

# ***Fredericton***

## ***CAPITAL REGION***

### **Sport Tourism Grant Program**

Application Guidelines



## Introduction

The City of Fredericton recognizes the role sport and sporting events play as economic drivers in the community. The purpose of the Sport Tourism Grant Program Application Guidelines are to provide the framework for financial assistance to groups hosting sporting events in Fredericton. This contributes to the local economy and builds capacity through sport in many ways, including; volunteerism, sport development, and community engagement.

Financial assistance may be available to non-profit local sport organizations in the development, operation and hosting of regional, provincial, national, and international sport events held within the City of Fredericton.

Funding amounts will be determined by the Sport Tourism Coordinator and approved by the Tourism Manager. Marquee Events over \$25,000 will also require council approval.

## Eligibility

- Only Non-profit organizations are eligible for a grant, although requests from other organizations may be considered depending on the uniqueness and scope of the event;
- Limit of one (1) application per organization per event;
- Sporting events must be a minimum of two (2) days in duration;
- Applications can be made for recurring or one time marquee events, sport meetings, and conventions;
- Competitions must be open to spectators from the general public;
- Applications can be made for the following:
  - Tournaments (regional, provincial, national, international)
  - Festivals and competitions (marathons, cycling, niche Sports)
  - AGM's (provincial, national, international)
  - Sport related meetings and summits
  - Training (officials, volunteers) o Local homegrown events with a regional focus
- Minimum of one-third of attendees must travel further than 100km to attend;
- The majority of competition events will be within City limits;
- The majority of participants/spectators staying overnight in City accommodations.



## Grant Criteria

The City of Fredericton will consider the following criteria when evaluating a grant application.

1. Economic Impact
  - a. # of participants
  - b. # of spectators
  - c. # of hotel room nights
  - d. % of participants and spectators who reside outside the Greater Fredericton Area
2. Community Fit
  - a. Facilities
  - b. Community opportunities
  - c. Current capacities
  - d. Alignment with City of Fredericton objectives & master plans
3. Legacy
  - a. Potential leverage current available events for future events
4. Impact On Local Sports Development
  - a. Increase sport profile
  - b. Grow coach, officials, and volunteer capacity
5. Social Impact
  - a. Engagement of local participants and spectators
6. Events Resume
  - a. How an event impacts the sport event resume and profile of Fredericton

## Eligible Expenses

- Expenses directly related to bid preparations and presentation
- Bond or holding fees required to secure an event upon acceptance of a successful bid
- Funding is available for the design and development of new and existing annual events • Facility rental fees
- Organization development including but not limited to; coaches, officials, volunteers
- Purchase of equipment required to host the event
- Expenses associated directly to the delivery of the event
- Expenses associated with growing an existing event
- Event research
- Economic impact studies



## Application Submission

To be considered for the Sport Tourism Grant Program, the following must be submitted to the Sport Tourism Coordinator:

1. City of Fredericton Sport Tourism hosting grant application
2. Sport Tourism Economic Assessment Model (STEAM) Estimate (in conjunction with the Sport Tourism Coordinator)
3. Preliminary event budget
4. Confirmation of non-profit status by the applying association

## Funding Levels

International	A minimum of one-third of participants reside outside of Canada. National More than six (6) Canadian provinces are represented. A minimum of one third of participants reside outside of New Brunswick
Regional	Up to six (6) Canadian provinces are represented. A minimum of one-third of participants reside outside of New Brunswick
Provincial	All participants are New Brunswick residents. A minimum of one third of participants live outside of the Greater Fredericton Area.
Developmental	Available for the development of new events or assist in the growth of existing events to reach economic capacity. A minimum of one-third of participants reside outside of the Greater Fredericton Area
Marquee Events	Special consideration will be given to significant sporting events with an emphasis on number of participants, spectator interest, additional visitors, media exposure, and legacy to the City of Fredericton. <b>Applications for marquee events must be submitted at least 18 months in advance to allow incorporation into the Municipal budget process.</b>



## Funding Categories

Applications will be sorted by the following categories and must meet at least one level of criteria for consideration:

	Fewer than <100 Participant	Greater than >1000 Spectators
	Fewer than <1000 Spectators	Greater than >1000 Spectators
	Fewer than <50 Room Nights	Greater than >50 Room Nights
Provincial	up to \$1,000	up to \$2,500
Regional	up to \$2,000	up to \$5,000
National	up to \$2,500	up to \$5,000
International	up to \$5,000	<i>*See Marquee Events</i>
Developmental	up to \$2,500	up to \$5,000
Marquee Events	up to \$10,000	<i>*Contact Sports Tourism Coordinator</i>

