

# THE STOLL REPORT

## ON CANADIAN SPORT EVENT FUNDING

Your guide to  
Canada's sport  
event attraction  
funds

*July 2023*



**STOLL**  
STRATEGIES



# WELCOME TO THE STOLL REPORT ON CANADIAN SPORT EVENT FUNDING

Welcome to the first edition of The Stoll Report on Canadian Sport Event Funding! The purpose behind this research is to bring you up to speed on everything you need to know about the rapidly changing landscape of Canada's event procurement funds while simultaneously serving as an advocacy tool for your organization.

The concept for this Canadian-specific report stemmed from a similar report produced for the US Market by me and co-author and researcher Dr. Blake Price in 2022. As we collected data and wrote meaningful analysis covering trends in the US market, we began to look at the increased globalization of sport and the eyes around the world on North America for events such as the 2026 FIFA World Cup and realized the story is broader than just the 50 United States.

That led us to partner with highly respected and national leader in the Canadian sport tourism industry, Grant MacDonald to explore the efficacy of a Canadian version of the report. Blue sky conversations about how this work might benefit Canadian delegates and countless hours later, this report was born.

The report dives into elements such as historical timeline, competitive analysis, funding sources, recent activity, return-on-investment, and more. However, it is truly our purest hope that the data presented here would not only aid in gleaning insights about Canadian event funding, but more importantly provide a purposeful tool to drive action among your organizations.

Thank you for the opportunity to present this information!

Respectfully,



Dr. Jennifer Stoll



Grant MacDonald



Dr. Blake Price



In partnership with



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# HOW TO USE THIS REPORT

This report is designed with you in mind. Use this report to...



**Keep a pulse on the dynamic landscape of event funds.**



**Stay ahead of current trends and insights.**



**Better understand your competitive position.**



**Serve as an advocacy tool for your destination.**



**Gain awareness of the array of funding sources and parameters at play in this space.**



Photo credit: Curling Canada & Michael Burns Photography



# HISTORICAL TIMELINE

Below is a timeline of key activities related to the competitive positioning, funding, and parameters of Canada’s sporting event hosting efforts.

**1961**

The federal government passes the landmark Bill C-131, an Act to Encourage Fitness and Amateur Sport.

**1967**

Considered to be the first federal sport hosting policy, the Report on Federal Policy in Support of Fitness and Amateur Sport, With Special Reference to the Sponsorship of International Events is developed.



**1976**

Montreal hosts the Summer Olympic Games, and a Minister of State for Fitness and Amateur Sport is established.



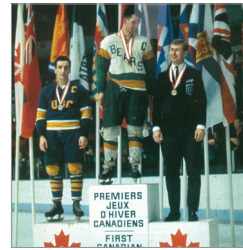
**1995**

Destination Canada (formerly the Canadian Tourism Commission) is founded.

## Late 1950s & Early 1960s

The Canadian government becomes more directly involved in the nation’s sport system.

## Mid-1960s



The Canada Games—a biennial multi-sport national competition for youth is created by the federal government. The first Canada Winter Games is held in 1967, followed by the first Canada Summer Games in 1969.

*Photo credit: www.canadagames.ca*

## 1971

Along with Recreation Canada, the federal government creates Sport Canada, which is tasked with developing competitive sport across the nation.

## 1993

The position of Minister of State for Fitness and Amateur Sport is abolished, and Sport Canada is moved to the newly created Department of Canadian Heritage.

## 1996

The federal government adopts the Sport Funding and Accountability Framework for national sport organizations.

## 2000

With 18 founding members, Sport Tourism Canada is created in partnership with the Canadian Tourism Commission, now known as Destination Canada.

Sport Tourism Canada has grown from 18 founding members to over 500 members including 200+ municipalities, 250+ national and provincial sport organizations, 20+ educational institutions, and a variety of product and service suppliers to the industry.

## 2023

The Canadian Sport Policy is set to be renewed for another decade. The New Federal Tourism Growth Strategy was released in July 2023.

## 2002

The first-ever intergovernmental policy for sport, the Canadian Sport Policy, is adopted.

## 2004

A collaborative effort between federal, provincial, and territorial governments, the Strategic Framework for Hosting International Sports Events is created.

## 2008

The federal government announces the latest Federal Policy for Hosting International Sport Events.

## 2021 - 2022

The Canadian Major Sport Event Framework was endorsed by Federal-Provincial/Territorial Deputy Ministers as the blueprint for collaboration and hosting of major sport events in Canada, with benefits for sport, Canadians, sport participation and communities. To date, this framework has not been published.



Photo credit: Whitehorse 2007 Canada Winter Games



Photo credit: Scott Grant, Red Deer 2019 Canada Winter Games

# THE FEDERAL POLICY FOR HOSTING INTERNATIONAL SPORT EVENTS

The Canadian federal government's involvement in hosting major sporting events began over a half-century ago with the passage of the 1961 Fitness and Amateur Sport Act. A few years later, cabinet members' concern with governmental spending led to the codification of the first hosting policy in 1967, entitled *Report on Federal Policy in Support of Fitness and Amateur Sport, With Special Reference to the Sponsorship of International Events*. Since that time, Canada's federal hosting policy has been revised numerous times for a variety of reasons. These iterations have undoubtedly shaped the current (2008) policy for the better and provide a historical context for future versions as the hosting process continues to evolve over time.



## 1978: Canada's Hosting Policy: Guidelines for Federal Involvement in Major International and National Amateur Sport Events in Canada

This policy focused on bid consistency for both national and international sporting events hosting in Canada. Guidelines were developed using a three-pronged approach: The event approval process, factors affecting levels of financial sport, and data inclusion during the submission process. Emphasis was also placed on achieving a wide range of sports benefits.



## 1983: Sport Canada Sport Hosting Policy

The 1983 version sought to meet the demands of fewer economic resources and realign the policy to meet medium and long-term goals for Canadian sport. A hosting review committee was also established as governmental officials were unhappy that some major sporting events had proceeded without prior federal approval.



## 1996: Federal Policy for Hosting International Sports Events: Policy Tenants and Assessment Guide

Concern about the number of events hosted in Canada and the increase in associated costs led to the development of these policy revisions. Emphasizing federal collaboration with lower levels of government and governmental agencies along the private sector emerged as a priority. This version also required federal support to be obtained prior to submitting a bid to an international sport federation.



## 2000: Sport Canada Policy for Hosting International Sport Events

The most notable change implemented by the 2000 policy was an increase in the federal funding cap for hosting international sporting events, from 25% to 35%.



### 2008: Federal Policy for Hosting International Sport Events

In response to multiple governmental reports (Canadian Sport Policy, 2002; Physical Activity and Sport Act, 2003; Federal-Provincial/Territorial Priorities for Collaborative Action, 2002-2005; Strategic Framework for Hosting International Sport Events, 2004) that identified numerous concerns surrounding the hosting process for major sporting events, the most recent hosting policy was designed to create a more proactive and strategic approach to Sport Canada’s hosting efforts.

Increased transparency in the decision-making process along with a targeted approach to event selection and management was prioritized.

For the first time, the Government of Canada adopted a pan-Canadian approach with the intention of significantly strengthening the government’s investment and leadership in bidding for and hosting events. The policy also required the sport community to develop long-term plans with relation to hosting international sport events in Canada.

### Sport plans and bidding/hosting initiatives were streamlined as the 2008 policy called for increased federal funding to support the hosting of:



Two (2) International Major Multisport Games every ten (10) years



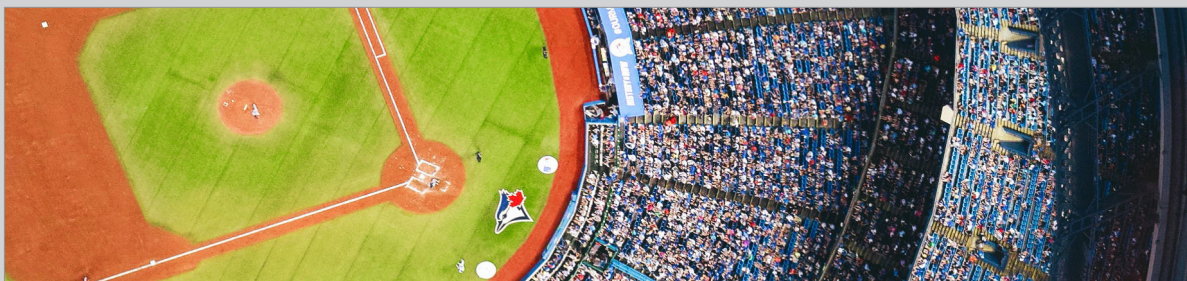
One (1) Large International Single Sport Event every two (2) years



Thirty (30) or more Small International Single Sport events each year



International Multisport Games for Aboriginal Peoples and Persons with a Disability



### 2023: Federal Tourism Growth Strategy

In response to multiple governmental reports (Canadian Sport Policy, 2002; Physical Activity and Sport Act, 2003; Federal-Provincial/Territorial Priorities for Collaborative Action, 2002-2005; Strategic Framework for Hosting International Sport Events, 2004) that identified numerous concerns surrounding the hosting process for major sporting events, the most recent hosting policy was designed to create a more proactive and strategic approach to Sport Canada’s hosting efforts. Increased transparency in the decision-making process along with a targeted approach to event selection and management was prioritized.

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# EXPLORING EVENT CATEGORIZATION RESEARCH

**Have you ever wondered how sporting events are technically categorized for the purpose of research?**

Maybe not (and that's okay!), but as industry practitioners, we do hear terms thrown around that sometimes confuse the definition at hand. "Mega", "Hallmark", "Major", "Large-Scale" and other terms fly in our industry's common lingo. Often this is not a problem, but when framing a piece of business – or procurement fund legislation – it's important to make sure we are clear on the details and setting appropriate expectations.

The following first four categories of event classification were developed by Gratton et al. (2000), and a fifth was added due to the work of Wilson (2006) and Gibson et al. (2012).

## **1. Type A Events**

Well-recognized events of significant stature. These are one-time, irregular events often referred to as "mega" or "hallmark" events. Type A events garner extensive media coverage and significant economic impact.

Examples of Type A events include: the Olympic Games or the World Cup.

## **2. Type B Events**

These events are smaller than Type A events and feature high spectator and media attendance, and economic activity derived from annually occurring events, rather than Type A's one-time events. Examples of Type B events include: the Super Bowl, Wimbledon, and the Masters.

## **3. Type C Events**

Irregular events noted for international spectatorship or competition resulting in limited economic activity. Examples of Type C events include: World Track and Field Championships or World Athletics Championships.

## **4. Type D Events**

Major competitor-driven events that result in limited economic activity that occur on an annual basis (Gratton et al., 2000).

Examples include: Most Canada-based intercollegiate championships.

## **5. Type E Events**

Small-scale, participatory events whereby participants outnumber spectators. These events result in little media coverage or economic activity (Gibson, et al., 2012; Wilson, 2006). Examples of Type E events include local outdoor running races or youth sports tournaments, to name a few.



# CURRENT EVENT CATEGORIZATION REFERENCED WITHIN SPORT CANADA'S 2008 HOSTING POLICY



## INTERNATIONAL MAJOR MULTISPORT GAMES (IMMG)

These events below are large multisport games, governed by an international sport franchise holder with links to sport International Federations. There is a qualification process and entry restrictions.





## INTERNATIONAL SINGLE SPORT EVENTS (ISSE)

These events are governed by a sport's International Federation (or the regional/continental counterpart), have a qualification process and entry restrictions (established nationally or internationally), and are identified as part of the National Sport Organization's high-performance and long-term athlete development plans for national team athletes. This category includes events that vary in size and complexity, based in part on the amount of funding requested to the federal and/or provincial/territorial government. These events are currently grouped into two funding tiers, requests up to and requests over \$250,000.



Photo credit: Scott Grant, Red Deer 2019 Canada Winter Games



## INTERNATIONAL MULTISPORT GAMES FOR ABORIGINAL PEOPLES AND PERSONS WITH A DISABILITY (IMGAPPD)

These multisport games provide quality competition opportunities for designated under-represented groups which face systemic barriers to sport participation, and which form part of a Government of Canada strategy to decrease these barriers through National Sport Organization and Multisport Service Organization partnerships. These events may be awarded to Canada on a rotational basis or may require a bid.



# CURRENT EVENT FUNDING PROGRAM

## Hosting Program

This Sport Canada program aims to enhance the development of sport excellence and the international profile of sport organizations by primarily aiding hosting efforts for international sport events in Canada, and for hosting the Canada Games.

**The objectives of the Hosting Program are:**



Photo credit: Whitehorse 2007 Canada Winter Games



To increase access and equity for designated under-represented groups through contributions to international bidding and hosting events.



To strengthen the sport excellence and sport development impacts of bidding and hosting the Canada Games and targeted international sport events.



Photo credit: Scott Grant, Red Deer 2019 Canada Winter Games



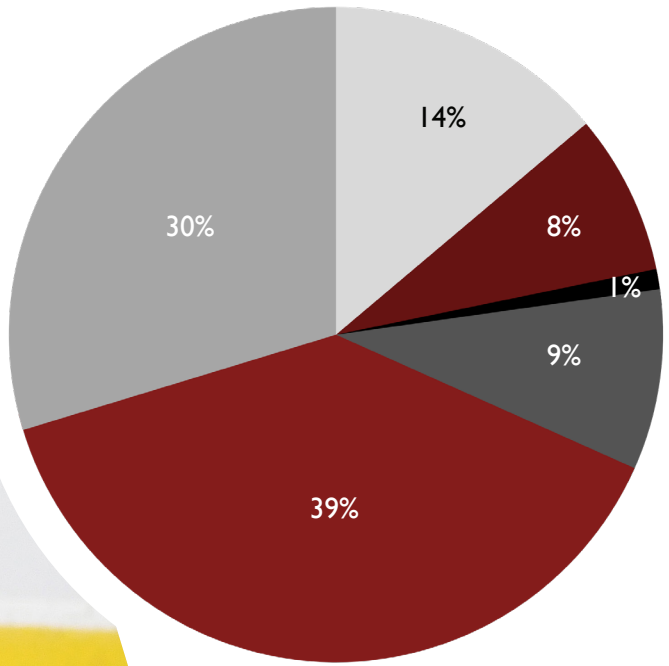
To strengthen the associated economic, social, cultural and community impacts of supported bidding and hosting projects, in keeping with the Government of Canada interests and priorities.

Canada also has an Athlete Assistance program and a Sport Support program, neither of which are focused on event procurement funding.



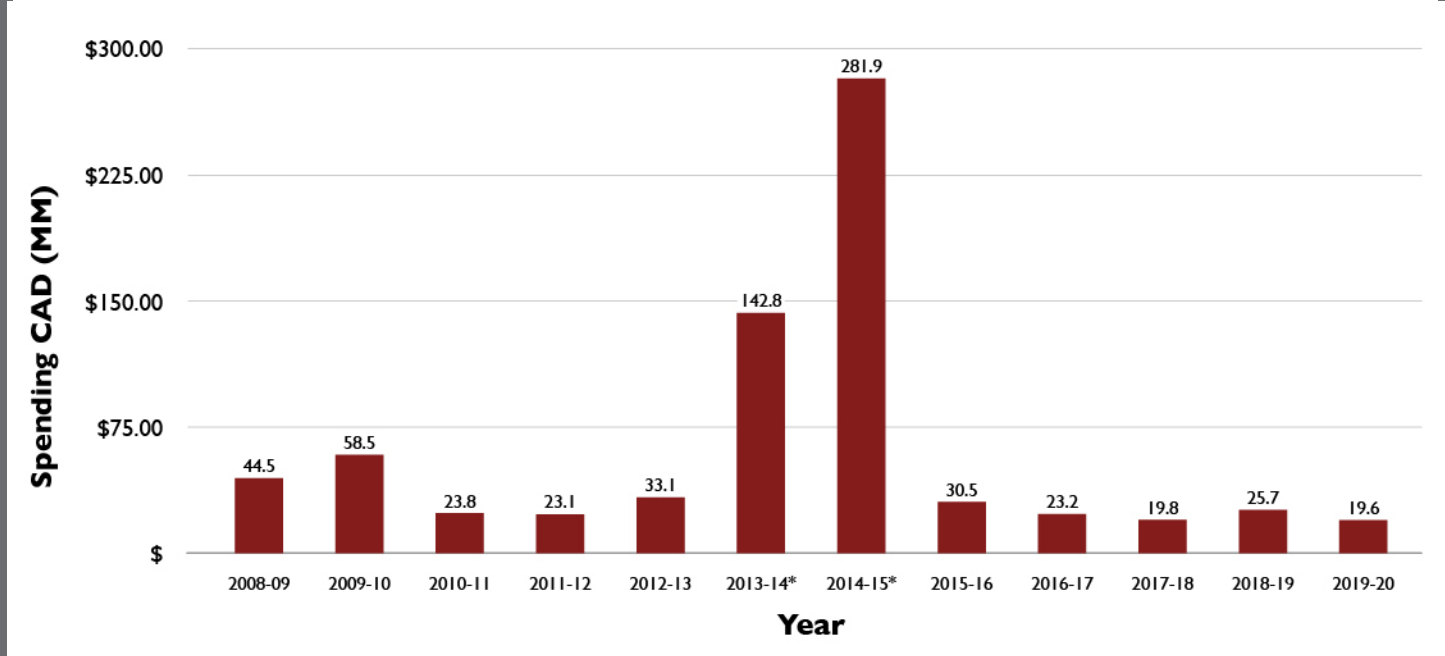
Photo credit: Scott Grant, Red Deer 2019 Canada Winter Games

### Host Program Percent Funding by Event Type



- International Single Sport Event (ISSE) Tier I (under \$250k) ●
- ISSE Tier II (Over \$250k) ●
- Canada Games (Includes an operating and capital contribution to Host Societies delivering a Canada Games) ●
- International Major Multisport Games (IMMG) ●
- IMG for Aboriginal Peoples and Persons with Disability (IMGAPPD) ●
- FIFA World Cup 2026 ●

### Sport Canada Annual Hosting Program Spending



\*Amount increased significantly in preparation for Pan American and Parapan American Games in Toronto in 2015

# COMPARATIVE FUNDING PROGRAMS AROUND THE GLOBE

In recent years, numerous governmental entities at varying levels have formalized sport event funding policies, including those designated specifically for large-scale sporting events. These policies and/or programs typically include a competitive bidding process for limited funds allocated to select events that maximize benefit to the nation, province, region, state, or municipality. Developed with similar goals in mind, these policies “differ widely in their approach with varying degrees of success” (Ormerod & Wood, 2021, p. 860). Hosting mega-events such as an Olympic Games or FIFA World Cup is often a reflection of a country’s desirable qualities. According to Ferris et al. (2023), committees that award “such events to a nation consider many factors before making decisions, including social, political, and economic institutional quality” (p. 375).

Many national and regional sport event funding mechanisms are ultimately a complex and often intertwined effort of multiple governmental agencies (Ormerod & Wood, 2021). Therefore, it is important to understand the global event funding landscape at all levels, paying particular attention to countries recognized for their successful initiatives and/or those who are within Canada’s competitive set. While this is not a comprehensive list, the following countries have designated funding programs at the federal level:



## Australia

It is no secret that Australia has achieved widespread success in bidding for, hosting, and participating in major sporting events. The Australian Government touts its proven track record in “hosting major multi-sport events such as the Olympic and the Commonwealth Games, and other world-class events.” As part of its latest policy, Sports Diplomacy 2030, the Australian Government seeks to promote the nation as a host of choice for major international sporting events and ensure that it leverages wider economic opportunities.

However, according to the Australian Olympic Committee (AOC), Australia “does not have a unified national approach to guide the identification and targeting of, and bid process for, opportunities to host major events.” This lead role is often taken on by National Sporting Organizations (NSOs) or State/Territorial governments.

The Australian Government and State/Territorial Governments spend heavily on major sporting events each year. For example, the Victorian State Government allocates approximately \$135.4M (\$100M USD) annually to their **Major Events Fund** and **Destination New South Wales (NSW)** commits \$61-74.5M (\$45-55M USD) to major events. Additionally, a combined \$7.85B (\$5.8B USD) in federal and state (Queensland) funding will allow Brisbane to host the 2032 Summer Olympic Games.

In May 2022, the AOC, in collaboration with Commonwealth Games Australia (CGA), provided multiple recommendations to the Australian government as part of their submission for the 2022-23 Federal Budget. One of these recommendations was to develop and fund a National Sport Event Strategy in collaboration with AOC and CGA. **The National Sport Event Strategy initiative would:**



Create a framework for investing in and hosting international sporting events including the long-term development of event hosting capability nationally



Increase collaboration between sporting event organizers and (across) governments



Maximize the participation, economic, social, and legacy benefits events offer

## Denmark

Created by the Danish government in 1994, **Sport Event Denmark** has been highly active in bidding to host major international events, winning over 80% of its international bid campaigns according to governmental publications.

The ministry of culture is responsible for funding and supporting sport along with revenue from the National Lottery Program. As of 2022, Sport Event Denmark had a budget of \$5.1M (\$3.7M USD), with 75% or \$3.8M (\$2.8M USD) allocated for direct event support (bidding/hosting). Host cities must match funding provided by the government.



## New Zealand

Developed in 2005, the **Major Events Fund** (formerly the Major Events Development Fund) is an investment fund to support major events to achieve specific outcomes that align with government priorities. This fund has a \$41.7M (\$30.8M USD) five-year appropriation. It is a contestable fund, meaning it is not intended as a source of ongoing, year-on-year investment in events.

Over the last decade, the New Zealand government has allocated \$75M (\$55.4M USD) across 90+ events, including: The Rugby World Cup, ICC Cricket World Cup, World Masters Games, America's Cup, and IRONMAN 70.3 World Championships.



## Scotland

In 2003, **EventScotland** invested in its first major event – the MTV Music Awards held in Leith, Edinburgh. Since then, EventScotland has invested over \$78.5M (\$58M USD) and supported over 1000 events, including the Ryder Cup, Commonwealth Cup, Davis Cup, the European Athletics Indoor Championships, Track Cycling World Cup, and others. **Scotland funds event hosting efforts through the following two programs:**



The **National Events Program** is designed to help deliver the National Events Strategy, Scotland the Perfect Stage and support live sporting and cultural events.



The **International Events Program** funds major, world-class events to raise the profile of Scotland's Perfect Stage around the world.





## United Kingdom

**UK Sport** is accountable to the Department for Culture, Media and Sport and has a very clear area of responsibility at the 'top end' of Britain's sporting pathway, with no direct involvement in community or school sport. Among the key organizations responsible for grassroots sport are the Home Country Sports Councils (Sport England, Sport Wales, Sport Scotland and Sport Northern Ireland).

UK Sport works with National Governing Bodies to develop and agree the UK's list of future major event hosting targets. They share this list with cities, regions and nations (England, Northern Ireland, Scotland, & Wales) across the UK, and support the process of major event venue and identification and selection.

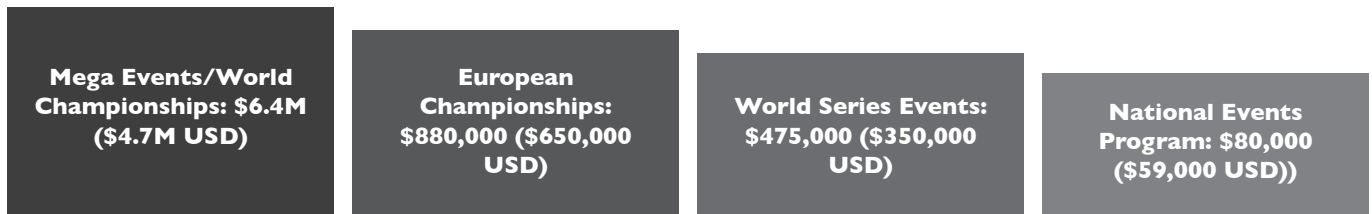
UK Sport has a tiered funding system that consists of the Pinnacle Events Program, Performance Events Program, and National Events Program. UK Sport invests both National Lottery and government funding to enable the bidding and staging of strategically important international sporting events to be hosted in the UK. From 2013-2023, this fund received a total of \$252.5M (\$186.5M USD) in governmental funds, with \$67.3M (\$49.7M USD) coming from the National Lottery.

- o The **Pinnacle Events Program** seeks to attract and host the largest events in world sport. Level of event support will ensure delivery at a high standard to highlight the best of the UK's 'brand values' as a host nation. The type of events that are eligible to be considered are as follows: World Championships in Olympic, Paralympic and Commonwealth Sports; Mega Events; European Championships in Olympic, Paralympic and Commonwealth Sports of scale.
- o The goal of the **Performance Events Program** is to attract and host events that explicitly drive performance benefits for UK Sport Performance funded sports to help enable British athletes to attain podium finishes at the Olympic, Paralympic and Commonwealth Games.
- o The purpose of the introduction of the **National Events Program** is to protect and develop national competition structures that play a critical role in the growth and health of the sport and the sports performance strategies. Events and projects applying for this fund will be ineligible if they are within scope of the Pinnacle or Performance Program.



### Guideline Investment Thresholds

- o UK Sport has identified the following guidelines in respect of the upper level of investment that it invests into any one event, to ensure that its program has scale, breadth, and impact. These guidelines may be exceeded if there is justifiable need.



- o Currently the only UK-level funding stream to support the hosting of mega events sits with UK Sport. UK Sport's four-year budget to support all international events is currently \$33.7M (\$24.9M USD), so its capability to fund mega events is limited (typically one per cycle).

## United States of America

As the United States has no federally affiliated department or ministry of sport, it also does not have a funding policy or approach for the support of bidding on or hosting sporting events.

However, more than 20 states have some level of state procurement fund and/or grant program to enhance recruitment of a wide swath of events from youth and amateur events to world-class international events like the 2026 FIFA World Cup, Olympic Games, and everything in between.

More states are exploring enhancement of existing or development of new funds to improve competitive positioning and realize the economic, social, and political returns on investment from hosting events.



## Wales



**Event Wales** exists primarily to support a strong cultural, sporting and business events portfolio across the whole of Wales. A **Major Events Strategy** was published in 2010 and renewed as part of a 2022-2030 strategy launched in July 2022.

An estimated \$60.4M (\$44.6M USD) will be spent on major sporting events from 2022 to 2031.

- o There are no maximum defined funding limits, but support for major sporting events will generally be \$845,000 (\$625,000 USD) or less. However, Event Wales remains open to providing higher levels of support where the return benefit to Wales is considered justifiable.
- o Higher levels of funding are required to attract the highest profile sporting events to Wales. In some cases, the Welsh Government will partner with other governmental entities in the UK to bid on events (e.g., UEFA European Championships).

As more nations, including those such as Australia who have a well-established reputation for hosting mega-events in sport, develop federal funding and/or hosting programs, Canada will have even more competition for hosting opportunities. Therefore, it is critical that the Canadian government continues to update its policies and funding mechanisms to remain one of the global leaders in this arena.

# US-BASED FUNDING EXAMPLES

## Texas' Event Trust Funds Program

Long considered the “gold standard” when it comes to state-level event funding in the United States, the Event Trust Funds Program (which consists of the Events Trust Fund, Major Events Reimbursement Program, and the Motor Sports Racing Trust Fund) is used by the state of Texas to finance both sporting and non-sporting events. Created in 1999, the program is funded through qualified event-generated tax increase (applicants must contribute \$1.00 in local tax gains for every \$6.25 the state contributes to the fund).

Event-specific trust funds were created to help pay for qualified expenses associated with an event, to which both the state and applicant (municipality, county, or non-profit local organizing committee endorsed by a Texas municipality or county which has been selected to host a qualified event) must contribute. ETFP grant awards are disbursed on a reimbursement basis following a review by the Governor's Office of submitted costs after the completion of the qualified event. One hundred percent of allowable expenses may be funded, provided sufficient tax receipts are deposited in the trust fund. The program is funded through event-generated tax increase; there is no maximum or minimum amount of funds available.

Since 2016, the State of Texas has provided \$257M (\$190M USD) to 700+ events across the state via the Events Trust Fund and \$433M (\$320M USD) to 60+ events as part of the Major Events Reimbursement Program. Recent examples include:



### 2023 National Collegiate Athletic Association (NCAA) Men's Basketball Final Four

City of Houston received \$19.2M (\$14.2M USD) in state funding



### 2022 Formula 1 United States Grand Prix

City of Austin received \$47M (\$34.7M USD)



### 2020 Wrangler National Finals Rodeo

Cities of Fort Worth & Arlington (combined bid) received \$8.4M (\$6.2M USD)



### 2017 National Football League (NFL) Super Bowl LI

City of Houston received \$29.7M (\$21.9M USD)

This program is a perfect example of how a state (or province) can develop a designated funding mechanism to help secure major events within its borders and benefit from a wide array of outcomes that go beyond economic impact. Our previous research (The Stoll Report on State-Level Funding) highlighted several US states that had recently introduced funding initiatives. As the sport tourism industry continues to evolve, it is imperative that governments at all levels formulate funding strategies that allow them to competitively bid on, and ultimately host, major events.



## South Carolina STAR Grant Program

Known as the STAR Grant, South Carolina's Sports Tourism Advertising and Recruitment grant program represents an excellent example of a well-run, smaller event funding program. The STAR program is an annually recurring grant managed by the State of South Carolina's Department of Parks, Recreation, and Tourism. The purpose of the STAR grant is to provide financial assistance to sport-related or non-profit tourism organizations with the intention of recruiting new, high-quality events to the state of South Carolina. Using a \$1 to \$1 match, applicants can receive up to \$50,000 USD per event with the intention that their respective community will experience positive economic benefits and an increased quality of life.

Additionally, a strong South Carolina Sports Alliance made up of destination members have a fantastic working relationship with the State's grant office and administrator, resulting in open communication, transparency, and overall program success.

While the STAR program allocates significantly fewer dollars than the Texas Major Event Funds, South Carolina has significantly fewer residents than Texas, only one substantially metropolitan area (Greenville) than Texas' number of metro areas including two in the top five largest Metropolitan Statistical Areas (MSAs) in the US (Dallas and Houston), and an additional in the top 25 (San Antonio).

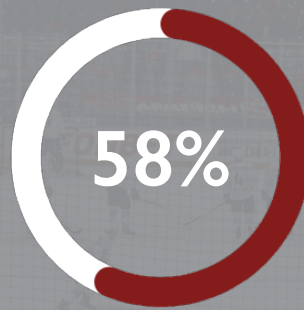
These fund differences highlight that when it comes to event funding tools, one size does not and should not fit all.

## Top Canadian Census Metropolitan Areas (CMAs) by Population

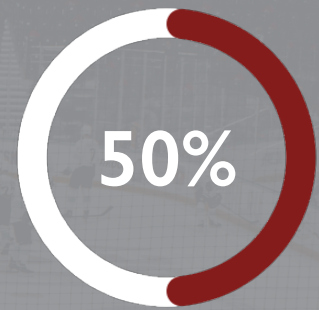
Rank	City	Province	2021 Population
1	Toronto	Ontario	6,202,225
2	Montreal	Quebec	4,291,732
3	Vancouver	British Columbia	2,642,825
4	Ottawa-Gatineau	Ontario/Quebec	1,488,307
5	Calgary	Alberta	1,481,806
6	Edmonton	Alberta	1,418,118
7	Quebec City	Quebec	839,311
8	Winnipeg	Manitoba	834,678
9	Hamilton	Ontario	785,184
10	Kitchener-Cambridge-Waterloo	Ontario	575,847
11	London	Ontario	543,551
12	Halifax	Nova Scotia	465,703
13	St. Catharines-Niagara	Ontario	433,604
14	Windsor	Ontario	422,630
15	Oshawa	Ontario	415,311
16	Victoria	British Columbia	397,237
17	Saskatoon	Saskatchewan	317,480
18	Regina	Saskatchewan	249,217
19	Sherbrooke	Quebec	227,398
20	Kelowna	British Columbia	222,162
21	Barrie	Ontario	212,856
22	St. John's	Newfoundland and Labrador	212,579
23	Abbotsford-Mission	British Columbia	195,726
24	Kingston	Ontario	172,546
25	Greater Sudbury	Ontario	170,605

# CANADIAN LANDMARK EVENTS

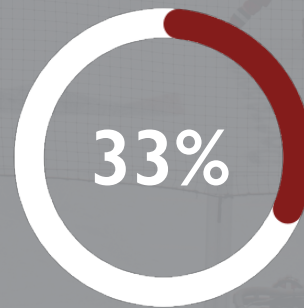
Considered by many to be a “pioneer of sport event hosting policies,” Canada has a long and distinguished history of hosting mega-events in sport (Lechner & Solberg, 2021, p. 14). According to the True Sport Report (2022), Canada “hosts over 250,000 sport events annually ranging from professional events to multi-sport amateur games to local tournaments” (p. 41). Canada is also one of seven countries who have hosted at least three Olympic Games. Recent research has shown that events of this magnitude matter “sociologically, politically, culturally, and economically” to a nation (Ludvigsen et al., 2022, p. 709). Although Canada is seen as a “sport powerhouse” when compared to other countries, there are still several ways it can improve as a host nation. **According to a recent study, the following four barriers to hosting sporting events in Canada were identified as primary concerns by international events rights holders (Sport Tourism Canada, 2021):**



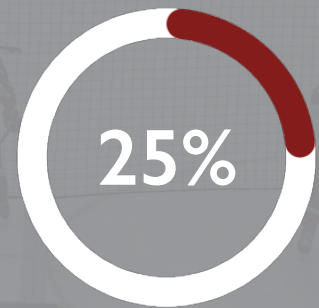
No host cities have expressed interest



Insufficient funding (rights fees, government, sponsors)

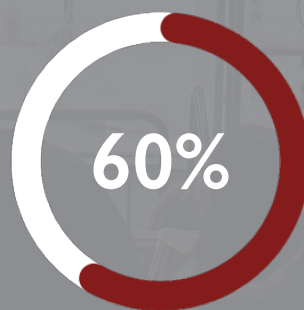


Lack of relationships with Canadian hosts

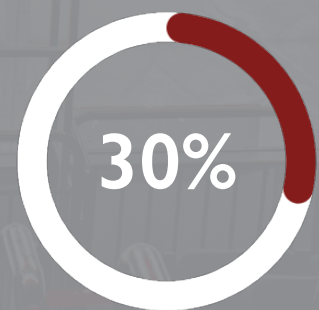


Lack of government support

When the same rights holders were asked to describe what makes Canada a good host country:



Stated host partners



Stated government support

## Canada's Event Resume

Year	Event	Host City	Province
1930	British Empire Games	Hamilton	Ontario
1954	British Empire & Commonwealth Games	Vancouver	British Columbia
1967	Pan American Games	Winnipeg	Manitoba
1976	Summer Olympic Games	Montreal	Quebec
1978	Commonwealth Games	Edmonton	Alberta
1983	The Universiade (World University Games)	Edmonton	Alberta
1987	Federation Cup (Billie Jean King Cup) Finals	Vancouver	British Columbia
1988	Winter Olympic Games	Calgary	Alberta
1994	FIBA World Championship	Toronto/Hamilton	Ontario
1994	Commonwealth Games	Victoria	British Columbia
1994	CONCACAF Women's Gold Cup	Montreal	Quebec
1996	World Cup of Hockey	Montreal (co-host)	Quebec
1998	CONCACAF Women's Gold Cup	Toronto	Ontario
1999	Pan American Games	Winnipeg	Manitoba
2001	World Athletics Championships	Edmonton	Alberta
2002	CONCACAF Women's Gold Cup	Vancouver (co-host)	British Columbia
2004	World Cup of Hockey	Toronto	Ontario
2007	FIFA U-20 World Cup	6 Cities	4 Provinces
2009	World Baseball Classic (co-host)	Toronto	Ontario
2010	Winter Olympic Games	Vancouver	British Columbia
2015	FIFA Women's World Cup	6 Cities	6 Provinces
2015	Pan American Games	Toronto	Ontario
2015	Parapan American Games	Toronto	Ontario
2015	HSBC World Rugby Sevens Series	Vancouver	British Columbia
2015	CONCACAF Gold Cup	Toronto (co-host)	Ontario
2016	World Cup of Hockey	Toronto	Ontario
2023	Laver Cup	Vancouver	British Columbia
2023	CONCACAF Gold Cup	Toronto (co-host)	Ontario
2026	FIFA World Cup (co-host)	Vancouver/Toronto	British Columbia/Ontario

# ADDITIONAL NOTABLE EVENTS

## International Ice Hockey Federation (IIHF)



### Women's World Championships

- 1990
- 1997
- 2000
- 2004
- 2007
- 2013
- 2016
- 2021
- 2023

### Men's World Championships

- 2008



### World Police and Fire Games

- 1989
- 1997
- 2005
- 2009
- 2023



### (NHL) All-Star Game

- 1947
- 1949
- 1951
- 1953
- 1956
- 1957
- 1958
- 1959
- 1960
- 1962
- 1963
- 1964
- 1965
- 1967
- 1968
- 1969
- 1975
- 1977
- 1985
- 1987
- 1989
- 1993
- 1998
- 2000
- 2009
- 2012
- 2024



### Major League Baseball (MLB) All-Star Game

- 1982
- 1991



### National Basketball Association (NBA) All-Star Game

- 2016

## North American INDIGENOUS GAMES

HALIFAX · NOVA SCOTIA

### North American Indigenous Games

- 1990
- 1993
- 1995
- 1997
- 2002
- 2008
- 2014
- 2017
- 2023

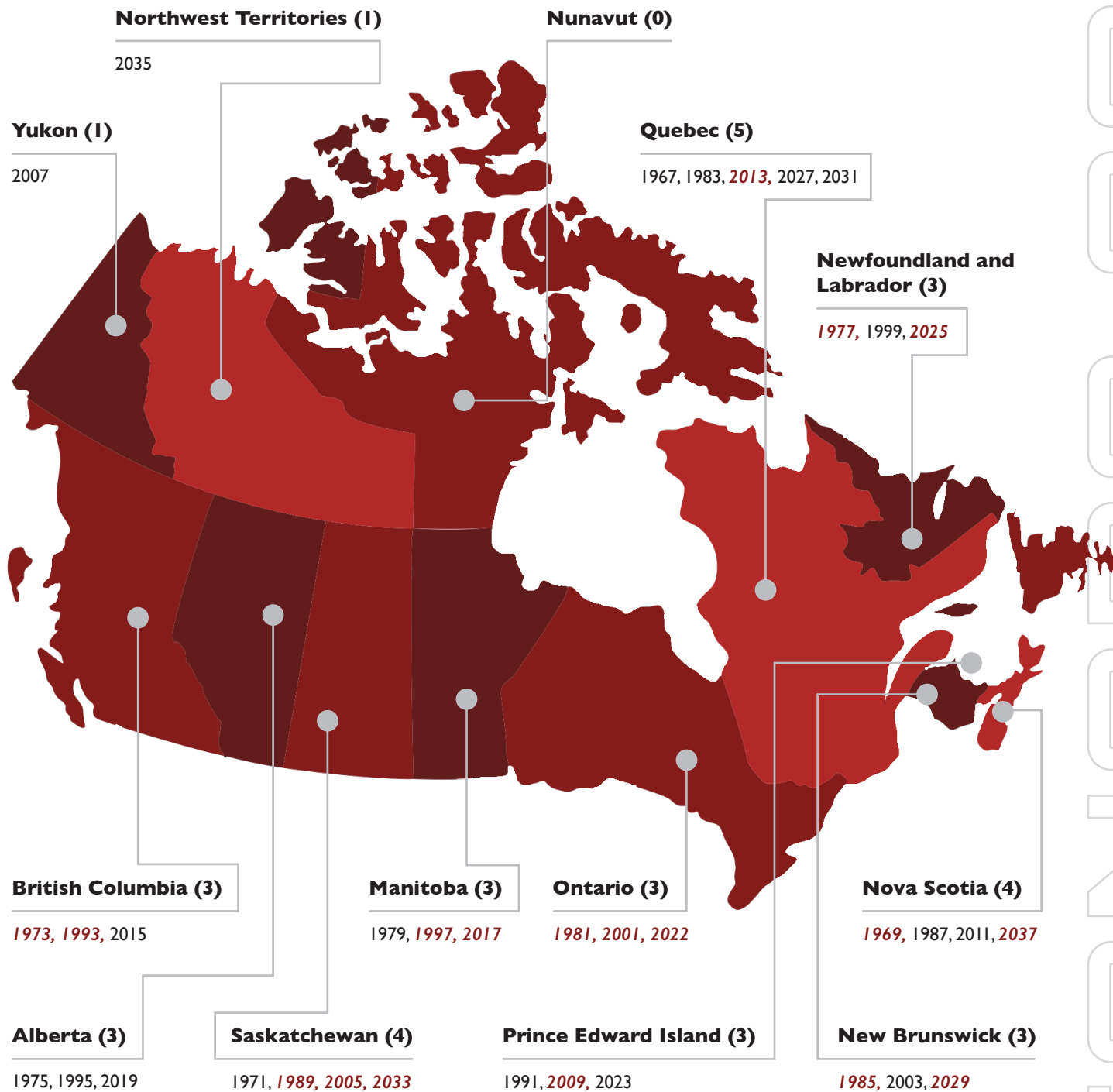
# CANADA GAMES

First held in 1967, the Canada Games is considered the highest level of national competition for Canadian athletes. This multi-sport event is hosted biennially and alternates between winter and summer competitions.

Summer = Year

Winter = Year

Funding to the Canada Games Council is approximately \$1.1M per year. Incremental funding to the host society is dependent upon the legacy facility projects for a Games, but involves contributions from federal, provincial, and municipal levels of government. Contributions to host societies can be operational, capital and travel.



## The Event Fund Continuum - Provincial/Territorial Funding (CAD)

Province or Territory	Fund or Program Title	Maximum Award Amount (CAD)
MB	Event Hosting Grant	Unknown
NB	Regional Grant Program – Games Hosting	Unknown
NB	Community Development Fund	Unknown
NS	Major Hosting Event Program	Unknown
ON	Reconnect Ontario – Marquee Event Fund	Unknown
PE	Tourism Innovation Fund	Unknown
NU	Sport and Recreation Grants and Contributions Program	Unknown
SK	Tourism Saskatchewan Event Hosting Program	35% of total event budget
PE	Tourism PEI Festivals and Events Fund	\$2,500
PE	Prince Edward Island Sport Hosting Program	\$3,000
SK	Regional Hosting Grant	\$3,000
PE	Tourism PEI Hosting Grant	\$5,000
SK	National Hosting Grant	\$7,500
NS	Sport Hosting Program	\$10,000
NL	Sport Championship Hosting Program	\$15,000
QC	Support Program for Sporting Events	\$15,000
SK	International Hosting Grant	\$25,000
BC	Hosting BC Grant Program	\$35,000
BC	Major Sport Event Program	\$125,000
AB	CIP Major Cultural and Sport Events Grant	\$250,000
BC	Tourism Events Program	\$250,000
BC	Fairs, Festivals and Events Fund	\$250,000
ON	Sport Hosting Program	\$1,000,000
QC	Support Program for International Sporting Events	\$2,000,000

□ = Amount unknown

◐ = Amount as percentage of budget

◑ = Amount less than \$100,000

◒ = Amount more than \$100,000 and less than \$1,000,000

◓ = Amount more than \$1,000,000

# THE BIG PICTURE

## Hosting Program/Event Procurement Fund (5):

**NL | ON | PE | QC | SK**

## Grant Program (9):

**AB | BC | MB | NB | NS | ON | PE | SK | NU**

## Total number of provinces/territories with any type of fund:

**11 (ON, PE, & SK have both)**

## MATRIX OF PROVINCIAL/ TERRITORIAL FUNDS

The table below outlines Canadian Provincial and Territorial event funding mechanisms and allocation frequencies.

	Funding Mechanism		Allocation Frequency	
	Hosting/ EP Fund	Grant Program for Hosting	Annual	One-Time
Alberta		X	X	
British Columbia		X	X	X
Manitoba		X	X	
New Brunswick		X	X	
Newfoundland and Labrador	X		X	
Nova Scotia		X	X	
Ontario	X	X	X	
Prince Edward Island	X	X	X	
Quebec	X		X	
Saskatchewan	X	X	X	
Northwest Territories				
Nunavut		X	X	
Yukon	*ID			

EP = Event Procurement \*In Development



## THE RIGHT AMOUNT OF FUNDING

Wondering what the right amount of funding is for your province or territory? It depends on several factors such as the intended use of the funds, number of metropolitan areas in the province/territory, target events, venue assets, community/infrastructure support, and much more. It also depends on whether funds will be set up on an annually recurring basis, as one-time funds, or with any fund balance floors or ceilings. Suffice it to say, your fund should be tailored specifically to your locale for the best results.



## TYPES OF EVENTS BEING AWARDED



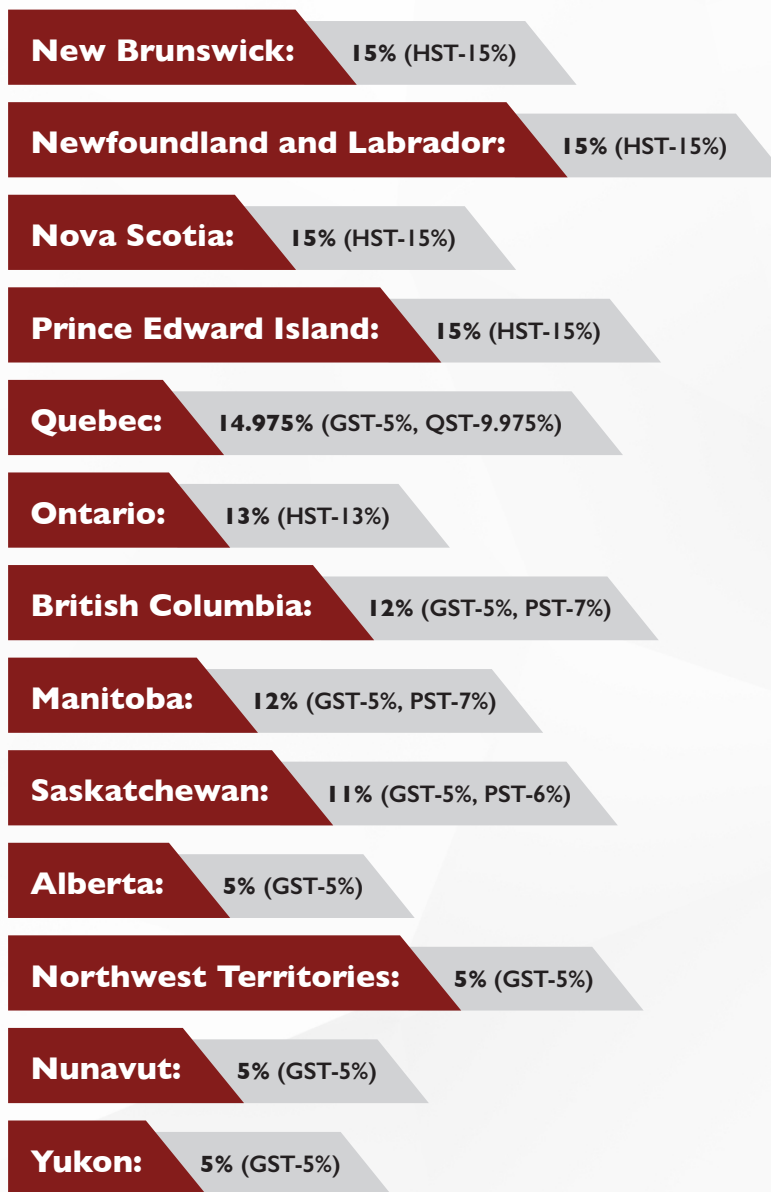
# BANG FOR THE BUCK: EVALUATING FUND ROI

Aside from the parameters through which event fund allocation is determined, you may be wondering how provinces and territories determine what events receive funding and how the host community (and funding recipients) determine return on the investment.

A best practice is to have pre-and post-event reporting requirements for fund allocation. This process allows them to project the return on investment in advance of allocating the funds, and cross-check it with the event's actual performance on several metrics such as direct spending, economic impact, tax revenue, tickets sold, hotel occupancy, media coverage, and many others.

It is important to note that the bang for the ROI buck is not even across all destinations. Some drive higher incremental tax revenue from visitors due to higher tax rates. This allows them to earn more from every taxable dollar spent in the province/territory, including those spent by residents and visitors alike.

**Tax Types: GST (Goods & Services Tax), PST (Provincial Sales Tax), HST (Harmonized Sales Tax), QST (Quebec Sales Tax)**



Why does tax rate matter? Simple. For every taxable dollar spent by visitors in the province or territory, the tax rate dictates how much additional tax revenue ends up in government coffers. For example, \$100 spent in New Brunswick, Newfoundland and Labrador, Nova Scotia or Prince Edward Island equates to \$15 additional dollars for those Provinces.

# ADDITIONAL METRICS OF SUCCESS

Spending by visitors at these events, and the economic impact, tax revenue and job creation associated with it, is often a primary consideration when determining the pre- and post-event performance of fund ROI. **However, many other metrics can be equivocated with a dollar value as well, including:**



# POST-EVENT REPORTING

Another solid best practice is to impose some level of mandatory post-event analysis and reporting to determine an event's success through any number of important metrics listed above. Some funds require robust economic impact analyses and others require completion of a simple form.

Post-event evaluation demonstrates financial prudence with public dollars and extends credibility to the sports events and tourism ecosystem. Destination representatives and event rights holders benefit from providing diligent and unified reporting to key stakeholders.

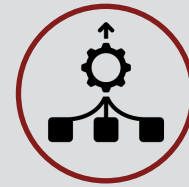
## INDUSTRY TRENDS TO CONSIDER



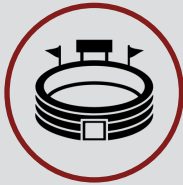
**Technology & Innovation**



**Emerging Sports**



**Consolidation**



**Venue Development**



**Creative Funding**



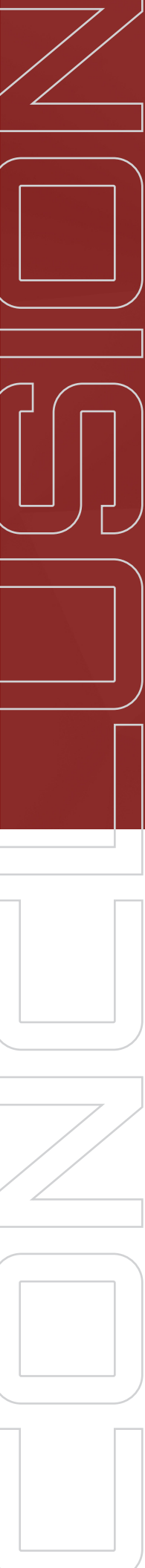
**Market Maturity**



**Community Value**



**Globalization**



## THANK YOU!

As evidenced by the preceding pages, sport event funding is an extremely dynamic segment of the sports events and tourism industry with broad implications on Canadian Provincial and Territorial strategy and success. Clear and transparent funding mechanisms are essential for public sector prudence. There is little doubt activity in this space will continue – across Canada, the US, and abroad – and follow-up reports will mark shifts in industry trends and insights.

The information provided in this report reflects best-knowledge funding information and does not take into consideration additional funds available local level that may include sources such as corporate funding, tourism improvement district funds, local sponsorship, outside grant programs, or other governmental or non-governmental funding mechanisms. Don't forget, you can learn more about each province and territory's fund in the Provincial Snapshot appendix section. We hope you've found this report informative, and you can use its content to gather intelligence and drive better decision making in your organization. Thank you.

## NEED A DEEPER DIVE?

Stoll Strategies conducts event fund evaluation, consulting, presentations to community and state leaders and stakeholders, competitive analyses, event fund program strategy, event procurement assistance, market optimization analyses, feasibility reports, and more. Our work is always completed with the highest level of integrity, confidentiality, research methodology, and deliverables.



Visit [StollStrategies.com](https://StollStrategies.com)

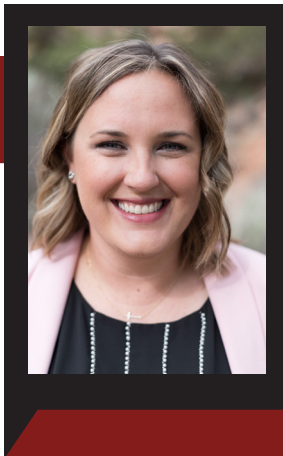


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Email [Jennifer@StollStrategies.com](mailto:Jennifer@StollStrategies.com)

# ABOUT THE AUTHORS



## About Stoll Strategies / Dr. Jennifer Stoll

Dr. Jennifer Stoll founded Stoll Strategies in 2018 with one goal in mind—propelling the sports events and tourism industry to the next level by putting her passion for sports and her love for learning, research, and advising to work.

Stoll Strategies supports, guides, and creates practical solutions catered to its partners across the world through the convergence of custom-tailored research, real-world experience, and the power of thinking big. Using an economic development lens, she helps her clients define the often-intangible benefits of sports events and tourism to create long-term success and sustainability.

A former collegiate softball player, she earned her Sports Management degree from Colorado Mesa University. She went on to graduate with her Master's in Sports Administration from the University of Louisville and a doctorate in Sports Management from Troy University. In her downtime, you can find Jennifer fly fishing, mountain biking, or exploring the mountains in Western Colorado with her husband and two young kids.

For more information, visit [StollStrategies.com](http://StollStrategies.com).



## About Grant MacDonald

Grant MacDonald is one of Canada's leading sport tourism and major event professionals with over three decades of experience working with host cities, host organizations and host venues across Canada. He is the former Chief Operating Officer and Head of Consulting for Sport Tourism Canada and is a past Board Chair. During his time with Sport Tourism Canada, Grant developed several industry tools and led the Recovery Task Force to help guide the sector through the pandemic. Grant has led event attraction organizations for both Halifax and Nova Scotia and has worked on several major sport events in Canada including multiple World Junior and Women's World Hockey Championships, the FIFA Women's World Cup Canada 2015, and a professional golf event on the Korn Ferry Tour. Grant began his career in university and amateur sport while also working as a Scout for the Toronto Blue Jays, including the World Series year of 1993.



## About Dr. Blake Price

Blake Price, PhD assists Stoll Strategies with a variety of research initiatives. Hailing from the great state of Texas, Dr. Price received his bachelor's and master's degrees from West Texas A&M University. He later earned his PhD in Sport Management with an emphasis in Sport Administration from Troy University. In his current position of Assistant Professor at West Texas A&M University, Dr. Price seeks to use his research experiences with Stoll Strategies to strengthen his courses and increase collaboration with both industry leaders and academic colleagues.

Dr. Price has been an integral part of many Stoll Strategies projects, working with clients including state tourism offices, state sports tourism associations, DMOs, sports commissions, rights holders, and Sports ETA. He has also co-authored several industry whitepapers and has assisted with additional research publications that focus on state sports tourism associations, salary and compensation analyses, and current industry trends. He is a member of numerous professional associations including the North American Society for Sport Management and the Texas High School Coaches Association.

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## REPORT VERSION DATE

July 2023

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PROVINCIAL/TERRITORIAL  
SNAPSHOTS



# ALBERTA

**Title:** Community Initiatives Program (CIP) Major Cultural and Sport Events Grant  
**Hosting/Event Procurement Fund or Grant Program:** Grant Program

## Description/Parameters:

The Major Cultural and Sport Events (MCSE) stream builds on Alberta's reputation as an attractive destination and proven capacity for hosting a range of national and international caliber cultural and sport events.

The program's purpose is to streamline processes and maximize limited funding for organizations applying through multiple sources within Alberta Culture. Only sanctioned events are eligible for this grant. Sanctioned events are those awarded/approved by the legally recognized governing body responsible for administering the event. The sport must be part of a national or international major multi-sport games program to be eligible. **The MCSE stream will consider the following type of events:**

- **Cultural:** The focus is on national or international cultural events recognized by the respective governing bodies.
- **Sport:** The focus is on national or international amateur sport events recognized by national sport organizations or international federations. This could include national and world championships and world cup events.

## Amount

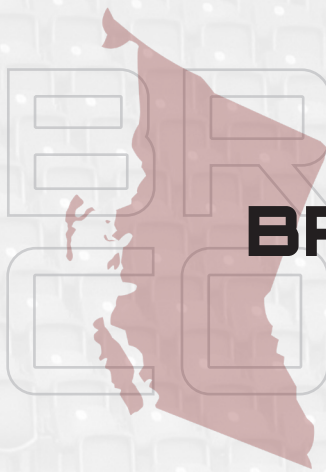
Maximum \$250,000. Funding is approved on a matching basis.

## Annual or One-Time Allocation:

Annual. Except for 2020-21 (\$855,000), all other years were \$2M+

## Managing Authority:

Alberta Culture



# BRITISH COLUMBIA

**Title:** Hosting BC Grant Program

**Hosting/Event Procurement Fund or Grant Program:** Grant Program

### Description/Parameters:

The Hosting BC program was originally launched leading up to the 2010 Olympic and Paralympic Winter Games. Since 2004, over \$8.1 million has been invested in 1,436 sporting events in 104 unique communities across BC developing a legacy of sport hosting expertise.

### Amount

Up to \$35,000 can be awarded to not-for-profit organizations for the purposes of hosting amateur sporting events in B.C.

### Annual or One-Time Allocation:

Annual (three intakes per year) budget of \$500,000

### Managing Authority:

viaSport (British Columbia Ministry of Tourism, Arts, Culture and Sport)

**Title:** Major Sport Event Program

**Hosting/Event Procurement Fund or Grant Program:** Grant Program

### Description/Parameters:

The program focuses on the hosting of single-sport events and special-focus events. Funding is provided on a case-by-case basis to events that cannot be accommodated through the Hosting BC program. These events are generally governed by a sport's or games' international federation (or regional counterpart), have a qualification process and entry restrictions and are identified as part of the national sport organization's high-performance and long-term development plans for national team athletes. Funding requests up to \$100,000 must be submitted at least six months prior to the event; funding requests over \$100,000 must be submitted at least 12 months before the event.

### Amount

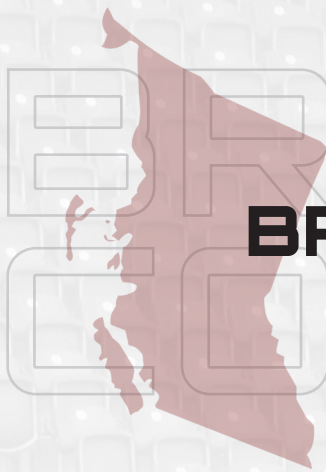
Typically ranges from \$40,000 to \$125,000

### Annual or One-Time Allocation:

Annual budget of \$500,000

### Managing Authority:

Sport Branch of the British Columbia Ministry of Tourism, Arts, Culture and Sport



# BRITISH COLUMBIA

**Title:** Tourism Events Program

**Hosting/Event Procurement Fund or Grant Program:** Grant Program

**Description/Parameters:**

The Tourism Events Program provides funding for up to 10% of the total event budget up to a maximum of \$250,000 per event (minimum of \$10,000). Funds can be used to cover a range of marketing expenses. The total event budget must be a minimum of \$100,000 to be eligible to apply. Following a two-year absence due to Covid-19, \$4.8M was distributed across approximately 100 provincial events in 2022.

**Amount**

Up to \$250,000

**Annual or One-Time Allocation:**

Annual

**Managing Authority:**

Tourism Branch – Ministry of Tourism, Arts, Culture and Sport

**Title:** Fairs, Festivals and Events Fund

**Hosting/Event Procurement Fund or Grant Program:** Grant Program

**Description/Parameters:**

One-time grants to eligible events, with the grant covering up to 20% of the total event budget to a maximum of \$250,000. Organizations that host multiple events will have their grant capped at up to \$500,000. Public events held by non-profit entities, for-profit organizers, Indigenous organizations and local governments are eligible.

**Amount**

Varies, but up to \$250,000

**Annual or One-Time Allocation:**

One-Time (but was renewed in February 2023). Fund currently has a balance of \$30,000,000 (Side note: The most recent grant intake allocated \$30M and provided funding to 1,172 events across British Columbia)

**Managing Authority:**

Tourism Branch - British Columbia Ministry of Tourism, Arts, Culture and Sport

# MANITOBA

**Title:** Event Hosting Grant

**Hosting/Event Procurement Fund or Grant Program:** Grant Program

## Description/Parameters:

Supports the hosting of major amateur national and regional championships and sport events in Manitoba.

## Amount

Unknown (subject to available resources)

## Annual or One-Time Allocation:

Annual

## Managing Authority:

Manitoba Ministry of Sport, Culture and Heritage through the Sport Secretariat

# NEW BRUNSWICK

**Title:** Regional Grant Program – Games Hosting

**Hosting/Event Procurement Fund or Grant Program:** Grant Program

**Description/Parameters:**

The objective of the Games Hosting component of the program is to aid community sport partners in hosting community/regional multi-sport events. Priority is to be given to youth and senior opportunities. Regional Games should involve several communities and include a minimum of five physical activities and/or sports.

**Amount**

Unknown

**Annual or One-Time Allocation:**

Annual

**Managing Authority:**

Ministry of Tourism, Heritage, and Culture

**Title:** Community Development Fund

**Hosting/Event Procurement Fund or Grant Program:** Grant Program

**Description/Parameters:**

The Community Development Fund recognizes the important contribution communities make to New Brunswick’s economy and quality of life. The Community Development Fund aims to help foster vibrant communities by providing assistance to:

- Community capital projects;
- National cultural or sporting events;
- Projects assisting in the establishment and development of facilities relating to tourism and recreation; and
- Municipal projects that are regionally focused

**Amount**

Unknown

**Annual or One-Time Allocation:**

Annual

**Managing Authority:**

Regional Development Corporation, Province of New Brunswick

# NEWFOUNDLAND & LABRADOR

**Title:** Sport Championship Hosting Program

**Hosting/Event Procurement Fund or Grant Program:** Hosting Program

## Description/Parameters:

The Sport Championship Hosting Program provides grants to organizations hosting International, National, Eastern Canadian and Atlantic Championships as well as National Sport Organization (NSO) Annual General Meetings.

## Amount

Level of funding is dependent upon level of event

- o National Championships (must include a minimum of seven provinces/territories: Up to \$15,000
- o Eastern Canadians Championships (must include at least three Atlantic Provinces along with Ontario and/or Quebec: Up to \$3,000
- o Atlantic Championships (must include a minimum of three Atlantic Provinces): Up to \$2,000
- o National Sport Organization Annual General Meeting: Up to \$1,000

## Annual or One-Time Allocation:

Annual

## Managing Authority:

Department of Tourism, Culture, Arts and Recreation

# NOVA SCOTIA

**Title:** Sport Hosting Program

**Hosting/Event Procurement Fund or Grant Program:** Grant Program

## Description/Parameters:

The Department of Communities, Culture, Tourism and Heritage (CCTH) acknowledges the benefits of hosting sport events in Nova Scotia include the opportunity to facilitate sport development, increase exposure for sport, and create lasting legacies for sport in Nova Scotia. In addition, CCTH recognizes that certain sport events exemplify the department's mandate and make a significant contribution toward advancing its priorities. Communities, Culture, Tourism and Heritage provides grants to organizations hosting International, National, and Inter-Provincial/Territorial sport events, as well as select sport events that advance the vision, mission and priorities of the department and enhance the public profile of the province.

## Amount

Level of funding is dependent upon level of event

- o International Events
  - International Federation (IF) World Championship, World Cup, World Tour: Up to \$10,000 (x2 years)
  - Other IF, National Sport Organization (NSO) sanctioned international events: Up to \$10,000
- o National Championship
  - NSO, CIS, CCAA: Up to \$5,000
- o Inter-Provincial Championship
  - NSO Easter/Atlantic Championship (must be the highest level of national competition for the division/age category): Up to \$3,000
- o National Annual General Meeting
  - NSO AGM: Up to \$1,000
- o Signature Event
  - Sports events are selected based on their potential contribution to the priorities of discretionary. The Department and the Nova Scotia Sports Plan:Varies

## Annual or One-Time Allocation:

Annual

## Managing Authority:

Nova Scotia Department of Communities, Culture, Tourism and Heritage

# NOVA SCOTIA

**Title:** Major Hosting Event Program

**Hosting/Event Procurement Fund or Grant Program:** Grant Program

## Description/Parameters:

Supports major events being hosted in Nova Scotia that align with the Nova Scotia Events Strategy including major sporting and cultural events that often require a formal bid process.

## Amount

Level of funding is dependent upon scope and impact of the event.

## Annual or One-Time Allocation:

Annual

## Managing Authority:

Nova Scotia Department of Communities, Culture, Tourism and Heritage



**Title:** Sport Hosting Program

**Hosting/Event Procurement Fund or Grant Program:** Hosting Program

### Description/Parameters:

The Sport Hosting Program will provide project-based funding to help applicants deliver major sport events in Ontario. Eligible applicants must be included in one of the following three streams: (1) Provincial/National Sport Organizations, (2) Event Host Organizations, or (3) Emerging Sports. Professional sports events are ineligible. There is a maximum of: Two applications per sport per stream and two applications per organization in each calendar year.

### Amount

Funding is dependent upon the type of event.

- o Stream 1 and 2:
  - National Sport Hosting events are eligible up to \$100,000
  - International Sport Hosting events are eligible up to \$1,000,000
- o Stream 3:
  - National Sport Hosting events are eligible up to \$20,000
  - International Sport Hosting events are eligible up to \$75,000
- o Note: Requests to support multi-sport events or events over \$1,000,000 are dealt with through a separate process.

### Annual or One-Time Allocation:

Annual budget of \$3,000,000

### Managing Authority:

Games Unit, Ministry of Heritage, Sport, Tourism and Culture Industries



**Title:** Reconnect Ontario – Marquee Event Fund

**Hosting/Event Procurement Fund or Grant Program:** Grant Program

### Description/Parameters:

The Reconnect Ontario — Marquee Event Fund provides support to municipalities and organizations in Ontario for the hosting of large-scale, high-impact events that meet the ministry’s definition of a marquee event. The fund provides support for expenses related to programming and production, media buys specifically targeting tourist markets (40 km or beyond), event security and accessibility services, all specific to the delivery of a Marquee Event. Amateur sporting events receiving funding under the Ontario Sport Hosting Program are ineligible. For the purposes of the program, the Ministry of Tourism, Culture and Sport defines a marquee event as an event that is either:

- o a major one-time national or international event in Ontario;
- or,
- o a major event that recurs infrequently in Ontario, i.e., an event that does not recur annually or biennially in Ontario but travels nationally or internationally to host destinations, and
- o has cash operating expenses totaling \$1 million or more
- o is of a size and scope sufficient to draw tourists to Ontario and generate significant economic impact for the province
- o is of national and/or international prominence, attracting significant media exposure across Canada and/or globally.

### Amount

Range is unknown, but applicants are eligible to apply for up to a maximum of 50% of eligible event cash operating expenses.

### Annual or One-Time Allocation:

Annual. The program received \$42.9 million in 2022 to support 547 festivals and events around the province.

### Managing Authority:

Ministry of Tourism, Culture and Sport

# PRINCE EDWARD ISLAND

**Title:** Tourism PEI Hosting Grant

**Hosting/Event Procurement Fund or Grant Program:** Grant Program

## Description/Parameters:

The Tourism PEI Hosting Grant provides eligible non-profit organizations with a grant to offset the cost of hosting your national, international, or regional sporting event, meeting, or convention in the tourism shoulder season (any month other than July or August). Hosting sporting events will be considered only for national or regional events sanctioned by the appropriate national sport governing body; regional events must have a minimum of 200 out-of-province registered delegates; and events that qualify for assistance through programs of other government departments will not normally be considered for a hosting grant. In the case of major cultural or sporting events with demonstrated benefits to the province, exceptions may be considered.

## Amount

The hosting grant is limited to \$10 per registered delegate to a maximum of \$5,000.

## Annual or One-Time Allocation:

Annual

## Managing Authority:

Tourism PEI

# PRINCE EDWARD ISLAND

**Title:** Tourism PEI Festivals and Events Fund

**Hosting/Event Procurement Fund or Grant Program:** Event Procurement Fund

## Description/Parameters:

Provides eligible non-profit associations with funding to assist with the costs to organize and promote a festival or event.

## Amount

Provides funding according to activity size and number of visitors anticipated, as follows:

- o \$2,500 for over 3,000 visitors;
- o \$2,000 for over 2,000 visitors;
- o \$1,500 for over 1,500 visitors; or
- o \$1,000 for up to 1,000 visitors.

## Annual or One-Time Allocation:

Annual

## Managing Authority:

Tourism PEI

# PRINCE EDWARD ISLAND

**Title:** Tourism Innovation Fund

**Hosting/Event Procurement Fund or Grant Program:** Event Procurement Fund

## Description/Parameters:

The Tourism Innovation Fund assists in the research, development and market launch of new cultural tourism products. Projects supported by the fund will develop or enhance products identified in the tourism strategy. Investments made by the Tourism Innovation Fund intend to strengthen Prince Edward Island's appeal as a cultural tourism destination. Non-profit organizations engaged in developing tourism events and tourism sectoral associations are eligible to apply. Private sector applications are not eligible for assistance. The financial support provided cannot exceed 60% of total project costs.

## Amount

Unknown

## Annual or One-Time Allocation:

Annual

## Managing Authority:

Tourism PEI

# PRINCE EDWARD ISLAND

**Title:** Prince Edward Island Sport Hosting Program

**Hosting/Event Procurement Fund or Grant Program:** Grant Program

## Description/Parameters:

The sport hosting program provides grants to organizations hosting International, National, and Inter-Provincial /Territorial sports events as well as select signature sport events that advance the vision and priorities of the Department of Health and Wellness and enhance the profile of the province. Provincial Sport Organizations in good standing with Sport PEI and/or their respective recognized National Sport Organization and incorporated “not for profit” organizations designated as the host organization of the event by the PSO/NSO are eligible for funding.

## Amount

Funding is allocated using the following guidelines:

- National Events-Championships (Sport Canada NSO Sanctioned Events, CIS, CCAA): Up to a maximum \$3,000
- Eastern Canadian/Atlantic Championships: Up to a maximum \$750
- Signature Events (Events selected on their ability to contribute to increased participation, excellence, capacity): Up to maximum \$350

## Annual or One-Time Allocation:

Annual

## Managing Authority:

Department of Health and Wellness



**Title:** Support Program for Sporting Events

**Hosting/Event Procurement Fund or Grant Program:** Event Procurement Fund

**Description/Parameters:**

Aims to support the organization in Quebec of sporting events at the national level or the organizing committees of major events. This program is used to improve Quebec's chances of attracting major sporting events. The PSES targets sports competitions in two areas: Canadian level competitions and sports events for the public.

**Amount**

Funding is dependent upon the type of event.

- o Stream A – Canadian-Level Competitions
  - The minimum financial assistance per event is \$2,000. The maximum financial assistance per event is \$15,000.
- o Stream B – Sporting Events for the General Public
  - The minimum financial assistance per event is \$1,000. The maximum financial assistance per event is \$7,500.
- o Accumulation of Financial Assistance
  - The cumulative financial assistance under several components, for the same event, cannot total more than \$20,000.

**Annual or One-Time Allocation:**

Annual

**Managing Authority:**

Quebec Ministry of Education



**Title:** Support Program for International Sporting Events

**Hosting/Event Procurement Fund or Grant Program:** Event Procurement Fund

### Description/Parameters:

This program is used to improve Quebec's chances of attracting major sporting events. In particular, the PSESI can be used to finance the organization and staging of world championships, world cups, Pan-American championships, tournaments bringing together the world's elite, and the nomination of international sporting events.

The International Sporting Events Support Program targets sporting competitions and bids in three streams:

- Stream 1 – Tier 1 International Sports Competitions;
- Stream 2 – Tier 2 International Sports Competitions;
- Stream 3 - Bids for international sporting events.

### Amount

The maximum amounts for financial assistance are:

- Stream 1: Tier 1 international competitions: \$2,000,000
- Stream 2: Level 2 international competitions: \$25,000
- Stream 3: Bids for international sporting events: \$25,000

The minimum financial assistance for the various streams is \$2,000.

### Annual or One-Time Allocation:

Annual budget of \$5,000,000

### Managing Authority:

Quebec Ministry of Education



# SASKATCHEWAN

**Title:** Tourism Saskatchewan Event Hosting Program

**Hosting/Event Procurement Fund or Grant Program:** Hosting Program

## Description/Parameters:

Funding is provided to encourage the attraction, hosting, and marketing of one-time, national, and international events in sports, culture, meetings, and conventions. This category provides funding assistance for organizations to bid, host and market one-time events of a size and scope sufficient to draw significant visitation to the province and to showcase Saskatchewan's communities nationally and globally. Activities which positively contribute to the image and perception of Saskatchewan as an enticing tourism destination and demonstrate potential to generate significant tourist visitation and spending are supported as Special Tourism Projects.

## Amount

- o Sport/Culture Event Tier 1
  - These events typically draw more than 1,000 tourists and generate significant national or international media exposure for the province. Applicants can apply for up to 35 percent of the event's total budget.
- o Sport/Culture Event Tier 2
  - These events typically draw fewer than 1,000 tourists and generate mostly local media exposure. Applicants are eligible to apply for up to a maximum of \$20,000.
- o Meetings and Conventions
  - These events will draw more than 200 delegates. Applicants can apply for up to \$30,000 of eligible expenses.
- o Special Tourism Project
  - Positively contributes to the image and perception of Saskatchewan as an enticing tourism destination and demonstrates potential to generate significant tourist visitation and spending. There is no limit on the amount of support available through Special Tourism Projects; however, requests will require a strong and compelling rationale in relation to program objectives to access funding.

## Annual or One-Time Allocation:

Annual

## Managing Authority:

Tourism Saskatchewan



# SASKATCHEWAN

**Title:** International Hosting Grant

**Hosting/Event Procurement Fund or Grant Program:** Grant Program

## Description/Parameters:

Funded by the Sask Lotteries Trust Fund (SLTF), the International Hosting Grant supports international amateur sport events hosted in Saskatchewan that build capacity in the sport system (excellence, infrastructure, human resources, participation), maximize economic & community benefits, and promote Saskatchewan culture and values. The top funding priorities are for amateur events that are recognized by the National Sport Organization (NSO) and International Sport Federation (ISF) as a World Championship or a qualifying event that determines representation to an international championship. Events that do not meet these priorities but can demonstrate significant benefits to the development of sport, may be considered for support based on their individual merit, at the discretion of the Sport Funding Committee.

## Amount

Financial assistance for international events will be up to a maximum of \$25,000. Funding will be based on the number and origin of participants, the benefits to the sport's overall development, and the estimated economic, social, and cultural benefits of this event.

## Annual or One-Time Allocation:

Annual

## Managing Authority:

Sask Sport



# SASKATCHEWAN

**Title:** National Hosting Grant

**Hosting/Event Procurement Fund or Grant Program:** Grant Program

## Description/Parameters:

Funded by the Sask Lotteries Trust Fund (SLTF), the National Hosting Grant program exists to support national amateur sport events hosted in Saskatchewan that facilitate sport, economic and community development. The top funding priorities are for amateur events that are recognized by the Provincial Sport Organization (PSO) and National Sport Organization (NSO) as a National Championship or a qualifying event that determines representation to an international championship. Consideration may be given to events that do not meet these priorities or guidelines but can demonstrate significant benefits to the development of sport. Additional event information will be required and may be considered for support based on their individual merit, at the discretion of the Sport Funding Committee

## Amount

The maximum assistance for National events will be calculated at \$15.00 per day per eligible participant to a maximum of \$7,500 per event. There is no limit on the number of National hosting grants that a PSO can apply for per fiscal year.

## Annual or One-Time Allocation:

Annual

## Managing Authority:

Sask Sport



# SASKATCHEWAN

**Title:** Regional Hosting Grant

**Hosting/Event Procurement Fund or Grant Program:** Grant Program

## Description/Parameters:

Funded by the Sask Lotteries Trust Fund (SLTF), the Regional Hosting Grant supports regional amateur sport events hosted in Saskatchewan that facilitate sport, economic and community development. The top funding priorities are for amateur events recognized by the Provincial Sport Organization (PSO) or National Sport Organization (NSO) as a Western Championship or a qualifying event that determines representation to a national championship. Consideration may be given to events that do not meet these priorities or guidelines but can demonstrate significant benefits to the development of sport. Additional event information will be required and may be considered for support based on their individual merit, at the discretion of the Sport Funding Committee.

## Amount

The maximum assistance for regional events will be calculated at \$8.00 per day per eligible participant to a maximum of \$3,000 per event. There is no limit on the number of regional hosting grants that a PSO can apply for per fiscal year

## Annual or One-Time Allocation:

Annual

## Managing Authority:

Sask Sport



# NORTHWEST TERRITORIES

**Has a regional youth sports events funding program, but no established fund or program designed to host large-scale sporting events.**



# NUNAVUT

**Title:** Sport and Recreation Grants and Contributions Program

**Hosting/Event Procurement Fund or Grant Program:** Grant Program

## Description/Parameters:

The Sport and Recreation Grants and Contributions Program is the Department's primary mechanism for providing financial support to municipalities, individuals and nongovernment organizations (NGO's) to plan and deliver sport, physical activity and recreation programs and initiatives.

## Amount

Unknown

## Annual or One-Time Allocation:

Annual

## Managing Authority:

Sport and Recreation Division, Department of Community and Government Services

# YUKON

**Title:** In Development

**Hosting/Event Procurement Fund or Grant Program:** Unknown

## Description/Parameters:

One of the stated goals within the Yukon Sport Action Plan for 2015-2022 stated Yukon government's sport and recreation branch would "develop a Sport Hosting Policy and funding mechanism" (p. 15).

## Amount

Unknown

## Annual or One-Time Allocation:

Unknown

## Managing Authority:

Sport and Recreation Branch