



Sports Event Development Grant

INTRODUCTION:

THE SPORTS EVENT DEVELOPMENT GRANT was created to provide financial support to local non-profit sporting organizations. It is intended that this fund will provide the stimulus and seed money to assist non-profit organizations to create, market and administer *new* sports-based events. This fund is not intended to become an annual grant-in-aid for individual sport events.

For the purpose of this Grant a *sporting event* should:

- take place over more than one day
- incorporates an intensive level of activity into those days
- offer participants a unique sporting experience.

The Grant program is administered by the Recreation and Cultural Services Department and the Parks and Facilities Committee of the City of Kelowna's Parks & Leisure Services Department. Applications are reviewed by representatives of the Sport Kelowna Team.

Annual allotment to the Grant is \$35,000. Any un-allocated funds in a given year will be carried forward to the next budget year.

Please read the following information carefully to determine your organization's eligibility for the Sports Event Development Grant. The ability to meet eligibility criteria does not guarantee funding. General inquiries and questions can be directed to:

Jim Gabriel, Sports & Facilities Manager
(250) 491-1384 ext. 114.
(250) 491-1394 (fax)
or email at jgabriel@city.kelowna.bc.ca.



POLICY GUIDELINES

A: GENERAL:

1. Applicants must be a non-profit local organization (charitable status not required).
or
A commercial enterprise can propose a partnership agreement with a local non-profit organization.
2. The sports event must be sanctioned by their sport governing body (i.e. P.S.O., N.S.O).
or
Resolution of your Board of Directors if no sanctioning body is available.
3. The sports event must be a special one-time event
or
an inaugural event
or
an existing event demonstrating event growth. For purposes of this Grant, "event growth" is defined as:
 - an increase in the number of event days (i.e. event growing from 2 event days to 3 event days); and/or
 - a 25% increase in registered participants or teams.
4. The sports event must be provincial, national or international in scope, or be a significant regional/invitational event.
5. The sport event must attract spectators/participants from both in and out-of-town.
6. The organization must not be in a deficit financial situation.
7. The organization must be based within Kelowna or the Regional District of the Central Okanagan and provide the majority of services within the vicinity of Kelowna.
8. Requests for financial assistance must originate from organizations and not from individuals.
9. Greater consideration may be given to:
 - Sporting events that occur outside our main tourism sport season (May long weekend through to Labour Day)
 - Sporting events that are held mid-week (Monday – Thursday) any time.
 - Western Canadian, National or International events.
10. Viable business plan – by virtue of a viable business plan detailing the sporting event's objectives, action plan, volunteer and organizational structure, timelines and budget (including projected earned and unearned revenues), the sporting event will be deemed a sound investment for the City.

B: ITEMS QUALIFYING FOR FUNDING:

1. Expenses related to event bid preparation and presentation, (eg. travel - airfare, mileage, ground transportation), preparation and printing of bid documents or bid fees.
2. Bond or holding fees required to secure an event once a bid has been won. Monies to be returned to the City on completion of event and placed back in the Sports Event Development Grant fund.
3. Start-up costs for organizing committees to begin the process of planning, sponsorship campaigns, volunteer recruitment and training or marketing campaigns prior to revenue generation.
4. Facility and equipment items that can be utilized for future events.
5. Costs associated with operating expenses of the event such as the contract of professional services, the lease of office equipment and facility related costs.

6. To lever for additional/matching funding from other sources i.e. public or private sectors.
7. Costs associated with hosting provincial and higher sporting annual general meetings.

C: APPLICATION PROCESS:

1. The initial contact should be through the Sports & Facilities Manager (491-1384 ext. 114) to review application eligibility, venue availability and other pertinent items.
2. Carefully read the Sports Event Development Grant package information and complete the application form including projected budget information. The application should be submitted at least three months prior to the commencement of the event or bid submission deadline.
3. Enclose letters of intent or support, board resolution, and/or letters of confirmation from governing body.
4. Submit application form to:

Sports & Facilities Manager
SPORT EVENT DEVELOPMENT GRANT
Sport Kelowna Centre
645 Dodd Road
Kelowna, B.C. V1X 5H1

D: APPROVAL PROCESS:

1. All applications will initially be reviewed by a "Staff Review Team" with representation from Parks & Leisure Services and Sports Tourism. The purpose of this review is to ensure all appropriate information is gathered and there is a clear understanding of the impact of the event.
 - a) For applications of up to \$1,000:
 - The Staff Review Team will evaluate and make the final decision.
 - b) For applications between \$1,001 and \$5,000:
 - The Staff Review Team will evaluate and make recommendations to the Parks and Facilities Committee of Council.
 - c) For applications \$5,000 and over:
 - The Parks and Facilities Committee will make recommendations to City Council.
2. Once the application has been reviewed, the organization will be contacted with a final decision as follows:
 - a) Up to \$1,000 – within 15 days
 - b) \$1,001 to \$5,000 – within 30 days
 - c) Over \$5,000 – within 60 days
3. If your organization is successful in receiving grant monies, then applicants must submit a post-project "Actual Budget" report complete with copies of receipts for any monies distributed within 60 days of the completion of the project.
4. Since funds are limited each grant allocation will be decided on its own merit.
5. Once a grant application has been approved a cheque requisition will be processed and funds provided to the applicant.



Sports Event Development Grant Application Form



Date: _____

Name of Organization: _____

Contact Name: _____

Position: _____

Mailing Address: _____

Contact numbers: Phone (W): _____ Phone (H): _____
Fax: _____
E-Mail: _____

Registered Society? Yes No (if no, please describe organization's Non-Profit status.)

Date Organization was established: _____

Total \$ Revenue projected for event: _____

Total \$ Expenses projected for event: _____

Grant \$'s requested: _____

NAME AND POSITION OF PERSON FILLING OUT THIS APPLICATION:

Name: _____

Signature:

NAME, ADDRESS AND SIGNATURE OF TWO (2) BOARD MEMBER OF THE ORGANIZATION:

Name: _____ Name: _____

Address: _____ Address: _____

Signature:

Signature:

EVENT DETAILS:

Name of Event: _____

Date of Event: _____

Location of Event: _____

Event Description:
(50 to 100 words) _____

1. If applying for bid support, what is deadline date of the bid submission?

2. Has the event been secured/confirmed? Yes No

3. This event is:
Invitational
Provincial
National
International

PARTICIPANT DEFINITION INCLUDES :

4. What is the expected total number of local participants? (coaches, officials, players)

5. What is the expected total number of out-of-town participants travelling from over 80 km away? (coaches, officials, players)

6. What is the minimum number of nights participants will be staying in Kelowna?

7. Describe general media coverage expected for this event.
Radio Any live/tape delay television coverage?
Newspaper Explain: _____
TV _____
Other
Explain: _____

8. How will the community of Kelowna benefit from this exposure?

9. What is your current volunteer base and describe how this event will be managed?

10. What is the intended use of the Event Development Grant?

- (a) Bid preparation and presentation
- (b) Bond or holding fees
- (c) Start-up costs
- (d) Facility & equipment legacy
- (e) Operating expenses
- (f) Matching funding
- (g) Hosting Annual General Mtg

Other: _____

11. What other sources of funding/revenue are you pursuing or have secured?

12. If you are successful in receiving support from the Sports Event Development Grant, how will your organization recognize the City of Kelowna in promotional materials/efforts?

13. Describe the potential the sport or tournament might realize in subsequent years of operation, if applicable.

14. In the event this sports event realized a financial surplus, describe how that surplus could be used to benefit the community?

15. If profitable, what \$ amount will be the commitment to be paid into the "Sports Development Grant Fund" so as to help perpetuate the fund for other grant applications?

BUDGET:

Projected	Revenue Item	Actual
Earned Revenue		
	Registration fees	
	Concession Sales	
	Fundraising (gross)	
	Donations	
	Other	
	a)	
	b)	
	c)	
Grants		
	Event Development funds	
	Provincial funds	
	Federal funds	
	Other	
	a)	
	b)	
	Total Revenue	Line A
Projected	Expense Item	Actual
	Salaries	
	Rent	
	Insurance	
	Accounting	
	Office Supplies/Equipment	
	Postage/Freight	
	Telephone	
	Other	
	a)	
	Officials	
	a) Fees	
	b) Travel	
	Venue Rental	
	Venue Preparation	
	Publicity/Promotion	
	Fundraising Expense	
	Concession – cost of sales	
	Security	
	Traffic Control	
	Honoraria	
	Other	
	a)	
	b)	
	Total Expenses	Line B
	Difference Between Revenue & Expenses	
	Grant Application Amount	