

Date: 2020-11-10

Subject: **2021 Sport Tourism Hosting Funding**

Contact: Jason Tamming, Director Strategic Communications, Culture and Events, 905.874.2889, jason.tamming@brampton.ca

Report Number: Corporate Support Services-2020-406

Recommendations:

That the report from Jason Tamming, Director Strategic Communications, Culture and Events, dated November 10, 2020 to the Committee of Council meeting of December 2, 2020, titled, **2021 Sport Tourism Hosting Funding**, be received;

1. That approval be given to draw down a maximum of \$50,000 per individual Sport Tourism event and up to a cumulative total for any given calendar year of \$225,000 from Reserve #16 – Community Grant Program, to support the Sport Tourism Hosting Program in 2021;
2. That only those applicants and events for the 2020 Sport Tourism Hosting Program be eligible for the 2021 program and that only updated budgets and event plans need be submitted by January 15, 2021;
3. That Council enact a by-law pursuant to the foregoing resolutions as amended to provide for the following:
 - a. That authority be delegated to the Director of Strategic Communications, Culture and Events to approve the City's funding of individual sport tourism events of \$50,000 or less each and up to a maximum cumulative total in of \$225,000, and to execute on behalf of the City of Brampton Sport Tourism Hosting Program agreements with incorporated non-profit organizations for such approved funding on such terms and conditions acceptable to the Director of Strategic Communications, Culture and Events and in a form satisfactory to the City Solicitor or designate; and
 - b. That Administrative Authority By-law 216-2017 be amended to provide that authority be delegated to the Director of Strategic Communications, Culture and Events to approve the City's funding of individual sport tourism

events of \$50,000 or less each and up to a maximum cumulative total for any calendar year of \$225,000, and to execute on behalf of the City of Brampton Sport Tourism Hosting Program agreements with incorporated non-profit organizations for such approved funding on such terms and conditions acceptable to the Director of Strategic Communications, Culture and Events and in a form satisfactory to the City Solicitor or designate; and,

5. That Council approves measures permitting the cancellation or a revision to the terms of the approved grant or agreement in the event that government orders, public health directives or the applicant determine it not feasible for the live event to proceed due to the pandemic and that the applicant be responsible for any expenses resulting from any cancellation or revision.

Overview:

- The Sport Tourism Hosting Program demonstrates Council's commitment to supporting sporting events that have a positive impact on the community and increase tourism visitation.
- The Sport Tourism Hosting Program was created to support well-established community sport events until a Tourism Strategy is developed. It is anticipated that the strategy will provide recommendations for a sports event funding model that, pending Council approval, will be implemented for the 2022 granting year.
- Applications are reviewed for eligibility and evaluated against a program criteria. Additionally, the required governance documentation to confirm a Brampton address and not-for-profit incorporation status as well as up-to-date required liability insurance coverage are confirmed as part of the application process.
- Six (6) Sport Tourism Hosting Program applicants were approved under the Director of Economic Development and Culture's delegated authority for a cumulative total of \$225,000 in funding in 2020.
- Due to Public Health Restrictions mandated as a result of COVID-19, zero (0) of six (6) approved applicants were able to execute their sport events in 2020.
- Funds approved for draw down from Reserve #16 were not required and the draw down for 2020 has been cancelled. Due to the cancellation, \$225,000 is available for draw down for the 2021 Sport Tourism Hosting Program.

- At present, all six (6) of the approved applicants from the 2020 Sport Tourism Hosting Program are planning to host their sporting event in Brampton in 2021, pending and subject to COVID-19 guidelines in place at the time of the event.
- Applicants will not be required to submit a new application but rather an updated budget and event plan.

Background:

City Council, at its October 16, 2019 meeting, approved Committee of Council Resolution CW389-2019 (Council Resolution 376-2019) to implement a new funding framework outside of the Community Grant Program, the Sport Tourism Hosting Program, developed specifically for sport tourism events beginning in 2020.

Council's resolution included approval to draw down a maximum of \$50,000 per individual sport tourism event and up to a cumulative total of \$229,810 from Reserve #16 – Community Grant Program, to support the Sport Tourism Hosting Program in 2020. Also as part of the Resolution, Council approved the enactment of a by-law providing delegated authority to the Director of Economic Development and Culture to approve City's funding of individual sport tourism events of \$50,000 or less each and up to cumulative total of \$225,000.

Under the Director of Economic Development and Culture's delegated authority, six (6) of the highest scoring 2020 applicants were approved for 50% of their eligible expenses for a total value of \$225,000. The \$225,000 initially approved for the top six (6) applicants is within the cumulative total approved by Council to execute as part of the Sport Tourism Hosting Program.

Though the six (6) approved events were not able to be executed, City Council, at its June 17, 2020 meeting, approved Committee of Council Resolution CW150-2020 (Council Resolution 156-2020) to allow staff to notify all applicants of the Sport Tourism Hosting Program that they are required to postpone, modify or cancel their events. Events that were required to cancel their event but endured unrecoverable expenses were provided the opportunity for reimbursement on lost costs. Three (3) events notified staff that they were either able to execute their event or cancel with expenses. These three (3) events were provided a total of \$76,317.58 out of the Community Events operating budget. No funds were required to be drawn down from Reserve Fund #16 during 2020.

Current Situation:

The impact of COVID-19 and associated Public Health restrictions resulted in zero (0) of six (6) approved 2020 Sport Tourism Events being successfully executed. The cancellation of the six (6) events resulted in \$76,317.58 of the approved \$229,810 being

spent to provide COVID support. The required funds were paid out of the annual budget that supports funding of events. The Council approved draw down was cancelled for 2020.

All six (6) of the events that were cancelled are scheduled to take place in Brampton in 2021, subject to public health and COVID restrictions specific to team sport activities and travel. The Tourism & Film Office recommends allocating \$225,000 from Reserve #16 to the Sport Tourism Hosting Program in 2021 with a commitment to support the approved 2020 events.

Brampton Tourism Strategy

The Brampton Tourism & Film Office is currently working with Bannikin Travel and Tourism to produce a five-year tourism strategy to guide the development of the City as an emerging destination and cultural hotspot. The strategy is scheduled to be released in 2021 and will build recommendations for short and long-term tourism growth, including an anticipated new funding model for sport tourism events in Brampton, to be administered in 2022.

Next Steps

Pending Council approval, staff will notify the six (6) event applicants of the decision regarding support of sport tourism events in 2021. Event organizers will not be required to complete the full application but rather, will be asked to confirm budget and event details for 2021. All applicants must be required to meet grant criteria.

Corporate Implications:

Financial Implications:

Sufficient funding available through Reserve #16 – Community Grant to support the \$225,000 draw down request for Sports Tourism.

Reserve #16 - Community Grant	
Balance as of September 30th, 2020	\$ 643,000
2021 Potential Commitments	
Sports Tourism	\$ 225,000
Rib n Roll*	\$ 40,000
Carabram*	\$ 30,000
Reserve #16 Balance**	\$ 348,000

*Identified in separate report to Council

**The calculated balance of Reserve #16 may change, due to cancellation of events in 2020 as a result of Covid-19.

Term of Council Priorities:

This report aligns with the vision that in 2040, Brampton will be a mosaic of artistic expression and production, cultures and lifestyles, complete neighbourhoods and vibrant centres.

Conclusion:

Sports events are a stimulus to sport development as well as an economic and community development tool. With a draw down of \$225,000 from Reserve #16 – Community Grant Program, the six (6) sports events will generate an estimated economic impact of \$3,679,353. The events will provide opportunities for Brampton to raise its identity as a sports destination and generate new tourism business. These efforts are important in supporting the recovery of the tourism and hospitality industry in Brampton. Staff is therefore recommending the use of the available funds from Reserve Fund #16 for the 2021 Sport Tourism Hosting Program, an increase to the annual cumulative limit for the delegated authority to approve the City's funding of sport tourism events and agreements and corresponding amendments to the by-law which staff previously recommended be enacted to delegate such authority.

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Reviewed by:

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Submitted by:

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Attachments:

