



Town of
Cornwall

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Sport Tourism Strategy Pilot Project Policy

March 4, 2021

SPORT TOURISM STRATEGY POLICY (PILOT PROJECT)

PURPOSE

The purpose of this policy to provide guidelines for the one-year pilot project on Community Fee Reduction Program for event hosting. The goal is to see if the fee reduction increases tournament related events in the municipality and thus increases tourism in the municipality.

OBJECTIVES:

1. To capture a portion of the \$16.3 million/year revenue P.E.I. receives in sport tourism.
2. To implement, as a pilot, an initiative that aligns with The Town of Cornwall's Recreation Masterplan. It was noted that the Town should encourage sport tourism to increase economic activity in Cornwall and capture some of the revenue from sports tourism.
3. To provide the parameters under which the pilot program will operate to ensure it is clear to staff and the public.
4. To ensure all individuals and organizations are treated fairly regarding consideration of waiver of facility rental fees.

PARAMETERS

1. The timeline for the pilot project is April 1, 2021 to March 31, 2022 with review during the 2022-23 budget process.
2. Applications will be requested by April 31, 2021 for this year and March 31, 2022 for next year if it is determined the pilot will be extended. Organizations can still book the facilities on a first come first serve basis after the April 31 or March 31 deadline.
3. Priority will be given to organizations in the Town of Cornwall, and then outside organizations depending on availability.
4. The fee deferral is for sporting events only as this is a sport tourism strategy.
5. In the event there is a date conflict between two local organizations, staff will balance the applications with the number of dates applied for (ie if one organization has two dates already booked and the other conflicting organization only has one booking, the one with the fewer bookings would take priority).
6. These are mainly anticipated to occur during underutilized times for the fields. Regular bookings would not be displaced for tournaments.

ELIGIBILITY CRITERIA

To be considered for the fee waiver program, each applicant and/or the event must meet the following criteria:

1. All requests/applications will be considered on a first come, first serve basis, as the budget allows.
2. Priority will to organizations in the Town of Cornwall.

3. The applicant must be a non-profit organization under the authority of a volunteer board, committee or individual that is elected or appointed by the general membership group.
4. Fee waiver program will only apply to facilities that are owned and/ or maintained by the Town of Cornwall.
5. The event is of significant regional/ provincial/ national interest and must demonstrate how it will create revenue generating opportunities for local businesses.
6. The event must be open to members of the public.
7. The event must raise the profile of the Town of Cornwall through prominent acknowledgement of its support and assistance in event marketing materials and at the event itself.
8. All eligible groups must complete a Fee Waiver/Reduction Request Application Form, outlining the purpose of the activity and related organizational information and applicable information supporting the request. All requests must be submitted at least 30 days prior to the event for consideration (for those not part of the annual intake).
9. Eligible groups will be notified, within 10 business days from the time the application was submitted on the status of their application.
10. Groups must submit a final report outlining how the event met the expectations outlined in items 5-11 of the application within 30 days of the event completion.
11. All groups or organization will still be responsible for any/all terms & conditions outlined in the use agreement of Town facilities.

FEE REDUCTION AMOUNTS

1. Provincial Event: 50% facility fee reduction
2. Atlantic Canadian Championships: 75% facility fee reduction
3. National Championships: 100 % facility fee reduction

EXCLUSIONS

1. No cash donations or funds will be provided by the Town of Cornwall at any time in lieu of a waiver.

ADMINISTRATION

1. Ultimate authority for the Policy resides with the CAO for the Town of Cornwall.
2. The Manager of Parks and Recreation (or designate) is responsible for the approval of rental fee waiving in accordance with the guidelines and within the maximum Grant/Rental Fee Waiver amount.
3. The guidelines recognize that if the Manager of Parks & Recreation has any reasonable doubt in approving a Grant/Rental Fee Waiver to an organization, they will first consult the CAO (or designate) and if determined by the CAO that Council review is required, will consult Council.

**APPENDIX A
APPLICATION
REQUEST FOR WAIVER OF RENTAL FEES AT TOWN FACILITIES**

NAME OF ORGANIZATION:

CONTACT PERSON: _____

TELEPHONE: _____

EMAIL: _____

DATE: _____

1. Please indicate facility for which you are requesting the fee waiver:

Cornwall Civic Centre: specify
room(s) _____

Cornwall Town Hall

Terry Fox Sports Complex: Please specify facility

Ball Fields: Please specify location

2. What category best describes your organization:

Cornwall Minor Sport Organization

School Group

Charitable Organization

Community Group

Not for Profit Organization

Benefit in Aid of Town Resident

Other _____

3. Dates & Times of Event:

4. Set Up Required

5. Participants: _____ Is there a fee charged to register or attend: YES NO

6. Is this event a fundraiser? YES NO

7. Will your event increase sport or event tourism in the Town? YES NO

Please explain:

8. Tell us how your event will have an impact on the Town or its residents:

9. Will your event be utilizing local accommodations? YES or NO

10. Please indicate which best your event represents; Provincial Atlantic National

11. Please provide additional information that would assist in making determination:

Internal Use Only: *Received:* _____

Decision: *APPROVED* *DECLINED*

Staff Recommendation / Comments:

Approved by: _____ Date: _____