

### **City of Port Colborne – Fishing Tournament Grant Framework**

The City of Port Colborne (the “City”) has \$25,000 allocated to funding fishing tournaments and fishing related initiatives. The purpose of this funding is too:

- Grow sport fishing in the City to drive tourism activity in support of local businesses.
- Enhance the Port Colborne name recognition outside of the City.
- Showcase the Sugarloaf Harbour Marina, and public boat launch with a goal towards increasing net revenue.

Tournament Organizers can access funding through the following grant program. To be a successful recipient, tournament organizers must meet/adhere to the following requirements:

- Submit an application by March 31 of each calendar year. (except in 2022 applications will be accepted until May 15, 2022)
- Recognize the City as a tournament sponsor.
- Submit a tournament budget and subsequent final financial accounting at the completion of the tournament. The City will retain the option and right to audit the financial accounting prior to the release of the final grant portion.
- Have a minimum 80% payout model to participants.
- Actively encourage tournament participants to complete a post event survey, to be provided by the City.

Provided a tournament organizer can show they can meet the above requirements, the framework allocates the available funding to applicants based on the activities and their related points as follows:

<b>Tournament Entrants</b>	<b>50-75</b>	<b>76-95</b>	<b>95+</b>
<b>Points</b>	1	2	3
<b>Transient Dock Rentals</b>	10 – 20	20 – 40	40+
<b>Points</b>	1	2	3
<b>Fuel Sales (Litres)</b>	500 – 1000	1000 – 1500	1500+
<b>Points</b>	1	2	3
<b>Don Cherry's</b>	\$5,000 - \$10,000	\$10,000 - \$15,000	\$20,000+
<b>Points</b>	1	2	3
<b>Marketing &amp; Exposure (Impressions)</b>	5,000 – 10,000	10,000 – 20,000	20,000+
<b>Points</b>	1	2	3

<b>Tournament Entrants outside of the Niagara Region</b>	10 – 20	20 – 30	30+
<b>Points</b>	1	2	3

The grant is then calculated by taking the number of points multiplied by the value per point. The value per point is determined by taking \$20,000 or 80% of the total \$25,000 funding amount and dividing it by the total number of points awarded to the tournament applications received as of March 31.

For example, if a tournament applicant received 12 points and each point was worth \$400, they would receive \$4,800.

Grants will be paid 50%, 8 weeks prior to the tournament and 50%, 1 week after a tournament to provide for the above to be verified.

Grant amounts will be calculated based on forecasted expectations. Provided actual results calculated after the tournament produce a point total with 80% of pre-tournament forecast the second grant payment will not be reduced.

For greater clarity, if at the completion of the tournament the points are recalculated based on actual experience at the tournament and actual results produce a point total above 80% of the forecast, the second grant will not be 50% of the pre-tournament calculated grant. The second grant payment will be adjusted as follows:

Second grant payment = new point total x pre-tournament point value – already provided.

In addition to the grant, tournaments can request:

- Free access to the boat launch for tournament participants.
- Sugarloaf Harbour Marina transient slip discounts.
- Camping on-site at H.H. Knoll Lakeview Park.

The difference of \$5,000 (\$25,000 funding less \$20,000 available for grants through points) has been set aside to cover the user fees for the additional requests above.

Grants and additional tournament requests as noted above will be awarded by staff and reported to Council annually. No tournaments will be approved over the holidays or significant City events without staff coming back to Council for approval.