



## **Policy Manual**

**Policy Number: Corporate-032**

**Subject: Sport Bid, Hosting and Servicing Policy**

### **Policy Statement**

#### **Purpose / Objective**

The City of Brantford recognizes the value and impact of Sport Tourism as one of the fastest growing segments of the tourism industry. The Sports Bid and Hosting Policy will ensure that the municipality provides a collaborative approach to bidding and hosting responsibilities to advance these opportunities in partnership with local stakeholders, groups, and organizations. The policy also recognizes the role of the municipality in the facilitation, when required, of these events. Furthermore, the policy will set the framework for the municipality to move forward, when applicable, with making an application to compete with various cities across the country to host Sport Tourism Events.

Brantford has established Sport Tourism, through the Municipal Sport Tourism Strategy (2019), as a priority market segment. Brantford will provide a one-stop shop for all customers and stakeholders that ensures Sport Tourism events are developed and supported while delivering legacy that helps to grow sport hosting, business and the community. This policy will establish the priority level for: Economic Development, Tourism, City and surrounding area.

### **Policy Statement Details**

This Sport Bid, Hosting and Servicing Policy will endeavor to ensure:

- A. That Council is provided direction and accountability to the various municipal departments that have been identified as taking a leadership role in the implementation of the municipal sport bid, hosting and servicing activities as described in the definition of the scope/mandate and roles and responsibilities of the policy.

- B. That any financial and other hosting impacts of these types of Sport Tourism Events are reported to Council as soon as possible and this step would be required as a fundamental prerequisite action in order to proceed.
- C. To provide an opportunity to develop an integrated strategic approach to Sport Tourism in Brantford that involves collaboration and active participation of the Economic Development and Tourism, Parks & Facilities Services Departments as well as the Community Programs & Social Development Commission and the Brantford Sports Council along with other community partners and stakeholders.

This policy recognizes that the management of sport bids, hosting and servicing is based on a consultative process involving many different partners. As a result, the policy recommends the creation of an Interdepartmental Technical Committee made up of, but not limited to, staff representatives from the Economic Development & Tourism, Parks & Facilities Services Departments and the Community Programs & Social Development Commission.

### **Role of the Economic Development and Tourism Department**

The Economic Development and Tourism Department's role will be to utilize a strategic and proactive bid process to attract and attain Sport Tourism Events that are held in the City of Brantford. Tourism Division staff will evaluate and recommend Sport Tourism Event opportunities that bring significant benefits across a broad range of municipal priorities. They will also take into account the visibility the Sport Tourism Event will receive from participants, tourist and viewing audience who will partake in the event. Staff will promote local tourism opportunities for the participants in order to maximize their stay in Brantford. Economic Development and Tourism Department staff will also serve as the media contact and provide support services, when required, for the events that are hosted in the city.

Key activities will include:

- Using a strategic approach (action plan) for bidding to host regional, provincial, national, and international Sport Tourism Events with input from the Parks & Facilities Services Department, community stakeholders and the Interdepartmental Technical Committee.
- Provide a framework for developing and aligning stakeholders and encouraging private and public sector partnerships to support sport bidding and hosting with input from Parks & Facilities Services Department; the Brantford Sports Council; and other interested constituents.
- Develop an accountability framework for reporting: from bid/event organizers, to the community and the metrics by which Sport Events will be evaluated.

- Develop a classification of Sport Tourism Events that Brantford will support through bids, financial and service support and define the level of involvement for the City; whether it be the lead organizer, co-host or service provider.
- Determine the economic, social and sustainable impact of Sport Tourism Events to complement sport bids and/or assist other City Departments and/or Council to determine viability of in-kind or financial support toward a Sport Tourism Event.

### **Role of the Parks & Facilities Services Department and the Community Programs & Social Development Commission**

These departments will facilitate, where required, and in conjunction with the input from the Interdepartmental Technical Committee and community stakeholders, the availability and allocation of facilities. Recommendations to the bidding coordinator and organization with regards to infrastructure, standards, permits, licensing and other special event related requirements will also be provided. Staff will create a list of contact personnel within these two departments that outlines duties and responsibilities as they relate to the sporting/special events that are held on city-owned property.

Key Activities will include:

- The Parks & Facilities Services Department and the Community Programs & Social Development Commission will facilitate regular communication links between the Brantford Sports Council, Economic Development and Tourism Department, and other community groups via the Interdepartmental Technical Committee; and through web site updates.
- Facilitate fair and equitable access of individuals and sport groups to the City of Brantford facilities, infrastructure, and fields as per the Allocation Policy.
- Continue working partnerships with various sports affiliations via the Brantford Sports Council, and in conjunction with the Economic Development and Tourism Department to facilitate the integration of sport into other municipal strategies.
- Create a service document for sport event planning and servicing, including information about available funding opportunities.
- Provide services as required for sports and Sport Tourism Events that take place on municipally owned parks and facilities.

### **Role of the Interdepartmental Technical Committee**

This Committee will be comprised of City staff that are involved and affected by sport bid, hosting and servicing opportunities. They will evaluate the opportunities that arise in order to determine the feasibility and logistics as well as the potential cost to the City to host such an event.

Key activities will include:

- Include the business community, including all sectors that support sport event hosting, in communications early in the bid process.
- Define how residents of Brantford and surrounding communities will be informed, educated and kept up to date on Sport Tourism in general and specific hosting.
- Ensure there is alignment for the Sport Tourism Events with the City of Brantford's Special Events Advisory Team (SEAT), the City of Brantford Special Events Policy-001 and the SEAT Standard.

## **Definitions**

### **Sport Tourism**

Travel for the purpose of either participating in or observing a sporting event while staying apart from the tourists' usual environment. It includes the development or attracting of events; the planning and delivery of those events; and businesses or individuals engaged in the hosting of athletes, teams and their families in venues, hotels, restaurants and communities.

### **Sport Tourism Event**

An event whose purpose is to provide a competition or activity that includes participants that travel from their usual environment. (e.g. Sport tournaments, dance competitions)

### **Local Sporting Event**

An event whose purpose is to provide competition or active involvement to participants that do not need to travel from their usual environment or incorporates an active element to a fundraising activity. (e.g. inter-league games, walkathons)

### **Bidding**

"Bidding" is the process of researching, marketing and submitting the application to host sport tourism events once facility allocation has been confirmed.

Tasks related to bidding include:

- Facility and/or park allocation and availability confirmation.
- Coordination of communication links within the municipality and community.
- Coordination, preparation, and filing of bid documents.
- Administration of bid security payments as required.

- Marketing and promoting the benefits of hosting the event.

The bidding process is not restricted to a municipal only service. Regional, provincial, national and international bids can be submitted by any local sports organization, however it is recognized that the practice of consultation with City staff, if the bidder plans to utilize City services, must continue to occur prior to any bid submissions being filed.

## **Hosting**

“Hosting” is the process of being the lead organization that undertakes the logistical planning and delivery of a sporting event.

Tasks related to hosting include, but are not limited to:

- Volunteer recruitment.
- Fundraising (sponsorships/grants/ticket sales).
- Communications lead – marketing, public relations, and media.
- Registration.
- Event and competition scheduling.

## **City Led Sport Tourism Event**

A “City Led Sport Tourism Event” is an event where the City is the lead organization for the planning, logistics and delivery of the event. Specific tasks related to City-led sport tourism events include:

- Includes a new specific Fees and Charges line item for the use of City facilities, as outlined in recommendation clause C of this report.
- Relevant City staff are to be assigned to fill the roles of subcommittees as part of their regular work duties and, if approved by the staff member’s direct supervisor and bargaining unit approval (if applicable), the opportunity for City staff to be permitted to be seconded to support the successful onsite delivery of the event.
- A budget and business plan must be provided, and is subject to Council approval.
- There will be 3 years in between of hosting this type of event to not deplete staff resources.

## **City Co-Hosted Sport Tourism Event**

A “City Co-Hosted Sport Tourism Event” is a partnership with another organization, where both share in the planning, logistics and delivery of the sport event. Roles and

responsibilities can also include, but are not limited to, the providing of cash, in-kind services or elimination of fees through administrative bookings. Co-Host organizations who request cash or in-kind support from the City of Brantford must provide a budget and business plan, and may be subject to Council approval if anticipated costs exceed Department budgets.

### **City Sponsored Sport Tourism Event**

A “City Sponsored Sport Tourism Event” is a third-party organized event the City supports through cash or in-kind services in exchange for recognition at the event. A formal sponsorship agreement is typically required.

### **City Supported Sport Tourism Event**

A “City Supported Sport Tourism Event” is an event where the City provides the regular services and service levels for the sport event and is not the lead organization in the planning, logistics or delivery of the sport event.

### **Servicing**

“Servicing” is the process of facilitating services, where required, and ensuring the City properties that are to be utilized meet the criteria of the event.

Tasks include:

- Coordination of communication links with the event organizers.
- Coordination of event scheduling.
- Management of sport event/tournament short and long-term calendar.
- Updating of facilities and parks amenities and features to central files.
- Facilitate permits.
- Identify and provide local city suppliers of services for events as required.
- Assist with marketing, public relations, and media communications where applicable.
- Provide liaison support in the coordination of welcome/hospitality services.

Servicing provisions will be dependent on the organizations operating the sporting event. The City’s function is that of a facilitator, where required, that works in conjunction with local sport organizations to respond to questions and concerns regarding the event logistics.

## Interdepartmental Technical Committee

This is comprised of the stakeholders involved in determining the feasibility of bidding with the intent to host a Local Sporting Event and/or a Sport Tourism Event. It involves, but is not limited to: the Economic Development and Tourism, Parks & Facilities Services and Community Programs & Social Development Departments.

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<b>Date of Next Review:</b> 2027	<b>Applicable Legislation/ Legislative Authority:</b> Not applicable