

# COUNCIL REQUEST FOR DECISION

**MEETING DATE:** June 17, 2024

**SUBMITTED BY:** Janet Guthrie, Sport Tourism Coordinator

**PREPARED BY:** Janet Guthrie, Sport Tourism Coordinator

**REPORT TITLE:** 2024 Men's and Women's Canadian Slo-Pitch Sport Tourism Grant

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## EXECUTIVE SUMMARY

The 2024 Softball Canada Men's and Women's Canadian Slo-Pitch Championships (Championships) are being held in William F. Lede Park from August 11-17, 2024. The Sport Tourism Grant funding request from the organizers is for \$10,000.

## RECOMMENDATION

That Council directs Administration to award a Sport Tourism Grant of \$6,800 to the 2024 Softball Canada Men's and Women's Canadian Slo-Pitch Championships.

## COUNCIL HISTORY

Sport Tourism Grant Policy No. 11.00:32 was approved by Council on May 9, 2022.

## BACKGROUND / RATIONALE

The Championships are expecting to welcome 48 teams (1,152 players) and 1,500 spectators from across the country to compete to become the 2024 Canadian Champion. Eight of these teams will be from Alberta, with two of these teams reserved for local teams.

It is estimated that this eight-day event will generate a total of 4,968 rooms or about 621 rooms per night. At the time of writing this report (May) three of the four host hotels are fully booked, and the fourth hotel is just about full as well.

Event organizers plan to work with at least fourteen local businesses to provide event hosting services and products. They also encourage local artisans to set up onsite during the event and book local musicians to perform on location.

The Canadian Slo-Pitch Championships have also implemented some sustainability initiatives including a strong recycling program, no Styrofoam products, or plastic straws.

A STEAM Pro economic impact assessment was conducted on the 2018 SPN National Championships. This was a four-day event with close to the same number of participants. The STEAM results for this event were as follows,

- Direct visitor spending = \$570,000
- The initial expenditure (event organizers cost to host + visitor spend) = \$624,423
- Change in GDP attributable to the event was \$624,423 nationally (\$373,395 locally)

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- The total industry output was \$1,178,246 nationally (\$814,249 locally)

A preliminary STEAM predictive assessment indicates that the 2024 Softball Canada Men's and Women's Canadian Slo-Pitch Championships will generate,

- Direct visitor spending = \$2,025,648
- An initial expenditure of \$2,052,848
- Change in GDP attributable to the event of \$1,836,249 (\$1,119,187 locally)
- The total industry output of \$3,834,739 (\$2,519,315 locally)

The main factor contributing to the significant estimated economic impact for the 2024 Championships is that event participants will be in Leduc for eight days as opposed to the more traditional four days.

According to the Sport Tourism Grant Procedures, grant funding is not to exceed 25% of operational event expenses. In this case, event organizers anticipate spending \$27,200 to host the event. This would equate to a \$6,800 sport tourism grant. The Sport Tourism Grant Policy recognizes each event is unique and brings different opportunities and challenges. Occasionally, an event may not meet the criteria of the policy and/or procedure in these circumstances, approval from City of Leduc staff and Council may vary from the policy.

### STRATEGIC / RELEVANT PLANS ALIGNMENT

GOAL 3 - AN ECONOMICALLY PROSPEROUS CITY AND REGION

3.1.4 Identify, support, and promote tourism opportunities and events.

### ORGANIZATIONAL IMPLICATIONS

#### ADMINISTRATION:

N/A

#### RISK ANALYSIS: FINANCIAL / LEGAL:

N/A

#### IMPLEMENTATION / COMMUNICATIONS:

N/A

#### ALTERNATIVES:

Award a grant for the full amount of funding requested of \$10,000.

Award a grant for another amount at Council's discretion.

Decline the funding request.

### ATTACHMENTS

N/A