

#19.53.f Tourism Burnaby

A. GETTING STARTED

1. Are you? ☒ New Applicant ☐ Returning Applicant
2. Select the kind of Community Grant you are applying for: ☒ General Grant ☐ Recreational Sport Grant
3. Amount you are requesting \$18,846.00
4. Total cost of the project/event/program etc.: \$221,198.00

B. GETTING TO KNOW YOU

1. What kind of applicant are you?

☒ Local Registered Non-Profit Society

Society No: S0048205

Date of Incorporation: October 25, 2004

☐ Registered Charity Charitable No.: _____

☐ National/International Non-profit operating locally

Society No: _____

Date of Incorporation: _____

☐ Sport or Recreation Organization

☐ Other Specify: _____

2. Group/Organization Name: Tourism Burnaby

3. Group/Organization Street Address: 309-4603 Kingsway, Burnaby BC, V5H 4M4

4. Website (if applicable): tourismburnaby.com

5. Grant Application Main Contact Person

Name: Jennifer Scott

Phone: 604-419-0377

Email: jscott@tourismburnaby.com

6. Contact person #2

Name: Jeaneen Briner

Phone: 778-554-2033

Email: jeaneen.briner@gov.bc.ca

7. Number of Volunteers

Confirmed: 90

Expected: 150

C. THE PROJECT/EVENT/PROGRAM

1. Name of the Project/Event/Program: 2019 World Ringette Championships

2. Project/Event/Program Location (physical street address or event location):

Bill Copeland Sport Centre/ Fortius Sport & Health / Burnaby 8 Rinks/ Hilton Vancouver Metrotown

3. Project/Event/Program Start Date: November 23, 2019

4. Project/Event/Program End Date: December 1, 2019

D. PURPOSE OR BENEFIT

1. Describe the purpose or goal of the project/event/program.

1. The 2019 World Ringette Championship is the world's preeminent ringette competition. The event is held every two years and features crowns best international ringette athletes. Participating countries include Canada, USA, Sweden, Finland and Czech Republic. In total, eight teams will travel to Burnaby to compete in a week long competition, battling for international supremacy.

The event draws a number of international spectators as friends and family travel to watch the tournament and cheer on their athletes. The WRC's are known for their passionate, boisterous fans who bring the event to life.

2. Describe the project/event/program, and the activities.

2. The 2019 World Ringette Championships run from November 23- December 4. Full details below. In addition to the competition the event features a staging competition, opening ceremonies, VIP receptions, coaching clinics, school program, grassroots participation opportunities and the International Ringette Federation's AGM.

The 2019 WRC's are more than just a ringette tournament, we are fully leveraging this event to maximize this hosting opportunity and create a positive economic, social and sport legacy for Burnaby.

Event Structure:

Nov 23: Teams/Delegates Arrive

Nov 25: First day of practice, Opening Ceremonies

Nov 26-Dec 1: Competition

Dec 2-4: IRF AGM/Meetings

3. Describe how the project/event/program fits into the chosen grant category.

3. We are requesting a grant of \$18,846 to offset the venue rental of Bill Copeland Sport Centre for the duration of this event. The requested amount is 7% of the total projected revenue with the remaining revenue coming from other sources. The event aligns with the Official Community Plan, Burnaby Social Sustainability Strategy and the Economic Development Strategy.

4. Describe how this project/event/program will benefit residents of Burnaby (who will benefit). How many Burnaby residents will be involved with or benefit from the project?

4. The benefits to Burnaby residents fall in three categories:

SPORT

- Through a partnership with Ringette BC and Sport BC, over 500 Burnaby students will have the opportunity to try gym ringette (ringette modified to the gym) at four Burnaby Community schools (Edmonds, Lochdale, Maywood and Stoney Creek). Qualified instructors will go to these schools to lead the interactive sessions in the lead up to the 2019 WRC's.
- These Burnaby students will then receive complimentary transportation and tickets to a 2019 WRC games so they have a barrier-free opportunity to watch ringette at the highest levels
- We are in discussions with a Burnaby high school to provide volunteers for the event
- Any legacy funds will be used to help develop ringette in the region, targeting grassroots, capacity building and high performance initiatives

SOCIAL

- The event builds organizational capacity, social cohesion and connections within Burnaby

- Give Burnaby residents the opportunity to watch this dynamic, female-lead team sport. Tickets are reasonably priced (\$10-25)
- There are several community engagement opportunities designed to inspire the next generation – i.e. opportunity to skate with Team Canada, autograph sessions etc.
- Through a partnership with KidSport BC and a local sponsors, we are providing complimentary tickets to families that would not be able to attend otherwise. These families would have received a KidSport grant for ringette last season and will receive free tickets to the 2019 WRCs

ECONOMIC

- This event is expected to generate a \$1.8M economic impact in Burnaby and generate over \$33,000 in direct municipal taxes
 - We anticipate over 7,000 spectators will attend the event translating to enhance concession sales at Copeland
 - The Organizing Committee and International Ringette Federation will use the City's catering services when at Copeland
 - The event is directly using 3 hotel properties and all hotels will see the benefit of this event in this need period
 - The webcast showcases Burnaby as an excellent place to host events and generates positive coverage around Canada, USA and Europe
- All Burnaby residents will indirectly benefit from this event and we estimate that over 1,500+ Burnaby residents will directly benefit from the event.

5. Describe how the project/event/program aligns with one or more of the following (Social Sustainability Plan, Environmental Sustainability Plan, Official Community Plan):

Social Sustainability Plan:

- Helps create a thriving recreational and sport scene
- Promotes inclusivity, community inclusion, community livability

Official Community Plan:

- A More Complete, and Involved Community – creating inclusive, accessible experiences within
- Leverages existing infrastructure to generate economic activity in Burnaby

6. Identify your community partners or stakeholders – you may also include letters of support for your project/event/program from these groups as part of the application.

Our community partners include:

Burnaby Board of Trade
 Burnaby School Board
 Lower Mainland Ringette League (Burnaby New West Ringette Association is a member)
 Fortius Sport & Health
 Canlan Ice Sport (Burnaby 8 Rinks)
 viaSport
 Sport BC
 Ringette BC (head offices in Burnaby)
 Ringette Canada
 International Ringette Federation

7. If the amount requested from the City of Burnaby is not fully granted, what would you do to make up the difference and/or how would you proceed differently?

We would scale back our budget for the following initiatives:

- Marketing and Communications
- Volunteer Recognition
- Legacy and Community Engagement
- Athlete Food

E. EVENT OUTCOMES

1. How will you know if your project/event/program reached its goals? (for example, a goal of engaging youth in environmental activities might include reaching a set target of youth participants)

There are several measures of success:

QUANTITATIVE

1. Deliver the event with a surplus that creates a strong legacy fund for the local ringette community
2. Ticket sales exceed expectations, with sold out crowds for all Canada v Finland games
3. Excellent social media engagement
4. Increased webcast views from 2017 event
5. Increased traffic on Tourism Burnaby website and social media platforms

QUALITATIVE

1. Positive feedback from external partners - teams, the IRF, volunteers, spectators etc.
2. Positive feedback from internal partners – City staff, hotels, venues, Burnaby Community Schools etc.
3. Feedback that the event is better and stronger because it was hosted in Burnaby
4. Ability to leverage this event to host other major national/international event, build Burnaby's brand
5. Enhance existing partnerships, develop new partnerships

2. What data and feedback do you collect from your audience/participants? How do you evaluate your programs and services?

The Organizing Committee will send out surveys to teams, volunteers to collect feedback. We will also conduct a debrief with various partners and that feedback will be compiled into a final report.

Applicants for **Recreational Sport Grants** are not required to complete sections **F**, **G**, and **H** (marked by an asterisk *).

F. LONG TERM VIABILITY*

ATTENTION: The grant program is intended to support new organizations and encourage organizational self-sufficiency, while creating a framework of financial sustainability rather than using City resources as an indefinite funding source. It is requested that your organization develop a diverse funding income base and seek alternative methods for self-sufficiency to ensure your organization's long-term operational sustainability.

1. What are your sources of revenue? What percentage of total revenue do they each represent?

<u>Source of Revenue</u>	<u>% of Total Revenue Previous Year</u>	<u>% of Total Revenue Current Year</u>
Earned Revenue (All ticket sales, registration fees, memberships, etc...)		39
Grants (All federal, provincial, municipal, foundation and gaming grants)		18
Donations and Sponsorships (Cash)		26
Donations and Sponsorships (In-kind)		5
All donations (cash/in-kind) provided by the City of Burnaby		0

2. What other sources of funding are you currently pursuing? Does the organization have a plan for diversification and increase of revenue over the longer term? If yes, please provide a copy of the plan or describe the primary objectives and strategies.

N/A - we will only host this event once

For question #3 below:

Tourism Burnaby received a fee waiver to offset the venue rental fees associated with hosting the 2016 World Junior Taekwondo Championships at Bill Copeland Sport Centre.

3. Please identify the cash value (\$) of all City of Burnaby contributions your organization/program/event has received from the City of Burnaby over the past three (3) years. Additionally, please indicate any other City of Burnaby grant opportunities you will be pursuing in the current year. Failure to identify City of Burnaby contributions may affect your eligibility for grants in the present year and in the future.

	3 years ago	2 years ago	1 year ago	Current Year	
				Awarded	Requested
Grant - Cash					
Grant - In-kind					
Permissive Tax Exemption					
Lease Grant					
Other					

4. If you are a returning applicant and are requesting an increase over your last year grant amount awarded, please provide a rational for the increase.

N/A

5. Describe the top 3 goals for the organization in the current year.

Goal 1:

Increase visitation to Burnaby

Description:

Tourism Burnaby is a leading, sector-focused destination marketing and resource organization that develops, promotes and assists in the city's tourism growth through innovative community, regional and partner programs.

Goal 2:

Increase the visibility of Burnaby

Description:

Goal 3:

Work with partners increase Burnaby's tourism economy

Description:

6. Please complete the following:

	Previous Year	Current Year
Number of volunteers (including Board)	8	8
Volunteer hours per year	500	500
Number of voting members	7	7

7. How does your organization work to ensure that programs and services are accessible and inclusive for anyone who has an interest regardless of age, ability, orientation, ethnic/cultural background, socio-economic status? Please share examples and success stories of inclusivity and diversity within your organization and programming. (750 Characters Max)

As Burnaby's Destination Marketing Office, Tourism Burnaby is responsible for driving the City's tourism economy. Tourism Burnaby works to showcase the city as an inviting and welcoming city to all - a city that has a space for everyone. Tourism Burnaby recently updated it's consumer facing brand, to focus on Burnaby's diversity – leveraging this City's array of landscapes, cultural expressions, restaurant scene and experiences (arts, culture, sports, shopping etc.). Tourism Burnaby recognizes Burnaby's greatest asset is its diversity and works to showcase that to the world.

G. INSURANCE AND ACKNOWLEDGEMENT*

1. Does your organization have general liability insurance? ☒ Yes ☐ No

2. If yes, what coverage?

General Liability to \$2 million

3. How will your organization, if granted funds, acknowledge the contribution from the City of Burnaby? (maximum 500 characters)

The City of Burnaby will be recognized in the top tier of event partners with premium logo placement on all event marketing materials, event web platforms and in-house announcements. Arrangements have been made for the Mayor to bring greetings at both the Opening Ceremonies and VIP Reception as well as be involved with an on-ice presentation during a key game. Council, Commissioners and key staff have been invited to attend the VIP Reception and attend a key game.

H. FINANCIAL INFORMATION*

CITY OF BURNABY COMMUNITY GRANT PROGRAM	
OPERATING BUDGET FOR ORGANIZATION OR PROGRAM	
Name of Organization:	Tourism Burnaby, Program is the 2019 World Ringette Championships
For the Fiscal Year:	2018
Month Fiscal Year Begins:	January
Please check the appropriate box if you have received a Permissive Tax Exemption and indicate amount:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Amount:	

REVENUES	Prior Year Actual	Current Year Budget	Current Year Confirmed? Y/N	Brief Descriptions/ Comments (type of grant and funding period)
Federal Government (Specify)				
1. Young Canada Works Program			Y	\$9,500 for intern position through Tourism B
2.				
3.				
Provincial Government (Specify)				
1. Hosting BC		\$25,000	Y	
2. Tourism Event Program		\$10,500	y	
3				
Local Government (Specify)				
1.				
2.				
3.				
Sponsorships (Specify)				
1. Corporate/ community sponsors		\$10,000	y	
2.				
3.				
Earned Revenue				
1.Program sales		\$10,000	n	
2.Ticket sales		\$75,000	\$38,500 sold	
3. Merchandise		\$2,500	n	
Fundraising (Net Revenue)		\$10,000	n	
Individual Donations		\$0		
In Kind Sources		\$10,000		various vendors
Investment Income				
Other Sources (Specify)				
1. Tourism Burnaby		\$40,000		
2.				
3.				
Total Revenue		0	\$193,000	

Expenditures	Prior Year Actual	Current Year Budget	Brief Descriptions/ Comments (type of grant and funding period)
Total Compensation Expense			
Office Supplies & Expenses			
Program & Event Supplies			
Advertising & Promotion		\$62,765	All marketing activities to promote the event
Travel & Vehicles Expenses		\$24,422	Ground transportation for teams and officials
Interest and Bank Charges		\$500	
Licences, Memberships, & Dues			
Occupancy Costs			
Professional & Consulting Fees			
Capital Purchases & Improvements			
Amortization of Capitalized Assets			
Donation, Grants, & Scholarship Expense as part of Charitable Activities			
Education and Training for Staff & Volunteers		\$1,500	Volunteer training
City Services Expenses		\$18,846	Rental of Bill Copeland Sport Centre
1.			
2.			
3.			
Other Expenses			
1.All other event costs	\$84,414		
2.			
3.			
4.			
5.			
Total EXPENDITURES	0	0	\$192,447
Current surplus (deficit)	0	0	\$553