



REPORT

To: Chair and Directors

Report Number: ADM-BRD-315

From: Tyra Henderson, Corporate Officer, on behalf of Chair Sperling

Date: July 14, 2022

Subject: **Expansion of Hockey Canada to Sport and Cultural Events Grant in Aid**

RECOMMENDATION #1: [Corporate Unweighted]

That the Regional Board rescind third reading of "Hockey Canada Events Grant in Aid Service Establishment Bylaw No. 2473, 2022"; further that the bylaw be amended by renaming the bylaw to "Sport and Cultural Events Grant in Aid Service Establishment Bylaw No. 2473, 2022"; and further, that the scope of the bylaw be expanded beyond the authority to provide grants toward the costs of hosting national and international Hockey Canada Events in the region, to include the authority to provide grants to local government or non-profit entities hosting national and international level sporting and cultural events, competitions, and festivals sanctioned by the relevant oversight body, in support of athletic growth and development, and cultural enrichment of local communities, in recognition the associated economic/tourism benefits experienced by host communities in the region.

RECOMMENDATION #2: [Corporate Unweighted]

That the Regional Board give "Sport and Cultural Events Grant in Aid Service Establishment Bylaw No. 2473, 2022, third reading.

RECOMMENDATION #3: - [Corporate Unweighted – 2/3 majority]

That the Regional Board confirm assent voting as the method of obtaining elector approval for the proposed Sport and Cultural Events Grant in Aid Service Establishment Bylaw No. 2473, 2022, with participating area approval to be obtained for the entire proposed service area and the Regional Board assuming responsibility for obtaining elector approval in the entire proposed service area with assent voting conducted in conjunction with the 2022 General Local Government Election on October 15, 2022; and finally, confirm Tyra Henderson and Tab Young as the Chief and Deputy Chief Election Officers for the assent voting proceedings.

RECOMMENDATION #4: - [Corporate Unweighted]

That the Regional Board approve the Assent Voting Question for Sport and Cultural Events Grant in Aid Service Establishment Bylaw No. 2473, 2022 as follows: "Are you in favour of the Peace River Regional District adopting Sport and Cultural Events Grant in Aid Service Establishment Bylaw No. 2473, 2022" for the purpose of creating a new region wide service that will authorize the provision of grants toward the costs of hosting national and international level sporting and cultural events sanctioned by the relevant oversight body, at a maximum annual tax requisition limit that is the greater of \$200,000 or \$0.0125/\$1,000 of net taxable value of land and improvements, and assessed on improvements, imposed in the entire Peace River Regional District, including all member municipalities and electoral areas?"

RECOMMENDATION #5: [Corporate Unweighted]

That the Regional Board authorize that the Notice of Assent Voting for “Sport and Cultural Events Grant in Aid Service Establishment Bylaw No. 2473, 2022” include a synopsis of the bylaw as permitted under the Local Government Act s.176(4) and (5).

BACKGROUND/RATIONALE:

At the February 10, 2022 Board Meeting, the Regional Board approved third reading of “Hockey Canada Grant in Aid Service Establishment Bylaw No. 2473, 2022”, and approved assent voting, held in conjunction with the October 15th General Local Government Election, as the method of obtaining elector approval of the bylaw.

At the May 12, 2022 Board Meeting, the Regional Board appointed election officers, approved the assent voting question for the bylaw, and approved that assent voting notices (posted in the newspaper) for the bylaw include a synopsis of the bylaw rather than the bylaw in its entirety.

The bylaws were sent to the Ministry for approval, which is anticipated late July in order to ensure that the assent voting can take place in compliance with timelines specified in the *Local Government Act* and on October 15, 2022.

On several occasions when the potential service functions were discussed, the possibility of creating a service that was not specific to hockey events or even to sports events, was noted as an option. While hockey events are familiar in the region, a number of other national level events have been successfully hosted and could be hosted in future in the region as well.

Examples of high profile events include:

2006 Canada Post Long Track Speed Skating Championships

2010 Grey Power Cup Grand Slam of Curling

2019 Mixed Doubles Curling Championships

2027 Canada Games - Speedskating

Many communities in the region have a very active cultural scene, including art, music, poetry, and other genres, that may well lead to future events of a national or international significance being held in the region. Expanding the bylaw in this way will allow for a broad range of events to be considered for grant in aid to support the cost of holding such events. While it is widely accepted that high profile events attract tourists, generate economic benefits, and raise the profile of the region when successfully hosted, the expansion of the bylaw does not create the potential to fund many of the beloved community events familiar in the region such as the annual Mile O Cruisers Summer Cruise event happening July 8-10 in Dawson Creek. By virtue of the definition of the service included in the bylaw, while this event certainly draws visitors to the area from across Western Canada, and generates economic benefits to the host community and region, it is not recognized by a registered governing oversight body (such as Curling Canada) and is not a national or international level event. This distinction is noteworthy as many ‘good and worthwhile’ events will remain outside of the scope of this bylaw.

Additionally, given the amount of effort required to create a new service, creating a new service that provides maximum flexibility and applicability is more efficient. Amending the service at a later date, should an event arise that the Regional Board would like to support, is not easily nor quickly accomplished. Ministry approval, and potentially elector approval, depending on the magnitude of the change, would be required to amend the bylaw in future.

ALTERNATIVE OPTIONS:

1. That the Regional Board provide further direction.

STRATEGIC PLAN RELEVANCE:

- ☒ Not Applicable to Strategic Plan.

FINANCIAL CONSIDERATION(S):

Changing the name of the function and expanding its scope will not affect assent voting costs. The maximum requisition included in the 'Sport and Cultural Events' Bylaw is identical to the bylaw as originally proposed and therefore no additional taxation burden is contemplated for the public due to this change. Expanding the scope will allow greater flexibility in the types of events that can be supported by the Peace River Regional District, at the same cost. Should there be multiple national or international level events in any given year, the available grant funding could be split between them, at the discretion of the Regional Board.

The maximum requisition for the service included in the bylaw is \$200,000. Based on the most recent assessment roll, if this service function was a regional function and the maximum requisition was \$200,000 based on Land & Improvements, the tax rate would be approximately \$0.0125 / \$1,000.

The financial impact of the proposed service (ie: how much a property owner would pay if the bylaw was approved) is illustrated below, at an estimated residential tax rate in the first year of \$.0072/\$1000 on a residential property:

House Value -(improvements only)	Estimated Cost for Sport and Cultural Grant in Aid
\$150,000	\$1.08
\$250,000	\$1.80
\$400,000	\$2.88

COMMUNICATIONS CONSIDERATION(S):

A communication plan will be developed to inform residents about the proposed service. As required, PRRD communications will be neutral and fact based. Residents will be provided information about the service being proposed and the financial impact to taxpayers. Information will also be shared regarding the elector approval process (assent voting or AAP) and how to participate. This work has already started – the PRRD is participating in a regional committee with member municipalities to conduct a comprehensive "GET OUT AND VOTE" campaign, and will continue to promote awareness of the General Local Government Election and assent voting opportunities to the public in as many ways as possible. (ie: mailouts, posters, web page and social media posts, radio, newspaper and other visual

reminders such as roadside signage, movie theatre digital ads, coffee sleeves, etc). Statutory Advertising must also be done.

OTHER CONSIDERATION(S):

Sport Tourism Canada is an organization founded through a partnership with the Canadian Tourism Commission with the goal to increase Canada's capacity to attract and host sport tourism events. More information regarding the impact of sports tourism in Canada can be found on their website at <https://sporttourismcanada.com/>

Attachments:

1. Sport and Cultural Events Grant in Aid Service Establishment Bylaw No. 2473, 2022
2. Sport and Cultural Events Tax Rate Illustration

External Links:

1. [Report ADM-BRD-271 Hockey Canada Grant in Aid Service Establishment Bylaw](#)
(Agenda Item 10.3, February 10, 2022 Board Meeting)
2. [Report ADM-BRD-296 General Election and Assent Voting 2022](#)
(Agenda Item 10.2, May 12, 2022 Board Meeting)
3. [Report FN-BRD-068 Service Establishment, Hockey Canada](#)
(Agenda Item 10.14, April 15, 2021 Board Agenda)
4. [Report FN-BRD-043, Establishment of Service Functions](#)
(Agenda Item 5.1, February 17, 2021 Special Board Meeting)
5. [Report ADM-BRD-007, Regional Grant in Aid & Economic Development Grants Workshop](#)
(Agenda Item 10.8, June 25, 2020 Board Meeting)
6. [Report FN-BRD-008, Establishing a Service Function – Regional Grant in Aid Contributions](#)
(Agenda Item 10.6, June 11, 2020)