

Report from Parks, Recreation and Culture Services, Programs and Cultural Services

Date of Report: November 12, 2017

Date of Meeting: November 20, 2017

Report Number: PRCS-B053-2017

File: 68.46.55

Subject: Sports Tourism Grant – SCCIP

Recommendation

That the St. Catharines Cultural Investment Policy (SCCIP) not be considered as a potential funding source should the Sports Tourism Grant program be reinstated.

Summary

At the Budget Standing Committee meeting of September 18, 2017 there was a presentation by Bram Cotton, CEO, and Jim Richardson, Board Member, of the Niagara Sport Commission asking the Budget Standing Committee to consider reinstatement of the Sports Tourism Grant based upon the positive economic impact which it would have on the community.

While sports events and activities fall within a broad definition of culture, the St. Catharines Cultural Investment Policy has consistently excluded sports organizations due to the differences in the sectors and the recommendation supports keeping the status quo.

Background

At The Budget Standing Committee meeting of September 18, 2017, the following motion was approved:

“That the Budget Standing Committee refer the report back to staff for information on how and whether to incorporate the Sport Tourism Grant Program into the St. Catharines Cultural Investment Program; and

That staff look at the City of Niagara Falls model and include the idea of exclusivity of waiving fees and grants; and

That staff report back on the desirability of moving this program back to Economic Development.”

Report

While sports events and activities fall within a broad definition of culture, the St. Catharines Cultural Investment Policy has consistently excluded sports organizations due to the differences in the sectors, in addition to focusing on the arts.

The new SCCIP policy was revised to focus investment primarily on the success of the local arts sector, for a number of reasons, as identified through the research and consultation process undertaken by the Cultural Funding Task Force in the fall of 2015.

On December 14, 2015 Council approved in principle nine Task Force recommendations, including:

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| Recommendation #1 | That Council recognize the importance of growing and sustaining the cultural sector for the future sustainability of our community. |
| Recommendation #2 | That City Council adopt \$3.28 per capita as a minimum target for cultural investment, or a cash level of \$435,000; and that Council work to ensure funding levels are maintained through stable and sustainable financing. |
| Recommendation #3 | That Council prioritize the arts, including festivals that celebrate the arts, for the City's cultural investment programs. |

The Task Force recommendations were based on research that confirmed:

- local arts and cultural organizations had been chronically underfunded by municipal government when compared to St. Catharines' municipal comparators;
- the arts community was facing major cost increases with the opening of the FirstOntario Performing Arts Centre;
- SCCIP's biggest return on investment - economically, culturally and socially – was coming from established arts organizations.

Staff do not recommend including the Sport Tourism Grant Program (STG) as part of the SCCIP policy for the following reasons:

1. The intended outcomes of the STG and SCCIP are not the same.
2. The two sectors operate differently, and are best served by expert staff in their respective fields.

3. Program goals, measurements and application materials are most effective when designed for a particular sector.
4. There are no efficiencies to be found in:
 - Application or administration
 - Evaluation process
5. It would put arts in direct competition for funding with sports, despite the fact their measurements for success are extremely different, and each sector is best served by a peer jury of evaluators operating distinctly.

The only rationale for combining the two programs would be to access SCCIP funding, which would reduce the investment in the arts and grassroots activity that currently access SCCIP. This would be a detriment to a sector that has been under-resourced for decades, and would undermine the goal of achieving a cultural funding investment of \$3.28 per capita, or \$436,240, in 2018.

Niagara Falls Sport Tourism Policy Consultation

Niagara Falls Sport Tourism Policy (Appendix 1) was issued in 2011 and updated in 2012. Staff were consulted regarding the policy and indicated that the request to implement the City's existing policy was brought forward from the Niagara Sport Commission. The current budget is \$20,000 and the program is promoted through ice allocation meetings with user groups. The Niagara Falls program typically find the same local youth groups applying yearly and they have not seen much growth in the program. The program is administered by the customer service booking team. Groups are allowed to apply to a maximum of two events per year. All fee waiver requests that come forward for events of significance are submitted through the Clerk's office for Council consideration.

Niagara Sport Commission Consultation

The Niagara Sport Commission was consulted and previously supported the STG and indicated they would continue to support the program should it be reinstated.

Administration

Should the STG be reinstated, the administration of the policy/program is recommended to be completed in Parks, Recreation and Culture Services (PRCS) which follows the transition of Sports Tourism to PRCS through a previous alignment of services review. If approved, there will be an impact on staff resources to administer the policy/program, which will utilize existing resources through work prioritization.

Financial Implications

Not applicable.

Relationship to Strategic Plan

Cultural Sustainability goals which would be impacted by merging STG into the SCCIP policy include:

- 10.0 Be a leader in cultural sustainability through increased support for the creative sector.
- 11.0 Support cultural festivals and events that build civic pride, encourage local engagement and attract people to the community.
- 11.1 Allocate funding and encourage strategies that will help increase funding opportunities through community-led initiatives, such as crowd funding.

Conclusion

Incorporating the STG into the SCCIP policy would ultimately reduce the investment in the arts in our community. This would be a detriment to this sector and would undermine the goal of achieving a cultural funding investment of \$3.28 per capita in 2018.

Notification

Not applicable.

Prepared by:

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Submitted by:

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Approved by:

Phil Cristi, Director, Parks, Recreation and Culture Services

Brian York, Director of Economic Development and Government Relations



POLICY

Recreation & Culture

Policy #: 1000.25

Issue Date: May 11, 2011

Revision Date: June 26, 2012

SPORTS TOURISM POLICY

Purpose

The purpose of Sports Tourism Policy and Grant Program is to provide assistance in the provision of hospitality for visiting sports teams, officials and spectators attending a major sporting event being held in the City of Niagara Falls at City and community facilities.

Sports Tourism Policy and Grant Program will:

- Support City of Niagara Falls youth and adult sport organizations to host regional, provincial and national amateur sport events within the City of Niagara Falls.
- Encourage provincial and national sport organizations to host their tournament(s) in the City of Niagara Falls.
- Generate positive economic impact by attracting and hosting visitors.
- Benefit the local sport system with development of volunteers, athletes, coaches, officials and community pride.

Guidelines

- Sport Tourism opportunities may include international, national, provincial and regional single-sport championships. Also include annual tournaments/events, multi-sport games and training camps, selection camps and/or preparation events. All events to be endorsed or sanctioned by a Provincial, National or International sporting body.
- Private and non-profit organizations can apply for a sport tourism grant.
- New and returning events are requested to provide information on anticipated number of competitors and/or teams attending the sporting event.
- Sporting event is to be a minimum of two days.
- Limited to two applications per organization per year with the opportunity for additional events to be approved if funds are available at year end.
- The majority of participants/spectators staying overnight in the City's motels and hotels.
- Events hosted by private organizations must be hosted in City of Niagara Falls facilities to receive facility rebate.

Process

- The Sport Tourism Economic Assessment Model (STEAM) software tool may be utilized to assess the economic impact of each tournament/special event. STEAM will allow staff to measure, track and support the event.
- Applicants will complete and submit the Sport Tourism Grant Program form requesting event and organizer information to Recreation & Culture staff. Form is to be submitted 30 to 60 days in advance of the event.

- Sport Tourism Grant Program Rebate funding for non-profit organizations is listed below:

Event Type	Room Nights (Overnight Stay)	Amount
Level 1	50 - 249	\$300
Level 2	250 - 500	\$700
Level 3	>501	\$1500
Level 4 or Significant Events*	>750	\$4,000 maximum

* Significant Event - Consider spectator interest, additional visitors, and media coverage and legacy benefits to the City, for example National level event.

- Sport Tourism Grant Program Rebate funding for private organizations is listed below:

Event Type	Room Nights (Overnight Stay)	%Rental Fee Rebate
Level 1	50 - 249	0%
Level 2	250 - 500	5%
Level 3	>501	10%
Level 4 or Significant Events*	>750	15%

* Significant Event - Consider spectator interest, additional visitors, and media coverage and legacy benefits to the City, for example National level event

- Applicants will be directed to contact Niagara Falls Tourism (905) 356-6061 ext 19 or by email vwikston@niagarafallstourism.com to secure room rebate and tourism related packages.
- Post event organizations must provide their actual budget report complete with documentation to validate the number of out of town participants who stayed overnight in Niagara Falls hotels and/or motels

Submitted By: Kathy Moldenhauer, Director

Recommended By: Ken Todd, CAO

Approved By Council On: May 1, 2011

Report #: R-2011-09