

City of Whitehorse

Council Policy

Policy: Sport Tourism Subsidy

Authority: Council Resolution #2004-16-03 dated July 26, 2004

Sport Tourism Subsidy Policy

POLICY STATEMENT

1. The City of Whitehorse recognizes the benefits of attracting major sporting events to the community. We believe it is beneficial to provide support to the organizing committees of major sporting events, within the scope of our service spectrum and financial resources.

PURPOSE

2. The purpose of this policy is to:
 - (1) Provide clarity on the type and amount of municipal support available to organizing committees of major sporting events in Whitehorse; and
 - (2) Encourage sport governing bodies to stage their regional, national and international events in Whitehorse; and
 - (3) Promote tourism and economic development opportunities that result from major sporting events; and
 - (4) Strengthen the spirit of volunteerism, promote health and fitness, and market the community through the new and wider audience attracted to major sporting events; and
 - (5) Financially support those organizing committees that show a deficit on the event financial statement.

SCOPE

3. This policy applies only to the organizing committees of major sporting events who stage all or part of their event in city facilities.

DEFINITIONS

4. In this policy,
 - “City” means the municipal corporation of the City of Whitehorse
 - “City Council” means the elected Council of the City of Whitehorse
 - “City Facilities” means recreation facilities operated by the City of Whitehorse

“Major Sporting Event” means a western Canadian, national, or international championship that is endorsed or sanctioned by a sport-governing body, or a multi-sport event with representation at a provincial/territorial level.

“Organizing Committee” means a committee that has been established as a formal, non-profit society for the purpose of planning and staging the event.

RESPONSIBILITIES

5. City Council shall:

- (1) Create and amend the Sport Tourism Subsidization Policy.
- (2) Establish an amount for Sport Tourism in the annual operating budget.

6. The Manager of Parks and Recreation shall:

- (1) Provide information and maps of city facilities for bid and planning purposes
- (2) Identify a contact person within the department to work with the organizing committee for the coordination of all City services required for the event
- (3) Clearly identify what areas within a City facility will be available for use during the event
- (4) Participate in discussions and planning for venue management
- (5) Consider any capital improvements to a facility to meet event standards for submission to the annual budget discussions
- (6) Develop and submit an estimate of the fees attributable to all known major sporting events requesting City facilities in the next fiscal year, and submit those to the annual budget process
- (7) Authorize, within the funds allocated in the annual budget, the expenditure of funds from the Sport Tourism Subsidy account in an amount equal to fees charged for the use of city facilities for major sporting events. At no time shall funds be released to an organizing committee showing a profit from an event.
- (8) Ensure all sport-governing bodies are aware of the Sport Tourism Subsidization Policy.

7. The Organizing Committee shall:

- (1) Provide notification to the City a minimum of one year prior to the start of the proposed event of plans to bid on hosting a major sporting event.
- (2) Provide proof of being a registered society in good standing.
- (3) Provide a detailed budget for the event, including all monetary and in-kind support.
- (4) Identify a contact person to work with the City contact person.

- (5) Participate in discussions and planning for venue management.
- (6) Identify the City of Whitehorse as a sponsor.
- (7) Provide a final report at the conclusion of the event, including financial statements, within 90 days. An extension may be applied for in writing.
- (8) Comply with all existing facility policies and contracts, unless specifically granted a variance from doing so.
- (9) Enter into a facility rental contract with the City for the use of City facilities.

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