

REQUEST FOR DECISION 042-2024

Title: One-Time Operational Funding Request – Canadian Rugby Championships

Date: 2023-02-21

Department: Community Development/Finance



SUMMARY

One-Time Operational Funding Request – Rugby Nova Scotia

Rugby Nova Scotia has been selected by Rugby Canada through a bid process to host the 2024 Canadian Rugby Championships (CRCs) for U19 Men's and Women's divisions. This event will take place from July 28th through August 4th at Acadia University. This represents a premier event for this age group, and the organization would look to host community engagement events in conjunction with the tournament such as flag rugby and a rugby 7s tournament for local youth. Similar community events in conjunction with the 2023 CRCs brought together over 250 youth aged 7-17 in 2023. The request of Council is to provide \$5,000 as a One-Time Operational Funding commitment towards this National event.

DRAFT MOTION:

That Council consider approving a \$5,000 one-time operational grant contribution to Rugby Nova Scotia to support the hosting of the 2024 Canadian Rugby Championships.

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1) CAO COMMENTS

Staff do not make recommendations on the one-time grant requests, so information has been provided to assist Council with their decision.

2) LEGISLATIVE AUTHORITY

- Municipal Government Act (MGA) 65A(a)

3) STAFF RECOMMENDATION

That Council consider this funding application against the financial/budget implications.

4) REFERENCES AND ATTACHMENTS

1. Application for One-Time Operational Funding from Rugby Nova Scotia
+ Supporting Documents for Funding Application
2. Evaluation Criteria Checklist

5) DISCUSSION

The 2024 Canadian Rugby Championships will be held in Wolfville, at Acadia University, from July 28th through August 4th. This is the premier, national tournament for U19 Men's and Women's rugby in Canada, with additional goals of growing competitive rugby across the country while also serving as a selection showcase for representative age -grade programs with the Canadian National Rugby Team.

The event projects to attract upwards of 2000 spectators and 350 participants that will attend and experience Wolfville, providing business to local restaurants, shops and hotels.

Additional benefits to the community include increased exposure to highly competitive rugby at the National level, with opportunities to participate in associated events such as flag rugby and rugby 7s for youth aged 7-17. This has the potential to attract additional visitors to the area, providing economic benefit to the Wolfville and the surrounding area.

The total expense for hosting this tournament is projected at \$67,460, which will be offset by revenue in the form of grants, donations and sponsorships. Financials have been provided, showing a significant shortfall along with estimates and unconfirmed amounts on the revenue side.

6) FINANCIAL IMPLICATIONS

The Town's budget for all grants is \$380,900. Normally there is a portion set up as an allowance to cover funding requests not received/processed as of the date of budget approval (May 2024). For 2024/25, there was no allowance set up. Council can approve Rugby Nova Scotia's one-time operational request by using funds from the Town's operating reserve.

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7) REFERENCES TO COUNCIL STRATEGIC PLAN AND TOWN REPORTS

In terms of strategic directions (2021-2025 Strategic Plan), this program directly and/or indirectly positively impacts Economic Prosperity by attracting visitors to Town who are likely to spend money at its businesses, and contributes to Community Wellness by providing opportunities for physical activity and social gathering. The organizers suggest that creating a partnership between Rugby Canada, Rugby Nova Scotia, Acadia University and the Town of Wolfville will lead to future opportunities to promote the Town and Region, leading to increases to tourism and economic prosperity.

8) COMMUNICATION REQUIREMENTS

Rugby Nova Scotia will be notified of Council's decision.

9) ALTERNATIVES

Limited options available:

- Not approve the grant funding request
- Approve an alternate amount of funding



APPLICATION FORM

ONE-TIME FUNDING OPPORTUNITIES GRANT

This program is available to non-profit organizations or registered charities that are planning to offer extraordinary operational events and initiatives that benefit the Town of Wolfville and its residents.

Please complete this form and forward via email to: recreation@wolfville.ca

Or by mail to:

Department of Parks & Recreation
Town of Wolfville
359 Main Street
Wolfville, Nova Scotia
B4P 1A1

Phone: (902) 542-3019

1) ORGANIZATION INFORMATION

Name of Organization:	Rugby Nova Scotia	
Contact Person:	Vanessa MacKinnon	
Mailing Address/PO Box:	5516 Spring Garden Rd.	
City:	Halifax	Postal Code: B3J1G3
E-mail Address:	rugbyed@sportnovascotia.ca	
Telephone: (Work)	902-300-1986	(Home)

Is your organization a registered charity?

☐ Yes ☒ No

If yes, what is your CRA Charitable Status Registration Number:

Is your organization a registered non-profit organization?

☒ Yes ☐ No

If yes, please provide:

Joint Stocks Registration Number:

1284201

Canada Revenue Agency Business Number:

887692994RP0001



APPLICATION FORM

2) **FUNDING REQUEST CALCULATION**

Funding Level and Limitations

- Town of Wolfville funding should not exceed 50% of the total project cost
- For requests less than \$2000, please apply to the Community Partnership Program
- Only one application per organization may be submitted per year
- Only one application per organization may be approved every four years

Request Calculation

- Total Project Cost \$ \$67,460
- Request to Town of Wolfville \$ 5,000

3) **REQUIRED INFORMATION**

You **MUST** include as attachments to this form:

☒ Detailed Description of the program/event/service being proposed, including:

- ☒ Outline of programming
- ☒ Benefits to the Wolfville community
- ☒ Indication of alignment with Council's Strategic Plan
- ☒ Project timeline
- ☒ Expected number of participants/attendees
- ☒ Budget for the project
- ☒ Confirmation of partner funding (if applicable)

☒ Year-End Financial Statement from the previous year (or business plan)

☒ Final Report Forms from any previous funding received from the Town (if applicable)

Successful applicants must provide a Final Report in the prescribed form. Final Report Forms will be included with awarding letters.

4) **GRANT APPROVAL**

If minimum criteria have been met, staff will complete an Evaluation Checklist and prepare a Request for Decision of Council. Grant funding is subject to Council's approval. Partial approvals may be granted for less than the amount requested.

5) **CERTIFICATION**

I certify that, to the best of my knowledge, the information provided in this application is accurate and complete and is endorsed by the organization which I represent.

Vanessa MacKinnon

Rugby NS Executive Director

Name

Title

June 5, 2024

Signature

Date

RUGBY NOVA SCOTIA

2024 Canadian Rugby Championships Funding Application

May 30, 2024

Prepared for:
Town of Wolfville

Presented by:
Rugby Nova Scotia



EVENTS ACADIA





About the Event

Rugby Nova Scotia has been selected by Rugby Canada through a bid process to host the 2024 Canadian Rugby Championships (CRCs) for U19 Men's and Women's. This event will be taking place from July 28th to August 4th at Acadia University, in the Town of Wolfville.

This event will be organized in partnership with Rugby Canada and supported through a variety of stakeholders within the community. A snapshot of what this looks like can be found below.

- **Lead Organizations:** Rugby Nova Scotia & Rugby Canada
- **Host Community:** Wolfville, Nova Scotia
- **Host Venue:** Acadia University
- **Dates:** July 28 to August 4
- **Number of Teams:** 10
- **Provinces Represented:** Nova Scotia, PEI, New Brunswick, Newfoundland, Quebec, Ontario, Alberta and British Columbia.

About the Event

The Canadian Rugby Championships is one of the sole championships hosted by Rugby Canada for age-grade athletes. It has taken place for many years, but during the COVID-19 Pandemic, hosting of this event was paused. The tournament made a resurgence in 2022 with a Men's U19 Canadian Rugby Championship in Guelph, Ontario. In 2023, Vancouver, BC played host to the first Male and Female U19 event. This will only be the third time this event has been hosted since the pandemic, and only the second time that the male and female tournament has been hosted at the same time - growing year over year.

The goal of this tournament will be to foster the growth of competitive rugby within Canada, while also serving as a selection showcase for representative age-grade programs with our National team. Rugby Nova Scotia's goal in hosting this will be to put this all on a pedestal and make it a premier event. With the Championships aiming to provide appropriate competition to develop, challenge and motivate athletes, coaches and officials; the byproduct will be to create buy in, support and inspire a new generation of young players, coaches and officials to see their potential and what opportunities lie ahead; ultimately giving them something to strive for, to help grow the sport of rugby within Nova Scotia and Canada.

As this would be a premier event for this age group, we would also look to host community engagement events in conjunction with this tournament, including a flag rugby and 7s tournament for local youth during the event. After running extremely successful youth flag rugby tournaments last summer, we see this as an opportunity to combine efforts and host one of these events in conjunction with the CRCs to increase engagement, and tourism to the area. These flag events throughout 2023 brought together over 250 kids from U8-U17 each event, and would be a huge draw to bring kids in come watch this event.

After hosting the 2023 Atlantic Rugby Championships in Nova Scotia, which was considered to be one of the most successful to date, we were able to develop a new standard of tournament medical and streaming services; something we look to continue with this tournament. This event, played host to over 600 athletes, coaches and officials both male and female from ages U15-19, and with the success we had with this, hosting the Canadian Rugby Championships is a natural progression.

Hosting this event in Nova Scotia would be extremely beneficial for the growth of rugby in the province, as it would provide an opportunity for athletes within the community, and Atlantic provinces to see high level rugby, and start to see and understand a pathway for their competitive rugby dreams. Not only is this beneficial to Nova Scotia and its rugby development. By hosting this event in a small community, there is no need for additional transportation as the town is extremely walkable with many restaurants and activities to explore. It is one of the most beautiful places in the Nova Scotia, and a popular tourist destination that will show people from outside of the province a real cultural experience, and highlight the benefits of a small province and its close knit community.

Impact to the Town of Wolfville

Benefits to the Town of Wolfville

Through the hosting of this event in the Town of Wolfville, in connection with Acadia University there is immense benefits that the Town of Wolfville will be able to see from this event, including but not limited to:

- Upwards of 2000 spectators and an additional 350 participants that will be attending the event and spending money in the local economy of Wolfville at restaurants, shops and hotels.
- Increased growth and visibility of the sport of Rugby in the community which would provide opportunities to local youth for participation.
- The event opens the opportunity for community engagement in a location that does not see frequent national level sporting events. This also provides an opportunity for emerging rugby fans and players to see the top players at the U19 level locally and inspire their goals for playing at the regional and national level.

Strategic Plan Connection

With hosting this event in the Town of Wolfville it will look to support Councils Strategic Plan in many ways.

One way in which it would look to support is through the goal of Economic Prosperity. Seeing that the Town of Wolfville wants to encourage a range of local and regional partnerships that enhance economic development within the Town - we see this being an excellent fit specifically with the partnership with Acadia University as well as Rugby Canada and Rugby Nova Scotia in the Town of Wolfville.

As part of Council's Strategic Plan it also looks at Creating Conditions for Success. Our hope is by support this event, it will create conditions of success within the town to flourish and highlight the beauty and opportunity within Wolfville to allow for more events like this to happen and to create tourism opportunities down the road.

Tentative Event Schedule

DRAW				
DATE	DAY	MATCHES		
28-Jul	0	PRACTICE DAY		
29-Jul	1	Atlantic Women	10:00AM	Quebec Women
		Atlantic Men	12:00PM	Quebec Men
		Ontario Women	2:00PM	Alberta Women
		Ontario Men	4:00PM	Alberta Men
30-Jul	2	Ontario Women	4:00PM	British Columbia Women
		Ontario Men	6:00PM	British Columbia Men
31-Jul	3	Alberta Men	12:00PM	Quebec Men
		Alberta Women	2:00PM	Quebec Women
1-Aug	4	Ontario Men	12:00PM	Quebec Men
		Ontario Women	2:00PM	Quebec Women
		Atlantic Men	4:00PM	British Columbia Men
		Atlantic Women	6:00PM	British Columbia Women
2-Aug	5	OFF DAY		
3-Aug	6	Club Junior Youth Tournament		
		Atlantic Men	10:00AM	Alberta Men
		Atlantic Women	12:00PM	Alberta Women
		Quebec Men	2:00PM	British Columbia Men
		Quebec Women	4:00PM	British Columbia Women
4-Aug	7	Atlantic Men	10:00AM	Ontario Men
		Atlantic Women	12:00PM	Ontario Women
		British Columbia Men	2:00PM	Alberta Men
		British Columbia Women	4:00PM	Alberta Women



Attendees

The 2024 Canadian Rugby Championships will play host to a large number of athletes, coaches, officials, VIPs and spectators coming into the Town of Wolfville to enjoy the event, accomodations, food and all other benefits the town as to offer.

Below is a brief summary of visitors we are planning to see come into Wolfville for this event.

Attendees	Local	Nova Scotian	Canadian	International	Total
Participants	10	40	300		350
Volunteers	10	10	10		30
Spectators	100	1500	300		1900
VIPs*	5	10	10		25
Media	2	6	2		10
Total					2315

*VIPs include government officials and sponsors.

Event Venue

Acadia University

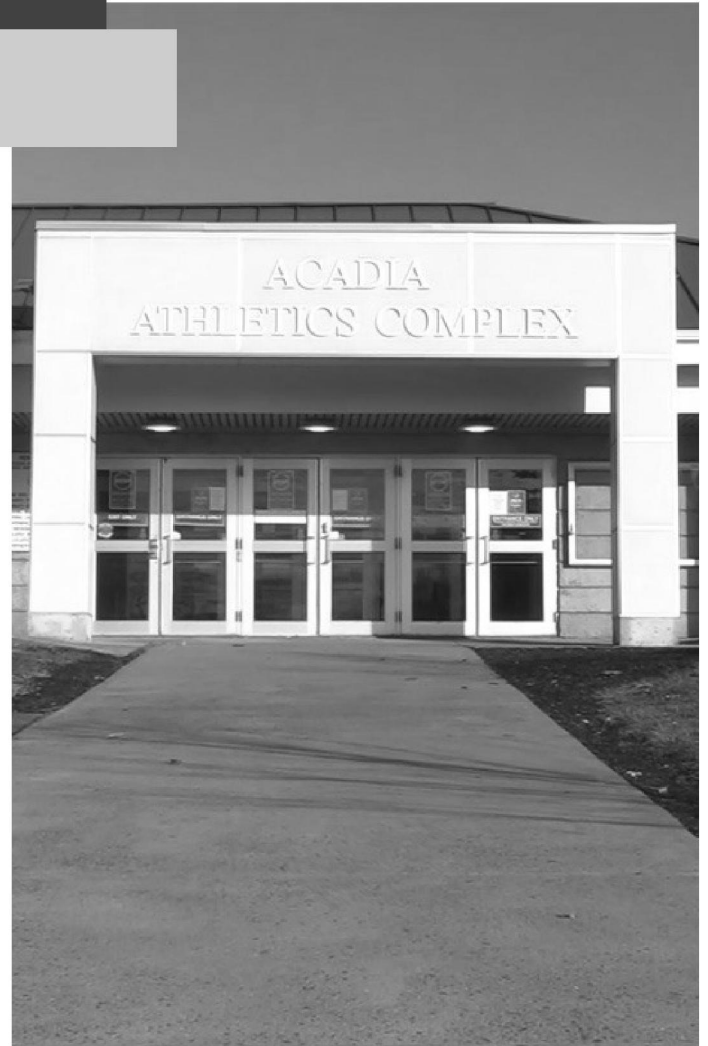


Competition Venue

Acadia Dyke Fields

Located in the beautiful Annapolis Valley, in the town of Wolfville, Nova Scotia is Acadia University. Centrally located in the Western end of Nova Scotia, Wolfville and Acadia University is a strong academic and athletic institute, a summer tourist destination, and a vibrant community.

Located approximately 1 hour from Halifax Stanfield International Airport, and its easy drive makes it a fan favorite for sporting events; recently hosting Touchdown Atlantic, and previously hosting the U20 Tri-Nation Tournament, and the U18 East Camps for Rugby Canada.



The Acadia Athletics Facility is able to boast a number of high-level athletic facilities. For the purpose of this event, we would be able to access the following:

- Raymond Field (Turf)
- Dyke Fields (Grass Game Field & Practice Field)
- Dressing Rooms
- Athletic Therapy Support

Event Venue

Acadia University



Residences

Acadia University has 11 different residence buildings on campus, and 1300 rooms; all of which could be available for the tournament for teams and spectators. Teams would be able to stay in one of these residences at a discounted rate, estimated at:

- 40.00/person per night (based on double occupancy)

For more information on each residence please visit their [website](#).

Each residence, is only a short walk from the competition facilities. Meaning there would be limited need to vehicle or bus rentals.



Dining Hall

The Wheelock Dining Hall would host teams for all their meals, and is in a prime location located next to all the residence buildings.

The following would be the estimate rates per meal for each individual:

- Breakfast: \$9.77
- Lunch: \$14.67
- Supper: \$19.56



Event Team

Vanessa MacKinnon

Event Lead

E: rugbyed@sportnovascotia.ca

P: 902-300-1986

Event Team Information

The lead event organizer would be Vanessa MacKinnon, Executive Director of Rugby Nova with support from the whole Rugby Nova Scotia Team, and the Rugby Nova Scotia Board of Directors.

If awarded the opportunity to host the Canadian Rugby Championships, a local organizing committee would be struck up including but not limited to including the following members:

- Local Rugby Community Member
- Manager of Events (Acadia University)
- Rugby Nova Scotia Staff
- Rugby Nova Scotia Board Member
- Local Club Board Member
- Medical Personnel

Financials

Projected Revenue

REVENUE:		
Funding - Grants	\$ 10,000	Rugby Canada hosting grant
	\$ 15,000	Sport Hosting Grant
	\$ 5,000	Town of Wolfville Grant * not confirmed
	\$ 2,000	PSO Project Support
TOTAL	\$ 32,000	
Donation Income	\$ 5,000	Town of Wolfville Businesses
	\$ 10,000	Canadian Rugby Foundation (TBD)
TOTAL	\$ 15,000	
Commercial - Sponsorship Revenue	\$ 12,500	
TOTAL	\$ 12,500	
Other Income	\$ 1,000	Merchandise
TOTAL	\$ 1,000	
TOTAL REVENUE	\$ 60,500	

Although these numbers are estimates, Rugby Nova Scotia commits to finding support for this event, at the community and national level. We trust that through positive community engagement, this will be possible.

Financials

Projected Expenses

EXPENSES:		
Staffing/Contractors	\$ 1,000	Extra staffing for event from Facility
TOTAL		
Officials		
TOTAL	\$ -	
Equipment & Infrastructure Rentals	\$ 4,000	Marquee Tent Rental - Maritime Tents
	\$ 1,000	Porta-Potty Rentals
TOTAL		
TOTAL		
Medical Facilities & Set Up	\$ 2,000	On Site Medical Support
TOTAL		
Medical Supplies	\$ 500	
TOTAL		
Pageantry, Awards & Trophies	\$ 720	Medals
TOTAL		
Shipping & Courier	\$ 1,000	POD for storage
TOTAL		
Small Equipment	\$ 1,250	Rugby balls
TOTAL		
Team Services		
TOTAL		
Travel - Accommodations	\$ 6,750	\$40 a night (per referee) double occupancy room - 10 referees - 9 nights
TOTAL		
Travel - Flights	\$ 5,000	Officials Flights
TOTAL		
Travel - Meals & Per Diems	\$ 7,000	\$44 per day per referee - 10 referees - 9 days
TOTAL		
Travel - Transportation	\$ 1,500	Rental Cars - x2 Sport NS Rate for 9 days each
	\$ 600	Fuel Cost
	\$ 13,000	Bus - Airport Transfers
TOTAL		
Facility Rentals	\$ 5,000	Fields / Classrooms
	\$ 1,140	Field Lining
TOTAL		
Volunteers	\$ 500	Volunteer Shirts
	\$ 1,000	Food for volunteers
TOTAL		
Marketing - Photography	\$ 500	honorarium for local photographers
TOTAL		
Marketing - Streaming & Broadcasting	\$ 8,000	high quality stream - see here: https://www.youtube.com/watch?v=cKaaIDTQRM0&t=15733s
TOTAL		
Marketing - Other	\$ 1,000	Field Signage
TOTAL		
Other costs	\$ 5,000	Contingency
TOTAL		
TOTAL EXPENSES	\$ 67,460	



Letters of Support



Re: 2024 Canadian Rugby Championships (U-19)

To Whom it may concern,

Please accept this letter as endorsement of Rugby Nova Scotia's hosting plan for the 2024 Canadian Rugby Championships (U-19) in Wolfville at Acadia University. This tournament is a foundational preparation and selection event for our National U-20 teams programming in 2025.

Rugby Canada is excited to work in partnership with Rugby Nova Scotia to welcome 10-12 Provincial and Regional boys and girls representative teams to Wolfville from approximately July 28 through August 6 (final tournament schedule is currently being set). The U-19 CRC is an annual competition, and the event in Nova Scotia will be the third edition of the tournament to be held post-pandemic following events in Ontario and British Columbia.

Funding received to support the 2024 CRC event will go to offset event operational costs to help eliminate any tournament fee. As teams cover their own travel, accommodation and food costs, the ability to avoid an additional tournament fee is a large step to ensuring the event remains feasible for all to attend. Any excess funding will be utilized to further subsidize attending teams' costs and/or provide legacy programming for the Wolfville/Nova Scotia community.

We look forward to a great tournament hosted in Nova Scotia this summer!

Yours in rugby,

Jamie Levchuk
Managing Director – Operations & Game Development

HEAD OFFICE

Victoria Office / Bureau de Victoria
3019 Glen Lake Road
Langford, BC CANADA V9B 4B4
Tel / Tél: 250-483-1202

Vancouver Office / Bureau de Vancouver
Suite 450 - 375 Water Street
Vancouver, BC CANADA V6B 5C8
Tel / Tél: 778-379-5770

rugby.ca
contact@rugby.ca

Canada



November 30th, 2023

Attention: Rugby Canada,

I am writing to express Events Acadia's enthusiastic support for Rugby Nova Scotia's Bid to host the 2024 Canadian Rugby Nationals.

Rugby is a sport that holds a special place in the hearts of many Canadians, and the national championship is a wonderful opportunity to showcase the talent and dedication of our country's top athletes. Acadia University would be honored to serve as the host location for this event.

The Events Acadia Team is 100% committed to doing all we can to support Rugby Nova Scotia's efforts, to not only ensure the planning and execution of this event proves successful, but to exceed expectation marking the 2024 edition as a best-ever experience for all involved.

We would like to thank Rugby Nova Scotia for choosing Acadia University as the host venue for this event, and we look forward to the opportunity to celebrate the spirit of Canadian rugby together at the 2024 Canadian Rugby Nationals.

Sincerely,



Tanya Colburne
Director, Events Acadia
tanya.colburne@acadiau.ca
1-902-599-1155



5516 Spring Garden Rd. 4th Floor, Halifax, NS
B3J 1G6 | 902-425-5454 ex. 368 | rugby@sportnovascotia.ca



November 30, 2023

To: Rugby Canada

Re: 2024 Canadian Rugby Championships

On behalf of Rugby Nova Scotia and its board of directors, I am thrilled to be submitting this letter of support to host the 2024 Canadian Rugby Championships in beautiful Wolfville, Nova Scotia on the campus of Acadia University.

In the past, Acadia University and Rugby Nova Scotia along with our stakeholders hosted the largest to-date rugby event in Nova Scotia, the Eastern Canadian Rugby Championship along with the Rugby Canada U20 Women's event which was a great success. The infrastructure in place at Acadia along with their strong support makes this event a sure success. Acadia can also note recent success with hosting a CFL game in the summer of 2022 which highlighted the ability of Acadia and the town of Wolfville to host large successful events yet again.

We at Rugby Nova Scotia pride ourselves on being one of the fastest-growing sports in Nova Scotia. As a result, we are witnessing the small community of rugby supports bloom into a much larger community.

With the full support of our staff, board of directors, clubs, funding partners and the wider rugby community look forward to hosting the nation's top up-and-coming players to Nova Scotia in August of 2024.

Yours in Rugby,



Chad Mahoney
President
Rugby Nova Scotia



Confirmation of Partner Funding



**Communities, Culture, Tourism and Heritage
Office of the Minister**

1741 Brunswick Street, PO Box 456, Halifax, Nova Scotia, Canada B3J 2R5
Telephone 902-424-4889 • Fax 902-424-4872 • novascotia.ca

May 28, 2024

Vanessa MacKinnon
Rugby Nova Scotia
5516 Spring Garden Rd., 4th Floor
Halifax, NS B3J 3G6

Dear Vanessa MacKinnon,

I am pleased to advise you that your submission for funding has been approved and the Department of Communities, Culture, Tourism and Heritage will invest \$15,000.00 towards the U19 Canadian Rugby Championships in 2024.

The Government of Nova Scotia is pleased to support initiatives like yours that are aligned with the Nova Scotia Event Strategy. Thanks for your continued efforts in hosting a world-class tournament in Nova Scotia.

Please maintain accurate records of your organization's expenditures, as they may be subject to an audit at the provincial government's discretion. A final report will also be required outlining the impact of this investment to your community and organization.

Mike MacSween, Senior Event Advisor, Events Nova Scotia will send you a Terms and Conditions document, which once signed and returned, will result in processing a payment for the amount approved. Mike can be reached at mike.macsween@novascotia.ca or by phone at 902-223-1412.

I would like to extend best wishes for success for the 2024 U19 Canadian Rugby Championships.

Sincerely,

A handwritten signature in black ink, appearing to read 'Allan MacMaster'.

Allan MacMaster
Minister
Communities, Culture, Tourism and Heritage

cc. Justin Huston, Deputy Minister
Christopher Shore, Associate Deputy Minister
Susan Jeffries, Executive Director, Culture and Heritage Development
Paul Forrest, Director, Events Nova Scotia
Mike MacSween, Senior Event Advisor, Events Nova Scotia



POLICY

ONE-TIME SPECIAL FUNDING REQUESTS EVALUATION CHECKLIST (OPERATING)

Applicant Name: Rugby Nova Scotia

1. Program/Service Obligation Core – event/initiative/service the Town would otherwise provide Important – event/initiative/service the Town might otherwise provide Discretionary –event/initiative/service the Town does not normally provide No Mandate – not enabled by legislation, is not within the Town’s area of responsibility	H M L N
2. Council Strategic Plan Vital – fundamental to Council’s Strategic Plan Notable – solid fit within Council’s Strategic Plan Non-Critical – some relevance to Council’s Strategic Plan, not strategic Provide Specific Linkages to Council’s Strategic Plan: Economic Prosperity Community Wellness	H M L
3. Public Need/Benefit Community at Large – general need/benefit, broad-based Multiple Interests – some need/benefit, a number of areas/communities Vested Interest –special interest group(s), localized	H M L
4. Human Development and Inclusion – Volunteer and Participant High – equality of access and opportunity (demographic, geographic) Moderate – range of demographic groups and/or development potential Low – limited opportunity, access or development potential	H M L
5. Quality of Life for the Community Livable Community – important to livable/sustainable community Community Image – enhances image or public perception Community Pride – instills pride, sense of community	H M L
6. Economic Impact to the Town High – there is a strong and demonstrated direct economic impact to the Town Moderate – there is a demonstrated indirect economic impact to the Town Low – there is minimal or no demonstrated economic impact to the Town	H M L