



To: Sport and Event Services Manager

From: President, Kelowna 2019 55+ BC Games Society

Re: Kelowna 2019 55+ BC Games - Legacy Program

Our Legacy Committee has met and confirmed our award of the 2019 Legacy.

The Committee included Admin Director Keith Grayston; Sport Directors Leslie Driscoll and Devin Rubadeau; Friends of the Games Director Jenelle Hynes and President David Graham

- City liaison Doug Nicholas provided supporting information and advice
- The Committee reviewed BCSGS legacy policy and determined that our Legacy complies
- The Committee considered several different approaches to distribution of the Legacy and selected the approach set out below because it is accessible to all qualified sport organizations in Kelowna serving 55+ sport, builds upon successful grant programs already in place, and is expected to have a multi-year impact

The following describes our approach to distribution of the Legacy. Approval from the BC Seniors Games Society, our parent body, has already been obtained.

CORE PRINCIPLES:

The City of Kelowna's Active Living & Culture Division will administer a grant program targeting 55+ sport events that

- encourage active healthy lifestyles
- build strong neighbourhoods
- nurture lifelong participation in sport
- enhance cultural vibrancy
- facilitate development of events
- enhance social sustainability
- support effective management and operation of sport, recreation and cultural facilities

VALUES:

Any organization supported by the grants will commit to the following values:

- accessibility, diversity and inclusion: the organization will not unreasonably exclude anyone by reason of religion, ethnicity, gender, age, sexual orientation, language, income
- accountability and fiscal responsibility: using resources effectively and efficiently
- innovation: being leaders in finding new solutions
- optimizing value: generating more value and impact from existing resources
- partnerships and collaboration: working with others to leverage energy, talent and resources

55+ EVENT HOSTING PROGRAM DESCRIPTION AND OBJECTIVES

Description and Objectives:

55 Plus Event Grants:

Events are sport-focused and targeted to the 55+ age demographic. As a legacy of the 2019 Kelowna 55+ BC Games, eligible events will provide community-based 55+ sport tournaments that support Kelowna's sport for life mandate and contribute to an "active for life" community. The 55+ grants will be funded by the Legacy Grant from the Kelowna 2019 55+ Games Society of approximately \$30,000.

Events enhance the quality of life in Kelowna and are an essential element in creating a prosperous, vibrant community. Kelowna has a long history of hosting a variety of events, and supporting their continued growth, success and sustainability. By recognizing the benefits that events bring to the community and the associated costs to organizers in hosting, the City of Kelowna has established the Event Hosting Program.

The intent of the Event Hosting Program is to recognize and support events that reflect Kelowna's principles and values. This program will contribute to event health and sustainability so they can remain an integral part of our community. A 55+ Event Hosting Program Grant is awarded based upon an application- and are available to offset event-related expenses, including: facilities, equipment, emergency services and bid fees.

The Legacy funding of approximately \$30,000 is expected to support grants for a number of years however the number of successful applications and the size of grant will determine the longevity of the fund. The recommended grant funding level of \$1000-2500 will support 12-30 grants.

Eligibility:

To participate in this program, the following event criteria must be met:

- Be a stand-alone 55+ tournament/event or have a 55+ category within a broader tournament/event
- Take place within Kelowna or the majority of services for the event and its participants are provided in Kelowna
- Be accessible to the general public

- Applicant must be a local non-profit sport organization, or a commercial enterprise that co-applies (partners) with a local non-profit sport organization

Eligible activities and expenses:

Grant funds will be distributed after the event and may be used to offset event-related expenses, including:

- Facility rental fees and other City-related costs (ie. park rental, street sweeping, utility locates, road closures, bylaw, permits)
- Event logistical expenses (ie. fencing, portable washrooms, traffic personnel)
- Emergency services (ie. RCMP, BCEHS, Fire Department)
- Expenses related to bid preparation and presentation, printing of bid document, or bid fees
- Equipment fees
- Event marketing and advertising

Funding levels for 55+ events

Funding levels will be based on the type (stand-alone/add-on) and size of the event, and will adhere to the following guidelines:

- Stand-alone events: \$25/participant up to \$2,500
- Add-on category: \$10/participant up to \$1,000

Respectfully submitted on behalf of the Kelowna 2019 55+ BC Games Society

David Graham, President