

# WELLAND SPORT TOURISM FEE REBATE PROGRAM

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## 1. Objectives

The objectives of the Welland Sport Tourism Fee Rebate Program are:

- a) to offer a refund on approved applications to not-for-profit and for profit sport organizations for endorsed City owned facility costs and/or
- b) to offer compensation on paid hotel rooms to sport event organizations in Welland; and
- c) to encourage:
  - o Maximization of short term and long term use of all sporting facilities
  - o Balancing Community needs and demands for facilities
  - o Supporting the increase of economic benefits resulting from sporting events in the City of Welland
  - o Supporting event organizations and in particular those that use sporting events to fundraise and reinvest in their own membership (thus helping to grow overall usage levels)
  - o Ensuring quantifiable criteria and assessment procedures are in place to process applications for financial support from the City of Welland
  - o Establishing accountability and reporting procedures to demonstrate the community benefits associated with sport tourism

## 2. Program Eligibility Criteria

To be eligible for the program, the following criteria apply:

- a) For profit or not-for profit sport event organizers must be able to demonstrate an economic benefit to the City of Welland by providing sufficient information to enable Integrated Services, Recreation & Cultural Services Division to undertake a Sport Tourism Economic Assessment to help quantify the benefits of the event.
- b) Events must meet minimum nightly requirements for accommodation at participating overnight providers within the City of Welland. To ensure that some events do not exploit minimum requirement while the majority of participants stay elsewhere in Niagara. The following formula is applied:

Registered participants x 40% = Minimum overnight room eligibility  
(Assumes that each participant stays in their own room)

*“Participant” means guests from out of town who travel at least 80km one way.  
“Spectator” means visitors from out of town who travel at least 80km one way.*

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This acknowledges that not all **Participants** in a tournament can or will stay in the City of Welland however, it does motivate the organizer to make their best efforts to see this happen. The **40%** minimum overnight room eligibility also accommodates those instances where participants share accommodation. The program is meant to include local participating overnight providers in the development of the assessment and allow for those instances where participants share accommodations.

It is important that event organizers **share and provide details with City staff about their event** by completing both Part I (**Application**) and Part II (**Post Event Impact Profile**) attached.

### 3. Administration

The steps to process the application are:

- 1) **Prior** to scheduled event:
  - a) Meet with Integrated Services, Recreation & Cultural Services Division staff to review and complete **Part I Application** and confirm participation in the program.
  - b) Organization must call participating overnight providers of the event for tracking purposes
  
- 2) **Post Event:**
  - a) Confirm overnight stays with participating overnight providers and municipal facility costs attributed to the event.
  - b) Complete and submit **Part II Post Event Impact Profile** to Integrated Services, Recreation & Cultural Services Division within 60 days of the event. Staff will then prepare the Economic Impact Statement and Report.
  - c) Staff will prepare and disburse approved rebate for the program amount to qualified tournament organizers together with a copy of the Economic Impact Statement.

### 4. Funding Formula

The program will be administered by the staff of Integrated Services, Recreation & Cultural Services Division for the City of Welland. It is available for eligible events and is indexed to a minimum number of room nights that an event brings to the City. Room nights provide a recognized and acceptable measure of economic benefit from events. In addition, room nights must be at participating overnight providers in the City of Welland.

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The program uses the following formula:

**Eligible Rebate** = Minimum Program Entitlement + Room Rebate

Where:

**Minimum Program** = Full Rental Cost (FRC) X Base Discount (BD)

**Room Nights** = Room Occupied X # nights (RO) X Room Rebate (RR) x Index

**FRC (Full Rental Cost)** = Full quoted (schedule) cost to rent and use facility

**BD (Base Discount)** = Percentage of Facility Rental Cost, e.g. 12%

**RO (Rooms Occupied)** = Total rooms occupied in eligible accommodation as a result of the event (20 rooms minimum)

**RR (Room Rebate)** = Dollar amount per room night factored in to the program, i.e. \$1.00

Note the variable inputs in this formula. The Base Discount and Room Rebate values determine the magnitude of the program entitlement. **The Base Discount amount is 12% (of FRC) and the Room Rebate is \$1.00 (per room night stay).**

N.B.: The program is subject to a capped amount that relates to the Full Rental Cost. The program will not exceed 20% of the full quoted schedule cost to rent the relevant facility(s).

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## PART I Applicant Details

Date of Application	
<b>(City Staff) File Number:</b>	
Event:	
Date(s) of Event:	
Organization:	
Representative:	
Address:	
Phone:	
Email:	

## Pre-Event Details

Please complete the Pre-Event Details to the best of your ability

(Participant means guests from out of town who travel at least 80km one way).

**Do not include any figures for local participants.**

(Spectator means visitors from out of town who travel at least 80km one way.)

**Do not include any figures for local spectators.**

Type of Event	
Length of Event (Days)	
Estimated number of Teams	
Estimated number of Teams from out of town	
Anticipated number of Participants	
Estimated percentage of participants staying overnight in Welland	
Anticipated (average) length of stay in Welland by participants	
Anticipated Facilities Cost	
Age breakdown of participants: Under 19	
20 – 44	
45 and over	
Any special items request	

## Any Special Items Request Items:

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## PART II Post Event Impact Profile

Date of Filing Profile	
<b>(City staff) File Number:</b>	
Event:	
Date(s) of Event:	
Organization:	
Representative:	
Address:	
Phone:	
Email:	

Please use the following as a workbook to help you organize some of the key economic and financial indicators of your event. Answer each section as best as you can. Note that not all questions/sections may apply, however a more complete response will more accurately demonstrate the benefits your event generates to the community of Welland. 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.

**To be completed and submitted to Integrated Services, Recreation & Cultural Services Division within 60 days of the Event.**

**Please attach all relevant facility receipts and drop off at the City of Welland Integrated Services, Recreation & Cultural Services Division:**

**C/O Laurie Mack Facility Scheduling Clerk, Recreation & Cultural Services Division, Corporation of the City of Welland, 145 Lincoln Street East, L3B 6E1  
Tel: 905 735-1700 Ext. 4005**

### A- Participant Input

(Participant means guests from out of town who travel at least 80km one way). <b>Do not include any figures for local participants.</b>	
How many participants attended the event?	
Percentage of participants that stayed overnight (0-100)	
% of overnight participants from Canada %	
% of overnight participants from U.S.	
% of overnight participants from Overseas	
<b>Total (must sum to 100)</b>	

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<b>Accommodations</b>	
Number of rooms nights at each Welland Hotel:	
Best Western Rose City Suites Hotel	
Comfort Inn Welland	
Knights Inn Welland	
Niagara College Residence	

<b>Overnight Domestic Distance</b>	
% of Canadian participants traveling from out of town up to 320km, regardless of origin	
% of Canadian participants traveling from more than 320km and the same province as the event	
% of Canadian participants traveling from more than 320km and a different province as the event Total (must sum to 100)	
<b>Total (must sum to 100)</b>	
<b>Average overnight length of stay</b>	

<b>Age of Participants</b>	
% of participants under 19	
% of participants 19-44	
% of participants 45 and over	
<b>Total (must sum to 100)</b>	
<b>Same Day Participant</b>	
Average number of day trips taken by each participant (i.e. expenses such as wine tour, meals, trip to Niagara Falls)	

<b>B- Spectator Input</b>	
(Spectator means visitors from out of town who travel at least 80km one way.) <b>Do not include any figures for local spectators.</b>	
% of spectators that stayed overnight (0-100)	
<b>Overnight Spectators (0-100)</b>	
% of overnight spectators from Canada	
% of overnight spectators from U.S.	
% of overnight spectators from overseas	
<b>Total (must sum to 100%)</b>	
<b>Overnight Domestic Distance (0-100)</b>	
% of Canadian Spectators traveling from out of town up to 320km, regardless of province of origin	
% of Canadian Spectators traveling from more than 320km and the same province as the event	
% of Canadian Spectators traveling from more than 320km and a different province as the event	
<b>Total (must sum to 100)</b>	
Average overnight length of stay	

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<b>Importance of even for spectators (on a scale of 0-100)</b>	
Overnight Domestic	
Overnight USA	
Overnight International	
<b>Same Day Spectator</b>	
Average number of day trips take by each spectator (i.e. expenses such as wine tour, meals, trip to Niagara Falls)	

## Unique Media/VIP Input

Number of Unique Media/VIP (do not include local media and VIP)	
Percentage of media / VIP that stayed overnight (0-100)	
<b>Overnight Media / VIP (0-100)</b>	
% of overnight media/VIP from Canada	
% of overnight media/VIP from U.S.	
% of overnight media/VIP from Overseas	
<b>Total (must sum to 100%)</b>	
<b>Overnight Domestic Distance (0-100)</b>	
% of Canadian Media/VIP traveling from out of town up to 320km, regardless of province of origin	
% of Canadian media/VIP traveling from more than 320 km and a different province as the event	
<b>Total (must sum to 100%)</b>	
<b>Same Day Media/VIP</b>	
Average number of day trips taken by each media/VIP (i.e. expenses such as wine tour, meals, trip to Niagara Falls)	

## Capital Spending

(Receipts and records should be included)

Buildings and Renovations	
Machinery and equipment purchase or rentals	
Furniture and Fixtures	
Transportation	
Insurance	
Special Occasion Permit	
Delivery / Pick up Charges	
Business license (if selling food to public)	
Other Supplies	
Other Services	
<b>Total (Calculated)</b>	
Enter the % of construction costs that are attributed to local firms	

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## Operating Expenditures

Salaries, Fees and Commissions (internal staff, officials, timekeepers, etc)	
Advertising Services (Ad creation, ad placements, media costs, etc)	
Professional Services (legal, agent commissions etc)	
Financial Services	
Insurance Facility and Related Rent	
Laundry and Cleaning Services	
Communication (fax, phone etc.)	
Energy and Other Utilities	
Office Supplies	
Kitchen Supplies	
Other Supplies Repairs	
Food and Beverages - Organizing Committee	
Food and Beverage – Participants	
Food and Beverage - Media / VIP	
Accommodation - Organizing Committee	
Accommodation – Participants	
Accommodation - Media / VIP	
Merchandise and Retail	
Personal Travel	
Transportation and Storage	
Security	

## Enter Taxes

Property Taxes	
Corporate Taxes	
HST*	
Provincial Sales Tax *	
* Federal Sales Tax*	
Other Indirect Taxes (municipal)	
<b>Total expenditures itemized above (including all taxes)</b>	
Enter total revenue (must be > = total expenditures)	
Operating Surplus Calculated	

<b>(City use only)</b> Enter direct employment (in equivalent full-year jobs)	
Does all of the transportation spending occur in the local area?	
<b>Organizing Committee Sponsorship (0-100)</b>	
% of participants being sponsored	
% of media/VIP being sponsored	
# of Volunteers	
Volunteer Hours	