

The City of Kelowna is committed to developing a strong “Sport Tourism” infrastructure that will support and enhance community activity and provide incentives for visitors to meet, compete and train in Kelowna.

The Sport Event Development Grant offers financial support to local sport organizations hosting a sporting event in Kelowna. It is intended that this fund will provide the stimulus and seed money to assist non-profit organizations to bid on or create, host, market and administer new sport-based events.

For the purpose of this program, a Sport Event is defined as:

- ▶ A recognized sport event that takes place over more than one day,
- ▶ Incorporates an intensive level of activity into those days,
- ▶ Offers participants a positive and unique sporting experience.

While recognizing that events occur throughout the calendar year, more emphasis may be given to sport events that:

- ▶ occur outside our main tourism season of the May long weekend through to Labour Day.
- ▶ are held mid-week (Monday - Thursday) any time of the year.
- ▶ are Western Canadian, National or International in status.

In the event the City’s total annual grant is not fully allocated in any given budget year, the remaining funds shall be carried forward to the next budget year.

POLICY GUIDELINES

1. Applicants must be a local non-profit organization (charitable status not required) or a commercial enterprise that proposes a partnership agreement with a local non-profit organization.
2. The sport event must be sanctioned by a sport governing body (i.e. P.S.O., N.S.O) or receive a resolution of the organization’s Board of Directors if no sanctioning body is available.
3. The sport event must be a special one-time event, or an inaugural event, or an existing event demonstrating expansion and growth. For the 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. Annual events that are experiencing financial difficulty may apply for support from this program. The maximum support for annual events that are experiencing financial difficulty would be three years.
NOTE: This grant is not intended to be an annual grant to the same organization for the same event.
5. The sport event must be Invitational/Regional, Provincial, Western Canadian, National or World in scope.
6. The sport event must attract spectators/participants from both in and out-of-town.
7. The sport organization must not be in a deficit financial situation or have an outstanding receivable with the City of Kelowna. The event cannot be the cause of the financial difficulty for the organization.
8. The sport event must be based within Kelowna. An event outside of Kelowna will only be considered if no facilities are available to host the event and if the organization can clearly demonstrate that the majority of services are being provided by Kelowna businesses. This includes services such as host hotel and food and beverage.
9. Requests for financial assistance must originate from organizations and not from individuals.
10. Upon request, organizations must provide a viable business plan detailing the sport event’s objectives, action plan, volunteer and organizational structure, timelines and detailed budget for the sport event to be deemed a sound investment for the City.

ITEMS QUALIFYING FOR FUNDING

1. Expenses related to event bid preparation and presentation, (i.e. airfare, mileage for ground transportation), printing of bid documents, or bid fees.
2. Bond or holding fees required to secure an event once a bid has been won. Funding to be returned to the City on completion of event and placed back in the Sport Event Development Grant.
3. Start-up costs for organizing committees to begin the process of planning, marketing and sponsorship campaigns and volunteer recruitment & training 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 rental costs.
6. To lever for additional/matching funding from other sources, public or private sector.
7. Costs associated with hosting provincial and higher Annual General Meetings.

FUNDING LEVELS

1. Invitational/Regional Events at \$5/participant up to \$750
2. Provincial Championships at \$10/participant up to \$1,500
3. Western Canadian Championships at \$20/participant up to \$2,000
4. National Championships at \$20/participant up to \$3,000
5. World Championships will be evaluated on its own merit (up to \$4,000)

For the purposes of this grant “Participants” are defined as athletes, coaches and officials that travel for the purpose of the event for a distance greater than 80km.

Note: Multi-sport games are seen to be outside this grant program as their typical level of funding requirement exceeds the ability of the grant program.

APPLICATION PROCESS

1. The initial contact should be through the Recreation & Cultural Services (250-469-8504) to review application eligibility, venue availability and other pertinent items.
2. The completed Sport Event Development Grant application, including projected budget information should be submitted at a minimum of two (2) months prior to the commencement of the event or bid submission deadline.
3. Submit application form to Recreation & Cultural Services for review and processing. Applications should be sent to Sport Kelowna Centre, 645 Dodd Road, Kelowna, B.C., V1X 5H1.

APPROVAL PROCESS

1. All applications will be initially reviewed by a “SEDG Review Team” with representation from Sport & Recreation, Tourism Kelowna and PacificSport-Okanagan. 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 \$3,000:
 - The SEDG Review Team will evaluate and make the final decision.
 - b) For applications \$3,000 and over:
 - The SEDG Review Team will evaluate and forward a recommendation to City Council.
2. Once the application is complete, the organization will be contacted with a final decision as follows:
 - a) Up to \$3,000 - within 15 days
 - b) Over \$3,000 - within 30 days
3. If the organization is successful in receiving grant monies, it 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. This policy recognizes that each event brings unique opportunities and challenges. From time to time, an event may present itself that this policy does not properly apply, and in these circumstances staff may vary from the policy.
5. Upon grant application being approved at the appropriate level, a cheque requisition will be processed and funds provided to applicant.