



## **AMATEUR YOUTH SPORT TOURISM GRANT APPLICATION FORM (AYSTG FORM)**

**Please review this application completely and carefully to consider your event's eligibility under the current Sport Tourism Grant policy.**

Once Part 1 of your application is completed, please contact **Karen Doyle (Tourism Marketing Officer)** to discuss your tournament, your application and any services which Tourism Services may be able to provide to support and enhance your event.

Phone: 905.688.5600 x1733

Email: [kdoyle@stcatharines.ca](mailto:kdoyle@stcatharines.ca)

### **Effective for all 2018 grant applications:**

- Events must meet minimum nightly requirements for accommodation within the City of St. Catharines. Specifically, a minimum of 25 rooms must be booked with a St. Catharines accommodation provider.
- Events must be hosted in the City of St. Catharines.
- Total funding per eligible application ranges from \$500-\$2,000 per application.
- Eligibility criteria is based on minimum nightly requirement. If sufficient accommodation is unavailable due to pre-existing hotel business the "best night" of overnight accommodation in St. Catharines will be used to confirm eligibility, i.e. at least one night (the best night) must satisfy the minimum requirement.
- Event organizers may apply for no more than two (2) grants per calendar year.

### **Purpose**

The purpose of the AYSTG is to provide assistance in the provision of hospitality for visiting sports teams, officials and spectators attending an amateur youth major sporting event being held in the City of St. Catharines at City and community facilities.

The Amateur Youth Sport Tourism Policy and Grant Program will:

- Support City of St. Catharines youth sport organizations to host regional, provincial and national amateur sport events within the City of St. Catharines.
- Encourage provincial and national sport organizations to host their tournament(s) in the City of St. Catharines.
- Generate positive economic impact by attracting and hosting visitors.
- Benefit the local sport community with development of volunteers, athletes, coaches, officials, and instill community pride.

The Policy aims to protect the City's corporate values, assets, interests, goals, facilities, programs and services while also ensuring that Sport Tourism grows and prospers, positively impacting the quality of life of St. Catharines citizens.

**Eligibility**

Sport Tourism opportunities may include international, national, provincial and regional single-sport championships. Also include annual tournaments/events, training camps, selection camps and/or preparation events. All events to be endorsed or sanctioned by a Provincial, National or International sporting body.

- All event participants must be under 18 years of age.
- New and returning events are required to provide information on anticipated number of competitors and/or teams attending the sporting event.
- Private and non-profit organizations can apply for the AYSTG.
- The sporting event is to be a minimum of two days.
- Limited to two applications per organization per year with the opportunity for additional events to be approved if funds are available at year end.
- The minimum nightly requirement is 25 room nights in the City’s motels and hotels. The applicant must provide confirmation of overnight stays in St. Catharines post event.
- Applicants must attach a list of all event registrations.
- If sufficient accommodation is unavailable due to pre-existing hotel business the “best night” of overnight accommodation in St. Catharines will be used to confirm eligibility, i.e. at least one night (the best night) must satisfy the minimum requirement.
- It is the responsibility of the event organizer to ensure that adequate accommodation is booked or allocated for their event. If accommodation partners are already too busy to service the event’s accommodation needs, then the event should be rescheduled to a time when adequate accommodation is available. Similarly, if event participants choose not to stay in St. Catharines, and this affects the criteria, the application is not eligible.
- Events must be hosted in City of St. Catharines to receive the AYSTG
- All applications are required to declare, via the application form, participation and financial data relating to their event. This information is then inputted into the Sport Tourism Economic Assessment Model.

**Funding Streams**

The successful recipient is responsible for all venue, accommodation and equipment bookings. The approval of the AYSTG application does not guarantee availability of these items.

Events that use corporation of City of St. Catharines facilities or events that use private facilities or other public spaces are eligible for the AYSTG.

<b>Event Type</b>	<b>Overnight Stays (room night)</b>	<b>Eligible to receive up to</b>
Tier 1	25-75	\$500
Tier 2	76-150	\$1,000
Tier 3	151-250	\$1,500
Tier 4	251+	\$2,000

## 1. General Principles

- 1.1 Applicants must apply using the official application form to the City St. Catharines and provide information relevant to major, single-sport championship. The application must show the projected social, cultural, economic and environmental impact that the event will have on the City of St. Catharines and its residents.
- 1.2 Consideration will be given first to applicants who display community building by creating partnerships with community organizations, athletic and social clubs, service clubs and charities.
- 1.3 Major, single-sport championship already funded through other agreements with the City of St. Catharines will not be considered.
- 1.4 Each year, City Council will approve a budget to be allocated to the AYSTG
- 1.5 Insurance fees (and any applicable HST) and damage deposits are not eligible for the AYSTG. Post-event damage fees and/or park reinstatement fees (and any applicable HST) are ineligible expenses.
- 1.6 Non-for-profit and for-profit or private organizations / individuals are eligible to apply.
- 1.7 A copy of the City permit (if required) for the major, single-sport championship which is being applied for must accompany the application.
- 1.8 Audited financial statements, articles of incorporation, Board of Director minutes and proof of not-for-profit or charitable status are not required with the application, however, the City retains the right to request this information if deemed necessary.
- 1.9 For major, single-sport championship whereby a portion or all of the proceeds are being donated to charity, a confirmation letter from that charity must accompany the application.
- 1.10 All applicants must provide proof of facility booking, hotel bookings and number of room nights reserved in the City of St. Catharines within 5 business days of the start of the sporting event.

## 2. Availability and Application Procedure

The AYSTG will have two intake windows. One for winter and spring events and one for summer and fall events. The funding amount will be divided in half to ensure there are sufficient funds left for events later in the year. If the funding dollars in the first half of the year are not entirely utilized they will roll into the second half of the year. There will be no carry over into the next calendar year.

<b>Applications Accepted</b>	<b>For Events Being Held in</b>
1. November – May**	January – July
2. June – November***	August – December

\*\* 2018 Amateur Youth Sport Tourism Grant will run March- December.

\*\*\* Deadline may be extended if budget is not fully spent for the 2018 fiscal year.

- 2.1 Applicants will complete and submit the AYSTG form requesting event and organizer information to City staff. The form is to be submitted 30 to 60 days in advance of the event. If applicable, a copy of the City permit for the major, single-sport championship which is being applied for must accompany the application. For major, single-sport championship whereby a portion or all of the proceeds are being donated to charity, a confirmation letter from that charity must accompany the application.
- 2.2 The Sport Tourism Economic Assessment Model (STEAM) software tool will be utilized to assess the economic impact of each tournament. STEAM Software standardizes visitor expenditure profiles to generate economic impact estimates.

### **3. Restrictions**

The City will not solicit or accept applications from organizations whose reputation could prove detrimental to the City's public image and/or whose main business is derived from:

3.1 The City will not accept applications from organizations / individuals whose reputation could prove detrimental to the City's public image and/or whose main business is derived from: 1) the production or sale of tobacco, 2) pornography, adult entertainment, or sexual services, 3) the support of or involvement in the production, distribution, and sale of weapons and other harmful products, and 4) religious and/or partisan organizations.

3.2. Applications will not be accepted from any party that portrays, promotes, or condones the stereotyping of any group or discrimination as defined in the Ontario Human Rights Code.

3.3. Applications will not be accepted from individuals or corporations currently not in good standing with the municipality (i.e. current violation of by-law, under litigation, or in arrears).

3.4. Applications will not be accepted from corporations that produce any product or service that is not legally available to persons under the age of 18 in the Ontario marketplace, except for permitted special events.

### **Waiving of Fees and Sport Tourism Grant**

Staff will align the intake windows with that of the application for the waiving of fees, commencing in 2019. This will allow groups to know what their options are and apply for the appropriate assistance.

### **Budget**

A granting budget of \$15,000 has been approved in the 2018 operating budget.

### **Relationship to Strategic Plan**

The City's financial support of sport events through the AYSTG supports the economic, social and cultural sustainability goals of the Strategic Plan. This support provides the ability to host events in St. Catharines that draw the community together, encourages local engagement and investment as well as attracting new visitors to the community to enjoy, support, and grow our local economy.

## APPLICATION FORM

**Completed application forms should be submitted 30-60 days prior to your event.**

Once Part 1 of your application is completed, please contact **Karen Doyle (Tourism Marketing Officer)** to discuss your tournament, your application and any services which Tourism Services may be able to provide to support and enhance your event.

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### **PART 1: EVENT AND APPLICANT INFORMATION**

Event Name:	
Start Date of Event:	
Finish Date of Event: <i>Note: eligible events must be a minimum of two (2) consecutive days.</i>	
Applicant Name:	
Position Title:	
Organization Name:	
Address:	
Email:	
Phone Number:	
Have you or someone from your organization applied for a grant in this calendar year?	

Type of Event:	
Event Location: <i>Note: must be hosted in the City of St. Catharines.</i>	
Is your event private and/or not-for-profit?	
Is your event a major, single-sport championship that is already funded through other agreements with the City of St. Catharines: <i>Note: these events will not be considered.</i>	
Do you have any partnerships with community organizations, arts and cultural organizations, athletic and social	

clubs, service clubs and/or charities? Please describe.	
Estimated Total Number of Teams:	
Anticipated Total Number of Participants:	
Estimated number of participants staying overnight in St. Catharines:	
Anticipated Facility Costs (only if City owned facilities):	
Will you require City Guides or other brochures?	
Explain how the grant will enhance or improve the tournament experience:	

## **PART 2: VISITATION AND FINANCIAL DATA**

Please use the following as a workbook to help you organize some of the key visitation and financial indicators of your event. Answer each section as best as you can. Note: not all questions/sections may apply, however a more complete response will more accurately demonstrate the benefits your event generates to the community of St. Catharines. Please be mindful that relevant receipts and records should be kept to confirm data. When completed, an impact statement will be made available to you to assist you with your next event.

### **Participant Data**

Number of overnight participants	
Number of rooms booked (minimum of 25 rooms must be booked in a St. Catharines affiliated accommodation provider)	
Percentage of participants staying overnight (0-100%)	
Percentage of overnight participants from Canada	
Percentage of overnight participants from U.S.	
Percentage of overnight participants from Overseas	
<b>Total</b>	<b>100%</b>

Percentage of Canadian participants traveling from out of town <b>up to 320km</b> , regardless of province of origin	
Percentage of Canadian participants traveling from <b>more than 320km and the same province as the event</b>	
Percentage of Canadian participants traveling from <b>more than 320km and a different province as the event</b>	
<b>Total</b>	<b>100%</b>

Average overnight length of stay	
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Percentage of participants under the age of 18 (must be 100%)	
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Percentage of participants under 18 who are staying in commercial accommodation	
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Average number of <b>day trips</b> taken by each participant (same-day participants)	
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### Spectator Data

Number of unique spectators (travelling from 100 kilometres or further to be in St. Catharines)	
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Percentage of spectators staying overnight (0-100)	
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Percentage of overnight spectators from Canada	
Percentage of overnight spectators from U.S.	
Percentage of overnight spectators from Overseas	
<b>Total</b>	<b>100%</b>

Percentage of Canadian Spectators traveling from out of town <b>up to 320km</b> , regardless of province of origin	
Percentage of Canadian Spectators traveling from <b>more than 320km and the same province as the event</b>	
Percentage of Canadian Spectators traveling from more than <b>320km and a different province as the event</b>	
<b>Total</b>	<b>100%</b>

Average overnight length of stay	
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Percentage of overnight domestic spectators visiting St. Catharines solely for the tournament	
Percentage of overnight USA spectators visiting St. Catharines solely for the tournament	

Percentage of overnight international (non-USA) spectators visiting St. Catharines solely for the tournament	
<b>Total</b>	<b>100%</b>

Average number of day trips taken by each same-day spectator	
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### Media/VIP Input

Number of unique media and VIPs attending event	
Number of media and VIPs staying overnight in St. Catharines	

Percentage of overnight media and VIPs from Canada	
Percentage of overnight media and VIPs from USA	
Percentage of overnight media and VIPs from overseas	
<b>Total</b>	<b>100%</b>

Percentage of overnight Canadian media and VIPs traveling from <b>out of town up to 320km, regardless of province of origin</b>	
Percentage of overnight Canadian media and VIPs traveling from <b>more than 320km and the same province as the event</b>	
Percentage of overnight Canadian media and VIPs traveling from <b>more than 320km and a different province as the event</b>	
<b>Total</b>	<b>100%</b>
Average overnight length of stay	

Average number of same-day trips taken by each media and VIP	
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### Capital Input

Capital Spending on Buildings and Renovations	
Capital Spending on Machinery and Equipment	
Capital Spending on Furniture and Fixtures	
Capital Spending on Transportation Equipment	
Capital Spending on Other Supplies	
Capital Spending on Other Services	

<b>Total (calculated)</b>	
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Percentage of construction costs that are attributed to local firms	
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### Operating Expenditure Input

**Enter Operating Expenditures on:**

Operating Expenditures on Salaries, Fees and Commissions (internal staff, officials, timekeepers, etc)	
Operating Expenditures on Advertising Services (ad creation, ad placements, media costs, etc)	



Operating Expenditures on Professional Services (legal, agent commissions etc)	
Operating Expenditures on Financial Services	
Operating Expenditures on Insurance	

Operating Expenditures on Facility and Related Rent	
Operating Expenditures on Laundry and Cleaning Services	
Operating Expenditures on Other Services	
Operating Expenditures on Communication	
Operating Expenditures on Energy and Other Utilities	
Operating Expenditures on Guest Room Supplies	
Operating Expenditures on Office Supplies	
Operating Expenditures on Kitchen Supplies	
Operating Expenditures on Other Supplies	
Operating Expenditures on Repairs	
Operating Expenditures on Food and Beverages - Organizing Committee	
Operating Expenditures on Food and Beverages – Participants	
Operating Expenditures on Food and Beverages - Media /VIP	
Operating Expenditures on Accommodation - Organizing Committee	
Operating Expenditures on Accommodation – Participants	
Operating Expenditures on Accommodation - Media /VIP	
Operating Expenditures on Merchandise and Retail	
Operating Expenditures on Personal Travel	
Operating Expenditures on Transportation and Storage	

Property Taxes (actual or estimate)	
Corporate Taxes (actual or estimate)	
* HST(actual or estimate)	
* Provincial Sales Tax (actual or estimate)	
* Federal Sales Tax (actual or estimate)	
Other Indirect Taxes (municipal) (actual or estimate)	

Total expenditures itemized above (including all taxes)	
Enter total revenue (must be >= total expenditures)	
Operating Surplus Calculated	

Enter direct employment (in equivalent full-year jobs)	
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Does all of the transportation spending occur in the local area?	
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Organizing Committee Sponsorship	
Percentage of participants being sponsored	
Percentage of media/VIP being sponsored	

Number of Volunteers	
Total number of Volunteer Hours	