
Request for Funding and Policy Revisions - Special Events Policy No. C03-007

Recommendations

1. That \$350,000 be approved for the 2021 Tim Hortons Roar of the Rings Canadian Curling Trials, under the Special Event category of Policy No. C03-007, Special Events Policy, pending the award of the bid to Curl Saskatoon to host this event;
2. That funding, as per the Special Events Policy, be released to Curl Saskatoon once the bid has been awarded as the money will be used towards Curling Canada event hosting fees;
3. That the Standing Policy Committee on Planning, Development and Community Services recommend to City Council that the proposed revisions to Policy No. C03-007, Special Events Policy, as outlined in this report, be approved.

Topic and Purpose

The purpose of this report is two-fold. First, to seek approval of Special Event Grant funding for the 2021 Tim Hortons Roar of the Rings Canadian Curling Trials. Curl Saskatoon is currently in the bid process to host this event in Saskatoon in December 2021.

The report is also seeking approval of the proposed amendments to Policy No. C03-007, Special Events Policy, which will provide clarity in the administration of the policy.

Report Highlights

1. Curl Saskatoon is bidding to host the 2021 Tim Hortons Roar of the Rings Canadian Curling Trials. If successful, the event would take place in December 2021 at SaskTel Centre. It is estimated that public attendance numbers may reach 150,000 spectators.
2. Curl Saskatoon has requested that grant funding be released upon successful awarding of the bid, as it will be used towards the event hosting fee required by Curling Canada in advance of the event taking place.
3. Consistent with the approach to continuous improvement, consultation with Tourism Saskatoon and other municipalities was recently undertaken regarding the Special Events Policy. As a result, policy amendments have been identified in an effort to improve efficiency and clarity in the administration of this policy.

Strategic Goals

The recommendations in this report support the long-term strategic goal of Quality of life by supporting the long-term strategy to support community building through direct investment.

This report also supports the long-term Strategic Goal of Continuous Improvement, by ensuring that the approach to citizen and stakeholder communications is integrated, proactive, and professional.

Background

At its March 22, 2018 meeting, the Special Event Adjudication Committee awarded the maximum scoring points for the Tim Hortons Roar of the Rings Canadian Curling Trials, making this event eligible for funding greater than \$100,000.

At its January 8, 2018 meeting, the Standing Policy Committee on Planning, Development and Community Services approved event funding for the 2018 and 2019 Fédération Internationale de Basketball 3 x 3 World Tour (FIBA 3 x 3 World Tour) as an exception to policy, given it was a multi-year event. At that time, the Administration stated it would engage with stakeholders regarding event definitions in the policy and report back to Committee with any proposed policy amendments.

In November 2017 and April 2018, Administration met with Tourism Saskatoon and consulted with other municipalities in relation to best practices for funding for events that are multi-year and have a pre-determined time frame.

Report

Curl Saskatoon Event Application

Curl Saskatoon is bidding to host the 2021 Tim Hortons Roar of the Rings Canadian Curling Trials December 3 to 12, 2021, which is an Olympic qualifying event, and submitted a Special Event Application requesting \$350,000 in funding for the event (see Attachment 1). It is anticipated that this event will attract 150,000 spectators, garner significant economic impact of over \$16 million, and reap significant national media attention, all of which meet the purpose of the Special Events Policy.

As Curl Canada's event hosting fee is \$1,000,000, Curl Saskatoon has requested \$350,000 in funding from the City of Saskatoon (City) and \$750,000 from the Provincial Government to meet this event hosting fee.

Release of Grant Funding to Curl Saskatoon

Should Curl Saskatoon be successful in their bid to host this event, they have requested release of 75% of the grant amount in advance of the event taking place; these funds (\$262,500) would be released upon Administration being notified in writing of Curl Saskatoon being awarded the hosting of this event.

Special Event Policy Amendments

As part of the process of ensuring City policies remain current and continue to meet the community needs, staff monitor the circumstances that result in exceptions to policy to determine if changes to the policy are required. To this end, Administration consulted with Tourism Saskatoon in November 2017 and April 2018 on the definition of a special event as it relates to multi-year events, based on the FIBA 3 x 3 World Tour three-year term of this event taking place in Saskatoon. Multi-year, or defined term events are becoming more common in the event arena and as such, a policy amendment is recommended to align more effectively with this practice. A common defined term for multi-year events is typically 2 to 3 years, with 2 years being most common. The policy amendment would provide a definition for Defined Term Events as those events that occur for a defined term of no greater than 3 years, for which the term is part of the negotiations or the bid to host the event. Tourism Saskatoon has indicated this aligns with their practices of providing support to an event for an incubation period of up to 3 years before the event graduates to being self-supporting.

Administration consulted with other municipalities to identify best practices for funding multi-year events. The consultation identified that the City of Regina has not received funding requests for multi-year events to date and are in the process of completing a review of their event funding program and will keep multi-year events in mind as they do their review.

The City of Vancouver has its own city-run section that actively pursues the bidding on and hosting of events in their city. Although they have not received funding requests for multi-year events to date, it is something they would consider if there was a sound rationale for doing so.

The Special Event Adjudication Committee was consulted regarding funding for multi-year events and were supportive of doing so, based on the event meeting policy criteria and event evaluation rating tool scoring parameters.

Administration is also proposing additional amendments to the policy to provide further clarity to the policy and more accurately reflect the process for applying for event funding. These proposed amendments include housekeeping items relating to an application package rather than a business plan being the tool used to submit a grant request. These proposed amendments will clarify the process for submissions and remove confidential event submissions, as all event applications are required to be considered in a public forum moving forward. The proposed amendments can be found in detail in Attachment 2.

Options to the Recommendation

The options that may be considered are:

- a) deny all or just specific recommendations outlined in this report;
- b) suggest a grant amount other than the original amount requested; or
- c) suggest a grant advance amount other than what is recommended.

Public and/or Stakeholder Involvement

The Special Event Adjudication Committee used the Major Special Event Evaluation Rating Tool, approved by City Council in March 2016, to assess Curl Saskatoon's application. This event scored over 350 points making it eligible for funding as requested.

Administration consulted with Tourism Saskatoon and other municipalities to identify best practices for funding of multi-year events. This consultation resulted in the proposed amendments to the policy.

Communication Plan

Administration will inform Curl Saskatoon and Tourism Saskatoon of the decisions regarding the outcome of the recommendations outlined in this report.

The updated policy will be made available on the City's website.

Policy Implications

Upon approval, the Administration will make the applicable amendments to the policy.

Financial Implications

As of May 1, 2018, the Special Event Reserve had a balance of \$1,355,600, which is comprised of \$453,000 in the Special Event Category and \$902,600 in the Profile Saskatoon Event Category. Attachment 3 outlines the funding and expenditures for the Special Event Reserve for 2018 to 2021.

Other Considerations/Implications

There are no environmental, privacy, or CPTED implications or considerations.

Due Date for Follow-up and/or Project Completion

A post-event evaluation report, including board-approved, event-specific financial statements, is to be submitted by Curl Saskatoon to the Administration within 180 days of event completion.

Upon approval by the Planning, Development and Community Services Committee, policy revisions will be completed.

Public Notice

Public Notice pursuant to Section 3 of Policy No. C01-021, Public Notice Policy, is not required.

Attachments

1. Special Event Application Grant Application Form from Curl Saskatoon
2. Proposed Policy Amendments – Special Events Policy
3. Projected 2018 to 2021 Event Reserve Funding and Expenditures

Report Approval

Written by: Loretta Odorico, Customer Services Section Manager, Recreation and Community Development

Reviewed by: Lynne Lacroix, Director of Recreation and Community Development

Approved by: Randy Grauer, General Manager, Community Services Department

S:/Reports/2018/RCD/PDCS - Request for Funding and Policy Revisions - Special Events Policy No. C03-007/gs