



SPECIAL EVENT GRANT

Special Events and Profile Saskatoon Events Application Checklist

The City of Saskatoon requires the following in order to consider your application. **If all information is not included, the application will be considered incomplete and deemed ineligible.**

Please note: It is not necessary to provide copies of this checklist.

ORGANIZATION NAME: Curl Saskatoon

Please initial beside each item enclosed with your application:

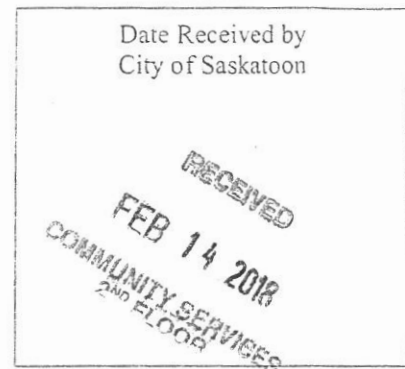
SENT (Applicant Initial)	ITEM	RECEIVED (C of S Initial)
<u>MA</u>	One original and three copies of the completed application form.	_____
<u>MA</u>	One original and three copies of the STEAM (Sport Tourism Economic Assessment Model) Report for all SPORT events. This can be requested from Saskatoon Sport Tourism at (306) 931-7583 or www.tourismsaskatoon.com/sports-tourism	_____
<u>MA</u> <u>MA</u>	The "Information Certification" form has been signed by two Board Members _____	_____
	One copy of your organization's Corporate Registry Profile Report. (If you require assistance obtaining a copy of your organization's current Profile Report, contact ICS, Corporate Registry at 1-787-2962, corporateregistry@isc.ca or go to http://www.isc.ca/corporateregistry).	_____
<u>MA</u>	Other: You have retained one copy of the completed application form for your files.	_____

**Deliver One *Original* and Three Copies of the completed application,
addressed to:**

Major Special Event Grant

**Community Services Department
Recreation and Community Development Division
Attention: Customer Service Section Manager 2nd
Floor, Saskatoon City Hall
222-3rd Avenue North
Saskatoon, SK S7K 0J5**

**Applications must be received by
4:30p.m. March 1st, 2018.**



Special Event Grant Application Form

Name of organization: Curl Saskatoon		
Address: PO Box 8302		
Postal Code: S7K 6C6	Website: www.curlsaskatoon.ca	
Contact Person: Michael Leier	Position: President	
Email Address: curlsaskatoonpresident@gmail.com	Phone Number: (306) 220-0040	
Alternate contact for your organization:		
Name: Mark Southam	Position: Past President	
Email Address: marksoutham@sasktel.net	Phone Number: (306) 292-9903	
Which event category would you consider your event? (check one)		
<input checked="" type="checkbox"/> SPECIAL EVENT—identify category (check one): <input checked="" type="checkbox"/> SPORT <input type="checkbox"/> ARTS <input type="checkbox"/> MULTICULTURAL <input type="checkbox"/> HERITAGE <input type="checkbox"/> FESTIVAL		
<input type="checkbox"/> PROFILE SASKATOON		
Event Title: 2021 Tim Hortons Roar of the Rings: Canadian Curling Trials		
Event Date(s): <div style="display: flex; align-items: center; justify-content: space-between;"> <div>December 3, 2021 month, day, year</div> <div>to</div> <div>December 12, 2021 month, day, year</div> </div>		
Total # Athletes and/or Competitors : 108	Total # Spectators and/or Audience: 150,000	Total # Volunteers: 500
Has this event taken place in Saskatoon in the past? <input type="checkbox"/> Yes What Year? _____ <input checked="" type="checkbox"/> No		
Event Location(s): SaskTel Centre		
Source of the organization's liability and participants insurance:		
Name of Insurance Company: AON Policy #: AL1517		
<i>Applicants are required to carry a minimum of \$5,000,000 in liability insurance.</i>		
Non-Profit Incorporation Number: 21000		
<i>Applicants must be in good standing. NOTE: Attach a copy of your organization's Corporate Registry Profile Report to this application.</i>		
Grant amount being requested: \$ 350,000 Total event expense budget: \$ _____		
(Note: Maximum grant amount will be determined by Event Evaluation Rating Tool. Review the Event Evaluation Rating Tool to ensure grant amount being requested falls within the maximum amounts.)		

Organization Mandate and Primary Activity (*maximum 150 words*):

Saskatoon's people, families and community benefit from a vibrant curling culture in our city. Curl Saskatoon makes a positive difference through the sport of curling by developing life skills, networking and community building. We also promote physical activity in the winter months through the sport.

The primary activity of Curl Saskatoon is to promote and develop the sport of curling in Saskatoon. We provide funding to youth and junior curling in the city, including the school system's Ride to Curl program and the city's junior curling program.

1. Provide a brief description of the event. (*i.e. what is the event? – maximum 150 words*)

The 2021 Tim Hortons Roar of the Rings: Canadian Curling Trials is the official Curling Canada Olympic qualifier. The winners of the event will go on to represent Canada in men's and women's curling at the 2022 Winter Olympic Games in Beijing. This prestigious event combines the Scotties Tournament of Hearts and the Tim Hortons Brier by bringing the best men's and women's teams in the country to Saskatoon.

2. What are the goals and objectives of hosting this event? (*i.e. what does your organization wish to achieve by hosting this event? – maximum 150 words*)

Curl Saskatoon wants to promote the sport of curling in the city by hosting this high profile event in Saskatoon. Having the best athletes in the country compete in our city will provide exposure of the sport to our citizens and hopefully inspire them to take up the sport of curling themselves.

In addition to sport promotion, hosting this event is a fund raising activity for Curl Saskatoon and the four curling clubs in the city. 50/50 sales and a portion of the event revenue will remain in Saskatoon and will ensure that Curl Saskatoon will be able to continue to offer youth and junior curling programs in the years following the event.

3. How will you accomplish the event goals and objectives? (*i.e. what will you do and when will you do it? – maximum 150 words*)

Together with Curling Canada, the event will be promoted locally, provincially and nationally in the years leading up to the event. This ensures maximum exposure of the event and encourages spectators from around Canada to purchase tickets and plan their trip to the Roar of the Rings in Saskatoon. Ticket sales will begin in late 2020.

Working with Curling Canada's event management team, Curl Saskatoon will develop a host committee to ensure the event goals are met. Volunteers are vital to the success of the event and Saskatoon's volunteers are second to none. The host committee will be established upon being awarded the event, which is expected to be by the end of 2018.

4. For Special Event category applications only: In what way does your event meet the City of Saskatoon Strategic Goal of "Quality of Life"? (maximum 150 words) Note: Reference the City of Saskatoon Strategic Plan at <https://www.saskatoon.ca/.../2013-2023%20Strategic%20Plan.pdf>

The Quality of Life goal says that "Saskatoon is a warm, welcoming people place". There is no better way to showcase that than to welcome one of Canada's most high profile sport events. Volunteers from throughout Saskatoon will have the opportunity to give back to their city and showcase to visitors from across Canada our city's prairie hospitality.

5. For Special Event category applications only: Identify which of the five City of Saskatoon Outcomes your event meets and explain how they are being met. (Note: Refer to Major Special Event Evaluation Rating Tool for description of outcomes). (maximum 150 words)

#4 - Residents will Experience, and are Motivated Through Local Sport, Arts and Cultural Events - Community identity, spirit and pride are fostered through the hosting of major events, such as this one. It's been proven that after hosting a major sport event, enrollment in that sport's local programs increases. We hope to increase the number of people in Saskatoon participating in curling, and to foster civic pride through the successful execution of the event.

#5 - Social Interaction Connects Citizens of Saskatoon - By taking part in the event as a spectator or volunteer, citizens of Saskatoon will have the opportunity to connect socially to individuals they may not have met before. This helps develop a strong sense of community.

6. For Profile Saskatoon Event category applications only: In what way does your event meet the City of Saskatoon Strategic Goal of "Economic Diversity and Prosperity"? (maximum 150 words) Note: Reference the City of Saskatoon Strategic Plan at <https://www.saskatoon.ca/.../2013-2023%20Strategic%20Plan.pdf>

Not applicable.

7. Is there a fee for spectators/audience to attend and/or participate in this event?

☐ No ☒ Yes If yes: fee/person \$ 20+ per draw

8. Is there a fee for competitors/athletes to participate in this event?

☒ No ☐ Yes If yes: fee/person \$ _____

9. a) Estimate numbers of athletes, spectators, volunteers, etc.

	Number
Competitors/Athletes	108
Spectators/Audience	150,000 (total event attendance)
Volunteers	500
Officials	100
Other (describe below):	
Total	150,708

b) What are the above estimates based on? (e.g. previous years, expressed interest, etc.)

Previous curling trials attendance are as follows:

- Regina (2011) 145,000
- Edmonton (2009) 175,000
- Winnipeg (2013) 137,000
- Ottawa (2017) 121,000

Saskatoon is one of Curling Canada's best performing markets and we expect attendance to be on par with Regina and Edmonton.

10. Describe how the community will be able to participate in this event .

The community will be able participate in the event in a variety of ways, including as a spectator and a volunteer. There are also many other social activities, such as the ever popular Patch, that the citizens of Saskatoon will be able to enjoy.

11. How will you make the community aware of your event? (check all that apply)

- ☒ newspaper ads—specify which newspapers: Star Phoenix, Leader Post
- ☒ TV ads—specify which TV stations: TSN
- ☒ online communications—specify website(s): Curling Canada, Curl Saskatoon, Curl Sask, etc.
- ☒ radio ads
- ☒ Facebook ☒ Twitter
- ☒ posters ☒ brochures
- ☐ other _____

NOTE: Copies of awareness tools will be required to be submitted in the Post Event Evaluation Report.

12. Which of the above awareness tools are an expense in the event expense budget?

All awareness tools are an expense in the event budget

13. Which of the above awareness tools are being provided as In-Kind donations?

None

14. How will you measure and evaluate that your event has achieved your objectives? (check all that apply)

- ☐ Number of Participants ☒ Attendance
- ☒ Quality of the event ☒ Revenue and expense budget is met
- ☐ Other _____

15. What results and/or benefits will those in attendance receive from this event?

Athletes/Competitors: Athletes will have the opportunity to return to Saskatoon, one of Curling Canada's best markets, and experience crowds who genuinely love the sport of curling. Athletes love coming to Saskatoon, as they say the fans here are some of the best throughout the country. They're also competing to become our Team Canada and represent our country at the 2022 Winter Olympics.

Spectators/Audience: Spectators will have a chance to cheer on all the teams who are vying to become Team Canada at the 2022 Winter Olympics. This opportunity only comes around every four years and the event is always exciting. Spectators will experience the best in men's and women's curling and will be there as Canada's Olympic teams are crowned! They will also have the opportunity to experience live music and food and beverage in the Patch, open to everyone!

Volunteers: Saskatoon's volunteer community is one of the best in the country and they love supporting curling events. Volunteers for this event will receive exclusive volunteer gear (typically shirt and a jacket) and will have the opportunity to be recognized before the finals. They will also have access to the volunteer lounge, which will include refreshments. In addition, a volunteer appreciation night will be planned following the event as a thank you.

16. How will you publicly acknowledge the *City of Saskatoon* as a source of funding for your event? (check all that apply) **Note:** Copies of acknowledgement will be required to be submitted in the Post Event Evaluation Report.

- | | | | |
|-----------------------------------|-------------------------------------|----------------------------------|--|
| <input type="checkbox"/> Posters | <input type="checkbox"/> Newsletter | <input type="checkbox"/> Radio | <input type="checkbox"/> Newspaper |
| <input type="checkbox"/> Banners | <input type="checkbox"/> TV | <input type="checkbox"/> Website | <input type="checkbox"/> Word of Mouth |
| <input type="checkbox"/> Speeches | <input type="checkbox"/> Facebook | <input type="checkbox"/> Twitter | <input type="checkbox"/> Other _____ |

17. Describe the economic benefit (eg. Direct spending impact of hotels, restaurants, car rentals, etc.) to Saskatoon and region that will be garnered from this event taking place.
For all **SPORT** events, attach a copy of the STEAM (Sport Tourism Economic Assessment Model) Report to this application.

Based on the STEAM 2.0 report generated by Saskatoon Sports Tourism, the economic impact of the 2021 Canadian Curling Trials is an estimated \$16,435,704.

18. Media Exposure: Identify the specific type of media exposure that will be garnered from this event.

- ☒ National Newspapers (eg. Globe and Mail): Globe and Mail
- ☒ National TV Stations (eg. CTV, CBC Global National): TSN, CBC
- ☒ National Websites: TSN, CBC Sports, Curling Canada
- ☐ National Radio Stations: _____
- ☒ Provincial Websites: Curl Sask, CBC Saskatchewan
- ☒ Local Newspapers (eg. Star Phoenix, Planet S, etc): Star Phoenix
- ☒ Local TV Stations (eg. CTV, CBC, Global Local News): CTV, CBC, Global
- ☒ Local Websites: Curl Saskatoon, Tourism Saskatoon
- ☒ Local Radio Stations: _____

19. Event Scope: Describe the percentage of involvement from International, National, Provincial or Local participants.

	Athletes/Competitors	Spectators/Audience
International		
National	108	2,500 per draw (est.)
Provincial		1,000 per draw (est.)
Local		3,300 per draw (est.)

20. Prize Purses—Identify any prize purses (monetary prizes) involved in this event.

There are no prize purses associated with this event.

21. Requested City Services—Detail what City services (eg. Transit, Road closures, etc.) are being requested during the event. Include the costs of these civic services in the event operating budget.

In addition to hosting the event at SaskTel Centre (civic facility), transportation will be needed to shuttle spectators to SaskTel Centre from Saskatoon's hotels. Preference is to use Saskatoon Transit, should the cost of these services fit within the event budget.

22. Event Operating Budget

Provide complete revenues and expenses for the entire event. Add additional rows as needed. Do not complete the grey areas unless you are submitting a *Follow-Up Report*.

REVENUE: (* indicate if confirmed)	Amount	Follow-up Actual
Funding requested from this City of Saskatoon grant	\$350,000	
Federal Government Funding Confirmed: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Provincial Government Funding Confirmed: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	\$750,000	
Sport Governing Body Funding Confirmed: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Contribution from your organization Confirmed: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Sponsorships: List all below.		
	\$1,500,000	
Registration Fees		
Ticket Sales		
Merchandise Sales	\$4,535,000	
Cash Donations	\$250,000	
Other Funding Sources: List all below		
50/50 Sales	\$500,000	
The Patch Sales from Food & Beverage	\$1,000,000	
Other:		
Total Revenue:	\$ 8,885,000	

Provide further explanation of event revenue sources below.

*Please note that the budget is the responsibility of Curling Canada and is subject to change.

Indicate **expenses** that the grant will be used for with an * (asterisk).

EXPENSES: (* indicate if confirmed)	Amount	Follow-up Actual
Facilities: SaskTel Centre rental fees	\$600,000	
The Patch Venue Construction	\$250,000	
The Patch rental and event fees	\$900,000	
Civic Services (list):		
Shuttle Service (Patch & Hotels)	\$250,000	
Taxes (GST & PST, if any)	\$250,000	
Fees (list): *Event Hosting Fee*	\$1,000,000	
Ticketmaster Fees & Credit Card Charges	\$400,000	
Sponsorship Fulfillment	\$750,000	
Equipment and Supplies (list):		
50/50 Expenses	\$250,000	
Marketing (list):		
Advertising & Marketing	\$750,000	
Staffing:		
Executive Management & Administration	\$1,000,000	
Officials & Ice Tech	\$100,000	
Merchandise:		
Other event expenses:		
Ceremonies	\$200,000	
Team Transportation & Accommodation	\$285,000	
Volunteers	\$300,000	
Contingency	\$250,000	
Total Expenses:	\$ 7,535,000	

List In-kind items separately here (do not include in the project budget):

		An in-kind donation is a gift of goods and services. In-kind goods and services are typically goods and services that your organization would have to otherwise buy if they hadn't been donated. Volunteer hours are not considered in-kind donations.
Total In-Kind	\$	

Provide further explanation of event expenses below.

Please note that the City of Saskatoon and Tourism Saskatchewan's funding will be used to pay for Curling Canada's event hosting fee, which is required to bid on the 2021 Canadian Curling Trials. For the City of Saskatoon's contribution, \$250,000 will be used towards the event hosting fee, while the remaining \$100,000 will be used to pay for transportation and shuttles to SaskTel Centre.

As per Curling Canada's event hosting guidelines, any profits will be split between Curling Canada, Curl Sask, Curl Saskatoon and the Junior Curling Development Fund to support clubs and develop the sport in our city/province.

*Please note that the budget is the responsibility of Curling Canada and is subject to change.

Please indicate below if grant funding (to a maximum of 75% of eligible grant) is to be released in advance of event taking place.

☒ **Yes** ☐ **No**

Information Certification

Freedom of Information and Protection of Privacy

The City of Saskatoon is committed to protecting the privacy and confidentiality of people's personal information. All personal information that is collected by the City is done so in accordance with *The Local Authority Freedom of Information and Protection of Privacy Act*. The information collected on this application will be used to administer the *Special Event Grant Program*. De-identified, aggregate information will be used by Community Services for program planning and evaluation.

Incident Notification

The Organization shall notify the City of any incident that it becomes aware of that may result in a claim against either the Organization or the City, including, but not limited to such losses as, property damage to City assets, third party property damage, injury or death of any Organization member, employee, instructor or volunteer and any third party bodily injury. The Organization shall provide the notification to the City within 7 days of the Organization becoming aware of the incident.

Indemnity

The Organization hereby agrees to save harmless and indemnify the City of Saskatoon, its representatives, successors, assigns, servants, employees and agents against any and all claims, liabilities, demands, damages or rights or causes of action whatever, made or asserted by anyone arising out of or incidental to the application or to the use of any money or services provided to the Organization pursuant to the *Special Event Grant Program*.

Signature

In making this application, we the undersigned Board Members/Executive Director/Event Manager hereby represent to the City and declare that to the best of our knowledge and belief, the information provided in this application is truthful and accurate and the application is made on behalf of the above-named organization and with the Board of Director's full knowledge and consent.

Warning

Any organization that intentionally or negligently makes or furnishes a false statement or misrepresentation on this application for the purposes of receiving a grant may not only have the grant denied but may be deemed ineligible for funding from any grant program administered by the City of Saskatoon for a length of time and on such terms as the City of Saskatoon, in its sole discretion, deems appropriate.

	<u>Michael Leier</u>	<u>President</u>	<u>Feb 8, 2018</u>
Signature	Print Name	Board Member	Date
	<u>Mark Southam</u>	<u>Past President</u>	<u>Feb 8, 2018</u>
Signature	Print Name	Board Member or Executive Director or Event Manager	Date



2021 Tim Hortons Roar of the Rings – Canadian Curling Trials - Saskatoon Sports Tourism Economic Assessment Model Summary

The combined total of visitor, capital, and operational spending as a result of hosting the **2021 Canadian Curling Trials** is expected to total **\$10,896,390**. These expenditures will support a total of **\$16,435,704** dollars of economic activity in the country, of which **\$14,862,415** is expected to occur in Saskatchewan, and **\$13,365,993** in Saskatoon.

The **2021 Canadian Curling Trials** is expected to support wages and salaries of **\$4,869,321** dollars and **56.1** jobs for Saskatchewan, of which **45.5** jobs and **\$4,061,209** dollars in wages and salaries will be supported in Saskatoon.

The total net economic activity (GDP) supported by the **2021 Canadian Curling Trials** is expected to reach **\$10,063,998** for Canada as a whole, **\$9,286,870** for Saskatchewan and **\$7,695,018** for Saskatoon.

Considerable tax revenues are also expected to be supported by the **2021 Canadian Curling Trials**, totaling **\$2,666,110**. The event will support federal tax revenues of **\$1,338,334** with an additional **\$1,047,382** of taxes supported in Saskatchewan. Additionally, the **2021 Canadian Curling Trials** will support municipal taxes totaling **\$200,723** across Saskatchewan including **\$145,232** in Saskatoon.

Disclaimer: *The results of this pre-event economic impact analysis are intended to act as a guide and are not considered definitive of the actual events. All projections should be considered an event's potential economic impact. The projections are based on standardized spending estimate that may or may not reflect that of the event's attendees. These forecasts are subject to uncertainty and evolving events, therefore actual results may vary from forecasted results.*

Table #1(A) - Economic Impact Summary -

Combined Total:	Saskatoon (CMA)	Saskatchewan	Canada
(Dollars)			
Initial Expenditure	\$10,896,390	\$10,896,390	\$10,896,390
Gross Domestic Product (at basic prices)			
Direct Impact	\$4,626,804	\$4,701,139	\$4,701,139
Indirect Impact	\$2,356,913	\$3,454,640	\$3,890,382
Induced Impact	\$711,301	\$1,131,091	\$1,472,477
Total Impact	\$7,695,018	\$9,286,870	\$10,063,998
Total/Direct (A)	1.66	1.98	2.14
Total/Initial (B)	0.71	0.85	0.92
Wages & Salaries			
Direct Impact	\$2,470,478	\$2,510,122	\$2,510,122
Indirect Impact	\$1,314,752	\$1,909,013	\$2,152,322
Induced Impact	\$275,980	\$450,186	\$629,292
Total Impact	\$4,061,209	\$4,869,321	\$5,291,736
Total/Direct (A)	1.64	1.94	2.11
Total/Initial (B)	0.37	0.45	0.49
Employment (full-year jobs)			
Direct Impact	22.5	23.1	23.1
Indirect Impact	18.6	26.5	29.7
Induced Impact	4.5	6.5	8.9
Total Impact	45.5	56.1	61.7
Total/Direct (A)	2.02	2.43	2.67
Total/\$1 Million (B)	4.18	5.15	5.66
Taxes (Direct Impact)			
Federal	\$762,503	\$767,594	\$767,594
Provincial	\$653,934	\$659,281	\$659,281
Municipal	\$33,293	\$35,215	\$35,215
Total	\$1,449,730	\$1,462,090	\$1,462,090
Taxes (Direct, Indirect and Induced Impact)			
Federal	\$1,092,274	\$1,264,385	\$1,338,334
Provincial	\$921,432	\$1,047,382	\$1,106,932
Municipal	\$145,232	\$200,723	\$220,844
Total	\$2,158,938	\$2,512,491	\$2,666,110
Industry Output			
Direct & Indirect	\$12,246,782	\$13,082,678	\$14,016,288
Induced Impact	\$1,119,211	\$1,779,738	\$2,419,416
Total Impact	\$13,365,993	\$14,862,415	\$16,435,704
Total/Initial (B)	1.23	1.36	1.51