



Municipality of the District of Argyle

Item: Financial request – YASTA  
55+ games

Date: January 28, 2020

## VISION

We see Argyle as home to a healthy and thriving rural population. Our municipality promotes and supports economic and social opportunities for the region and engages in the active expression of our unique Acadian heritage. We are a place of choice for rural living and are widely recognized for our warm hospitality and joie de vivre. Surrounded by fresh air and cool ocean breezes, we work and play in the great outdoors. People choose to live in Argyle because of our commitment to each other, to our community and to our neighbors. Argyle is a place we are proud to call home.

## **Background:**

YASTA is requesting financial support for their successful bid for the 55+ Games to be hosted in Yarmouth County in September of 2021. As YASTA is a sister company, their financial request does not fall within the Grants to Organizations Policy, and Council has ultimate discretion as to the amount of the support.

YASTA has traditionally asked for funding in equal portions from each of its membership municipalities. The request of \$4,000 is one of 4 organizations; the three municipalities, along with the marketing levy funds raised through the Town of Yarmouth bylaw imposing a marketing fee on per night stays.

The event will be held in various venues in Yarmouth County, including Argyle. Ecole Par-en-bas will certainly host certain events, along with other venues to be named later. Our seniors will be active participants in this event and could bring up to 700 seniors to the area. We have traditionally supported similar event tourism activities led by YASTA.

The total budget for the event is proposed as \$67,250, so our contribution represents 6% of the total revenues. Other revenues include registration, sponsorship and other provincial grants.

For simple comparison purposes, this grant is slightly larger than the grant we would provide the Wedgeport Tuna Tournament, which generates considerable economic spinoff, but would not likely attract 700 'tourists' to the area.

The following are the list of games that will be hosted:

8-Ball, 45's, Contract and Duplicate Bridge, Cribbage, Darts, Candlepin Bowling, Washer Toss, Golf, Ice Curling, Ice Hockey, Scrabble, Pickleball, Swimming, Tennis, Track and Field, Walk, Cycling, Stick Curling, Ice skating, 5k and 10K run, slo-pitch, badminton, table tennis.

### **Demonstration Sports are**

Sledge Hockey

Stand-Up Paddle Boarding

Dragon Boating

**MGA considerations:**

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Investing in an intermunicipal organization for tourism is an allowable Municipal expense.

**CAO's Recommendation:**

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Recommend that Argyle fund this event in the amount of \$4,000, and that the amount be paid to YASTA either through the current year surplus, or budgeted for in 2020-21.

**Suggested motion:**

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Move to provide a \$4,000 grant to YASTA to support the hosting of the 2021 55+ Games in Yarmouth County, and that the funds be issued and paid via current year surplus.