



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

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TO: Standing Committee on City Services and Budgets

FROM: General Manager of Board of Parks and Recreation

SUBJECT: Sport Hosting and Vancouver Sport Strategy

RECOMMENDATION

- A. THAT Council renew the partnership with HostingBC and commit \$100,000 for a further two year period, \$50,000 in 2006 and \$50,000 in 2007, source of funds to be from the contingency reserve in the 2006 operating budget and, in 2007, the operating budget without offset, and further, to encourage the Regional Municipality of Whistler, City of Richmond and City of West Vancouver and other municipalities in the lower mainland to similarly participate.
- B. THAT Council approve a Sport Hosting Policy and Sport Hosting Grant Programme effective January 1, 2007, as outlined in the staff report, with annual funding of \$ 200,000, to support a range of sporting events not eligible under the HostingBC programme, source of funds to be the operating budget without offset.
- C. THAT Council approve the development of a comprehensive Vancouver Sport Strategy to guide the direction of sport infrastructure, programming and support for events, to be developed in conjunction with the sport community, sport tourism stakeholders and other groups and that the Board of Parks and Recreation be requested to lead and facilitate the project and report back with details on resources and funding required to complete the study.
- D. THAT Council authorize the Director of Legal Services, in consultation with the General Manager of the Park Board to execute any legal agreements and documentation required in order to implement the decisions of Council with respect to the HostingBC programme and the Sport Hosting Policy and Grant Programme.

CITY MANAGER'S COMMENTS

With the winning of the rights to host the 2010 Olympic and Paralympic Winter Games, there has been an increase in the number of requests coming forward to the City for assistance in hosting sporting events. This report outlines the rationale for an extension of the Hosting BC programme as well as outlining a policy framework for sport hosting and a request for approval of the development of larger sport strategy for Vancouver. Council has not, historically, funded sporting events except on a case-by-case basis. This would be a new undertaking for Council.

COUNCIL POLICY

The Parades and Special Events policy outlines civic support for "civic events", festivals and celebrations. There is no applicable Council policy specifically regarding the hosting of sporting events.

PURPOSE

This report seeks approval to extend our partnership with 2010 LegaciesNow/HostingBC programme for a further two years by contributing two year funding totalling \$100,000. This commitment, with similar support from the Municipality of Whistler, Cities of Richmond and West Vancouver and other municipalities in the lower mainland, will expand our collaborative approach as we prepare to host the world in 2010. The report also outlines a new Sport Hosting Policy and Grant Programme to provide a mechanism for the city to support large scale events that are not eligible for funding through the HostingBC programme. The final focus of the report is a request to consider the development of a comprehensive Vancouver Sport Strategy.

BACKGROUND

A 2003 report from the Mayor, flowing out of public consultations around Vancouver's participation in the 2010 Winter Olympic Games, made reference to the many positive benefits that major sporting events can bring to the City. It emphasized the importance of events which are socially, environmentally and economically sustainable and target benefits to all citizens, particularly young people.

In 2004, City staff was asked to develop a strategy to determine which sporting events had the biggest paybacks for Vancouver, to bring those major events to the City, to improve athletic facilities to serve communities and to ease barriers to produce existing events. At the direction of the Corporate Management Team, a working group of staff from a number of City Departments, including Finance, Engineering, Cultural Services, Planning and Park Board, was formed to examine the issue of major sporting events considering Vancouver as a venue prior to, and following, the 2010 Olympics. The group is chaired by the General Manager of the Park Board. The challenge of the work has been to reconcile existing policy, processes and support for various events, activities, parades, festivals and celebrations supported through the various departments in relation to different categories of events. Common to all of these activities is the high expectation that events have in terms of civic sponsorship and

support. The work has focused on existing policy review, research and on working with the Province in the HostingBC programme.

On September 28, 2004, Council approved a commitment of \$100,000 (\$50,000 in 2004, \$50,000 in 2005) to partner with the 2010 LegaciesNow/HostingBC programme to support hosting of sport related special events and tournaments leading up to the 2010 Winter Olympic Games. The City of Vancouver was the first municipality to partner with HostingBC. The Sport Event Hosting Cheque Presentation was celebrated November 2, 2004.

DISCUSSION

In reviewing current city policy related to civic events, celebrations and special events, it became clear that there was a gap in existing policy as it related to sporting events. As a result, one of the initial actions flowing from the interdepartmental staff work was partnering with the Province in the HostingBC programme. This action provided demonstration of Vancouver's commitment to specifically supporting senior level sport events coming to Vancouver.

HostingBC

HostingBC is a programme of the province of British Columbia and the Vancouver Organizing Committee for the 2010 Olympic and Paralympics Games (VANOC) as part of their 2010 LegaciesNow programme. It was launched in June 2004 to support the hosting of single-sport events, including Senior and Junior Cup, World Championship, National Championship and North American level events that provide opportunities to facilitate sport and enhance economic, social and community development benefits and legacies. Multi-sport events such as triathlons, Gay Games and World Police and Fire Games do not qualify for funding consideration under the HostingBC programme. HostingBC is guided by the Strategic Framework for hosting sport events in British Columbia and compliments the Federal hosting framework which was developed in consultation with the provinces and territories.

The City of Vancouver has been a key partner in this programme since its inception, working together with 2010 LegaciesNow, BC Games Society, Sport BC, Province of BC, Tourism BC and VANOC. The General Manager of Park Board has represented City of Vancouver on the HostingBC Review Committee. On September 28, 2004, Council approved a commitment of \$100,000 (\$50,000 in 2004 and \$50,000 in 2005) to partner with the 2010 LegaciesNow/HostingBC programme to support hosting of sport related special events and tournaments leading up to the 2010 Winter Olympic Games. The City of Vancouver challenged the Regional Municipality of Whistler to similarly participate which resulted in their Council approving a \$50,000 commitment over two years.

From a total HostingBC budget of close to \$1million for two years, four rounds of applications have been received and awarded funding - August 2004, February and August 2005 and February 2006. 70 successful applicants received grants ranging in amounts of \$5,000 - \$35,000 including winter and summer sport events in 28 communities throughout BC. Of the awards funded over the two years, 14 applicants were awarded grants for events within Vancouver representing a total of \$230,500 in HostingBC grants. This total is more than double the contribution from the City of Vancouver. A listing of grants awarded to events in Vancouver is listed as follows:

HOSTINGBC GRANT AWARDS FOR VANCOUVER EVENTS 2004 - 2006

Jan. 26 - 30/05	Freestyle Skiing	Canadian Series - VANOC test event	\$ 10,000
Feb. 12 - 13/05	Snowboard	Honda Tour of Champions - Nor Am	\$ 10,000
May 13 - 15/05	Volleyball	Senior National Championship	\$ 10,000
May 23 - 28/05	Gymnastics	Artistic Gymnastics Canadian Championship	\$ 7,500
May 29-June 1/05	Gymnastics	Trampoline & Tumbling Canadian Championship	\$ 7,500
July 8 - 10/05	Fencing	World Cup Fencing Competition	\$ 35,000
July 30 - Aug 7/05	Tennis	WTA - Vancouver Women's Open	\$ 20,000
December 3/05	Athletics	Canadian Cross Country Running Championship	\$ 10,000
June 2 - 4/06	Swimming	Mel Zajac Jr. International Swim Meet	\$ 10,000
June 9 - 11/06	Fencing	Four Weapon International World Cup	\$ 35,000
Sept 11 - 15/06	Sailing - Disabled	Mobility Cup 2006	\$ 15,000
May 6 - 20/07	Boccia (Bid)	2007 CP-ISRA Boccia World Cup	\$ 5,500
July 1 - 22/07	Soccer (Bid)	2007 FIFA World Youth Championship	\$ 5,000
Oct. 5 - 17.10	Wheelchair Basketball (Bid)	World Championships	\$ 10,000
TOTAL			\$230,500

The HostingBC programme is seen as a cornerstone for facilitating sport, economic, social and community development within BC. In addition, sport hosting opportunities enable British Columbians to update event-hosting, technical, volunteer and administrative skills prior to the 2010 Olympic and Paralympic Winter Games. By partnering with HostingBC and other key partners, the City of Vancouver has participated in a coordinated approach and been successful in leveraging our support for sport hosting and sport tourism to realize significant benefits for Vancouver athletes, coaches, organizers, volunteers and spectators. Sport groups and event organizers have also benefited from a streamlined application process for public support, avoiding the difficult task of trying to source out and qualify for different kinds of support and eligibility requirements among the various agencies and levels of government. Their satisfaction, and the evidence of money well spent, has demonstrated that this partnership approach is an efficient and effective method to satisfy our goals for achieving the benefits of a comprehensive sport hosting strategy. This two year pilot partnership has been a cost effective way to respond to requests from organizers and has targeted the City's support for major sporting events to help Vancouver prepare for the Olympics. Therefore, staff is recommending that the City continue to participate for a further two year period, extend an invitation to the Regional Municipality of Whistler to also continue to participate, and to further extend an invitation to the City of Richmond and City of West Vancouver and other municipalities in the lower mainland to join in the partnership.

Vancouver Sport Hosting Policy

While the Vancouver participation in the HostingBC is a successful and coordinated strategy for single sport events at a national and provincial level, it does not cover multi-sport events, or community level tournaments. Recent examples of requests for support have included:

- JCC Maccabi Games - 2006
- ITU Triathlon World Championships - 2008
- BC World Police and Fire Games - 2009

A civic policy is required to outline the support available through city departments and boards to encourage and facilitate high quality national and international multi-sport events and community-based invitational tournaments which local organizations wish to bring to the City of Vancouver for the benefit of Vancouver citizens, visitors and businesses. A policy would assist groups in understanding the range of support that the city currently provides for a variety of major events including civic events, cultural events and community events. It would also assist the City in determining priorities to serve the broad range of interests and needs of all sectors within available resources.

Sport Hosting of major events offers the potential to bring economic, social and other community benefits to the city and act as a catalyst for the achievement of civic priorities. Major sporting events have the potential to generate new investment, business opportunities, particularly in the small and medium-sized business sectors, new jobs, regional development, increased tourism, enhanced infrastructure and profile for the city. Social benefits include community, volunteer and leadership development and increased emphasis on fitness and health. Major sporting events also offer a forum to celebrate athletic excellence and provide Vancouverites with the opportunity to contribute to the expression of Vancouver's identity. Hosting major sporting events provides the potential for community development, capacity building, confidence and pride of place. Hosting can build social capital, leaving communities with a living legacy of skilled volunteers and community leaders who have a desire, willingness and skill level to volunteer again for other community projects.

Staff favours a community development approach that builds on co-operation, coordination, collaboration and engagement among the necessary partners in hosting major sport events including community, private and public sectors. The City's role should be in providing support and facilitating rather than as a direct event producer or host, except in the most exceptional circumstances. The FEST Committee should continue to play a key coordination and facilitation role for successful major events, help raise the overall standards of bids and events, ensure all parts of the city benefit, and coordinate efforts of various groups to enhance partnership opportunities and avoid duplication.

Key goals of a new Sport Hosting policy should include:

- Consistent and coordinated framework
- Integration of policy for festivals, culture, sport, arts and civic events
- Efficient and cost effective process
- Support for events across the city
- Long term policy to achieve public benefits leading up to 2010 and beyond

A funding amount of \$200,000 is recommended to be approved with grant funding support to be recommended by a new Vancouver Sport Hosting Review Panel under the leadership of the General Manager of the Park Board, with final decision on specific allocation resting with City Council. A Sport Hosting Policy outline is described below.

Sport Hosting Policy Statement

The City of Vancouver will consider opportunities to support sporting events that have the potential to bring significant direct and/or indirect economic, social, health and community development benefits to Vancouver, advance civic priorities and/or ensure needed legacies.

Policy Objectives:

- to firmly establish public support for sport event hosting in the city
- to establish leadership and coordination in relation to sporting events
- to define opportunities for city support
- to provide decision-making framework for:
 - determining the degree of civic involvement in supporting sporting events
 - assessing requests for support against clear criteria
 - bringing a systemic order to the process for bidding, hosting and supporting sporting events in Vancouver

Principles and Key Strategies:

Leadership

The Sport Hosting Policy would be administered by the Board of Parks and Recreation with input and advice from the FEST Committee, a city inter-departmental staff committee. A new Sport Hosting Review Panel, which will be comprised of representatives from various City Departments/Boards and key stakeholder representatives, will deliberate bi-annually and develop recommendations for City Council's consideration and decision.

The FEST Committee should be the first port of call for any organization seeking city support for a major sporting event. Leadership for community level sport events is to be directly between the sport event hosts and the Park Board Special Events Office.

Good Governance and Accountability

Potential host organizations must demonstrate a high standard and record of performance in the principles of good governance and accountability. Host organizations must be registered and duly constituted as a not-for-profit Society in British Columbia and be composed of a qualified Board of Directors. City staff will not be appointed to these Boards to represent the City interests.

Nature of Support

Staff are available to provide pre-application advice before bid submission and advice after an event has been secured.

Staff are recommending three options for grant funding to support the sport hosting policy, a Major Sport Event Operating Grant, a Major Sport Event City Offset Grant and a Community Sport Event City Offset Grant. Event Organizers are eligible to apply for only one grant. The choices provide options for event organizers to determine which grant is best suited to their individual needs and the nature of their event.

- **Major Sport Event Operating Grant** - Funding for direct operating costs only to a maximum of 10% of total gross operating budget to a maximum of \$100,000. Typical grant approvals are expected to be in the range of \$10,000. This grant cannot be used for capital projects, prize money, to advance a profit venture or advance the activities of the host. Funding is provided in two stages, an initial grant and a final grant following review of financial statements and payment of any city services. For multi-year funding submissions, approval will be based on a pro-rated formula over the term of the grant with the final allotment granted upon receipt and acceptance of final financial statements and payment of any city services.
- **Major Sport Event City Service Offset Grant** - Funding to offset direct city services such as police, engineering, parks. Maximum request of up to 50% of city service costs to a maximum of \$10,000. Approval is granted prior to the event and the support is realized as an offset against the invoice for city services. Not to be applied against deposits or other expenses other than direct city services. No cheque is produced by the City for deposit by the event organizers. Any outstanding balance on the approved grant which is not required to cover the costs of city services remains in the grant program to be used by other sport events.
- **Community Sport Event City Service Offset Grant** - Funding to offset direct city services such as police, engineering, parks. Maximum request of 50% of city services costs to a maximum of \$1,000.

Fiscal Responsibility

The City is not obliged to provide funding or services for an event. Support is dependent upon the degree of social and economic benefits accrued by the City and are balanced against other competing priorities, available funding and Council approval. Ensure value for money:

- invest in events which stand the best chance of providing significant benefits
- focus available resources on priorities
- provide support allocated on results of assessment criteria

Partnership

The City of Vancouver generally would not be the sole supporter of an event.

Procedures / Guidelines:

Application Procedure

A written submission is required in a format to be developed by city staff with established intake periods. Host groups are not encouraged to spend funds on the design and production of elaborate presentation materials for this submission. Groups may be contacted for further information and may be requested to attend a meeting with staff for the purposes of reviewing the submission.

Assessment Guidelines

- **Prior consultation** - to avoid an ad hoc approach, the hosts need to consult with the city early. City support cannot be assured if the city is not consulted before a bid is launched or an event secured. In no case should a host initiate a formal invitation without prior City approval.
- **Event** - international/national multi-sport event or major community invitational single sport event not eligible under the HostingBC program.
- **Endorsement** - sanctioning organization support from relevant governing body of sport
- **One-off Events** - no recurring events.
- **Public Profile** - media coverage, audience.
- **Development of Sport** - extent to which the event will encourage participation in sport and provide direct or indirect opportunities for Vancouver sport stakeholders.
- **Influence in National or International Sport** - For Major Events only - extent to which this event will lay the ground work for future events.
- **Technical Quality** - extent to which organizers have organizational and technical capacity to stage a successful event. A documented Business Plan is fundamental to this assessment for Major Events.
- **Economic considerations** - sound financial plan including details on all other secured and unsecured revenue sources, type and extent of short and long term economic impact. Extent to which direct or indirect economic benefits can be realized for the City of Vancouver and for Vancouver taxpayers.
- **Social Benefits** - opportunities for young people, volunteer development and evidence of community public support.
- **Cultural Benefits** - extent to which arts and cultural programmes are associated with the event and potential to promote Vancouver's identity.
- **Environmental Benefits** - extent to which principles and best practices of environmental sustainability are integrated into the event and degree of environmental enhancement.
- **Location** - event must be in the City of Vancouver, with appropriate site selection, site and service requirements including city support services, permits and licenses secured.
- **Safety and Security** - plan and resources in place to address all health and safety issues for participants, volunteers and spectators, equipment and property including satisfying risk management requirements, emergency planning and specifically address insurance and indemnity requirements.
- **Recognition** - strategies to acknowledge support from City of Vancouver.
- **Event Administration/Governance** - event operated on a not-for-profit basis by a registered BC Not-For-Profit Society in existence for more than one year prior to

submission date. Governance model reflects the scope of the event with appropriate committees and controls. Board members must act in a voluntary capacity and may not receive remuneration. Major events require paid professional administration. In no event will the City provide administrative support or play a governing role as part of the host organization; however city representatives may provide advice at various stages of the planning process.

- **Demonstration of Financial Need** - organizers must provide financial statements including a balance sheet and a complete project and annual budget. Projects will be assessed by City staff to determine financial need and revenue generation capacity of the organization including consideration of fund raising, sponsorship strategies, ticketed events as well as the sale of goods and services. The organizers must outline how support from the City of Vancouver would be applied and how the event would proceed without civic support.
- **Demonstration of Public Priority** - extent to which event helps to advance current civic priorities and strategies.
- **Eligibility under HostingBC** - events eligible for funding under the Hosting BC Program will not be considered under the City of Vancouver Sport Hosting Policy and will be referred to apply to the Provincial HostingBC Program in which the City has been a founding supporter.

To broaden the focus of support that the city provides for major special events and the current support for the HostingBC programme, staff is recommending that a civic Sport Hosting policy and Grant Programme be approved and implemented.

As we update and integrate the Vancouver Sport Hosting Policy to align with the existing Arts and Cultural Grants programmes and with the Special Event Policy framework, it is important to also ensure that the sport policy is integrated with other sport sector activities.

A Vancouver Sport Strategy

Across the country, efforts have been directed to plan for sport excellence and the well-being of Canadians. A "made in Canada" policy framework has been developed based on international best practises and research. Overall, the framework takes a long term view and promotes and supports a healthy, physically literate nation of citizens participating in lifelong physical activity.

The impact of these developments has had an effect on the entire sport continuum which includes:

- Sport participants at all ages, stages, levels and interests
- Parents
- Coaches
- Schools
- Sport clubs
- Community recreation programs
- Provincial sport organizations (PSOs)
- National sport organizations (NSOs)
- Sport science specialists
- Local governments
- Provincial/Territorial Governments

- Federal Government

Each sector has a role to play to ensure the success of the strategy. Many of the roles are distinct and complimentary and appropriate alignment, integration and commitment throughout the entire sector is required to achieve the goals and ensure effective and efficient use of resources.

The Role of Local Government

The municipality has a key role to play within the overall sport framework. Leadership at the municipal level is critical to ensure broad access and opportunity for all participants. The basic community infrastructure of facilities and programmes is the foundation of the entire system and provides and supports the cornerstones for people to move throughout the system at different stages of their sport involvement. Specifically, it is frequently in community parks where young children are introduced and develop the fundamental physical movement and sport skills which are the basics of physical literacy. Developed at an early age, this basic physical literacy, combined with emotional and cognitive development, provides the potential for people of all abilities to be active in a variety of sports throughout all stages of life. Given certain genetic characteristics and appropriate training and support, individuals who are inclined and committed can reach elite competitive levels of participation in different sports. The “playground to podium” pathway to development is grounded in the basic requirement for a local facility and programme infrastructure. Equally important are the opportunities after the podium, and the options instead of the podium for those not inclined to compete at elite levels. Once again, the basic local availability of sport opportunities provides the interface to transition from one sport to another, and from competitive levels to recreational participation. It is the broad local sport system which provides and supports opportunities for people to transition between team sports and individual sports and between recreational and competitive participation and supports a community which is active for life.

Sports also play an important role in city life and city building. Since its foundation, a variety of games and sports have lifted spirits, been the common grounds for the development of critical life skills and relationships, and created environments where Vancouverites bridged and overcame cultural, economic and ideological barriers to create the vibrant and inclusive cosmopolitan city of today. Today, more than ever, sport and physical activity is known for its positive contribution to healthy lifestyles and as a preventative health care, social and economic development strategy.

Participation in sport activities is a key component of our civic identity. The extensive diversity of the physical environments in our area supports a broad range of sport interests including water sports, mountain and trail sports and field sports. We also have extensive social capacity infrastructure in a broad range of sport clubs and organizations, many with long traditions encouraging recreational and competitive participation in individual sports. The Vancouver climate itself encourages a physically active lifestyle all year round, and the city has been planned and developed to encourage physical activity through the extensive network of trails, greenways and local community level planning. Despite our obvious advantages in enjoying exceptional active lifestyle options, we are facing critical gaps in a comprehensive strategy to optimize the potential for all participants, from grass roots to elite athletes, at all stages from playground to podium, and for all members of our community.

Various successful initiatives have been launched to address several of the obvious barriers:

- **Get Out** - A 2 year Youth pilot programme aimed at hard to reach youth to increase participation in sport, physical activity, arts and cultural activities
- **MoreSports** - A local programme in several Vancouver inner city neighbourhoods aimed at reducing barriers and providing children access to sport activities
- **Sport Field Upgrading** - Capital investments in field developments including artificial fields to maximize playing opportunities
- **Aquatic Renewal Plan** - Long range plan for replacement of civic swimming pools including the Killarney Leisure Pool, Renfrew Pool Upgrades and the development of the Riley/Hillcrest Pool
- **Skateboard Strategy** - New facilities in Hastings Park, Quilchena Park and under the Georgia Viaduct highlight exciting advancements in this sport and attract athletes of all levels to play together in a supportive and challenging environment
- **Active Communities Strategy** - A strategy to increase by 20% the physical activity of Vancouverites by 2010. Approved by Park Board in May 2006 to be followed by City Council consideration

Yet there is much to do. Ongoing pressures for more and higher quality sport facilities, particularly at the regional and city-wide level, to support training, tournaments and higher level play are in demand. Newer growing sport trends such as beach volleyball, BMX, Ultimate Frisbee as well as increasing sport participation of girls and women and persons with a disability are placing significant demands on an already pressured sport facility infrastructure. In addition, an increasing number of requests from sport event organizers interested in hosting events in Vancouver highlight the need for a civic sport strategy.

A Vancouver Sport Strategy should be developed with the involvement of the local sport community, key stakeholders and other organizations such as the Vancouver School Board, local colleges, universities and membership based clubs. Broad community consultation should be undertaken as a key component of this process. Key areas of focus to include:

- Inventory and assessment of sport facilities such as gymnasias, fields and tracks
- Innovations for potential facility development funding models
- Inventory of local skill development and participation programmes
- Coordination of permitting to maximize utilization
- Sport Event Hosting capability and coordination
- Communication and networks of various sport groups
- Planning for growth

Park Board, with its extensive network of relationships with sport groups is seen to be well positioned to play a key role in leading and facilitating the development of the strategy.

Staff is recommending the development of a comprehensive Vancouver Sport Strategy and that Park Board report back with a detailed plan and associated funding requirements.

FINANCIAL IMPLICATIONS

Hosting BC

It is recommended that the City provide \$100,000 to extend the partnership with the 2010 LegaciesNow/HostingBC programme to be funded in 2006 (\$50,000) and 2007 (\$50,000). For 2006, the source of funding for this expenditure would be the operating budget contingency reserve. In 2007, the source of funding would be the operating budget without offset. The city funds will expand the funds available directly to organizations hosting events which will be disbursed by HostingBC under their eligibility criteria. City staff will continue to serve as a member on the HostingBC Selection and Awarding Committee which will award the grants to qualifying applicants.

Sport Hosting Policy

It is recommended that the City provide \$200,000 annually to support a range of Sporting Events not eligible under the HostingBC programme. The source of funding for this expenditure, beginning in 2007, would be the operating budget without offset. The city funds will be expended following review by the FEST committee, and bi-annual recommendations by the new Sport Hosting Review Panel administered by the Park Board, with final decision on specific allocation resting with City Council.

Vancouver Sport Strategy

The report recommends the development of a Vancouver Sport Strategy which, if approved, will direct staff to report back outlining resource requirements to develop the strategy.

Financial Summary			
Year	Amount	Programme	Source of Funding
2006	\$ 50,000	HostingBC	Operating Budget Contingency Reserve
2007	\$ 50,000	HostingBC	Operating Budget without offset
2007 & ongoing	\$200,000	Sport Hosting Policy & Grant Programme	Operating Budget without offset

PERSONNEL IMPLICATIONS

Existing staff in Engineering, Police, Cultural Services and Park Board will continue in their roles to support and coordinate city services and apply approved policy as part of the staff FEST Committee. Existing Park Board staff will administer the Sport Hosting Policy and Grant Programme and Sport Hosting Review Panel and one staff will continue to serve as a member of the HostingBC Selection and Awarding Committee and the Sport Tourism Task Force.

CONCLUSION

The City of Vancouver is committed to enhancing its reputation as an international sport destination and to increase its share in the sport tourism industry. This report seeks approval to target and expand civic support for sporting events leading up to 2010 and well into the future. Three specific recommendations are discussed which:

- Continue our partnership with 2010 LegaciesNow/HostingBC for a further two year period and encourage other municipalities to similarly participate;
- Establish a Sport Hosting Policy and Grant Programme with annual funding to support events not eligible under the HostingBC programme; and
- Develop a comprehensive Vancouver Sport Strategy.

Overall, the report aims to balance the opportunities of sport hosting into the existing civic special event policy framework, leverage partnership opportunities and align and integrate the civic role in sport with the broader sport sector to maximize the benefits for Vancouver residents and taxpayers.