



CITY OF
ST. CATHARINES

Corporate Report

Report from Economic Development and Customer Service, Economic Development and Tourism

Date of Report: April 17, 2013

Date of Meeting: April 29, 2013

Report Number: EDCS-123-2013

File: 68.46.55

Subject: 2012 Sport Tourism Grant Review

Recommendation

That Council receive the report for information purposes.

Summary

The Sport Tourism Grant (STG) has two streams – a Public Facilities stream for events using City owned facilities (calculated against rental fees and room nights) and a Private Facilities stream for events using privately owned facilities (calculated against room nights). The following table summarizes disbursements and impacts for both streams for the period since its inception in 2007 and for events in the calendar year 2012.

	Grants disbursed	Facility revenues related to events	Room nights attributed to events	Visitor Expenditure	Total Industry Output	Wages supported
Total (both streams) since 2007	\$145,829	\$807,487	17,418	\$10,258,783	\$15,674,556	\$5,028,928
2012 Public Facility Stream	\$27,254	\$159,060	2,716	\$1,763,981	\$2,703,019	\$887,825
2012 Private Facility Stream	\$2,065	-	612	\$417,649	\$504,915	\$204,158
2012 Total (9 events)	\$29,319	\$159,060	3,328	\$2,181,630	\$3,207,934	\$1,091,983

Economic impacts generated using Sport Tourism Economic Assessment Model (STEAM) program – Canadian Sport Tourism Alliance)

Since 2007 to the time of this report, 45 events have received funding under the STG. In 2012, six events were eligible under the Public Facilities stream and three were eligible under the Private Facilities stream.

In addition to the facility revenues and economic impacts generated by sports events (in general), the STG has been effective at maintaining and growing event based occupancy for local accommodation providers and providing incentives to attract new sports events to the City.

Background

This report was prepared to update Council and staff with regards to the disbursements and economic impacts attributed to eligible events under the STG policy.

Report

Prior to the Sport Tourism Grant and Policy, no mechanism existed to consider applications from sport event organizers to receive a facility fee reduction or waiver from Council. The Sport Tourism Grant and Policy was developed in early 2007 and approved by Council on August 27, 2007. In 2011 an additional stream was added to accommodate funding applications from event organizers using private facilities.

SPORT TOURISM GRANT & POLICY

Eligibility Criteria

To be eligible for a grant, the following criterion currently applies to event organizers:

- Event organizers must be able to demonstrate an economic benefit to the City of St. Catharines. Organizers must agree to provide sufficient information to enable Economic Development and Customer Service (EDCS) to undertake a Sport Tourism Economic Assessment to help quantify the benefits of the event.
- Events must meet minimum nightly requirements for accommodation within the City of St. Catharines. Specifically, 40% of all registrants that are staying overnight for a sports event, must stay in St. Catharines affiliated accommodation providers.

Funding Streams

i) Publicly Owned Facilities: for sports events that use Corporation of the City of St. Catharines facilities

Subject to the 40% “Stay in St. Catharines” eligibility requirement, the grant uses the following formula:

- $(15\% \times \text{Facility Rental Cost}) + (\$1.25 \text{ per occupied room night attributed to the event})$

The grant is subject to a capped amount that relates to the Full Rental Cost. The **grant will not exceed 25%** of the full quoted schedule cost to rent the relevant facility(s). Historical averages are 17.3% since 2007.

ii) Private Facilities: for sports events that use private facilities of other public spaces where rental fees do not apply

Subject to the 40% “stay in St. Catharines” criteria, the following applies:

Event Type	Overnight Stays (room night)	Base Amount	Base +
Tier 1	50 - 249	\$300	+ \$1.25 per room night
Tier 2	250-500	\$700	+ \$1.25 per room night
Tier 3	> 501	\$1000	+ \$1.25 per room night
Tier 4 – Significant Events	> 501 + special application or significant media coverage to be assessed	No more than \$3500	n/a

A Tier 4 event is a significant event that may or may not result in large amounts of overnight stays. Typically the significance of these kinds of events is attributed to the marketing and promotional benefits to the City of St. Catharines that they provide. An example might be a national tournament with only a few teams/participants competing that has national television coverage. This event will be assessed by a staff panel in terms of how those benefits are realized for St. Catharines and how best St. Catharines can leverage that marketing exposure.

Review

All applications are required to declare, via the application form, participation and financial data relating to their event. This information is then inputted into the Sport Tourism Economic Assessment Model (STEAM). The STEAM model has been developed by the Canadian Sport Tourism Alliance (CSTA) in association with Sport Canada, Canada Tourism Commission, Canadian Tourism Research Institute (Conference Board of Canada), and the Canadian Association of Convention and Visitors Bureau. The software models standardized visitor expenditure profiles to generate economic impact estimates. STEAM uses secondary data sets, for example CTC and CTRI survey data, modified against CSTA's ongoing surveys and primary research into sports events.

Periodically STEAM algorithms are modified with updated data and weightings. Consequent to the last update, and in addition to discussions with colleagues in the CSTA and other municipalities using STEAM, EDCS recently updated all economic impact reports for all events since 2007. Based on comparisons with other communities

and organizations using STEAM, EDCS staff are comfortable that the updated STEAM outputs better reflect real economic impact values for St. Catharines.

Financial Implications

Not Applicable

Conclusion

The Sport Tourism Grant and Policy has been a successful initiative to

- Assess applications for funding for sports events.
- To redirect overnight stays that may have stayed in other parts of Niagara to stay in St. Catharines.
- Retain and attract sports events to St. Catharines
- Enable economic impact tracking and monitoring of the Sport Tourism sector in St. Catharines

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