



SPORT TOURISM HOSTING STREAM

**2019 GUIDELINES
COMMUNITY GRANT PROGRAM**

SPORT TOURISM EVENT HOSTING STREAM

Contents

Section	Item	Page
A	Goal	3
B	Objective	3
C	Definition	3
D	Who Can Apply	4
E	What Events Can Be Applied For	4
F	Evaluation of Applications	5
G	Who Will Evaluate	5
H	General Funding Provisions	6
I	How to Apply and Timelines	7
J	Notice of Application Status	8
K	Recipient Requirements	9
L	Funding Agreement	10
M	Final Report Requirements	11
N	Contact Information	11

SPORT TOURISM HOSTING STREAM

A. Goals

Sport tourism events play an important role in city-building, generating a positive impact on the local economy, community development and civic pride. The goal of the Sport Tourism Hosting (STH) Stream is to support sport tourism events hosted in the City of Brampton that increase tourism visitation and spend in the City of Brampton.

B. Objectives

The objectives of the Sport Tourism Hosting Stream stem from the 2018 City of Brampton Culture Master Plan:

- Support the Culture Master Plan in providing “distinct funding streams for arts, culture and tourism”.
- Support Brampton’s opportunity “to become a tourist destination of note”.
- Leverage “experiences as vehicles for social cohesion”.

C. Definition of a Sport Tourism Event

The City of Brampton has defined a sport tourism event as one that:

- Includes a minimum of two (2) consecutive days of competition.
- Attracts participants and spectators travelling more than 40km one way to the event.
- Consumes a minimum of 15 room nights (# rooms x # nights) in recognized Brampton paid accommodation providers.

D. Who Can Apply

Organizations that wish to submit an application for consideration to the Sport Tourism Hosting Stream must:

- Be a non-profit organization* which is a not-for-profit corporation; or
- Be a non-profit organization* which is an unincorporated association of individuals provided that two (2) or more of the organization's named directors or officers execute the grant application and the City's grant agreement personally or;
- Be a charitable organization registered as a charity under the Income Tax Act of Canada and provides acceptable evidence of a valid charitable registration number issued by Canada Revenue Agency.
- Be in compliance with all conditions and requirements contained in the Ontario Human Rights Code and the Charter of Rights and Freedoms.
- Hold at minimum, a \$2 million commercial general liability insurance coverage that covers their organization's annual activities/operations and maintained in full force throughout the term of the City of Brampton funding agreement.
- Posses all required licences and permits as well as any necessary regulatory requirements to execute the sport event.
- Be in good standing with the City of Brampton.

**Defined by the Income Tax Act of Canada*

E. What Sport Tourism Events Can be Applied For

Applications for consideration under the STH Stream can include new or existing sport tourism events that are:

- Hosted in the City of Brampton.
- Hosted in the 2019 calendar year.
- Sanctioned by a recognized sport body or if an emerging sport that has not received official status, the sport must have official rules/regulation that are being adhered to for the event.
- Open to the public.

F. How will Applications be Evaluated

- In addition to meeting the mandatory eligibility requirements, applications will be reviewed and evaluated based on a consistent set of criteria and weighted scoring matrix.
- Each criteria has a maximum weighted point value to a total of 41 points.
- Application must score a minimum of *29 pts* or 70% percent to be considered for funding.
- A score of 70% percent is not a guarantee of funding.
- The following criteria will be used to evaluate an event for funding:
 - ✓ Number of room nights actualized in recognized Brampton paid accommodation providers. *Note: a list of recognized Brampton accommodation providers is available from the Coordinator, Sport Tourism – maximum 16 points*
 - ✓ Percentage of Participants (athletes, coaches, officials) and spectators travelling more than 40km one way to the event – maximum *9 points*
 - ✓ Number of Consecutive Competition Days – maximum *6 points*
 - ✓ Potential to generate measurable economic impact and tourism benefit in the City of Brampton (e.g. banquet, team building activities, planned visits to tourism attractions, etc.) – maximum *5 points*
 - ✓ Ability to leave a legacy in the City of Brampton (e.g. new equipment for the City of Brampton, coaching/officials clinics open to the community, introductory sessions to the sport, etc.) – maximum *5 points*

G. Who Will Evaluate and Approve Applications

- Applications to the STH stream will be evaluated based on the stated goal and objectives of the STH Stream and funding criteria.
- An evaluation team will review applications based on a defined scoring matrix.
- Applicants recommended for funding must receive City Council approval (March 2019).
- Funding decisions are "final".

- Requests for feedback are to be directed to the Coordinator, Sport Tourism and will be provided by appointment only.

H. General Funding Provisions

- Applicants may submit up to a maximum of two (2) applications per calendar year to the STH Stream.
- An event will be eligible for funding up to 50% of the event's eligible expenses to a maximum of \$50,000.00.
- Ninety percent (90%) of the awarded funds will be issued to the successful applicant prior to the start of the event.
- Ten percent (10%) of the awarded funds will be held back until the event is completed and the applicant submits a Close-Out Report with the applicable documentation within the required timeframe. The amount of hold back released will be determined by comparing actual room nights to estimated room nights in recognized Brampton paid accommodation providers. Should the Project Close-Out Report verify a significantly lower number of actualized room nights than what was submitted on the application, the ten percent (10%) funding hold back may be re-calculated.
- The review team reserves the option to assign a percentage decrease to all applications if there is an abundance of applications in order to provide hosting funds to all eligible organizations.
- Applicants are strongly encouraged to obtain other sources of funding. This may include other grant opportunities, sponsorships, donation, etc. STH funding should not be the primary source of financial support for the event.
- Funding from any other City sources, including elected officials, must be disclosed and will be deducted from any awarded funds.
- In the case of an event cancellation, repayment of the entire amount of funding issued by the City of Brampton will be required.
- Funds may only be used for the approved event as outlined in the original application. The City of Brampton may cancel funding in cases where the event, venue or date changes without prior consultation with City staff.

- Funding in previous years does not guarantee future funding.
- Approved funds cannot be transferred to another person or organization.
- The City reserves the right, at its sole discretion, to assign an organization applying for a grant with a “Concerned Status Designation” requiring special reporting and audit requirements for any awarded funds. This designation may be applied to organizations that have significant financial viability; demonstrate management practices that do not conform to industry accepted standards; or any other performance related issues identified by the City.
- Fund recipients must sign a City of Brampton agreement accepting the fund’s terms and conditions.
- Successful applicants are responsible for keeping expense receipts to account for all event costs.
- 90% of approved funding will be provided initially with 10% of approved funding released upon receipt of the Project Close-Out Report, budget statements and receipts to the satisfaction of the Coordinator. Applicants should note that approved funds will not be paid out until all terms of the funding stream are met.
- The City reserves the right to request bank statements for the event period and/or audited financial statements.
- The City reserves the right to amend or impose additional terms and conditions as is deemed necessary by the City.
- Expenses associated with alcohol (including expenses related to the sale of alcohol), legalized substances or tobacco will not be supported.
- Expenses related to the hosting of the sport tourism event including, but not limited to; facility rental, marketing, communications, transportation, security, technical services, etc. will be considered eligible costs.

I. How to Apply and Timelines

- The call for applications for the STH Stream will open on **Thursday, December 13, 2018**. Applications must be submitted by **Thursday, January 31, 2019 by 4:30pm** via the City of Brampton website – www.brampton.ca/EN/City-

[Hall/grants/Pages/Welcome.aspx](#), select Sport Tourism Hosting Stream Guidelines.

- Returning applicants can “log-in” using the same email and password created last year. Returning applicants can reset their passwords and modify the content of their account. If a returning applicant wishes to change the log-in email, a new account will have to be created. NOTE: 2019 applications have been updated to reflect new criteria and therefore 2018 applications can be used for reference purposes only.
- First time applicants must create an account by clicking “register”. Once you have registered your account, you will be able to access the Sport Tourism Hosting Stream application and complete it at your own pace. NOTE: The information you enter will be saved automatically. You can return to update the application anytime prior to the submission deadline date. Once the application has been SUBMITTED it is FINAL.
- Incomplete or late applications will not be considered. Applications cannot be submitted by email, fax or as paper-copy unless prior arrangements are made with the Coordinator, Sport Tourism.
- The information contained in your application is the only information that will be used for evaluation.
- A system generated message will inform applicants that the application has been successfully submitted.

J. Notice of Application Status

- Brampton City Council must approve all recommended STH fund applicants prior to recipient notification (March 2019).
- Applicants will be notified by email regarding the final status of their application.

K. Recipient Requirements

Recipients of financial support from the City of Brampton’s Sport Tourism Hosting Stream are required to:

- Acknowledge the City of Brampton on the organization's/event's web page as well as part of social media.
- Distribute City of Brampton welcome packages to participants.
- Include the City of Brampton logo on all event promotional materials including flyers, posters, program, banners, etc.
- Identify event sponsors, vendors and merchandisers being considered for the event to ensure compliance with City of Brampton guidelines.
- Provide two free tickets for each day of play for ticketed events.
- Supply a minimum of four high-resolution (minimum 300dpi) pictures of the event including photo credits to the City of Brampton for potential use in promotion materials.
- Provide event website URLs as well as social media hash tags and handles used to promote the event.
- Display the City of Brampton banner onsite during the event (banner will be provided).
- Include City of Brampton representatives as part of any opening and/or closing ceremonies.
- Include City of Brampton based services, products, suppliers, entertainers, etc. where applicable.

L. City of Brampton Funding Agreement

- All fund recipients must sign a City of Brampton Agreement that includes details regarding reporting, indemnity, accountability, insurance and disclosure of conflict.
- Successful applicants will receive funds by electronic transfer to the bank account of the recipient noted in the application form.
- Recipients will receive City of Brampton logo files and guidelines for mandatory recognition of support.

M. Final Report Requirements

1. A mandatory requirement of the Sport Tourism Hosting Fund is that each fund recipient is required to submit a Project Close-Out Report within sixty (60) days after the completion of the event.
2. The Project Close-Out Report must include the following:
 - Written confirmation of event actualized rooms nights from applicable recognized Brampton paid accommodation providers.
 - Percentage of participants and spectators travelling > than 40km one-way to the event.
 - Description of ancillary activities scheduled during the event that had a positive economic impact for the City of Brampton (e.g. banquet, planned visit to a local attraction, etc.).
 - Description of any legacies achieved (financial, sport, community and cultural) for the City of Brampton as a result of hosting the event (e.g. new equipment, trained personnel, learn-to programs, etc.).
 - Final STEAM Report stating economic impact.
 - Sample marketing materials illustrating recognition of the Sport Tourism Hosting Fund.

Project Close-Out Reports that do not include these required components may impact the amount of the hold back funds released and future funding opportunities.

N. Contact Information

Applicants are encouraged to contact the Coordinator, Sport Tourism prior to submitting an application or to clarify questions regarding the Sport Tourism Hosting Stream.

Co-ordinator, Sport Tourism

sport@brampton.ca

T: 905.874.5938