant application intake allowing for greater flexibility, reporting accountability, split allocation payments and exclusion of professional events.

#### City of Richmond Sport Hosting Incentive Grant

The City of Richmond is committed to developing a strong and sustainable sport-hosting infrastructure that will support and enhance the community's economic activity and develop a legacy of sport hosting. Through a collaborative partnership between the City of Richmond, Tourism Richmond, Richmond Olympic Oval Corporation and the Richmond Sport Council this hosting incentive program will not only benefit the local sport community but overall economic development.

The grant is directly tied to the annual contribution from Tourism Richmond until 2014 and the Sport Hosting Grant program will be maintained as long as the funding is in place from this funding source.

The goal of the Sport Hosting Incentive Grant will provide a financial incentive to provincial, national and international sport organizations and not for profit organizations hosting sporting events and meetings in Richmond. This financial support will provide not for profit sport groups and the Richmond Oval the opportunity to host, create, market and administer tournament and championship level sporting events while building on an already successful annual sport hosting calendar.

In accordance with the goal of the Sport Hosting Implementation Plan, *"to grow sport-related tourism revenues from current 2-3% (2007 Tourism BC statistics), to 5-6% by 2014"*. This incentive grant will contribute to developing and growing sport-hosting capacity for local sport organizations to host a greater number and larger events and double sport tourism in the City of Richmond by 2014.

In year one, staff have included \$100,000 in the grant fund. It is expected that the grant amount will grow over time. Staff are proposing that grant funds not expended within a calendar year to be carried forward into the following year; the balance carried forward will start to build a sport hosting fund that will serve the sport hosting community beyond 2014. The grant program will be managed within the City's Sport Hosting budget organization and be budgeted on an annual basis.

Generally, notification of a provincial or national championship to the local sport organization happens 6-12 months prior to the event date, while some national and international championships can have a lead time of 2-4 years. This lead time allows the flexibility to manage and fill need periods within the City while planning the upcoming budget.

As with other policies, staff are recommending the establishment of a council policy for the grant program. The proposed City of Richmond Sport Hosting Incentive Grant Policy (Attachment 1) and the program framework and application procedures (Attachment 2) are attached.

Through research and consultation, staff has designed a sport hosting grant program suited for the City of Richmond. The following highlight some of the aspects for the grant:



How will a Sport Hosting grant contribute to sport hosting?

- Grants available from \$1,000 - \$7,000
- Build capacity among the local sport community by allowing access to a funding source for hosting sport events in Richmond and creating an incentive for local sport organizations who have not yet hosted because of financial or other restrictions.
- Incentive to support local sport events that are booking hotels and bringing out of town teams, competitors and delegates.

Role of the Sport Hosting Task Force

- Provide advice and guidance to the Richmond Sport Hosting Office, intended to be a small working group contributing to the success of the Richmond Sport Hosting Strategy.
- Represented by the stakeholders (City of Richmond, Tourism Richmond, Richmond Olympic Oval Corporation and Richmond Sport Council)
- Review grant applications and make recommendations for successful allocations.

How will the grant work?

- Funding directed to local non-profit organizations operating an awarded, sanctioned, sport event that meets the incentive grant criteria.
- Incentive grant is intended to offset general operating expenses that come with hosting a sport event or meeting.
- Procedure:
  - Organization applies
  - Review by City staff
  - Review and recommendations by Sport Hosting Task Force
  - Draft a report for committee and Council
  - Incentive Grants awarded by Council
- Applicant is eligible for 50% of the allocation up front and 50% upon successful completion of the event and post event report.

Who can apply?

- Registered Richmond not-for-profit society, in good standing, which has been in existence for more than one year prior to the submission date, and whose governance model reflects the scope of the event with appropriate financial and operational controls.
- Richmond Olympic Oval Corporation
- Richmond non-profit community associations, societies and the Richmond School District No. 38 Athletic Association.
- If a Richmond non-profit society does not exist, the City will work with a host best suited to organize the sporting event, ensuring that the needs of the local sport community are being met.

**Who cannot apply and what is not eligible:**

- Professional events hosted by for-profit organizations besides the Richmond Oval Corporation will not be supported.
- Funding for bids for provincial, national or international events are not eligible.
- Events with less than 20 room nights are not eligible.
- Events hosted outside the City of Richmond are not eligible for consideration.
- Funding for recreational activities (i.e. golf weekend) are not eligible for consideration.
- Funding for jamborees, playoffs, and league games are not eligible for funding.
- Applications for events that have already been hosted are not eligible.

Staff also want to promote our diversity and the arts through this program and have included that each event must incorporate a cultural component such as medals, awards, special events, opening/closing ceremonies, entertainment, flags, posters and logos in their program. The City of Richmond will administer and manage the grant process through the Sport Hosting Office. Grant applications will be reviewed for eligibility based on established criteria.

The Sport Hosting Task Force will review and make a recommendation for funding to City staff. A report to Committee will be submitted and once approved, a payment of 50% of the allocated grant will be distributed when the grant is awarded and the remaining 50% upon completion and submission of a post event report, highlighting actual event participation numbers, actual room nights and a post-event budget.

Staff anticipates launching the Sport Hosting Incentive Grant in March 2010 after design of the application and evaluation form is complete. The grant will be posted on the City of Richmond website and be available for pick-up through front of house and the Richmond Centre Volunteer Centre. In the development of the City of Richmond webpage, an online application for the sport hosting incentive grant program will be featured.

**Financial Impact**

No financial impact.

**Conclusion**

To further strengthen the City's partnerships with sport and tourism stakeholders, to capitalize on sports, tourism, economic and media opportunities presented by the Oval, the 2010 Olympic and Paralympic Winter Games, it is recommended that the Sport Hosting Incentive Grant Policy be approved and a provisional account for unspent sport hosting grant funds within the Sport Hosting budget be established and that unspent funds be placed in this account. Following approval of the grant, an application and evaluation form will be designed and the program will be set to launch in March 2010.

January 18, 2010

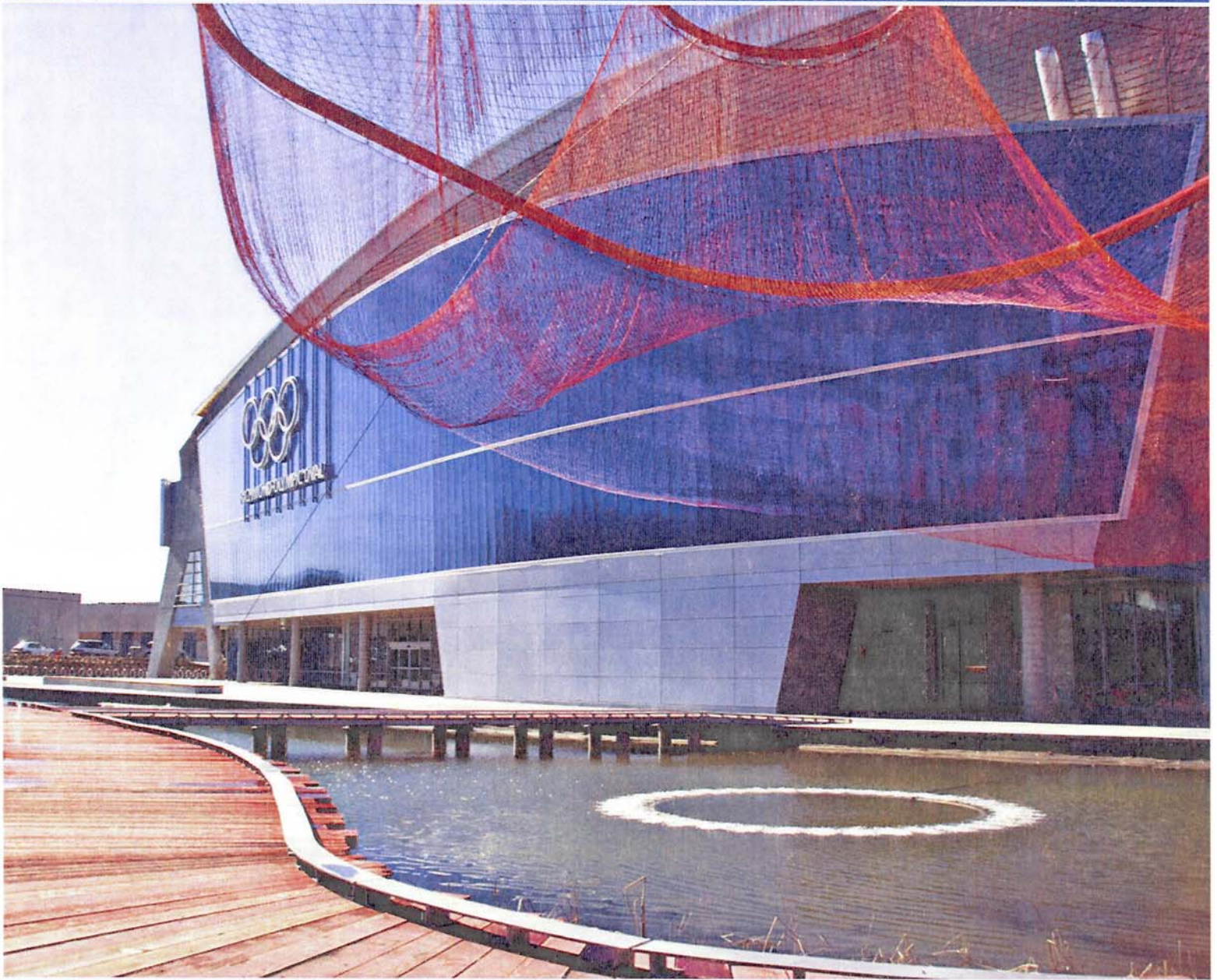
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A handwritten signature in black ink, appearing to read 'Mike Romas', with a long horizontal flourish extending to the right.

Mike Romas  
Manager, Sport Hosting  
(604-247-4923)

MR:cvc





# Richmond Sport Hosting Strategy & Implementation Plan 2010 – 2014



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## **Acknowledgements**

### **Sport Hosting Strategy Steering Committee Members**

- Jim Lamond, Chair, Richmond Sport Council
- Roger Barnes, Richmond Sport Council
- Neonila Lilova, Economic Development, City of Richmond
- Gerry De Cicco, Richmond Olympic Oval Corporation
- John Mills, Richmond Olympic Oval Corporation
- Tracy Lakeman, Tourism Richmond
- Gayle Morris, Tourism Richmond

### **Research/Writers**

- Mike Romas
- Eric Stepura
- Roger Barnes

### **Other Contributors**

- Richmond Sport Council
- Tourism Richmond
- Richmond Olympic Oval Corporation
- Cathy Volkering Carlile, General Manager, Community Services
- Dave Semple, General Manager, Parks and Recreation
- Ted Townsend, Corporate Communications

### **Layout/Design**

- Mike Romas



## Executive Summary

Sport tourism is an emerging market on the international stage and a market that has recently been identified as a key sector market for the City of Richmond. Richmond is well positioned to take advantage of this emerging market with its facility inventory, abundance of accommodations, excellent transportation network, strong history of sport hosting by community sport groups, active educational institutions, an established sport council and an engaged corporate community.

Being a Host City for the 2010 Olympic Winter Games provides the City of Richmond with a once in a lifetime opportunity to showcase itself to the world while highlighting the City's premier sport hosting venue, the Richmond Olympic Oval Corporation. Leveraging this Olympic opportunity is vital to propelling Richmond onto the national and international stage as a premier sport hosting destination. From field sports to ice sports and from local through international events, Richmond has a strong platform on which to become...

***The premier sport hosting community in Canada for provincial, national and international sporting events, while growing and integrating our local sport community.***



## What is Sport Hosting in Richmond?

From the community stakeholder feedback, sport hosting in Richmond, British Columbia is the staging of competitive sporting events and sport related meetings that attract visitors to Richmond as spectators, officials, competitors or delegates.

## The Opportunity

In January 2009, the City of Richmond adopted the following principles for a Sport Hosting Strategy. These were:

- Establishment of a Richmond Sport Hosting Office within the City with a mandate to serve as a one stop shop for sport hosting in Richmond and proactively pursue attraction of major provincial, national and international sporting events.
- Establishment of a Richmond Sport Hosting Task Force comprised of key stakeholders from the City, sport, tourism and the Oval with a mandate to provide assistance and guidance to the Richmond Sport Hosting Office.
- Recruitment of an experienced Sport Hosting Manager
- Establishment of a benchmarking and operational performance measurement process, compliant with the Sport Tourism Economic Assessment model (STEAM guidelines) developed by the Canadian Sport Tourism Alliance.

This unique opportunity was aided by an agreement with Tourism Richmond to fund the initiative with a \$500,000 contribution annually for the next five years for a total contribution of \$2.5 million.

In addition, with the experience and exposure gained through hosting the 2010 Olympic Winter Games as a Venue City, a Sport Hosting program will provide a one-of-a-kind opportunity to attract and host sporting events and sport business meetings at the provincial, national and international level.

Richmond's association with the Olympic brand gives it a considerable marketing advantage over other communities and provides direct links to national and international skating federations and facilitates. The Olympic experience is an opportunity to establish direct lines of communication with a full array of provincial, national and international sport organizations.

Sports for people with disabilities is a particular niche market for Sport Hosting in Richmond, as many sports for athletes with disabilities require accessible indoor facilities to stage their event. Our moderate climate and flat topography make Richmond one of the best places in Canada for athletes with disabilities to live, train and compete.



## The Challenges

The City of Richmond is in a great position to take advantage of many sport hosting opportunities over the next several years and this is critically important to overcome several challenges: spectator capacity, number of tournament quality sport hosting facilities, lack of awareness as a sport hosting destination, post Olympic burnout, uncertainty within the tourism industry and an extremely competitive sport hosting market.

In order to host many national and international calibre events, the hosting facilities and venues must be world class. The event requirements and expectations include: exclusivity, rights fees, spectator seating, VIP recognition events, and competitive room rates. Aside from the Richmond Olympic Oval and Minoru Arena, there is a need for more spectator capacity at other indoor and outdoor venues.

To be a successful sport hosting destination, the City of Richmond needs to build it's brand in the national and international sport hosting market. The 2010 Winter Olympic Games will support the branding of the Richmond Olympic Oval as a world class facility, however, that is just one component of the City's sport hosting strategy. A strong marketing/communications plan with both the external market and our own sport community will build the sport hosting brand and prepare the local sport community for hosting any event the City targets.

Typically an Olympic host City goes through a period of post Olympic burnout. From a corporate perspective, local businesses feel that they have invested in sport and proceed to spend their money in other sector markets. From a community perspective, people have invested much of their time in volunteering and coping with road closures, facility closures and overall City congestion. The local sport community will continue to host in 2010 and beyond so it is important to convey the positive message of sport and sport hosting to the community post Olympic games.

The tourism industry is currently transitioning until June 2011 when a new destination marketing fund model will be launched. At this point it is unclear what the model will look like but the City will be able to prepare for the various scenarios. Tourism BC will be dissolved into the Ministry of Tourism, Culture & the Arts in March 2010 and 2010 Legacies Now has been forced to cut the Hosting BC grant program. A recovering economy in 2010 will help with market stability, however, full recovery will take at least 2-3 years.

Finally, the sport hosting market has become extremely competitive. Communities, worldwide, are buying into the benefits of sport hosting and are becoming more creative in the ways they are attracting organizing committees to host in their City. Room rebates, free facilities, attraction pass cards and transportation benefits are just some of the ways sport hosting offices are enticing events. Working with our local sport and tourism organizations to define our City's niche will be important in the success of the sport hosting strategy.

## Trends

Some current sport hosting trends include: the rise of sport councils, multi-use sport facilities, and event management companies.

The concept of sport councils is well established in the United States, however, it's a concept that has been slow to develop here in Canada. 2010 Legacies Now is currently offering communities the opportunity to have a consultant visit their City and give a presentation to various sport hosting stakeholders on the value of sport councils. Engagement of the local sport community is a vital component to a successful sport hosting strategy. The City of Richmond is in a great position to take advantage of a well established sport council that has a strong history of sport hosting.

In the past three years brand new, world class facilities, have been built throughout British Columbia. The Tournament Capital Centre in Kamloops, the Langley Events Centre, the Richmond Olympic Oval, and the Enerplex in Fort St. John are all state-of-the-art multi-use sport facilities capable of hosting a wide range of events. Discovering a communities niche within the sport hosting market is extremely important for the success of the sport hosting strategy. Disabled sports, racquet sports and field sports are just a few examples of well-suited niche markets for the City of Richmond.

As the sport hosting industry has become more competitive, event management companies have become more popular. Discovering a communities need for sport hosting involves an evaluation of hotel room inventory, facility/venue availability and local sport community. Many communities have decided that rather than trying to find an event that meets their particular needs they hire an event management company to create an event that meets and exceeds their needs. An example of a successful event creation model is the "Rock'n'Roll Marathon Series" hosted by Competitor (an event management company). Seattle recently added a Rock'n'Roll marathon to their sport hosting calendar in 2009 where they hosted 25,000 runners - more than half of the runners were from out of town.



## Components of a strong Sport Hosting model

There are a number of factors that contribute to a successful sport hosting model. In the *Sharpening Your Edge* report by Price/Waterhouse/Coopers LLP, several factors were identified that affect Richmond's ability to attract and stage successful sporting events and meetings. These factors have been assessed with the following comments.

Factors	Descriptions	Richmond
Facilities	The number, size and quality of sport facilities, hospitality and meeting facilities that meet technical standards.	Good foundation of superior indoor & outdoor facilities. Technical assessments required. Continued improvements of infrastructure.
Strategic Direction	Ensure that the efforts are coordinated and that hosting/bids are strategic in nature.	Strategy required and partnership based.
Services	Accommodation, food and beverage, transportation, tour operations, tourist venues and support.	Over 4,000 affordable hotel rooms, wide variety of food and beverage, strong cultural component and tourism venues.
Infrastructure	Event expertise, coordinated City and security services, broadcast facilities, hosting venues and capabilities, storage and equipment handling, availability of sporting equipment.	All available within community.
Event Management Capabilities	Event organisers, volunteers and officials.	Strong volunteer, growing capacity in event management. City has Major Event Office. 2010 Olympic Games hosting experience.
Marketing	Prospecting for events, event evaluation, bid preparation, advertising and promotion, sponsorship sales, public relations and media support.	New sport hosting program will coordinate and lead all efforts. Website being planned, DMO support, professional bid support.
Stakeholder Cooperation	The cooperation of the City, Tourism Richmond, Sport Council, the Chamber of Commerce and business community, key not for profit organizations such as Volunteer Richmond and the public to promote and stage sporting events and meetings.	Partnerships and strong relationships being formed within stakeholders, increasing cooperation, Sport Hosting Task Force to be formed. Good relationship with Sport BC and Province.
Funding	Government financial support, sponsorship, and financially sound sport organizations.	Program funded for 5 years 2009 – 2014. Bid grant program funding will be introduced in 2010.
Regional Support	Access to facilities, services, event management expertise, marketing and funding support from neighbouring communities.	Work needs to be done on strengthening relationships with neighbouring communities.
Attitude	A positive attitude amongst all stakeholders and the community.	Supported by key stakeholders and City.

## Stakeholders - The Four Partners

### City of Richmond

Within this sport hosting strategy, the City of Richmond will be the coordinator and manager of sport hosting initiatives through the Manager, Sport Hosting. The City owns the majority of the facilities in Richmond making facility bookings and scheduling much easier. This also allows City staff the ability to determine the “need periods” at various facilities and venues. The City will manage the relationship between the other stakeholders through a Sport Hosting Task Force. This task force will be a platform for stakeholders to offer feedback on the sport hosting strategy, share best practices and explore future hosting opportunities.

### Tourism Richmond

Tourism Richmond is a non-profit, membership driven organization whose mandate is to position and market Richmond, British Columbia as a visitor destination. Currently there are over 230 members associated with Tourism Richmond, plus a voting board of up to eighteen Directors and five Standing Committees. Sport hosting is a business sector market that is able to support Tourism Richmond’s key strategic objectives, specifically, increase spending and average length of visitor stay. The City of Richmond will work closely with Tourism Richmond on sales missions, marketing/communications to the sport sector, and seeking new sport hosting opportunities. Tourism Richmond will also be a partner in the Sport Hosting Task Force.

### Richmond Sports Council

The Richmond Sports Council was established in December 1982 for the purpose of unifying and representing sports groups within the community on relevant issues affecting the local sport community. The Richmond Sports Council represents all sports groups affiliated with the City of Richmond’s Parks & Recreation Department. Working closely with Richmond Sport Council and local community sport organizations will allow the City to expand and grow current events already being hosted in Richmond and to host many new sport events utilizing volunteer resources and technical expertise. Ultimately, the local sport community is the host for most regional, provincial, national and international events, therefore to increase their capacity for hosting bigger or more events will require support and resources from the Sport Hosting Office. A portion of the Sport Hosting budget will be allocated for hosting grants for local community sport organizations. The Richmond Sport Council will be a partner in the Sport Hosting Task Force and be the go to organization for sport volunteers.

### Richmond Olympic Oval Corporation

The Richmond Olympic Oval Corporation manages the Richmond Olympic Oval, a 512,000 square foot, multi-use facility, with Games spectator capacity of 8,000 spectators. Its permanent features include a wide variety of sport amenities, community wellness services and programming, sports medicine and sciences, several specialized use fitness centres, restaurant, concession, meeting and retail space. The area surrounding the Richmond Olympic Oval will be the site of a major waterfront neighbourhood incorporating a riverfront park, outdoor plazas, and residential, commercial and public amenities. A strong partnership between the Sport Hosting Office and the Richmond Olympic Oval Corporation will create dynamic marketing and event hosting opportunities that will not only benefit the Richmond Olympic Oval Corporation, but



also the local sport community and the community at large. The Richmond Olympic Oval will be a partner in the Sport Hosting Task Force and provide a world class platform for sport hosting.

## Vision

*To be the premier sport hosting community in Canada for provincial, national and international sporting events, while growing and integrating our local sport community.*

## Guiding Principles

The City of Richmond sport hosting program will:

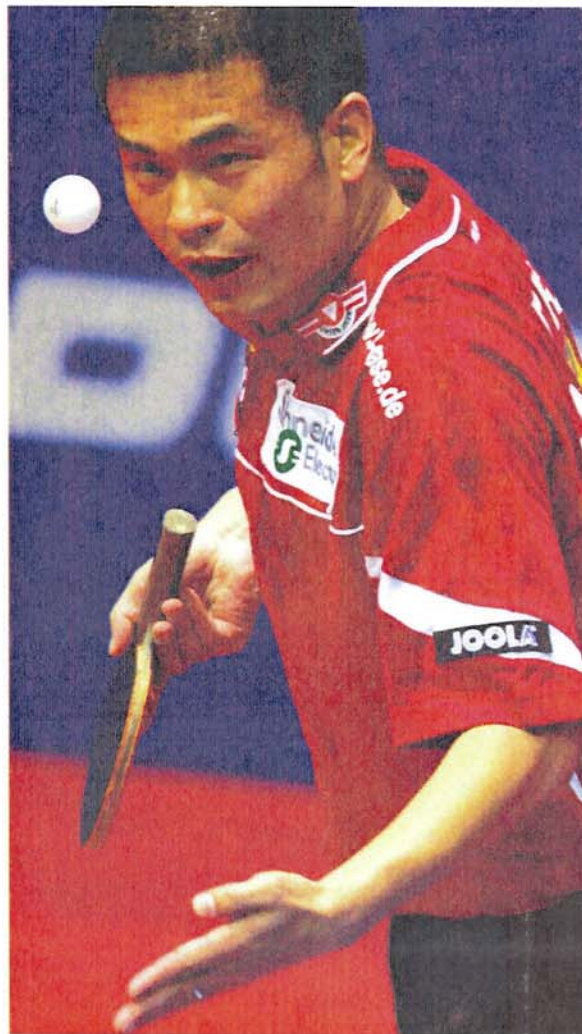
- Assist Richmond to reach its goals, increased image, community pride, economic development and create a legacy for the City
- Be a strategic and coordinated approach, and target a broad scope of 'events' to include single sport competitions, multi-sport games, training camps, coaching clinics, sport related business meetings.
- Communicate benefits and opportunities to public
- Ensure financial accountability and building in processes for evaluation, both of individual events and of the overall initiative
- Ensure sustainability by strengthening and growing all parts of the sport system so that it stays robust and sustainable.
- Find niches in the sport hosting marketplace where Richmond can effectively market its facilities, services and expertise and cultivate a strong sport hosting identity.
- Recognize the role of sport and sport volunteers as valuable partners in the process of sport event hosting and continually build community capacity to host high quality sporting events.
- Use sport hosting as a catalyst for a robust and integrated sport development system in Richmond

## Objectives

To fulfill the above vision, the proposed Richmond Sport Hosting Strategy will focus on six (6) key over-arching long-term objectives:

1. Develop a strategic approach to attracting sport events and business meetings through coordination among the City, community sport organizations, Richmond School District, Tourism Richmond, local businesses and other stakeholders.
2. Increase the number, calibre, quality of sporting events and sport related meetings hosted in Richmond.
3. Maximize exposure, media and marketing opportunities arising from Venue City status.

4. Grow sport-related tourism/hospitality revenues as part of total tourism portfolio revenues in Richmond from current 2% to 3% to 5-6% by 2014.
5. Use Sport Hosting as a catalyst for improving financially sound sport development, access to sport and sport facilities in Richmond.
6. Contribute to the community's healthy living, increased awareness of the benefits of sport, building civic pride and to a stronger volunteer base.





## Sport Hosting Strategy Components

To accomplish the above long-term objectives, the Richmond Sport Hosting Strategy will incorporate and implement the following interlinked components:

1. Establish a Richmond Sport Hosting Office within the City with the following mandate and responsibilities:
  - a. Serve as a “one-stop-shop” and a liaison for event organizers interested in staging major sport events in Richmond.
  - b. Develop and foster close working relationships with clearly defined roles with the following organizations:

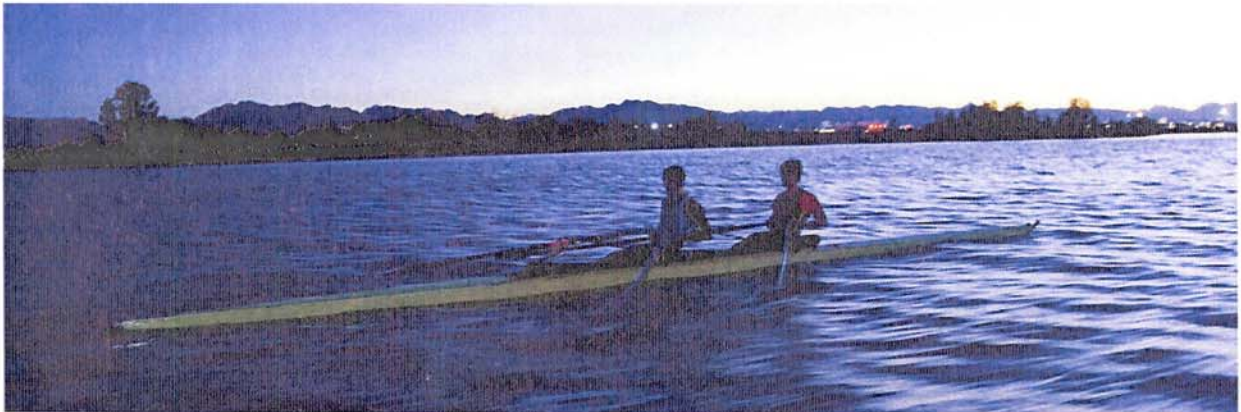
Primary Relationships	Secondary Relationships	Tertiary Relationships
Sport Hosting Task Force	<ul style="list-style-type: none"> <li>• Sport hosting offices in other jurisdictions</li> </ul>	<ul style="list-style-type: none"> <li>• Connections with locals who sit on PSO, NSO or ISO Boards</li> </ul>
City of Richmond	<ul style="list-style-type: none"> <li>• Parks, Recreation and Cultural Services</li> <li>• Richmond Olympic Business Office –to March 2010</li> <li>• Major Events</li> <li>• Corporate Communications</li> <li>• Business &amp; Financial Services</li> <li>• Sport facilities and community centres</li> <li>• Richmond Olympic Oval</li> </ul>	<ul style="list-style-type: none"> <li>• Legacies Now</li> <li>• VANOC – to March 2010</li> <li>• Richmond School District</li> <li>• Province of British Columbia</li> <li>• Pacific Sport</li> <li>• Sport BC</li> <li>• Canadian Sport Centre Pacific</li> </ul>
Richmond Sport Council	<ul style="list-style-type: none"> <li>• Community sport organizations</li> </ul>	<ul style="list-style-type: none"> <li>• Provincial, national and international sport organizations</li> </ul>
Richmond Olympic Oval Corporation	<ul style="list-style-type: none"> <li>• Oval Management</li> </ul>	<ul style="list-style-type: none"> <li>• Tenants</li> </ul>
Tourism Richmond	<ul style="list-style-type: none"> <li>• Members</li> <li>• Other tourism partners and businesses</li> <li>• Other DMOs</li> </ul>	<ul style="list-style-type: none"> <li>• Tourism BC</li> <li>• Federal tourism bodies</li> <li>• CND Sport Tourism Alliance</li> <li>• BC Sport Tourism Alliance</li> </ul>
Richmond Chamber of Commerce	<ul style="list-style-type: none"> <li>• Members</li> <li>• Richmond businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Vancouver Board of Trade</li> <li>• Other chambers</li> <li>• Other corporate</li> </ul>

2. Actively attract major provincial, national and international sporting events and sport business meetings to Richmond through the development and implementation of a sport hosting business plan, complete with:
  - a. Sport Hosting events identification and lead generation strategy
  - b. List of sport events and estimated attendance levels to be targeted as part of the annual Sport Hosting work plan
  - c. Direct marketing and promotional programs

- d. Development and maintenance of Sport Hosting website
  - e. Devise a coordinated co-promotional Sport Hosting tourism program with Tourism Richmond
  - f. Standardized post-event reporting and analysis structure, incorporating event performance indicators, visitor metrics and socio-economic impacts
3. Work with community sport organizations to identify, assess and secure Sport Hosting opportunities to:
    - a. Develop a bid preparation toolkit and process, including a bidding template, and assist community sport organizations with bid packaging, submission and post-bid evaluation
    - b. As part of managing the overall Sport Hosting Office, develop and implement a Sport Event Incentive Grant Funding Program, providing grants annually made available to community sport organizations (including Richmond Olympic Oval Corporation) to develop and secure bids for major sport events. The Incentive Grant Funding Program should seek opportunities to obtain matching funds through the Legacies Now Sport Hosting program or other sources. Grant funding levels to be determined.
  4. In collaboration with Tourism Richmond, market Richmond as a sport hosting destination and serve as a liaison between event organizers and Tourism Richmond in securing accommodations and other tourism-related bookings and services.
  5. Liaise with:
    - a. City Parks and Recreation staff to facilitate site selection and facility booking for Sport Hosting events
    - b. Oval staff to facilitate facility selection and bookings for Sport Hosting events
    - c. Richmond School District staff to facilitate site selection and facility booking for Sport Hosting events
    - d. Private sport facility staff to facilitate site selection and facility booking for Sport Hosting events
    - e. City Communication staff to facilitate media promotion
    - f. City Economic Development to ensure tracking of the positive economic impact of events hosted
  6. Establish Richmond Sport Hosting Task Force
    - a. Representation from Richmond Sport Council, Tourism Richmond, Richmond Olympic Oval, businesses and the City of Richmond



- b. Assists and provides guidance to the Sport Hosting Office in identifying opportunities, attracting and staging sports events, while ensuring a cooperative approach by all stakeholder groups
7. Richmond Sport Hosting Office Performance Measurement
- a. An annual performance review against the objectives of the Sport Hosting Strategy and business plan must be performed including combined event performance indicators, visitor metrics and socio-economic impacts measurement. The annual review will preclude any necessary mid-course adjustments to the business and/or strategic plan
  - b. A five-year strategic Sport Hosting review and planning session with stakeholders is to be carried out



## Success Factors

A number of factors influence Richmond's ability to attract and host sporting events, which, when combined, form the basis of a strong sport hosting model:

Factor	Description	Requirements for Success
Sport Hosting Strategy	A deliberate plan to utilize and build Richmond's capacity to attract sport hosting events and sport related business activities	Strategy adopted. Well-funded; attract optimum events for Richmond; professional bidding process; implemented on time and on budget; performance measured; provides economic gains and other benefits to all major stakeholders
Facilities	Number, size, and quality of indoor and outdoor sport facilities	Appropriate "event friendly hosting" facilities and amenities; ever improving sport hosting venues
Infrastructure	Event staging expertise, responsive and well coordinated City services, security, broadcast facilities, storage, equipment handling, volunteers, and spectator services	Quick response to event hosting inquiries, coordinated effort; a skill base of event management staff and volunteers
Services	Accommodation, food & beverage, transportation	Adequate supply
Marketing	Event prospecting, evaluation, bid preparation, advertising and promotion, sponsorship sales, public relations and communications / media support	Structured marketing planning and materials; an effective website; high level of awareness of Richmond's sport hosting opportunities, advantages, facilities and expertise
Stakeholder Cooperation	City, local sport organizations, tourism bodies, business community and the public	Positive attitude and strong relationships among stakeholders
Funding	Government financial support, sponsorships, financial capacity of sports organizations	Adequate funding for bidding and event marketing
Regional Support	Access to complementary facilities, services, event management expertise, marketing and funding support	Strong relationships at the regional, provincial and national levels
Tourism and Hospitality	Increased accommodation and hospitality.	Increased bed nights, increased booking for restaurants and hospitality. Strong supportive relationship with Tourism Richmond
Long-Term Sustainability	Sport hosting is viewed by all as an ongoing source of economic growth and a long-term part of the community culture and social fabric	Legacies geared towards facility improvement, hosting expertise, building infrastructure, increased community profile and civic pride
Accountability	Able to report results and how strategy meets objectives	Develop accountability framework, measurements and report annually to stakeholders.
Community Development	Contribution to healthy living and nutrition Enhancing community engagement – sport as a key part of Richmond's culture Building civic pride	Increased participation in sport, increased spectators at events. New sports emerging.



## Implementation Plan

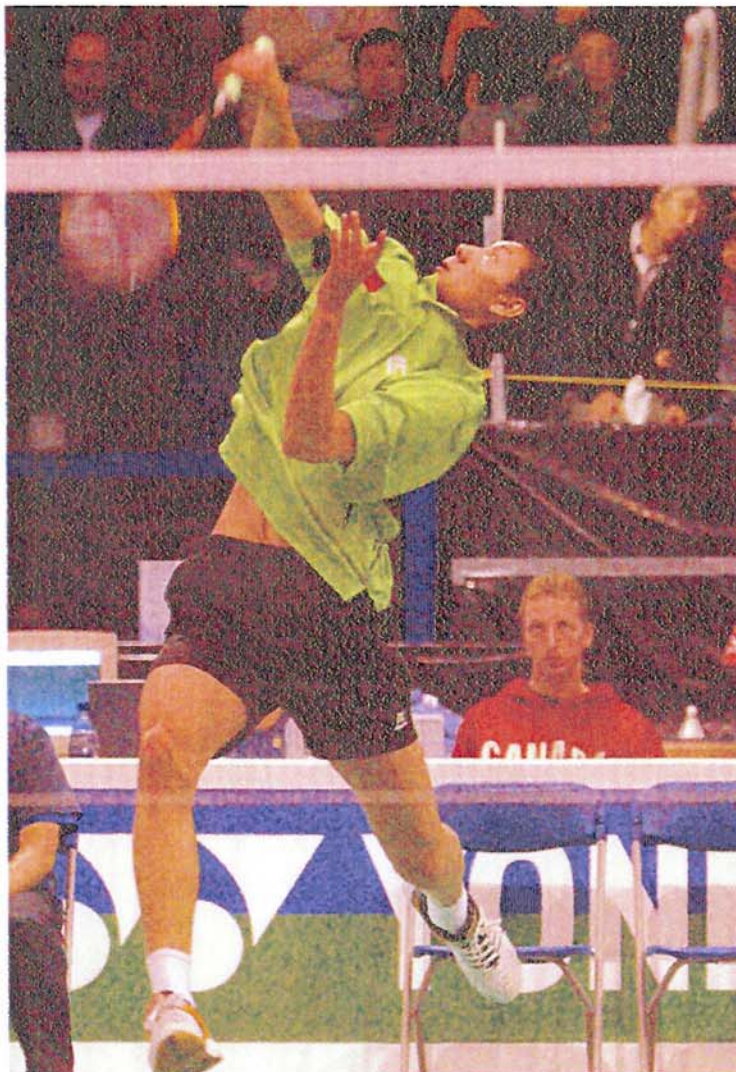
Objectives	Tactics	Completion
1. To position Richmond as the preferred location and premier sport host for existing events and targeted regional, provincial, national and international events.	Develop sport hosting collateral consistent with the City of Richmond brand.	2010
	Partner with Tourism Richmond to develop an image library consisting of both community and sport images.	2010 - 2014
	Develop an internal (City website) and external (example: outside url -- <a href="http://www.mysporthost.com">www.mysporthost.com</a> ) web presence.	2010
	Develop and manage relationships with events rights holders – LSO's, PSO's, NSO and event management companies.	2010 - 2014
	Build FAM tours with Tourism Richmond for targeted NSO's to help support future national and international bids.	2010 - 2014
	Develop partnerships with local community agencies and venues to promote the City of Richmond's Sport Hosting Strategy.	2010
	Target ad placement opportunities in sport related publications that will increase awareness of Richmond as a sport host destination.	2010 - 2014
	Partner with the City's Corporate Communications Department and other stakeholders to create editorial opportunities for Richmond in local/sport/daily news publications.	2010 - 2014
	Leverage the "Venue City" label that comes with the 2010 Olympic Games to promote Richmond as an international sport hosting destination.	2010 - 2014
	Partner with the Richmond Sport Council on an awareness campaign with the local sport clubs/associations to increase the number and size of events hosted.	2010 - 2014
	Evaluate and target national and international sport hosting opportunities with the purpose of making them a recurring event in Richmond.	2010 - 2014
2. To increase Richmond's capacity to host sporting events, meetings and conferences.	Develop a sport hosting task force consisting of representation from the Richmond Sport Council, Tourism Richmond and Richmond Olympic Oval Corporation.	2010
	Create value for the Richmond Sport Council and all LSO's through a sport hosting kit including: building bids, presentations, sponsorship opportunities, and site visits.	2010
	Provide resources to stakeholders including: CSTA tools, image library, bid material and Sport BC benefits (i.e. AVIS and Sandman).	2010 - 2014
	Assist event organizers to expand and promote Richmond's current inventory of events.	2010 - 2014
	Maintain memberships with various organizations: Sport BC, CSTA, NASC, SIRC.	2010 - 2014
	Partner and support sport hosting stakeholder initiatives.	2010 - 2014

	Build sport hosting bid template material.	2010
	Partner with Tourism Richmond and build a sport hosting kit/welcome package for delegates and athletes.	2010
	Build a Richmond Sport Hosting Grant Program that will support local sport organizations to grow and expand their sport hosting capacity, while growing the City's calendar of events with additional provincial, national and international events.	2010
3. To work closely with our community partners to be an advocate for the development of sport hosting in the City of Richmond.	Collaborate with community partners and various City departments on the development of new sport facilities/venues.	2011
	Develop a Sport Hosting Grant committee including: Tourism Richmond, Richmond Sport Council, City of Richmond Parks & Recreation and Richmond Olympic Oval Corporation to review all hosting grant applications.	2010
	Develop a database of the local facility inventory to analyze which sports events are the best fit for the community.	2011
	Encourage increased upgrading, development and maintenance of City and School District owned sport facilities and venues.	2010 - 2014
	Devise a coordinated co-promotional Sport Hosting tourism program with Tourism Richmond.	2010
	Develop a standardized post event reporting and analysis structure, incorporating event performance indicators, visitor metrics and socio-economic impact – STEAM assessment.	2010
4. To leverage and maximize media/marketing exposure from being a venue City for the 2010 Olympic Winter Games.	Contact influential sport organizations – Sport BC, CSC Pacific, CSTA – to determine their games time activation and deadlines. Is there a fit?	Complete
	Contact the list of targeted winter sports starting with the PSO, then NSO, then ISO to determine games time activation. Is there a fit?	Complete
	Build and distribute Richmond sport hosting collateral material at various outlets – OZONE, Richmond Olympic Oval Corporation, Corporate Communications, Economic Development, Tourism Richmond, etc.	Complete
	Attend events hosted by targeted winter sports or influential sport organizations.	Feb. 2010
	Invite and host targeted sport organizations in the Legacy Lounge at the Richmond Olympic Oval Corporation.	Feb. 2010
	Coordinate and manage a post games ad campaign in partnership with the Richmond Olympic Oval Corporation to showcase the post 2010 venue configuration.	2010
	Working with Corporate Communications on consistent "Venue City" messaging in all collateral material and targeting accredited and unaccredited sport media.	Complete



## Activity & Performance Measures

	2009 Actual	2010
Number of bids		4
Number of grant applications	n/a	20
Number of client event/FAMs	10	10
Number of trade shows/sales	3	7
Leads generated	14	15
Lead room nights	10,389	11,000
Number of partnered events	1	3



## Appendix

### Glossary of Terms

**CSC Pacific** – Canadian Sport Centre Pacific – high performance organization housed in the Sport Campus. This organization offers Richmond the opportunity to host high performance athletes for training and sport hosting opportunities.

**AthletesCAN Forum** – Athletes Canada Forum is an annual conference for high performance athletes from across Canada. This event was hosted in Richmond in 2009.

**CSTA Congress** – Canadian Sport Tourism Alliance Congress is hosted annually in Ontario. This conference brings together provincial and national sport organizations with the sport hosting industry.

**LSO** – Local Sport Organization – members of the Richmond Sport Council.

**PSO** – Provincial Sport Organization

**NSO** – National Sport Organization

**ISO** – International Sport Organization

**FAM/Site tours** – Familiarization tours are tours conducted for individuals or organizations who are new to the City and are potential clients.

**STEAM model** – The Sport Tourism Economic Assessment Model is a tool built by the Canadian Sport Tourism Alliance to support the sport hosting sector measure the value/economic impact of sport events.

**NASC** – National Association of Sport Commissions – a non-profit organization in the U.S. that is a national advocate for sport tourism.

**SIRC** – Sport Research Intelligence Sportive - With over 6.5 million pages of sport related research dating as far back as the 1700's and encompassing over 62 different languages, SIRC is the world's leading sport resource centre. SIRC's goal is to collect, archive, and share qualified sport information with sport enthusiasts in Canada and around the world.



## Strengths, Weaknesses, Opportunities & Threats (SWOT) Analysis

In order to capitalize on this emerging sport tourism industry, the City of Richmond must understand its current environment, understand its strengths and weaknesses, opportunities and threats within its own context. The following analysis will help focus the sport hosting efforts for the City of Richmond and partners.

### Strengths

- Host City – 2010 Olympic & Winter Games
- Gateway City
- Multi-cultural community
- 4<sup>th</sup> largest City in British Columbia
- Corporate support
- Excellent transportation network (including YVR, Canada Line etc.)
- Proximity to Vancouver and key U.S destinations (west coast)
- Sport facilities – tournament complexes for track and field, soccer, softball, baseball, tennis, lawn bowling, hockey, ringette, figure skating, table tennis, badminton, golf, rowing, dragon boating and the many sport tournament hosting opportunities at the Richmond Olympic Oval Corporation.
- Extensive accommodations at all price points – 1/3 of Metro Vancouver's bed base
- Highly skilled amateur sport community volunteers
- A unified community sport membership - Richmond Sport Council
- Hosting expertise/experience – 2009 BC Seniors Games, Racquet Rally
- Home to Sport BC and CSC Pacific
- Supportive local government
- Volunteers

### Weaknesses

- Spectator capacity
- Number/quality of tournament quality sport hosting facilities
- Facilities – community use vs. sport hosting
- Lack of awareness as a sport hosting destination
- Coordination between public, private and non-profit sectors

### Opportunities

- Leveraging the 2010 Olympic Winter Games
- New sport venues & facilities as legacies
- Multi-sport games
- High performance athlete training and development
- Tradeshows & Conferences – AthletesCAN Forum, Sport Leadership Conference, CSTA Congress
- Regional, Provincial, National & International sport events
- Accessible destination – focus on disabled athletes

## Threats

- Post Olympic burnout
  - volunteers
  - corporate support
- Tourism industry uncertainty
  - Harmonized Sales Tax (HST)
  - Additional Hotel Room Tax extension (AHRT) – June 2011
  - New direction of the Ministry of Tourism Culture & the Arts – Tourism BC
- Competitive industry – other destination marketing organizations and cities
- Economic volatility
- Ministry Healthy Living & Sport – financial support of the industry
- Sport Canada
  - funding
  - 2015 Pan American Games







**It is Council Policy that:**

1. The City of Richmond supports the enhancement of a positive quality of life for all its residents, and the Council recognizes that one method of helping to achieve that goal is through an annual sport hosting incentive grant program.
2. The incentive grant program is open to eligible groups on a first come, first serve basis until the funding is exhausted annually and any approved application will receive 50% up front funding (pre event) and 50% post event and upon submission of accountability paperwork.
3. Applicants from the Richmond Olympic Oval Corporation, Richmond Community associations, societies, Richmond School District No. 38 Athletics Association, Richmond non-profit organizations and non-profit sport organizations are eligible for a Sport Hosting Incentive Grant on the basis that they:
  - utilize facilities and venues within the City of Richmond.
  - outline how the support from the City of Richmond would be applied to the event.
  - demonstrate the extent to which the event will encourage increased participation in sport and provide direct or indirect sport development opportunities to the City of Richmond's sport stakeholders.
  - demonstrate the social and economic benefits of the event including but not limited to the size of the audience, media coverage, volunteerism and any potential legacy for the community (i.e. equipment, infrastructure).
  - include a cultural component to the event.
  - include a business plan outlining the sport event's objectives, action plan, volunteer and committee structure, participant breakdown, timelines, budget and if a surplus is generated through the event, identify how the surplus is to be used.
  - be required to acknowledge the City's support in all of their information materials, including publications and programs related to the funded activities. If the logos of other funders are used in an acknowledgement, the City and Tourism Richmond should similarly be represented.



**DEFINITIONS OF ELIGIBLE GRANT CATEGORIES:**

1. **Provincial event** – The event must be sanctioned by a LSO and/or PSO that includes tournament/championship competition between teams/individuals from around the province of British Columbia.
2. **Western Canadian** – The event must be sanctioned by a LSO and/or PSO that includes tournament/championship competition between teams/individuals from the western provinces (BC, AB, SK & MB).
3. **National event** – The event must be sanctioned by a LSO and/or PSO, NSO that includes tournament/championship competition between teams/individuals from across Canada.
4. **International event** – The event must be sanctioned by a LSO and/or PSO, NSO, ISO that includes tournament/championship competition between teams/individuals from around the world.
5. **Invitational/Test event** – The event must be sanctioned by a LSO and/or PSO, NSO, ISO that includes tournament/championship competition between a minimum of 10 participants from outside of Metro Vancouver.
6. **Conferences/Symposiums/Congresses & AGM's** – The meeting must be sanctioned by a LSO and/or PSO, NSO, ISO. The meeting must be multiple days and host a minimum of 50 room nights on peak to be eligible. This would include topics such as sport system development, sport medicine, high performance training, sport legacy, sport hosting, coaching.
7. **Multiple year events** – must submit an application on an annual basis.

**EXCLUSIONS FROM ELIGIBILITY FOR SPORT HOSTING INCENTIVE GRANT:**

- Funding for bids for provincial, national or international events are not eligible.
- Events with less than 20 room nights are not eligible.
- Events hosted outside the City of Richmond are not eligible for consideration.
- Professional events hosted by for-profit organizations with the exception of the Richmond Olympic Oval Corporation will not be supported.
- Funding for recreational activities (i.e. golf weekend) are not eligible for consideration.





- Funding for jamborees, playoffs, and league games are not eligible for funding.
- Applications for events that have already been hosted are not eligible.

**GRANTS REVIEW CONSIDERATIONS:**

The Sport Hosting Task Force will review grant applications on a monthly basis and consider the following:

- The organizers of the event must outline how the support from the City of Richmond would be applied to the event.
- The applicant must demonstrate the extent to which the event will encourage increased participation in sport and provide direct or indirect sport development opportunities to the City of Richmond's sport stakeholders.
- The applicant must demonstrate the social benefits of the event such as the size of the audience, media coverage, volunteerism and any potential legacy for the community (i.e. equipment, infrastructure).
- Include a business plan outlining the sport event's objectives, action plan, volunteer and committee structure, participant breakdown, timelines and budget.
- The applicant meets all other City of Richmond assessment criteria.





# Sport Hosting Incentive Grant Program 2010





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## Sport Hosting Incentive Grant Information and Background

### Purpose

The City of Richmond is committed to developing a strong and sustainable sport-hosting infrastructure that will support and enhance the community's economic activity and develop a legacy of sport hosting. Through a collaborative partnership between the City of Richmond, Tourism Richmond, Richmond Olympic Oval Corporation and the Richmond Sport Council this hosting incentive program will not only benefit the local sport community but overall economic development.

### Goal

The Sport Hosting Incentive Grant will provide financial support to provincial, national and international sport organizations and the Richmond Olympic Oval Corporation hosting sporting events and meetings in Richmond. This financial support will provide non-profit sport organizations the opportunity to host, create, market and administer tournament and championship level sporting events while building on an already successful annual sport-hosting calendar.

### Program

In accordance with the goal of the Sport Hosting Implementation Plan – to grow sport-related tourism revenues from current 2-3% (2007 Tourism BC statistics), to 5-6% by 2014 – this incentive grant will build sport-hosting capacity for local sport organizations to host a greater number and larger events.

The funding for this program will reflect the goals of the sport hosting implementation plan, which is to double sport tourism in the City of Richmond by 2014. Funds not used within a calendar year will be carried forward into the following year; the balance carried forward will start to build a sport hosting fund that will serve the sport hosting community beyond 2014. Annual funding for this incentive grant program is based on an annual budget review by city staff and council.

### Eligible Events

**Provincial event** – The event must be sanctioned by a LSO and/or PSO that includes tournament/championship competition between teams/individuals from around the province of British Columbia.

**Western Canadian** – The event must be sanctioned by a LSO and/or PSO that includes tournament/championship competition between teams/individuals from the western provinces (BC, AB, SK & MB).



**National event** – The event must be sanctioned by a LSO and/or PSO, NSO that includes tournament/championship competition between teams/individuals from across Canada.

**International event** – The event must be sanctioned by a LSO and/or PSO, NSO, ISO that includes tournament/championship competition between teams/individuals from around the world.

**Invitational/Test event** – The event must be sanctioned by a LSO and/or PSO, NSO, ISO that includes tournament/championship competition between a minimum of 10 participants from outside of Metro Vancouver.

**Conferences/Symposiums/Congresses & AGM's** – The meeting must be sanctioned by a LSO and/or PSO, NSO, ISO. The meeting must be multiple days and host a minimum of 50 room nights on peak to be eligible. This would include topics such as: sport system development, sport medicine, high performance training, etc.

**Multiple year events** – these events must submit an application on an annual basis.

### **Types of Event Support**

#### **Definitions:**

- Day visit – an event participant from outside of the City of Richmond.
- Actualized room night – the total number of room nights booked for the event. This will be outlined in the post event report.

#### **Provincial event**

- \$5 per actualized room night
- \$1 per day visit
- up to a maximum of \$3,000

#### **Western Canadian event**

- \$5 per actualized room night
- \$1 per day visit
- up to a maximum of \$3,500

#### **National event**

- \$6 per actualized room night
- \$1 per day visit
- up to a maximum of \$5,000

#### **International event**

- \$7 per actualized room night
- \$1 per day visit
- up to a maximum of \$7,000

**Invitational/Test event**

- \$5 per actualized room night
- \$1 per day visit
- up to a maximum of \$3,500

**Conferences/Symposiums/Congresses & AGM's**

- \$3 per actualized room night
- up to a maximum of \$1,000

**Assessment Criteria**

Application eligibility and level of funding will be determined based on the following criteria:

<b>Administration and Management</b>	Operated by the Richmond Olympic Oval Corporation or by a registered Richmond not-for-profit society, in good standing, which has been in existence for more than one year prior to the submission date, and whose governance model reflects the scope of the event with appropriate financial and operational controls. Events hosted by Richmond community associations, societies and the Richmond School District No. 38 Athletic Association is also eligible.
<b>Bed Nights/Tourism</b>	Minimum 20 room nights.
<b>Compliance with City Rules, Policies, Regulations, Bylaws</b>	Must declare compliance to all appropriate city regulations as appropriate.
<b>Cultural Benefit</b>	Must demonstrate a cultural component to the event.
<b>Development of Sport</b>	Must demonstrate how the event assists/benefits in the development and delivery of community sport, coaching or facilities, increased participation.
<b>Endorsement</b>	The event must be endorsed by a sanctioned sport organization.
<b>Environmental</b>	Must adhere to City's environmental requirements
<b>Funding Request</b>	Must identify what the funds are to be used for.
<b>Financial Need</b>	Must demonstrate there is a financial need for the event and outline how any surplus would be used. A business plan outlining the events objectives, action plan, organization structure, anticipated participant and spectators, timelines, budget and partners.
<b>Location</b>	The event must use facilities and venues in Richmond.
<b>Partnerships</b>	Must demonstrate partnerships
<b>Quality</b>	Must demonstrate the organization has the technical ability to produce a high quality event.
<b>REACT</b>	Must be approved through the REACT process, if needed.
<b>Recognition</b>	Must recognize the City and Tourism Richmond.
<b>Safety and Security</b>	Must demonstrate a health and safety plan for the event.
<b>Social Benefits</b>	Must demonstrate the social benefits and capacity building of the event such as how the event builds capacity within the sport/community/volunteer sector.



**Grant Program Phases & Considerations**

Program Phase	Who	Activity	Considerations
1	City staff	Prepare for annual grants	Promotion, marketing
2	Applicant	Applying for a grant	Type of event
3	City staff & Task Force	Review applications	Assessment criteria
4	City staff	Prepare report for committee and Council	Based on policy and grant procedures
5	Council	Award successful grants	Based on policy and grant procedures
6	City staff	Liaise with the successful applicant	Follow program requirements
7	Applicant	Delivers event and provides post event report to collect the remaining 50% of grant funding.	Follow program requirements
8	City staff	Report to Council – annually - information report	Awarded grants
9	City staff & Task Force	Annually review and evaluate grant program	Recommendations
10	City staff & Council	Prepare and approve sport hosting budget	Recommendations
11	City staff	Implement appropriate program changes	Follow program requirements

**City of Richmond/Tourism Richmond Recognition**

Organizations that receive funding will be required to acknowledge the City's support in all of their information materials, including publications and programs related to the funded activities. If the logos of other funders are used in an acknowledgement, the City and Tourism Richmond should similarly be represented. The City Logo Usage Guidelines will be sent to the main contact of the organization upon receipt of a Sport Hosting Incentive Grant.

In addition, organizations receiving grants are required to provide the Manager, Sport Hosting with a copy of materials acknowledging the City's support. The materials can be mailed to:

ATTN: Manager, Sport Hosting  
City of Richmond  
6911 No. 3 Road  
Richmond, BC  
V6Y 2C1 Canada

Copies can also be sent via e-mail to [mromas@richmond.ca](mailto:mromas@richmond.ca)

## **Sport Hosting Grant Application Eligibility and Procedures**

### **Who Can Apply?**

- Richmond Olympic Oval Corporation
- Registered Richmond not-for-profit society, in good standing, which has been in existence for more than one year prior to the submission date, and whose governance model reflects the scope of the event with appropriate financial and operational controls.
- Events hosted by Richmond community associations, societies and the Richmond School District No. 38 Athletic Association is also eligible. If a Richmond non-profit society does not exist we will work with a host best suited to organize the sporting event, ensuring that the needs of the local sport community are being met.

### **What is Not Eligible and Who cannot Apply?**

- Professional events hosted by for-profit organizations besides the Richmond Oval Corporation will not be supported.
- Funding for bids for provincial, national or international events are not eligible.
- Events with less than 20 room nights are not eligible.
- Events hosted outside the City of Richmond are not eligible for consideration.
- Funding for recreational activities (i.e. golf weekend) are not eligible for consideration.
- Funding for jamborees, playoffs, and league games are not eligible for funding.
- Applications for events that have already been hosted are not eligible.

### **Applications Per Year**

- There is no limit to the number of applications a group can make each year, however, the Sport Hosting Task Force will assess the application based on what other events are being considered.
- Applicants should apply at least three months prior to the event date.

### **What can the Money be used for?**

- Grants may be used for expenses related to the sport hosting event, including: facility rental, marketing, communications, transportation, security, accommodations and officials.
- Grants cannot be used for the internal operations of a non-profit organization.



## **Application Review Considerations**

### **Grant Allocation Considerations**

1. The Manager, Sport Hosting is the first point of contact for any organization seeking City support for a sport event. Prior consultation with City Staff (Manager, Sport Hosting) is strongly encouraged.
2. The grant application will review for compliance with the grant criteria.
3. Grant allocations are dependent on a funding available within the City's annual budget.
4. Not all groups meeting the program requirements will necessarily receive a grant.
5. Grants are not to be regarded as an entitlement.
6. Approval of a grant in any one year is not to be regarded as an automatic ongoing source of annual funding.

### **Quality of Documentation**

A quality, complete application has a better chance of receiving sport hosting incentive grant funding including fully addressing all the criteria and requirements and inclusion of all required documentation is indicated on the Grant Notice and Application.

### **Reporting of Grant Benefits**

Those who receive a Sport Hosting Incentive Grant are required to demonstrate the benefits of their program, by providing a post event report highlighting event participants from within Richmond and outside of Richmond, and actualized room nights. Some events may be asked to provide a formal economic analysis of their event.

### **Financial Considerations**

If approved, a payment of 50% of the allocated grant will be distributed when the grant is awarded and the remaining 50% upon completion and submission of a post event report, highlighting actual event participation numbers, actual room nights and a post-event budget. The post event budget must highlight where the city grant money was allocated.

### **Less Favourably Considered Applications**

Applications that are less favoured are those which rely on city funding or that the applicant/group is dependent on the sport hosting incentive grant

### **Application Deadline**

There is no annual deadline for submitting Sport Hosting Incentive Grant applications. The applications will be reviewed by the Sport Hosting Task Force on a monthly basis.

### **Staff Review of Applications**

Staff are to administer the Program based on the Program Principles, Goals, Objectives, Multiple Criteria, Policies and Requirements. As staff reviews applications, they may contact the applicants and others, to clarify the proposals. The Sport Hosting Task Force who makes the final recommendation to City staff, where Council makes the final decision.

### **Timing of Grant Decisions**

Generally, the Sport Hosting Task Force will meet on a monthly basis to review the grant applications. Applicants will be notified of the decision regarding their application within 45 days of applying.

### **Grant Program Review**

Staff will review the Program annually after the grants have been awarded for that year. An annual budget review will determine the amount of funding for the grant program.



## Awarding Grants

1. City staff to review grant applications as they are submitted.
2. City staff to request further information from the applicant if necessary.
3. City staff to make recommendations to the Sport Hosting Task Force. The Sport Hosting Task Force consists of representation from the following stakeholders:
  - City of Richmond
  - Tourism Richmond
  - Richmond Olympic Oval Corporation
  - Richmond Sport Council
3. The Sport Hosting Task Force will make recommendations to the City.
4. City staff to review recommendations and draft report for committee and Council.
5. Once approved, a payment of 50% of the allocated grant will be distributed when the grant is awarded and the remaining 50% upon completion and submission of a post event report, highlighting actual event participation numbers, actual room nights and a post-event budget.

### Recuperation of Grant

Should the sport event be cancelled, the applicant is to automatically return the funds to the City of Richmond.

### No Appeal

There is no appeal to Council's decision, due to the high number of applications for limited Grant Program funding.

## Glossary of Terms

**Multi-sport games** – an event that hosts multiple sport events (i.e. BC Seniors Games, World Police & Fire Games).

**LSO** – Local Sport Organization

**PSO** – Provincial Sport Organization

**NSO** – National Sport Organization

**ISO** – International Sport Organization

**REACT** – Richmond Event Approval Coordination Team – reviews event applications, initiate event approvals by various departments and agencies, ensure coordination of City Services, and to provide a one-stop approval process for event managers.

**Stakeholders** – refers to City of Richmond, Tourism Richmond, Richmond Sport Council, Community associations, societies, Richmond Olympic Oval Corporation, Richmond School District No. 38 Athletic Association, and other Richmond Athletic Associations.