



# SPORTS TOURISM HOSTING PROGRAM



## 2020 STREAM GUIDELINES

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## A. What You Need to Know Before You Apply

Before you begin an online application, please be sure to read the entire Sport Tourism Hosting Program (“STHP”) Guidelines to ensure you are providing all required information including mandatory support documents. It is highly recommended that applicants contact the Sport Tourism Coordinator before proceeding with a Sport Tourism Hosting Program application to ensure potential events meet funding criteria.

### Program Information Summary

- Eligible organizations must be incorporated not-for-profits.
- Events must be hosted in the City of Brampton during the 2020 calendar year.
- Sanctioned sport tourism events are eligible for funding to a maximum of \$50,000 per event.
- Internationally sanctioned events or multi-sport games are not eligible. Please contact the Sport Tourism Coordinator for further information.
- Organizations may apply for a maximum of two (2) sport tourism events per calendar year.
- Only online applications will be accepted unless other arrangements have been made with the Sport Tourism Coordinator.
- Mandatory support documents include:
  - Current Corporate Profile Report issued by a Canadian Government body (Federal, Provincial or Territorial) having jurisdiction to confirm incorporated not-for-profit status.
  - Certificate of Commercial General Liability Insurance (minimum \$2 million)
  - Event Budget
  - Sport Tourism Economic Assessment (STEAM)

### Program Application Deadline

A fully completed application must be submitted no later than **11:59pm EST on Sunday, January 5, 2020** for events to be hosted in 2020. Incomplete or late applications will not be considered. Applications may not be submitted by email, fax or paper-copy unless prior arrangements have been made with the Sport Tourism Coordinator.

### Confidentiality

Any information provided to the City of Brampton will be treated in confidence for the purpose of evaluation for Sport Tourism Hosting Program funding and will not be released to other parties without the applicant’s explicit permission, subject to disclosure(s) made pursuant to the requirements of the Municipal *Freedom of Information and Protection of Privacy Act (MFIPPA)*.

## **B. Introduction to the Sport Tourism Hosting Program (STHP)**

### **Overview**

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 Program is to support sport tourism events hosted in the City of Brampton that increase tourist visitation and dollars spent in the City. The objectives of the Sport Tourism Hosting Program are to:

- Positively contribute to the City's economic well-being through increased tourist visitation and dollars spent;
- Increase the number, size and profile of new and existing sport tourism events hosted in the city;
- Showcase the City of Brampton and its sport and cultural assets through the hosting of sport events at all levels of play;
- Foster relationships with event rights holders that have the capacity and interest to host in Brampton;
- Leverage community partnerships through the hosting of sport tourism events in Brampton;
- Optimize sport facility usage through the hosting of sport tourism events in Brampton;
- Create legacies that support sport development and foster a culture of sport within the City of Brampton; and
- Support local capacity building (i.e. coaches, officials and volunteers) and increase opportunities to showcase sports at all levels of play.

### **Eligible Applicants**

Eligible applicants must:

- Be an incorporated not-for-profit organization.
- Be in good standing with the City of Brampton, including not being in default of any contractual obligation to the City or a party adverse to the City in any current court proceeding
- Be insured for a minimum of \$2 million of commercial general liability insurance.

### **Ineligible Applicants**

- For-profit organizations including commercial or entertainment venues
- Individual or group of individuals
- Government agencies
- Political groups including election campaigns

## Eligible Events

To be eligible for funding, the sport event must meet the following eligibility requirements:

- Include a minimum of two (2) consecutive days of amateur competition at a minimum of seven (7) hours per day.
- Have a minimum of 25 percent of the participants (athletes, coaches and officials) travelling more than 40km one way to the event.
- Consume a minimum of 25 room nights (#rooms x #nights) in recognized Brampton paid accommodation providers.
- Be sanctioned by a recognized and governing sport body.
- Take place in the City of Brampton in the 2020 calendar year.
- Be open to public spectators without membership in a club or group.

## Ineligible Events

- Professional sporting events.
- Events where it is proposed or necessary for the City of Brampton to become a Partner Organization or to assume any of the responsibilities for hosting, any financial contribution for or any liability, contingent or otherwise, in relation to the event including without limitation deficit or revenue and rights fee guarantees.
- Events where participation pledges or fees are primarily used for fundraising initiatives.
- Internationally sanctioned events and/or multi-sport games may require Council endorsement. Please contact the Sport Tourism Coordinator for information.

## C. How to Apply

### Application Timelines

Applications for sport tourism events hosted in 2020 must be submitted in full by **11:59pm** on **January 5, 2020**.

Call for Applications	Application Deadline	Notification
December 2, 2019 – 12:00pm	January 5, 2020 - 11:59pm	January 10, 2020

- Organizations may submit up to two (2) event applications per calendar year.
- Applications will only be accepted online at [www.brampton.ca](http://www.brampton.ca) unless alternate arrangements have been made with the Sport Tourism Coordinator.
- Applications must be supported by the applicable mandatory documentation.

- Applications including all required supporting documentation must be received by **11:59pm EST on January 5, 2020** to be considered for the Sport Tourism Hosting Program.
- Late applications will not be accepted.
- Incomplete applications will be deemed ineligible.

### **Application Process**

All applicants interested in seeking support from the Sport Tourism Hosting Program to host their sport tourism event must successfully complete the following three steps:

- Step 1 Complete pre-qualification questions online.
- Step 2 Upon successful completion of Step 1, complete the online application form.
- Step 3 Submit required support documentation:
  - a) Current Corporate Profile Report issued by a Canadian Government body (Federal, Provincial or Territorial) having jurisdiction to confirm incorporated not-for-profit status.
  - b) Certificate of Insurance – \$2 million commercial general liability covering the organization – upload online
  - c) Event Budget – online
  - d) Sport Tourism Economic Assessment (STEAM) – online

Applications will be considered ineligible if the above documentation is not provided at the time of submission of the application.

### **Step 1 – Pre-Qualification Questions**

Applicants are asked to answer a series of pre-qualification questions prior to completing a Sport Tourism Hosting Program application.

- Successful pre-qualification applicants will receive notification online to proceed with the completion of an application form.
- Unsuccessful pre-qualification applicants will receive notification indicating that the minimum qualifications have not been met and the applicant will not move to the next step

### **STEP 2 – Application Form**

The purpose of the application form is to:

- Outline the scope of the event, timelines, participant profile, event budget, economic impact, marketing initiatives and legacy projects.
- Gather metrics on the economic impact of the event to the City of Brampton (STEAM).
- Identify how the event and the City of Brampton will be promoted to audiences residing within and outside the City of Brampton.

- Describe what legacies the City of Brampton will experience by hosting the event. A legacy for the purposes of this fund is a tangible benefit that the event will leave behind beyond the event itself. Legacies can be related to sport development (i.e. coaches or skill clinics), community engagement (i.e. volunteer recruitment and training) and/or tourism spend (i.e. visits to local attractions, use of local suppliers).

### **STEP 3 – Mandatory Documentation**

The following mandatory documentation must be uploaded with the application:

#### Governance Documentation – Incorporated Not-for-Profit Organization

- Current Corporate Profile Report issued by a Canadian government body (Federal, Provincial or Territorial) having jurisdiction to confirm incorporated not-for-profit status.

#### Certificate of Insurance

- Minimum \$2 million commercial general liability insurance coverage that is applicable to your organization’s annual activities/operations.
- The applicant shall, at its own expense, obtain and maintain in full force the required insurance that is current and up-to-date at all times throughout the application process.
- If the applicant is successful, this insurance is to be maintained in full force throughout the term or extended term(s) of the STHP Agreement (as described below), at the applicant’s own expense.
- A City of Brampton Certificate of Insurance is available and must be completed by an insurance representative, from an insurer licensed to sell insurance in Ontario.
- This is a mandatory attachment for the application to be considered complete.

#### Event Budget Template

The Project Budget Template is available on Fluid Review as part of the online application. The following are considered **ineligible expenses** for the purposes of any financial commitment from the Sport Tourism Hosting Program:

- Staff wages involved with the planning of the event
- Volunteer bursaries or honoraria or payments to members of an organization’s Board of Directors or its officers or employees, directly or indirectly
- Expenses associated with alcohol, legal substances or tobacco (including equipment, displays, signage, advertising or staff resources related to sales, display and/or direct purchases)
- Products for resale
- Charitable components of an event including printing of raffle tickets, lottery licences, etc.

- Appearance fees for athletes participating in the event
- Cash purses
- Funds to offset an organization's deficit or expenses
- Any bid costs
- Any costs of gifts, gratuities or other forms of recognition that are not part of the sport competition
- Insurance costs
- Financial support to specific families, groups or individuals
- Expenses not directly related to the hosting of the event

#### Sport Tourism Economic Assessment Model Workbook

The Sport Tourism Economic Assessment (STEAM) has been developed by the Canadian Sport Tourism Alliance (CSTA) and is designed to calculate economic impact projections of sport events in Canada.

#### Online Application

The City of Brampton requires all 2020 grant applications to be submitted through the new online portal platform called Survey Monkey Apply. Only applications submitted to Survey Monkey Apply will be accepted unless alternate arrangements have been made with the Sport Tourism Coordinator.

The online application is available at <https://CityofBramptongrants.smapply.ca>. You can also access the online application process through Brampton.ca – [Sport Tourism Hosting Program](#).

#### Register as an Applicant

- Click Register
- Choose to Register to Survey Monkey Apply
- Click Create Account
- Enter the required information
- An email from Survey Monkey Apply will advise that you have created an account. Ensure that [noreply@mail.snappy](mailto:noreply@mail.snappy) is added to your safe sender list within your email account. Click on the link provided in the email to confirm your registration.

***Important Note:** You will not be able to access, or submit applications or complete certain tasks until you have verified your email address.*

#### Application Process

- Login to Survey Monkey Apply and answer the pre-screen questions.
- Applicants who meet the pre-screen eligibility will receive a message indicating they can move to the application stage.
- Complete your application.

## Submitting an Application and Confirmation

- Submit all required documentation (Current Corporate Profile Report issued by a Canadian government body (Federal, Provincial or Territorial) having jurisdiction to confirm incorporated not-for-profit status) and complete all tasks (Event Budget and Sport Tourism Economic Assessment). Applications will not be considered complete until all required documentation is submitted and all tasks completed.
- Click ‘Submit Your Application’ at the bottom of the page.
- Once all documents are submitted the status of your application will read ‘complete’ and you will be sent an email from Survey Monkey Apply confirming receipt of your application.

## Technical Issues with Survey Monkey Apply

Please familiarize yourself with the FAQ help button located on the top banner. This FAQ button will provide help with troubleshooting issues and provide directions on how to connect with the Survey Monkey Support team for any technical issues.



## D. Evaluation

### Application Assessment

The evaluation involves a review of the approved submitted applications based on both quantitative and qualitative measures as well as tourism benefits stated in the application, derived from the hosting of the sport event. Each application is assessed on its own merit and evaluated based on areas of measure as specified in the guidelines. The outcomes of the “Evaluation Assessment” are considered “final” decisions. Feedback on the application evaluation will be provided to applicants upon written request to the Sport Tourism Coordinator. Feedback will be provided by appointment only.

The City will assess applications and all submitted documentation against the outlined eligibility criteria to determine whether the application satisfies all such criteria including without limitation the following requirements:

- The event will be organized and hosted by an incorporated not-for-profit organization.
- The reasonableness of budget assumptions have been verified and alternative sources of revenues have been identified. NOTE – funding from other city resources (e.g. elected officials) must be disclosed in the budget.
- There is no expectation of or necessity for the City to become a Partner Organization or to assume any of the responsibilities for hosting, any financial

contribution for or any liability, contingent or otherwise, in relation to the event including without limitation deficit or revenue and rights fee guarantees.

- All requested documentation and information has been submitted.

If the above requirements are met, applications will then be scored according to an evaluation matrix.

**Sport Tourism Event Evaluation Matrix**

Applications will be reviewed by the City of Brampton’s Tourism and Special Events Unit staff based on a defined scoring matrix directly related to the program’s goals and objectives and funding criteria outlined in the application. Applicants must score a minimum of **70%** to be considered for funding. A score of 70% is not a guarantee of funding.

Criteria	Weighting
<p><b>Economic Impact from STEAM Report</b></p> <ul style="list-style-type: none"> <li>• Number of competition days</li> <li>• Number of consumed room nights</li> <li>• Number of out of town participants</li> </ul>	60%
<p><b>Marketing Plan</b></p> <ul style="list-style-type: none"> <li>• The type and description of marketing initiatives planned to promote the event and City beyond 40km radius</li> <li>• Percentage of event budget allocated for marketing initiatives (minimum of 2.5% of operating budget)</li> </ul>	20%
<p><b>Legacy Plan</b></p> <ul style="list-style-type: none"> <li>• The number of tangible and intangible initiatives undertaken in the community as a result of hosting the event i.e. volunteer training, skills camps, equipment donations, coaching clinics, etc.</li> <li>• Percentage of event budget allocated for legacy initiatives (minimum of 2.5% of operating budget)</li> </ul>	20%

Successful applicants must execute the required agreements/contracts within ninety (90) days of confirmation of funding. Subject to the foregoing, successful applicants will receive:

- (i) seventy-five (**75**) percent of awarded funds prior to the event start date; and
- (ii) Twenty-five (**25**) percent of awarded funds after the event is completed and provided the applicant submits an event Close-Out Report supported by the required documentation within **60** days of the event end date.

Sport Tourism Hosting Program funds may only be used for the approved event as outlined in the application. The City of Brampton may cancel funds and request repayment of funds already advanced in cases where the event, venue or date changes without prior consultation with the Sport Tourism Coordinator. In case of an event cancellation, repayment of the entire amount of funding issued by the City of Brampton will be required. Approved funds cannot be transferred to another person or organization and funding in previous years for the same event does not guarantee future funding for the event.

The City reserves the right, at its sole discretion, to assign to an organization applying for a grant with a “Concerned Status Designation” . In the event such a designation is made and remains outstanding, the City may impose and/or include in any STHP Agreement(s) to be executed provisions imposing any or all of the following:

- Audited financial statements to be provided by the organization
- Forfeiture of holdback funds remaining unpaid
- Ineligibility of the organization to apply for funding for a one year period

### **Funding Considerations**

The City of Brampton wants to ensure funds meet a variety of economic and social needs, and are appropriately leveraged and managed according to sound accountability principles. Consideration of requests for financial support will be made contingent upon:

- The overall availability of city funds and the requirements of the city approval process.
- The value of benefits generated by tourists attending the event.
- The maximum amount of the City of Brampton’s financial contribution to the hosting of an event is the least of: \$50,000.00, 35% of the event’s eligible expenses as approved by City, or the requested amount. Additionally, in determining the amount of funds to be awarded, the City will take into account the level of contributions from other public and private sector partners.
- The City cannot guarantee funding to all applicants, nor can the City ensure that the total amount requested by successful applicants will be granted. The decision to fund all or part of an applicant’s request will depend on its fit with program priorities, total confirmed eligible expenses, assessment criteria and the overall demand for funds.
- Approved funds will be sent by Electronic Funds Transfer to the financial institution and account as provided by the successful applicant.
- Funds issued by the City are designed to be supplemental to the overall requirements necessary to carry out the event and should not be considered a primary source of financial support for the event.

- Applicants are strongly encouraged to obtain other sources of funding. This may include other funding opportunities, sponsorships, donations, etc. Organizations are encouraged to work with community stakeholders and staff to increase other sources of funding and decrease reliance on City of Brampton funding support.
- Applicants must demonstrate that they have fully explored alternate and/or other funding sources such as federal and provincial grant programs. Applicants who have or will have funding from alternate sources must disclose other grants or funding sources for the proposed project under consideration by the City in their grant application. Applicants are also required to provide information on the reasons why other opportunities were not explored.
- Funding from any other City of Brampton sources, including elected officials, must be disclosed and will be deducted from any awarded STHP Funds.
- STHP Funds may only be used for the event approved as outlined in the original application. The City of Brampton will cancel funding in cases where the event, venue or date changes without consultation with the Sport Tourism Coordinator.
- Approved STHP Funds cannot be transferred to another person or organization.
- Approved STHP Funds or other types of assistance from the City of Brampton in any one year, or over several years, is not to be regarded as a commitment for future assistance and/or ongoing financial support.
- The City reserves the right to cancel awarded funds without notice if the applicant is in violation of any of the terms and conditions set forth in the guidelines, the STHP Agreement or other legally binding agreements.
- The City reserves the right, at its sole discretion, to assign an organization applying for STHP Funds with a “Concerned Status Designation” that may result in a requirement for special reporting and audit requirements for any awarded funds.

## **E. Recipient Obligations**

Applicants should be aware that the City of Brampton is bound by the *Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990*, as amended, and that any information provided to the City in connection with an application may be subject to disclosure in accordance with the requirements of that Act. Successful applicants will be required to:

- Be in good standing with the City of Brampton, including not being in default of any contractual obligation to the City or a party adverse to the City in any current court proceeding.
- Sign a STHP Agreement with the City of Brampton within 90 days of funding announcement that includes details regarding reporting, indemnity, accessibility, accountability, insurance and disclosure of conflict.

- Carry at least \$2 million in commercial general liability insurance coverage, and must add the City of Brampton as an additional insured on this coverage before the Funding Agreement can be executed. Failure to obtain commercial general liability insurance that is deemed acceptable by the City could result in the cancellation of an awarded grant. Required insurance coverage may be higher based on the sporting event.
- All applicants must be in compliance with all conditions and requirements contained in the Ontario Human Rights Code and the Charter of Rights and Freedoms.
- Provide the City of Brampton with applicant banking information for electronic transfer of funds.
- Obtain City of Brampton approval for any change proposed to the hosting of the event.
- In case of an event cancellation, repayment of the entire amount of funding issued by the City of Brampton through the STHP Agreement will be required.
- Acknowledge the support of the City of Brampton in all materials that promote the event funded by the Sport Tourism Hosting Program prior to and during the project. All promotional materials must be approved by the City of Brampton Sport Tourism Coordinator prior to release. Recipients will be provided with City of Brampton logo files and guidelines.
- Permit the City of Brampton to use the event's brand and logos for non-commercial promotion and communication.
- Distribute City of Brampton tourism materials at the event.
- Provide a Brampton tourism link on the event website.
- Provide two (2) complimentary tickets for each day of play if a ticketed event.
- Invite City of Brampton representatives to the event.
- Be responsible for keeping expense receipts to account for all project costs.

The City of Brampton expects the funded event will comply with all federal, provincial and municipal laws, by-laws and regulations (e.g. environmental approvals, human rights, animal welfare and zoning by-laws, etc.) and comply with all provisions noted in these STHP Guidelines. The City reserves the right to amend or impose additional terms and conditions as is deemed necessary by the City.

### **Insurance Requirements**

Successful STHP recipients shall, at their sole cost and expense, obtain and maintain in full force and effect at all times throughout the term or extended term(s) of the STHP Agreement, insurance satisfactory to the City of Brampton with financially sound and reputable insurance companies licensed to underwrite insurance in the Province of Ontario.

The Recipient shall be responsible for payment of all amounts within the deductible or self-insured retention under each policy of insurance. All insurance policies required pursuant to this clause shall be primary and shall not call into contribution any insurance available to the City. The insurance shall include but not be limited to:

- Commercial general liability insurance in respect to the obligations and operations of the Recipient against claims for bodily injury, including personal injury and death, and property damage or loss, indemnifying and protecting the Recipient, their respective employees, servants, volunteers, agents, contractors, invitees or licensees, to the inclusive limit of \$2 million per occurrence.
- Such insurance shall specifically state by its wording or by endorsement that the City of Brampton is included as an additional insured under the policy with respect to the operations and obligations of the Recipient as outlined in their application and/or the STHP Agreement.
- Contractual liability, non-owned automobile liability, owner's and contractor's protective liability. Products and completed operations coverage, contingent employer's liability and employees as additional insured's.
- The Recipient shall deliver to the City, a City of Brampton Certificate of Insurance Form verifying the required insurance, completed and signed by an authorized representative of the insurer.
- The City of Brampton Certificate of Insurance form will be provided by the Sport Tourism Coordinator.
- Failure to provide a Certificate of Insurance shall result in an approved funds award being rescinded or funding being cancelled.

### **City of Brampton Acknowledgement**

All STHP recipients must acknowledge the City of Brampton in all promotional and program materials. All promotional materials must be approved by the Sport Tourism Coordinator prior to release. The City of Brampton will provide logos in PDF formats in Brampton colours (blue, white and yellow) or black and white.

Promotion of successful events in digital format will be available at City facilities (recreation centres, City Hall, Garden Square) equipped with digital display screens. Specifications for advertising will be provided to all fund recipients at the review meeting.

Paper-based advertising will be available at those City facilities (Recreation Centres, City Hall) that have public bulletin boards. Additional opportunities, for paper-based advertising are available at six (6) public libraries. An approval process is required and approval is at the City's sole discretion. STHP recipients will be responsible for the printing of all paper-based advertising that will be distributed by staff to City and Library locations.

Please be advised that no other paper-based advertising including bookmarks, postcards, roll-up banners or other types of promotional advertising will be permitted at City facilities.

### **Sponsors, Partners & Donors**

STHP recipients are required to identify additional event sponsors, partners and donors to be recognized on site throughout the event prior to the start of the event.

## **F. Close-Out Report**

It is mandatory that successful applicants submit a Sport Tourism Hosting Program Close-Out Report and full event financials including receipts for event expenses within **60 days** of the event end date. The Close-Out-Report template will be provided. Organizations that do not submit a Close-Out Report within 60 days of the last day of the event, will forfeit the holdback portion of the awarded funds (25% of total funding) and may be subject to having a Concerned Status Designation applied. The Close-Out Report must include the following supporting documentation:

- Documented confirmation of the events actualized room nights from applicable recognized Brampton paid accommodation providers.
- Documented confirmation of the percentage of event participants (athletes, officials, coaches) that travelled more than 40km one-way to Brampton.
- Identification and samples of all marketing materials used to promote the event (e.g. brochures, programs, ads, direct mail, etc.).
- Identification and samples of all legacy initiatives undertaken.
- Minimum of four (4) high-resolution (300dpi+) full colour photos of the event including photo credits provided to the City of Brampton for potential use in promotion materials. Please ensure individuals appearing in photos or videos sign a photo release form so that images and clips may be shared on brampton.ca and social media. A photo/video release forms is available on line.
- Final completed event budget (template provided) including all revenues generated from the event and costs/expenses incurred to host the event. All invoices are to be itemized, dated, labeled and linked to an event budget line.

Close-Out Reports that do not include these required components may impact the amount of the hold back funds released, future funding opportunities and organizational status with the City of Brampton. The City reserves the right, at its sole discretion, to assign an organization applying for a grant with a “Concerned Status Designation” at any time during the program period requiring special reporting and audit requirements for any future awarded funds. The designation may be applied to organizations that have outstanding closeout reports, significant financial viability, demonstrate management

practices that do not conform to industry accepted standards and/or any other performance related issues identified by the City.

## **G. Contact Information**

Applicants are encouraged to contact the Sport Tourism Coordinator with any questions regarding the Sport Tourism Hosting Program and the application process.

Sport Tourism Unit  
City of Brampton  
2 Wellington Street West  
Brampton, ON L6Y 4R2  
[sportbrampton@brampton.ca](mailto:sportbrampton@brampton.ca)  
905.874.2454

## **H. Access to Information and Protection of Privacy**

The City of Brampton collects information required for the evaluation of STHP applications, administration of grant agreements and reporting. All information collected is retained in City records as required by the City's Record Retention by-Law. Records are maintained according to City policies and in compliance with Provincial and Federal legislation, including the *Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)*.

Information about activities funded by the STHP, including the event name, activity description and the name of the organization undertaking the activity will be made public by the City of Brampton. Additional information may be disclosed to individual members of the public in response to access to information requests made under the Act.

The City limits the collection of personal information to that information necessary for the efficient administration of the program. As a part of the grant application process, the City of Brampton collects contract information consisting of the name, address, email address and telephone number of the primary point of contact for the application. Where this information constitutes personal information, it is collected under the authority of the Municipal Act, 2001 S.O. 2001, c.25. This information is used only to contact applicants for purposes related to evaluating, administering and reporting on grant application. Questions about the collection of personal information should be directed to the Sport Tourism Coordinator.

## I. Glossary of Terms

**Accessibility** – A term used to describe the degree to which as many people as possible can access facilities and events.

**Audit** – Examination of a recipient’s accounts, records or other evidence deemed necessary in the circumstances.

**Board of Directors** – A Board of Directors is a body of elected or appointed volunteer members who jointly oversee the activities of a company or organization.

**Close-Out Report** – All STHP recipients are required to complete a Close-Out Report within 60 days after the sport event. A report template will be provided.

**Concerned Status of Designation** – Applied to an organization that has significant financial viability issues; fails to meet Sport Tourism Hosting Program Guidelines or minimum requirements; demonstrated management practices that do not conform with industry accepted standards; fails to demonstrate the ability to engage in strategic planning; demonstrates declining quality and/or audiences for its programming or projects; defaults in any of its obligations under an STHP Agreement and any other performance related issues identified by the City. Removal of designation will be reviewed on a case-by-case basis and at such time(s) as the City determines in its sole discretion.

**Donations** – Are philanthropic donated materials, supplies or professional services from individuals, corporations, other not-for-profits, lawyers, entertainers, etc. Donations may come in the form of cash or in-kind. They are not the result of a competitive grant proposal, nor are they payment for advertising opportunities.

**Economic Impact** – A financial effect that something, especially something new, has on a situation or person. For example; increased tourism has had a significant economic impact on the business community.

**STHP Funds** – A one-time cash contribution distributed to a successful applicant under the STHP Program. Funding will be delivered in two installments - 75% initial payment and the remaining 25% provided after the submission and approval of final Project Close-Put report and budget.

**Not-for-Profit Organization** – A club, society, or association that’s organized and operated solely for social welfare, civic improvement, pleasure or recreation or any other purpose except profit.

**Partner Organizations** – Organizations that supports the lead organization to undertake the event. A partner organization must provide written confirmation in the form of a letter about their role in the event, including taking part in the planning, development, implementation, and/or evaluation of the event.

**Room Nights** – A number of rooms times the number of nights event participants stay in overnight accommodations.

**Sponsorship** – Sponsorships may include cash or in-kind (goods and services with a value) provision made by corporations (or other not-for-profits), advertising usually in exchange for marketing/advertising consideration and /or other. Sponsorship does not include donations and gifts where no business relationship or association is contemplated or is required and where not reciprocal consideration is being sought.

**Sport Tourism Event** – A City of Brampton sporting tourism event is defined as one that:

- Includes a minimum of two consecutive days, minimum seven (7) hours per day of competition;
- A minimum of twenty-five percent (25%) of the participants travel more than 40km one way to the event;
- Consumes a minimum of 25 room nights in Brampton-based paid accommodation providers; and
- Is sanctioned by a recognized and governing sport body.

**Venue** – The place where the event takes place.